

## How to Increase Company Expertise Visibility

Educational videos can be used to capture and hold audience attention. By creating short video segments demonstrating how complex systems work, learning new information becomes easier to understand.

### ***Increased company subject matter expertise (SME) visibility by editing the script for a series of natural gas fuel system videos***

By editing and re-writing technical bulletins and instruction manuals, and transforming the text into a video script, information is consistent across multiple platforms, preventing confusion and maintaining brand identity. Written for a broad audience, the information can be used for any and all CNG or LNG fuel systems, and helps educate everyone on natural gas fuel system technology – regardless of the maker of the system – and increasing the company’s subject matter expertise.

