



# Video Demos

“Thanks to the site ([lmsdemos.com](http://lmsdemos.com)), we were able to find the vendor that best met our needs. Having a video of their product made the difference for us.” D. Woodruff, Training Director.

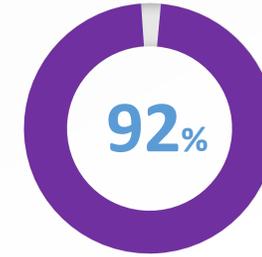


174%

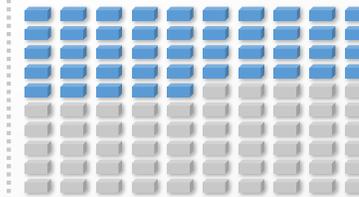
More likely to purchase after watching a video than those who do not

3 out of every 5

Consumers will watch at least two minutes of a product video



of mobile video viewers share videos with others.



36%

Higher Engagement

Mobile video that include social media buttons drive **36 percent** higher engagement.

“One of the best learning technology websites (Imsdemos.com)...for individuals in my position, that are looking to build a training and online learning program”, M. Gusman, E-Learning 24/7 LinkedIn group member

## How to Create your 120 Second Video

1. Identify the areas of the product you wish to showcase to the consumer (buyer)
2. Select a screen capture/recording software to record the demo
3. Record the demo
4. If you want to add a V/O (voice-over) that is acceptable, but it is not required.
5. Save the video as a .MP4 – if your screen recording software does not offer this option, please contact me and I will direct you to a free recording conversion tool.
6. Send the video to me via Dropbox (preferable). If you use another online storage site, whereas you can send me a link to download the video, that is fine too.
7. There is no fee for creating or having your LMS video demo on [lmsdemos.com](https://lmsdemos.com)

### What you cannot do

1. No sales pitch of any kind can be part of the video demo, this includes via a V/O, sales slides, etc.
2. Any such information will be edited out of your video.

Bonus: If you want to include contact information at the end of the video, you may do so. But again, please avoid making it a sales pitch.



## About: Craig Weiss

Craig Weiss is an e-learning expert, blogger, analyst and speaker. He is the founder and CEO of E-Learning 24/7.

In 2014, Craig was named the second most influential person in the world for e-learning. His blog, E-Learning 24/7 is read in 152 countries, territories and colonial territories.

Since he launched his blog in late 2009, his forecasts and projections on e-learning has been over 90% accurate.

His debut report on the “[State of the LMS Industry 2014](#)” has been recognized as being one of the most comprehensive reports on the LMS market available to consumers and suppliers.

Additionally, Craig has written for numerous publications and speaks regularly at conferences, events, and companies around the world.

Recent presentations include , Learning@Work, Sydney, AUS and Online Educa Berlin, Berlin, Germany, DevLearn, Las Vegas, NV, LearnX Asia Pacific, Melbourne, AUS, EduTech, Moscow, Russia and DConf, Milan, Italy.

### Business

We provide advisory, consultant and analyst services to buyers and suppliers, specifically in the e-learning industry

### Contact

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