

ATLANTA, GA, October 08, 2013 /**24-7PressRelease**/ -- According to the [Atlanta video production](#)

agency, Optimum Productions, one of the best ways to market and sell products is by creating an informative and engaging how-to video for customers. If you sell a product that requires instructions, offering instructional content is far more effective and engaging than a manual alone. While many people have a knack for learning via reading, numerous studies have shown that a lot of people absorb and retain information better in visual formats.

More People Learn by Video

Think of the first time you used a program like Microsoft Excel. Chances are you did a search on YouTube instead of sifting through the help section in Microsoft Office; the same principle applies to your customers according to [corporate video production companies in Atlanta](#) .

According to Danny Gonzales, Owner of Optimum Productions, "Digital media is the medium of our time. Consumers are much more inclined to purchase a product when they can quickly and conveniently view how to use it. No matter what line of business you are in, we can help you create a brief how-to or [corporate video in Atlanta](#) that will give your customers the information they need to set up and use your products."

Optimum Productions is a top [video production company in Atlanta](#) . To learn more about the services they offer, feel free to visit <http://www.optimumproductions.com>

About Optimum Productions:

Optimum Productions is your resource for video production in Atlanta. Our video production staff is comprised of creative innovators dedicated to superior video production. Since 2007, we have been creating compelling content for a long list of discerning clients. We offer the tools, skills, and talent that are essential to the highest level of video production.

Learn more by visiting <http://www.optimumproductions.com> .