



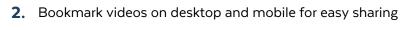
## 12 Ways to Leverage Your Video

Autodemo makes it simple to develop professional marketing videos. But it's hard for great videos to work their magic if nobody sees them. Getting more eyes on your video helps drive awareness, generate leads, and turn browsers into buyers.

Here are some sure-fire ways for your video to make a big impact:

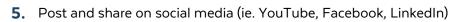








- Ignite analyst and investor interest on roadshows
- Create a tradeshow version to attract booth visitors





6. Use as visual training to onboard new employees



7. Train your sales team to use consistent, branded messaging



8. Embed videos across your website for better SEO



Localize for international expansion



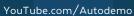
10. Customize for video ads on Twitter and Facebook



- 11. Embed on landing pages to generate more leads
- **12.** Fire up crowds at sales meetings and user conferences









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