



PROVIDENT

PROMOTIONS

VIDEO & MULTIMEDIA

MARKETING STRATEGIES



PROVIDENT
PROMOTIONS



EST. 1986





4 Primary Goals & Takeaways

- Why you should incorporate video into your marketing strategy
- How to create video content that is appealing to people
- How you can convert viewers to customers
- Building a **Professional & Personal** brand identity through video



MAXIMIZE YOUR MARKETING EFFORTS WITH
VIDEO PRODUCTION

Video Stats To Make Your Head Explode!



Why are videos important to your business?

- People spend more than **double** the time on a page with a video than without.
 - Marketers that use video grow revenue **49%** faster than non-video users
 - Including video on a landing page can increase conversions by **80%**.
 - Social video generates **1200%** more shares than text and images combined
 - Commercial breaks in the middle digital videos are watched **90%** of the time
- Stat credits: Insivia*

Head Exploding Video Stats Continued...



- Video in an email leads to **65%** increase in click-through rate.
- Mobile video consumption rises **100%** every year.
- **45%** of people watch more than an hour of YouTube or Facebook videos a week
- More video is uploaded in **30 days** than U.S. TV networks have created in **30 years**.
- Real estate listings that include a video receive **403%** more inquiries than without.

Head Exploding Video Stats Continued...



OVERLOAD

- After watching a video, **64%** of users are more likely to buy a product online.
- **90%** of users say that product videos are helpful in the decision process.
- **92%** of mobile video consumers share videos with others
- **1/3** of all online activity is spent watching video.
- **80%** of users recall a video ad they viewed in the past 30 days.

These People Say Video Is Important



"Video is a mega trend, in a decade, video will look like as big a shift in the way we share and communicate as mobile has been."

Mark Zuckerberg
Co-founder & CEO of Facebook



"I think Facebook, Twitter and Youtube are the cornerstones of any Social Media strategy."

Chad Hurley
Former CEO & Founder of YouTube

Ways You Can Incorporate Video

Consider the following video production ideas on your next marketing project.



- Team interviews
- Full product demo
- Film a live presentation
- Customer story *(Independence Flag Company)*
- Highlight Video / Product Profile

(Denver Gold Group) (Forged in the Heartland)



INDEPENDENCE

FLAG ★ COMPANY

Independence Flag Company



Denver Gold Group



LIKE NO OTHER.

Forged in the Heartland

Other Video Ideas

Want more ways to incorporate video?



- Campaign videos (Kissinger, Taylor & Trausch)
- Call to action video (Let's Make a Plan)
- Story telling (Town & Country)



VOTE FOR

✓ **TAYLOR** ✓ **KISSINGER** ✓ **TRAUSCH**

LITTLE BLUE NRD BOARD OF DIRECTORS

Paid for by Kissinger, Taylor, and Trausch for NRD

Kissenger Taylor & Trausch

A photograph of three men in business attire (suits and glasses) sitting around a dark, curved table in a modern office setting. The man on the left is holding a stack of papers. The man in the center is looking towards the man on the right. The man on the right is holding a pen and looking down at a document. A green mug with a logo is on the table. A semi-transparent green banner with the text "LET'S MAKE A PLAN" is overlaid in the center.

LET'S MAKE A PLAN

Let's Make a Plan



Town & Country

Ways You Can Incorporate Video Continued...

Consider using a livestream to broadcast current events.



- Business anniversary
- Current project and process
- “Thank you”
- Event broadcast
- Offer - first comment get “_____”

Ways You Can Incorporate Video Continued...

Consider the following video production ideas on your next marketing project.



- Short “Thank you”
- Screencast a process
- 15-30 sec. customer testimonial
- Short mission
- Turn blog posts into “how to’s”
- Company overview (*Provident Promotions*)

Examples of a Creative Video

Being original & creative is best to catch viewers attention



- Comedy can make you viewers feel at ease
- A Thank You livestream can make your viewers feel engaged
- People like to see behind the scenes stuff



HOW TO CREATE
YOUR OWN VIDEO

How To Create Your Own Video

The message of your video is everything!



