

Screenwerk

Greg Sterling's Thoughts on Online and Offline Media

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Where2GetIt and Mixpo Localize Video

It must be video day here at Screenwerk. The second video-related [announcement](#) today came from Where2GetIt and Mixpo. This time it's focused on brands, franchises and retailers rather than SMBs:

Where 2 Get It, Inc., a leading provider of location-based services that drive consumers into local businesses and find where to buy products online, today announced a strategic partnership with Mixpo, an online video advertising provider, that will allow Where 2 Get It's national brand clients to leverage one of the fastest-growing Internet search trends: video search engine optimization (SEO).

Mixpo, specialists in localizing video through a pioneering online video advertising platform, will enable Where 2 Get It's client businesses to easily and affordably create, deploy, and optimize online video advertisements for SEO. Videos have proven to drive measurable results and fuel more effective marketing campaigns, which Where 2 Get It will offer to clients purchasing its Search Locator solution. The platform provides the ability to drive direct response and measure click-through and other activity happening within the video itself.

The videos appear on the locator pages hosted by Where2GetIt. Here's an [example](#) for Office Depot. The video is in the upper left:

Office DEPOT
Taking Care of Business

1.800.GO.DEPOT

OFFICE SUPPLIES FURNITURE TECHNOLOGY SERVICES

Buy office supplies at your local Office Depot location in ALHAMBRA, CA

Helping You Take Care of Business

Thanks to the ALHAMBRA Office Depot location, taking care of business has never been easier or more affordable!

From basic office supplies such as printer paper and labels to office equipment like file cabinets and stylish office furniture, we have the office products you need to get the job done.

Shop everyday office products to maintain a well-stocked office environment, browse our wide selection of school supplies or check out our Business Resource Center to find tools that can help you run your business.

From school supplies to office supplies, office furniture to business advice, you're sure to find what you need at Office Depot.

About Office Depot

The ALHAMBRA Office Depot location is your source for everything you need to run your business smarter. From technology, basic office supplies, computers, furniture, and more we'll help you find everything you're looking for.

Office Supplies

Shopping for office supplies to run your business? Office Depot carries hundreds of the office supplies, paper, ink and toner, you use every day. Our low prices and incredible selection means you'll find exactly what you need to succeed.

Products: Ink, Toner & Ribbons; Paper, Forms, Envelopes; Breakroom & Janitorial; Filing & Storage

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Beyond making the page more interesting and engaging, this helps with both branding and SEO.

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