

LA2DAY.com Adds Videocasts to Online Marketing Services

Popular LA online magazine LA2DAY announced will now add videocasts to the list of services and applications it provides for corporate online marketing campaigns.

August 8, 2007 (FPRC) -- Los Angeles, California – LA online magazine LA2DAY Inc., announced today that it will add videocasts to the list of services and applications it provides for corporate online marketing campaigns.

The new service will incorporate product messaging into 1-6 minute editorial videocasts that will be featured on the LA2DAY.com website, the online lifestyle magazine highlighting unique restaurants, hotels and hotspots in the City of Angels.

“In today’s digital environment, companies need to optimize their internet presence and implement targeted interactive marketing strategies to remain competitive,” said Tim Verbeek, founder and president of Los Angeles Magazine LA2DAY.com. “Our new service offers a cost-effective approach for reaching a company’s key audience.”

Contributing his extensive marketing expertise of over a decade of experience with brand and product activation, including spearheading targeted marketing and branding campaigns for a variety of international corporations including Heineken and Unilever (Dove, Ben & Jerry’s and Axe/Lynx), Verbeek heads LA2DAY.com’s impressive team of creative writers, filmmakers, publicists and online marketing media specialists.

“Having a small, flexible and savvy marketing creative team that knows its way around the internet is the key to correctly identifying and successfully targeting any brand’s key audience,” he says.

The videocast service provides a unique, inexpensive alternative to traditional electronic and print advertising by incorporating and delivering brand messages in a compelling video format. Videocasts featured on LA2DAY.com can build brand awareness, introduce a new product or service, and increase sales by reaching a pre-existing targeted audience of LA2DAY.com readers. Beyond access to the LA2DAY.com site, LA2DAY Inc. can facilitate global web distribution to best suit any brand’s online marketing objectives.

In addition to the new videocast service, LA2DAY offers banner sponsorship opportunities, editorial profiles of products and services and other Web 2.0 marketing strategies.

Since its launch in March 2007, LA2DAY.com has featured a variety of companies in online marketing campaigns, including Ivan Kane’s Forty Deuce, the Standard Hotel, Chaya Beverly Hills Brasserie and Ketel One Vodka. For more information on utilizing LA2DAY’s online marketing services, contact sales@la2day.com.

About LA2DAY: LA2DAY.com is an online LA lifestyle magazine devoted to discovering the undiscovered gems of Los Angeles. For all who call alternative LA home and for kindred spirits on a weekend pass, LA2DAY.COM illuminates fresh currents and extraordinary experiences. Whether you are a permanent Angelino or one of the twenty-four million people who visit Los Angeles each year, LA2DAY.COM is the place to find unique restaurants, attractions, adventures, hotels, hotspots

and much more.

Contact Information

For more information contact Marlon Ray of LA2DAY (<http://www.la2day.com>)
310-247-9610

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