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## INNOVATIVE USE OF WEB VIDEO HELPS PROMOTE SMALL BUSINESS

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### *Smart Company Growth's Executive Video Interviews Provide Affordable Solution for Small Companies to Get Online Attention*

Berlin, MD

**Smart Company Growth** has re-cast its services to focus more on the organic growth of small businesses across United States using virtual tools that companies can access online and, in some cases, over a VOIP video connection.

More than ever small business is looking to use internet technologies to compete with Fortune 500 companies who have more resources and overseas firms that have lower costs. **Smart Company Growth** is providing those small companies that number more than 99% of American businesses with ways to act big on a small budget. "Most small business have websites, of course," says Smart Company Growth CEO Karl Walinskas, "but that isn't enough anymore. US small business is constantly pursuing the elusive cutting edge. We're trying to develop ways for that to be a reality."

Video has overtaken the internet at an incredible rate. More than 10.5 million hours of video are uploaded to YouTube every year, and the rate is accelerating. For small business, video needs to play a part too, yet professional videographers are incredibly expensive. **Smart Company Growth's Executive Video Interviews** make use of a tool most small business owners have atop their PC screen—an ordinary web cam. Business owners simply need that and a Skype free online account, and they have the means to create quality web video for website promotion and social media marketing (SMM), all for under \$300.

"The quality of web video is only marginally dependent upon technology. Due to bandwidth issues we still face, web cams offer more than enough resolution," says Walinskas. "The real quality comes from the content delivered via the interview process, the third party credibility that comes from a trained media interviewer drawing out value from the key executive being interviewed that viewers can use while subtly promoting the expertise of the small business." Small companies get that expert positioning via a 12 minute interview, edited with up to 3 camera perspectives, and delivered in a replicable video file. According to Walinskas, "These Executive Video Interviews are great for new product launches, business expansions, highlighting key staff contributions, Vblog posts, and are a terrific vehicle for high-level job candidates to set themselves apart from the competition."

More information can be found at the company website at <http://smartcompanygrowth.com/business-growth-svcs/business-development-svcs/executive-video-interviews/>.

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