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Why Do I Need To Do This For My Client?

The industry has changed dramatically. As web sites become more dynamic and interactive, job boards such as Monster, CareerBuilder and Hotjobs are embracing richer content (streaming video). Your clients expect solutions to be innovative and leading edge, as well as packed with value. As a rep for a leading agency, you have an obligation to have your clients considering such tools. MadDash is constantly running promos and incentive programs for reps that bring us deals. Call us at 1.866.MadDash, let us know which agency you're with, and we'll let you know the latest.

My client already has a recruitment video. No sense in creating another one, right?

Maybe, maybe not. We'll gladly use existing videos in our solutions, if they meet certain criteria. First and foremost, they've got to be good. Our reputation for quality is important to us. Secondly, our model is based on the idea of the living, breathing video. Your client's organization may change, employees may leave...we design our solution to be adaptable to meet your client's changing needs.

We may try to do this in-house. What advantage would MadDash bring?

Completing a MadDash-type solution in-house is a tremendous undertaking. Creating video content, flash effects, encoding the video in multiple architectures and hosting videos on dedicated streaming servers takes specialized expertise and coordination, but is expensive. With MadDash, you get all of the expertise in every area of your content creation, along with the highest quality streaming video.

MadDash's team of seasoned professionals works with you and your client every step of the way. Allowing MadDash to provide you with these services will save you significantly in time-to-market, actual touch time, and manpower hours. We also add significant value in our relationships with marketing & job portals. Finally, MadDash is very aware of the important role that agencies play in our success and we operate under strict non-compete and confidentiality contracts. The point is, you can trust us with your clients and should use us as a resource. We've sold plenty of these and can help you close your deal as well.

Besides selling your solution, can this really help me drive any incremental revenue?

Absolutely! Think of it this way - your client now has this great pot of video gold at the end of the online recruitment rainbow. Things like banner ads, enhanced job postings, and e-mail blasts are all examples of incremental revenue opportunities.

Just how involved can I be in the process?

It's entirely up to you. Close the deal and walk away, or work with us and your client through every step of the process. Remember though, your time is money. If you're going to be very involved, consider adding a small administrative fee to your quote. Ultimately, our goal is to make these videos fun for all involved! If you've never done one before, consider being there for the day of the shoot. It's quite interesting and a good learning experience.

How does the billing and video ownership work?

The MadDash service is treated like most media buys. In other words, you bill your client, and we bill you minus the 15%. MadDash retains the exclusive rights to stream the video on the internet.

My client needs an orientation video, a marketing video, or an "about us" video.

Do you know anyone who can do this?

Yes, we know someone...US! While MadDash has made our mark with our fantastic recruitment solutions, we are a full service production house capable of handling a wide range of e-media/video projects. Give us a call and we'll discuss.