

# Pacific eMarketing Launches E-Commercials on the Internet

**Now every business can have streaming commercials on their web site and in their e-mail campaigns to maximize the contact with their customers using dial-up or broadband connections.**

PUYALLUP, Wash. – August 30 (SEND2PRESS NEWSWIRE) – Pacific eMarketing, a provider of high quality streaming Internet commercials, is pleased to announce they are commencing operations throughout the Northwest. Based in the city of Puyallup, near Tacoma, WA. Pacific eMarketing specializes in filming, editing, hosting, and streaming high quality commercials that are used by businesses and organizations to maximize their internet marketing results. These Internet commercials, (eCommercials), have been shown by independent research to dramatically increase sales leads and actual sales for businesses that utilize them. In fact, 83% of consumers polled by Chamberlain Research Group expressed a strong preference for buying from a website that had a streaming Internet commercial over a website without online video.<sup>1</sup>

“The problem for small and medium sized businesses up until now has been the cost involved in having a high quality Internet commercial produced and streamed. Pacific eMarketing will change that throughout the Northwest” states Kyle Bender, company President. “We have all-inclusive eCommercial pricing that covers the services involving the complete production of a video commercial for businesses wanting to create an e-commercial. We encode and host the videos for these new commercial users or we can take existing video commercials or audio ads and utilize our streaming services. We essentially produce and/or host a TV commercial or audio spot for businesses that they run on their website or send out in targeted e-mail campaigns. The best part is that it costs a small fraction of a TV ad, yet it reaches a targeted audience that can be tracked and quantified and is available 24/7” continued Mr. Bender.

As a result, the company anticipates being utilized by web developers, marketing agencies, and other Internet consultants as a subcontractor for high quality Internet eCommercial production and streaming, as well as offering these services directly to business and organizations throughout the region. To help small businesses use this service effectively, Pacific eMarketing has developed a proprietary video player that can be seen by 93% of internet users without video downloads or plug-ins. They are also given access to a sophisticated email-marketing tool that enables them to broadcast their Internet Video Commercials via email directly to one or thousands of potential buyers. Email campaigns can also be tracked to see how many people have viewed the video. “This built-in tracking allows business owners to make intelligent marketing decisions. This type of detailed analysis is not possible with traditional TV advertising. It is a win-win situation for small businesses seeking affordable, yet powerful marketing options,” Mr. Bender concluded.

## About Pacific eMarketing

Pacific eMarketing combines audio/video production, state-of-the-art technology and video streaming services to help businesses and organizations market online.

For more information, please visit Pacific eMarketing @ [www.pacificemarketing.com](http://www.pacificemarketing.com).

### Notes:

1. Market research was conducted by Chamberlain Research on the reaction of website visitors to online video. The research consisted of one on one interviews regarding opinions and reactions to online video. Interviews were conducted in Los Angeles, New York, Chicago, Houston, and Madison. The statistical deviation on the results is plus or minus 1%.

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