- Be sure to have a concise message
- And stick to it!
- If the video isn't very long, don't ramble to lengthen it
- Prepare several bullet points to hit on before recording
- People feel more comfortable when you are comfortable

Tools you will need

The right equipment will make a world of difference



- Video Production can be expensive
- But getting started can be cheap!
- If you own a smartphone, that can be a good start
- Record Facebook live videos at high enough quality to share
- Make sure to hold your phone in landscape

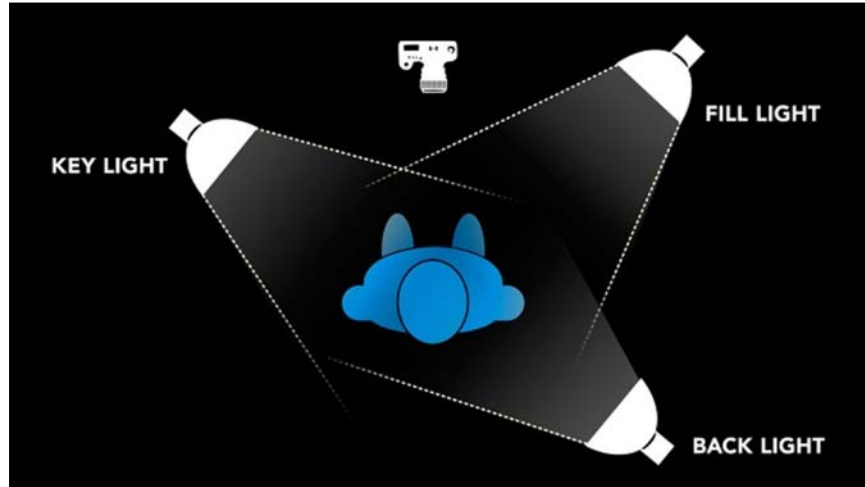
Lighting

Once you have your camera settings, it's time to focus on lighting your subject



- Lighting is key when conducting interviews
- Direct a light towards your subject at a 45 degree angle
- This is called a Key Light
- As you upgrade you can add in a Fill Light and a Backlight
- This will add a more appealing dynamic to your videos

Lighting Continued...



Stabilization

Concentrate on making your video easy to watch



- Stabilized video is crucial when filming
- Shaky video is a turn off and will drive consumers away
- Use a tripod when filming interviews
- A 3 axis gimbal provides optimal footage when moving

Audio

Audio and Video are one in the same



- When filming interviews, always use an external mic for audio
- Good audio is just as important as stabilized and well lit video
- Try to eliminate wind & other noise makers as much as possible

Editing

Ya, of course we can edit that out!



- You will never get it perfect on the first try
- A few simple edits can change the look of the entire video.
- Add in some music and transitions
- There are plenty of free video editing softwares to choose from





