



Aro makes debut at Southern Manufacturing and Electronics 2018 with launch of new video service

Aro PR and Marketing - a specialist agency for composites, engineering and scientific companies - is launching two new video services at Southern Manufacturing and Electronics 2018, to complement its existing marketing communications, awards and SEO services.

The two styles of video are:

- A traditional high quality, corporate video, showcasing capabilities with high production values.
- A more informal video, which can be deployed in social media, as well as on company websites, and is shorter and more energetic in presentation.

Video marketing has seen a surge over the past few years, with more companies producing videos to showcase their capabilities and services. With younger and more innovative engineers also turning to social media, video provides an excellent opportunity to position and promote within the engineering, scientific and composites markets.

The launch of this new capability closely follows Aro's new SEO and Awards Applications services, both of which have received positive feedback and good uptake. These complement Aro's existing offering which includes: PR, marketing, media relations, profile boosting, digital marketing, social media, graphic design, web design and build, and copywriting.

Making their Southern Manufacturing and Electronics debut, Aro will demonstrate how these services support business development, fund raising, staff recruitment and motivation.

Billy McKenna, Aro Director said: "Video marketing has gone from strength to strength in recent years for many major sectors and the engineering, scientific and composites industries are no exception. Increasing PR and marketing can help with business development, recruitment and fundraising, and more and more engineering companies are seeing the benefit of investing in this."

Experience across the engineering, aerospace, marine, composite and recently, additive manufacturing sectors, has enabled Aro PR and Marketing to expand their portfolio and services, building a reputation in delivering quality services.

For more information, visit stand D110 at The Southern Manufacturing and Electronics show or www.aroprmarketing.co.uk