



An Online Video is Business Opportunity Come Full Circle

Online Entertainment is an Opportunity for Micro and Small business to Advertise like Big Corporations

Jan. 30, 2015 - [PRLog](#) -- The online streaming marketplace has great potential for micro-business, small business and ecommerce, if they understand the opportunity and get involved. "For so long micro and small business has been priced out of the use of entertainment to promote and advertise, that they don't even look for the opportunity," says Terrence A. Lovett, CEO of the Christian Library on Demand (CLD). The Christian Library on Demand is a television network which delivers its programming to user via mobile and smart TV. "We are just like a TV station except its convenient for the user not based on schedules, it's video on demand," says Lovett. The CLD represents a leap forward in the delivery of entertainment and a great opportunity for small and micro business to finally get to use entertainment to promote and advertise their products.

When you are accustomed to using print and mail, how do you transition to using video? "Video is the most powerful way to tell a story," says Darcey Hutchinson, CFO of the CLD, "but even more effective is to place your business story next to entertainment." Entertainment is the most attractive product to consume. In just 5 short years, video went from being consumed by less than 10% of internet users to being more than 50% of the broadband usage on the internet today. Entertainment in the form of video is taking over the internet and now is the time for medium and small business to learn the lessons of the local car salesman.

"There are two simple principles in advertising; "If you are not advertising, you don't exist. AND most importantly, "If you advertise alone, you can reach a few, if you advertise together with many, you can reach the world," says CEO Lovett. That second principle in advertising has been lost over the years because TV and cable advertising is very expensive. "In the glory days of the music industry, the local record store did newspaper and signage, and maybe a local television show for local artists," says Gerald Wiggins, VP of International Distribution at the CLD, "and the most successful shows in TV history are music shows like Soul Train and American Bandstand. Television advertising is the key to breaking an artists and driving up exposure for new artists, so regularly exposing new music to new audiences brings success." Just like it was in the mid 1900s just after the great depression and WWII, the nation's middle-class were short of cash, they watched television to escape the harshness of life. We are seeing similar patterns today, except now each person can have their own TV experience through mobile devices and smart TV apps. So what is your video strategy for the new century?

"There are many strategies which are circulating on the internet today, most of which are not close to the most successful model, local TV stations," says CEO Lovett. "Marketing people developed online display advertising and it has become a failed business model, says CEO Lovett, "and now they are trying to re-work advertising to include video, but frankly they are missing the obvious." The CLD offers free previews, promos, trailers and segments which can be sponsored for reasonable prices even by a micro-business. The CLD also offers full length television shows and movies which can be sponsored by small business even from the beginning of the creative process. "The CLD offers first rate opportunities to place your brand stories next to our entertainment and reap the benefits of the new world of online video," says Hutchinson, "before it is dominated by large corporations or the prices are driven up by government

regulations.” Now is the time to stake your claim in online video which is similar to local television in delivery and experience, but affordable.

About the Christian Library on Demand

We are the Christian Library on Demand (CLD) a Christian entertainment company. We have Christian entertainment available on streaming video apps! Just search “Christian Library on Demand” in your Apple or Android App store. It is a FREE download! If you have a smart TV with access to the Google Play Store, Yahoo App store or the Samsung Smart Hub you can download “EnLive” Smart TV App!

We have lots of FREE content that you can browse and enjoy. When you are ready for more subscribe and access hundreds of hours of programs for a reasonable price. CLD mobile app is only \$3 a month. The EnLive Smart TV App is only \$5 a month. Just go to www.ChristianLibraryonDemand.com for more info the CLD mobile app! And Go to www.EnLiveTV.com for more info on the EnLive Smart TV App!

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