

FOR IMMEDIATE RELEASE - VIDEO PRESS RELEASES VIA eChannelNEWS

Accelerating next generation press releases in a digital-video-first world.

How to get your message to rise above the noise to get heard in the channel?

Before anybody will take action to review, buy, implement or manage anything, the message needs to be interesting, engaging, and filled with solid thought leadership. It's the only predictable way to get your message seen, watched, and most crucially, understood.

Getting noticed is the first step. If they ever had the time, customers, channel partners, subject matter experts, researchers, analysts, investors, social influencers, thought leaders, and other viewers no longer have the time to read mountains of dull, "techno-babble filled" articles, blogs, websites or attend uninteresting webinars. Over a hundred news releases are received and taken into consideration by eChannelNEWS each day. Only a handful "rise above the noise" to be noticed or worthy of publishing.

According to Julian Lee, editor and publisher of eChannelNEWS, "Our overarching goal is to educate and guide our channel community who face significant technological and business challenges to ultimately make decisions on what solutions to use from vendors to solve their customers' problems and make money."

With the aim of offering videos in "just enough - just in time" video visual presentation style to assist anyone to grasp your message in two minutes or less, eChannelNEWS created Video Press Releases (VPR).

Exclusively Limited Availability

Only a few VPR spots are available each week due to the substantial work needed and limited availability of publishing space. We will assess, develop, and convert any text-based news releases into VPR with the help of our multi-award-winning team of subject matter experts. There is nothing else required from your side. Despite the fact that the material for these videos is created using your content, unless otherwise stated, they are not intended to be simple product advertising. Instead, they are meant to provide partners and consumers with better understanding in an easy-to-digest format.

As the VPR platform is still developing and, despite the fact that they have received positive reviews, they are not suitable for everyone. Ask to see samples from over 200 VPRs that we have previously created and published.

Send your press release, article, or white paper along with agreement when you are ready. After inspection, development and approval, we will create and post the new VPR on the eChannelNEWS.com-integrated [ChannelTechTalk Video](#) Newswire Network within three business days. Your video-first, mobile-friendly format will be pushed to thousands of people in the channel community as well as hundreds of thousands of people on social media and other networks once it has been released.

These videos are a "priceless value" for anybody since so many buyers, journalists, and influencers visit eChannelNEWS to learn about the newest technological news, conduct research and more. You may also use your VPR for your website, business partners, and other purposes. With "calls to action", we can help you further customize and reuse your VPRs to boost sales. Your VPR video will be available to you and your viewers channel for free all the time.

Contact us to get started right now - Marie-Claude Rouleau - 905-839-0603 ext. 247
marier@technoplanet.com

