AKRO-MILS®

Using Akro-Mils Videos

Akro-Mils is proud to provide videos for use by our Distributors. This resource sheet will describe the ways customers can access and use Akro-Mils videos, and the benefits our customers receive through their use.
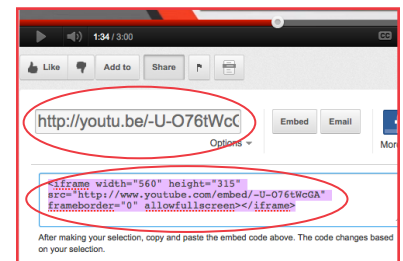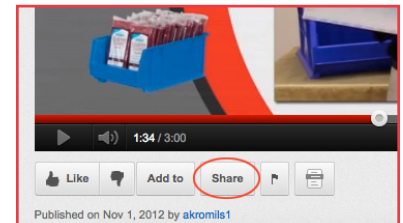
Why Use Akro-Mils Videos?

• Videos are an important part of any company's marketing communciations plan.

• Product videos can increase the attractiveness and usefulness of product pages.

• Videos are valuable education or training tools.

• Videos can assist in efforts to improve Search Engine Optimization (SEO). Repeating and optimizing the same keywords/metadata throughout a company's site improves the site's overall SEO.

• Videos keep customers on product pages longer — decreasing the vistors' "bounce rates," and increasing the opportunities for increased interest and, of course, sales!

How Can Customers Use Akro-Mils Videos?

YouTube

Advantages: Customers can easily embed Akro-Mils videos on their own site, and the process is very easy and user-friendly. When the customer's Webmaster chooses an Akro-Mils video from our YouTube Channel **(youtube.com/akromils1)**, they can click on the "Share" Button, which provides the embedding code for that particular video. The Webmaster can then copy and paste the code into their own Content Management System (CMS), and the video is embedded on the page for their use.

Disadvantage: The customer cannot edit the video.

QuickTime Movie Files

Advantages: Akro-Mils' communications team can provide any of our videos in the QuickTime Movie (.mov) Format. This enables the customer to place actual video, rather than a YouTube embedded video, on their webpages. The customer can place the .mov files in a video editing program to add their company logo, contact information, etc., to the existing video file. (NOTE: W*e ask that all customers requesting .mov files fill out and sign the Akro-Mils Video Use Agreement before they receive their video files*.)

Disadvantages: Requires customers to have a staff member with video editing experience and software to add content to the video.