



AngelVision Technologies

A Client Experience

The following company has graciously volunteered their experiences (regarding AngelVision and their Impact Movies)

■ Affinity Biologicals.

Location: http://www.impactmovie.com/affinity_biologicals/

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AngelVision: How have you been using your Impact Movie?

Client: We have used the Impact Movies at a variety of tradeshow and some international tradeshows. It has been very effective for distributor training. We have used it for email campaign blasts. And we still have it on our website.

AngelVision: How has the Impact Movie been most effective for you?

Client: For us, the Impact Movie has been most effective with engaging an audience. It is great for initial training for distributors and for new clients. They get right away who we are and what we are doing. And the email campaigns helped get the word out fast in the diagnostic arena and with letting people know that we go beyond the research area. **I think we got a 10% response to our link from the email blast.**

AngelVision: How was the overall experience working with AngelVision and the Production team?

Client: They were wonderful to work with. Because our product is a very difficult technical product, we had a good amount of conversation about content. AngelVision just kept working with us. **It was amazing because it took me 8 years to learn this stuff and AngelVision had a couple of months to get it down right. The AngelVision writers took this complex product and simplified it for people to comprehend.**

AngelVision: What were your main sales and marketing challenges before the Impact Movie? How confident are you that the Impact Movie will address those challenges?

Client: We compete with huge companies with more resources. I think the Impact Movie really changed our perception and others perception of who we are, a company that has a good product and striving to make products better, not only in the research area but in the diagnostic market. We are no longer a small Ma and Pop shop in Canada.

AngelVision: What would you share with someone who is interested in investing in an Impact Movie?

Client: Determine what you want to communicate. Three minutes can be really long or really short. You want people to want to know more and then you direct to where to get it.

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