



Voodoo FAQ

Here are the questions we're asked most:

What are Voodoo Viral Marketing Systems?

Voodoo has developed patent-pending systems capable of "virally" spreading web-based messages in the form of high-quality Video Sales Messages (VSMs). **Click-through rates for video-based promotions have proven about five times higher than those for static ads.** (source: DoubleClick) And incredibly, Voodoo systems bypass most spam filters and pop-up blockers... any current technology that stops your message and brand ID from getting through.

Video + Interactivity = How to grab more eyeballs and hold 'em.

Voodoo VSMs engage and communicate using high quality video *plus* interactivity *and* incentives. Most ads broadcast a message...but it's easy for the audience to tune out. Adding interactivity changes everything. In recent case studies, **adding basic interactivity to web content increased total viewership by as much as six times!** (source: DoubleClick)

Voodoo Viral Marketing systems utilize a combination of interactivity and incentives to compel viewer involvement and action. Our VSMs refer actively to the viewer's choices—click here, subscribe there, download this, redeem that—and guess what? Spurred on by the proper incentives, they do!

Isn't web video still limited to a small audience?

No way! Current estimates of broadband internet use are as high 90% in U.S.-web-users' homes—even higher for American businesses. (source: Nielsen//NetRatings) As the popularity of *YouTube* attests, video on the web is here, there and everywhere...now.

Online video advertising is projected to reach \$657 million in 2009, up from \$121 million in 2004 (source: Jupiter Research). As the online video advertising market grows, companies must improve viewer experiences to keep up with audience demand and make their campaigns stand out.

Can Voodoo Video Sales Messages play on any platform?

Yes. Our Viral Marketing Systems leverage the extraordinary penetration of *Flash* technology so your messages play without a hitch. An astounding 97.6% of web users worldwide can watch our VSMs without having to download and install a player (source: Adobe/Macromedia). And because the founders of Voodoo came from the world of video production, we know how to maximize the technology to make the most of any computer's available bandwidth, with excellent image and sound quality.

Voodoo Viral Marketing Systems are standardized *and* customized.

How? Voodoo systems offer a comforting degree of standardization, with consistent measurability, trackability and ROI, plus quick turnaround and implementation. They give you and your company the ability to pursue opportunities much faster and more effectively than would be possible with website re-designs and comprehensive ad campaigns. Test a concept? Sell a new product? Inform people about a new service? There's no better way we know of.

What about the custom stuff?

Delivering customized rich media is no longer a novelty. It's a business necessity for companies looking to attract, retain, and build relationships with their online customers. Voodoo systems offer all the customized content that you—and your marketing and brand managers, your ad agency and web developers—want. Voodoo can combine your VSMs with brand identity, images, text, animation, and interactive navigation to create experiences that compel viewers to take action...and that's what it's all about.

What's the cost and the Return-On-Investment (ROI)?

Our basic systems offer standardized pricing. Cost of implementation is broken into three parts:

- 1) System Set-up and Customization
- 2) Creative and Production Services
- 3) System Usage and Web Video Hosting

You can pay for #1 and 2 up-front followed by a reasonable monthly usage and hosting fee, or you can choose an easy finance plan to lower your up-front cost. ROI varies with each situation, but in most cases, it will be many times the cost of the systems.

How does Voodoo fit a company's marketing mix?

Our systems are a simple and easy *add-on* to your internet strategy, and they require a reasonable investment to implement. If you have a web

presence now, you'll be amazed how using our "Magic" Viral Marketing Systems will improve your company's web traffic and overall internet success.

What about SEO and PPC?

This year, US companies will spend almost 20 billion dollars on internet advertising—about half of it on search engine optimizing (SEO) and pay-per-click (PPC) ads. SEO & PPC produce targeted results, but new issues are taking a toll on their effectiveness: ad-blocking plug-ins, a click fraud epidemic and keyword competition, among others.

Voodoo offers a new way to turbo-charge your web marketing results. It doesn't replace SEO and PPC—just takes you beyond them, into astounding ROI.

Ease of Implementation

Implementing any one of our Magic Systems is far easier than you might expect. You can get started immediately and it's usually just two weeks before your campaign begins generating new customers and new sales.

You're In Creative Control

You control the content, not us. We'll lend the full extent of our knowledge and experience to your customized production, but you don't have to use these services unless you want to. We'll guide the marketing & incentive strategy and creative & production processes as much or as little as you want.

Voodoo has the experience you're looking for.

We came from the marketing and video production industries, and figured out how to make the web work for us and our clients. With hundreds of national quality and award-winning video productions to our credit and many award-winning web sites, we know what you need and how to deliver it efficiently.

Practice a little Voodoo yourself.

Voodoo Viral Marketing Systems are the **easiest and most powerful add-on** to your internet marketing strategy. Put your Voodoo online and cast a spell on your customers.

Get started by clicking [here](#).



© 2007 Voodoo, LLC/Voodoo Viral Marketing Systems