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JSA Introduces New Whiteboard Video Service Offering

Special Summer Promotional Pricing Now Available

MIDDLEBROOK, VA August 5, 2015 – [Jaymie Scotto & Associates](#) (JSA), the preeminent marketing, public relations and event-planning firm serving the telecommunications industry, announces today the addition of [Whiteboard Video Creation](#) to its suite of offerings for companies seeking to promote their services in an easy-to-understand, creative and trackable manner.

Utilizing the JSA TV video team, the whiteboard videos are created in-house – from conception to execution. As part of the turnkey service, JSA writes the script, creates the storyboard, marries the video ‘drawings’ to the voiceover, and edits and promotes the approved piece via social media, blogging, emails, and more, including on JSA’s industry blog [Telecom News Now](#), which generates 70K hits a month.

“Whiteboard videos have a remarkable way of making a complicated service easy to understand and engaging,” states [Jaymie Scotto Cutaia](#), CEO and Founder of JSA. “We have seen tremendous success in using these videos as lead generation and training tools, particularly when we tie these videos to contact forms on our blog, in internal training guides, on website copy, within press releases and across social media. We are excited to offer another cutting-edge tool for prospecting and branding to our community.”

As part of JSA’s ten-year anniversary celebration, the Whiteboard Video Service is now available at a special summer promotional rate. For more information, please [click here](#) or contact jsa_marketing@jaymiescotto.com.

To view examples of JSA’s own whiteboard videos, visit http://www.jaymiescotto.com/portfolio_page/jsa-whiteboard-video/ or http://www.jaymiescotto.com/portfolio_page/telecom-exchange-whiteboard-video/.

To learn more about JSA, please visit www.jaymiescotto.com.

About JSA

Since 2005, JSA is the preeminent marketing, public relations, and event-planning firm serving the telecommunications industry. JSA offers industry-recognized, full-service communications with measurable return on investment. As the first PR firm dedicated solely to telecom, JSA provides clients with critical industry perspective and visibility. Our innovative tools, expert team and established relationships within the industry ensure the finest services available. Our clients enjoy insider-only event management and networking opportunities, including JSA's industry event [Telecom Exchange](#). We also feature client and marketplace news within our virtual newsroom for telecom professionals, JSA TV; on our Internet radio broadcast JSA Radio, within our video newsletter, Telecom News & Trends; and on our industry-leading blog, Telecom News Now. To learn more about how JSA can elevate your brand, visit www.jaymiescotto.com.

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