



Although Noggle Video Productions (now Noggle Media) has only been in business since 2005, the company started as an advertising agency in 2001. The primary services offered then were video production for local television broadcast. From his experience as an Advertising Executive with a local television station, Jay Noggle quickly learned several key concepts that are necessary in today's "small town" marketplace. Most importantly these concepts include; listening to the customer's needs, focusing on their strengths, and understanding that not all marketing services or formats work for all businesses. Added to these concepts, is an understanding of the changing landscape of the Internet. Not the Internet as a "Worldwide Marketing Tool", but as a "Local Tool" and how to make it work to reach out to the Local Community. [Read Entire Article](#)

As a small business on the Southern Coast of Oregon, Noggle has an understanding of and an appreciation for the "micro-business" community. Through the last seven years of studying Internet Technology, Jay Noggle's desire to share this information with other local "micro-business" has been the inspiration for the development of [coosbaytvhomes.com](#). The concept of the website was developed from the core understanding that Noggle believes. That understanding is simply this. "As with Newspaper, Radio and Television, the Internet is just a delivery vehicle. That vehicle allows the delivery of it's content, the Message! The primary difference between this new vehicle we call the Internet and it's predecessors is that not only can it use all the previous mediums of print, sound and moving pictures but it can do it at a cost that no longer requires an ongoing payment structure such as an advertising schedule. This great equalizer has at this point leveled the playing field, and allows "micro-business" an opportunity to reach customers that simply did not exist a few years ago.

Now, a home seller and buyer are able to easily and inexpensively find each other through this new delivery vehicle. When the power of a "Guided Video Tour" is added to the message of text, images, and sound, both parties find something of incredible value. The seller has an opportunity to convey the features of the home that is for sale far more effectively than photos or text alone. The buyer is able to view the video in complete anonymity and without pressure of the seller. This process creates a "pre-qualification". The buyer is in control of obtaining more info about the home, while the seller sees fewer prospects who are serious about seeing the home for themselves.

Through this process and the service that it provides, [coosbaytvhomes.com](#) offers both parties the efficient means to meet each other's goals and objectives.

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