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Tornado adds product videos to Web site

March 8, 2009

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Tornado Industries has added several demonstration videos to its Web site.

The streaming videos, found on the site in “The Product Demonstration Video Library,” are designed so that visitors better understand Tornado’s product line, the features and benefits of its systems, as well as how to use them most effectively.

“We take our time with our Web site and try to evaluate what works and what does not,” said Jolynn Kennedy, Tornado’s marketing manager. “Some companies rush to add features to their [Web] site, only to find they are more a distraction than an aid to their visitors.”

Tornado is also adding a new section to its Web site allowing end customers the ability to purchase equipment parts, accessories, and other peripherals directly from the company.

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