

Video eHandbook Series

Influence purchase decisions through one of the fastest growing marketing mediums – video!

According to findings from *The State of Video Marketing Benchmark Study*, 90% of customers are saying that video helps them make buying decisions and 64% of customers are saying that seeing a video makes them more likely to purchase. It's the perfect time to take advantage of incorporating video into your marketing strategy to inform and influence buying decisions... and generate quality sales and marketing leads.

In our recent Media Consumption Study, 84% of our Plant Services audience indicated that they are likely/very likely to register for access to educational video content that provides problem solving ideas and practical solutions.

Plant Services' Video eHandbook Series was created to satisfy the maintenance and reliability community's persistent demand for educational material, delivered in an easily digestible video format. Video sponsorship opportunities allow your company to take advantage of a video environment to educate and influence buyers as they move toward their vendor selection and purchasing choice.

- Each of the videos are 5-7 minutes in length and presented by Plant Services editors or other experts in the field.
- The videos require registration to view, and include a three-month program of active promotion to a targeted audience.
- You have the right to reuse

**Video eHandbook Series Price:
\$2,800 net**

CMMS – February
Electrical Safety – April
PdM/Condition Monitoring – June
Planning & Scheduling – August
Compressed Air – October
Motors & Drives – December

**Custom Video eHandbook Price:
\$5,000–\$8,500 net**

Exclusive Sponsorship Fundamental Video Opportunity
Select your own topic and date

Plant Services Alert

Hand-picked white papers, special reports, webinars, and more

Video Fundamentals: Electrical Safety

Is your facility ready for an OSHA inspection? Not having a proper arc flash electrical safety plan in place can put your workers in danger and expose your company to hefty fines due to OSHA violations.

Watch this video to learn the potential dangers from electrical hazards and how to be better prepared for them.

Topics include:

- OSHA Inspections
- NFPA 70E Standards
- Arc Flash Hazards & Mitigation Plans
- Personal Protective Equipment (PPE)

[Watch the video](#)

