

## Tayloe Marketing & Consulting now offers Video Production Services

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*Tayloe Marketing Launches Video Production Services through new partnership with SOMEDIA Networks*

VENICE, Fla. -- Tayloe Marketing is pleased to announce a new partnership with SoMedia Networks, the largest web-based provider of on-demand video production services in North America. This partnership allows Tayloe Marketing to expand its internet marketing services to include affordable and high-quality video production services for all of its clients.

With over 10 years of experience, Tayloe Marketing helps small businesses increase their market share, customer satisfaction, and retention. Online video is a natural addition to their current service offerings, allowing Tayloe to incorporate video into the various marketing and public relation campaigns that they execute for their clients.

Among all other forms of marketing, online video significantly improves email marketing effectiveness. Video in email marketing increases click-through rates by over 96%, (Implix Email Marketing Trends) while the number of marketers planning to use video in email campaigns has increased 5x in the past year (Implix 2010 Email Marketing Trends Survey).

“Video is a powerful way of communicating a variety of messages to customers,” says Brad Tayloe, founder of Tayloe Marketing. “If your current marketing and content strategy doesn’t incorporate video, you might be missing out on an opportunity to talk to a large and engaged audience.”

### ABOUT TAYLOE MARKETING

Tayloe Marketing and Consulting is an Internet Marketing and public relations company in Venice, Florida. The company was formed on the premise of helping other small businesses market their goods and services. Tayloe Marketing offers a wide range of services, including Social Media Management, Video Production and Marketing, Search Engine Optimization (SEO), Public Relations, Advertising, Website Design and many other customized marketing services. For more information, please visit <http://www.tayloemarketing.com/>

### ABOUT SOMEDIA NETWORKS

SoMedia Networks is a pioneer of cloud-based video content production platforms and massive scale video production services. They provide resale, white-label, and on-demand video production services to web services companies, digital publishers, agencies, corporate brands and broadcasters across North America. For more information please visit <http://somedia.net>

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