



shuzsociety is pleased to announce its partnership with a global full-service video marketing source to provide the footwear industry with a turn-key video solution proven to increase brand awareness and drive sales. We consolidate the services of multiple providers to deliver a cost-effective, introductory rate. You benefit from our program management from start to finish, which includes the following:

• **VIDEO PRODUCTION**

- ◆ Global network of 3,000+ professional filmmakers and creative pros offering a host of dynamic video and creative services to make sure your video program is a success.
- ◆ From on-location shoots to editing, animation and audio production, we ensure top-quality content at a fraction of the cost of typical production / post-production houses.
- ◆ A flexible, customized approach allows you to select from a 90-minute shoot, ½ day shoot or full day shoot.
- ◆ You benefit from a network of professionals who have created video content for companies such as, Maxim Magazine, Ford Models, CitySearch.com and Simon & Schuster.

What this means for you... From international on-location shoots, to editing, green screen work, high-quality animation and full audio production...you receive professional video content at a fraction of the cost!

• **VIDEO SYNDICATION**

- ◆ Our platform makes managing and syndicating your video content simple and affordable.
- ◆ Videos are delivered to your site, your channel partners and popular social networking sites through a branded video player.

What this means for you... We have the solution to get your video content across the Web to gain maximum exposure.

• **VIDEO HOSTING**

- ◆ A customized landing page on the new shuzsociety.tv web site, a fashion TV and shopping portal for women's and men's footwear, as well as handbags and accessories, allows your videos to be the featured content.
- ◆ Our dedicated video server ensures reliable delivery and playback of high-quality video requiring additional bandwidth.

What this means for you...

Your videos are viewed from a dedicated page for your brand on shuzsociety.tv, so they do not compete with other video share sites such as YouTube. You also eliminate the need to host videos on your site, in which case might result in slow or choppy playback and increased bandwidth expense.

• **ECOMMERCE**

- ◆ Integrated "call-to-action" hotlink buttons to drive traffic to your site to purchase products.
- ◆ shuzsociety.tv not only features your videos on a dedicated landing page, but your products that are offered through top online retail affiliate networks will be displayed on the same page for additional brand exposure. All with click-to-purchase hotlink.

What this means for you... Increased brand exposure and increased sales!

ONLINE VIDEO FACTS & FIGURES

- 81% of the total US Internet audience has watched online video.
- The average viewer watches 8 hours of video per month.
- Video marketing allows for specific targeting of audience with measurable results.
- Branded videos have an extended "evergreen" presence on the Internet.

Professional online video views climb in 2009

*"Views for professionally produced online content increased 18% in 2009 to 49.1 billion views."
(WebProNews, February 24, 2010)*

Search Engine Success with Video

*"Online video is 53 times more likely to generate a first page Google ranking compared to other SEO techniques."
(SearchEngineWatch.com, January 27, 2010)*

Video marketing generates higher conversions

*"Visitors to sites with online video are 85% more likely to convert to an engagement."
(DM News, January 4, 2010)*

Online video continues incredible trajectory

*"The average video viewed online is now 3 minutes, 8 seconds in length."
(ReelSEO, November 3, 2009)*

What's your next step? Contact **shuzsociety** for a customized video marketing program proposal based on the number of desired videos and your budget.

Your video package will include the following services:

- ◆ Basic lighting and single person crew for one-location, one-time shoot
- ◆ Royalty-free music
- ◆ Two client revisions per video
- ◆ Custom branded watermark
- ◆ Custom "call to action" hotlink button per video to drive traffic to your site to purchase
- ◆ Social network syndication per video
- ◆ Custom embed code to publish on your website and syndicate to your client's websites
- ◆ Video hosting on shuzsociety.tv for a minimum of six months
- ◆ Customized landing page on shuzsociety.tv
- ◆ Cross-promoted on shuzsociety.com
- ◆ Program management from start to finish – professional courtesy, fee waived.

Simply stated... by using video to market your brand, you engage and build trust with an audience which inspires them to visit your site. Being a trusted source also leads to longer site visit results - which in turn generates higher Google ranking rewards. The longer the audience visit, the more exposure to messaging and products which equates to a higher conversion to accepting a call to action.

We look forward to customizing a Video Marketing Program for you!