WHERE YOU CAN
USE VIDEO

Where You Can Use Video

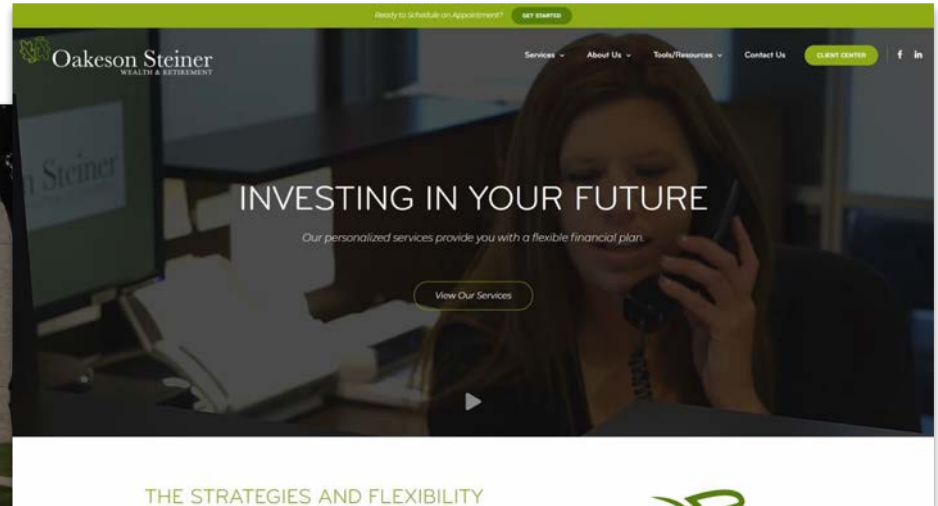
Where in the world can I put these videos I'm going to make?



- Website headers
- In website content
- Social Media including
 - Facebook
 - Twitter
 - Instagram
- Email marketing (linking)
- TV spots
- Trade Show material

Videos On Websites

Videos are a great way to make a website more modern & professional

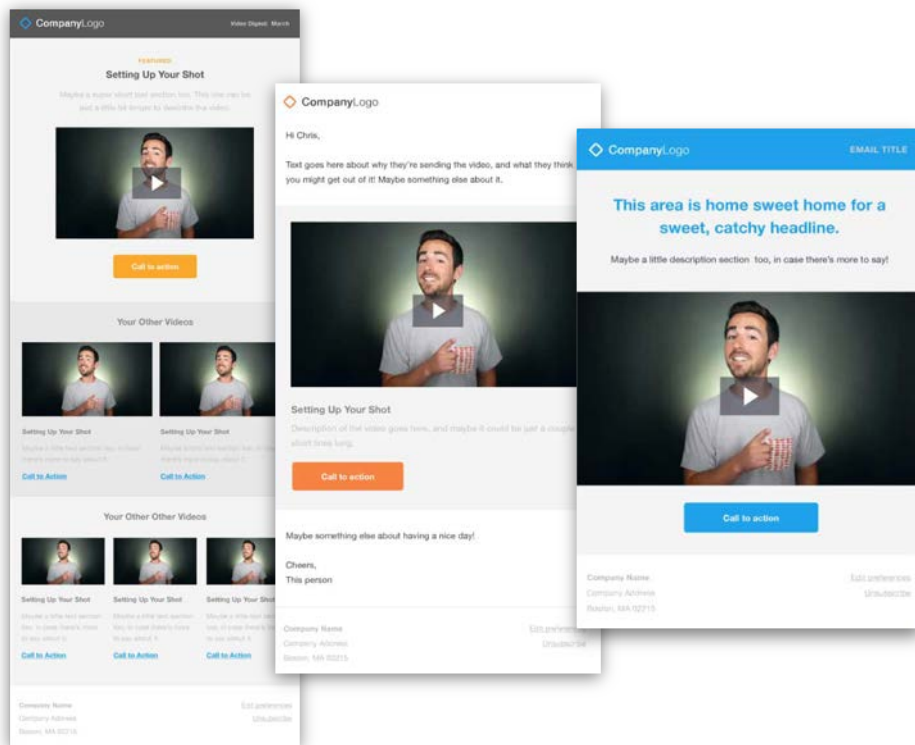


Videos On Social Media

Videos gain a lot of traction on social media sites & make your business look alive and modern



Videos In Email Marketing



Linking a video can take the essential tool of Email Marketing and...

- Increase click-through by **65%**
- Reduce unsubscribes by **26%**
- Boost open rates by **19%**

Our Experience In Filmmaking



Our Experience In Filmmaking

We've done work in just about every area of filming...



- Company Overview Videos
- Product Promotional Videos
- Campaign Videos
- Wedding Videos



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PROMOTIONS

THANK YOU!