



CAPE CHAMBER

OF COMMERCE & INDUSTRY

NEW BUSINESS MARKETING INITIATIVE

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We have found a way to help new businesses market themselves at a fraction of the normal cost.

New businesses have to explain themselves and show what they can do and the best way to do that is with a professional video and then use YouTube and websites to spread the message.

Using YouTube costs nothing but the problem is that unless the video meets professional standards, it is likely to underwhelm your potential customers and it may even be a turn-off. Unfortunately, professional videos can be expensive.

We have set out to solve this problem and are now able to offer our members a huge discount of R15 000 for a three-minute video, bringing the cost down to just R6 500! This included a professional script, voice over and a day of filming.

So much is changing and the new technologies create opportunities for new products, services and businesses, but marketing is expensive, especially for small firms. At the Chamber we saw the need to help our members get started or grow their existing businesses so we looked for a better, more effective ways of marketing.

To do this we've negotiated a special deal with Renegade Films to put promotional videos within the reach of even the smallest businesses.

There is an old saying that a picture is worth a thousand words. We believe a moving picture, in this case a three-minute video, could be worth a thousand customers.

Janine Myburgh

President of the Cape Chamber



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