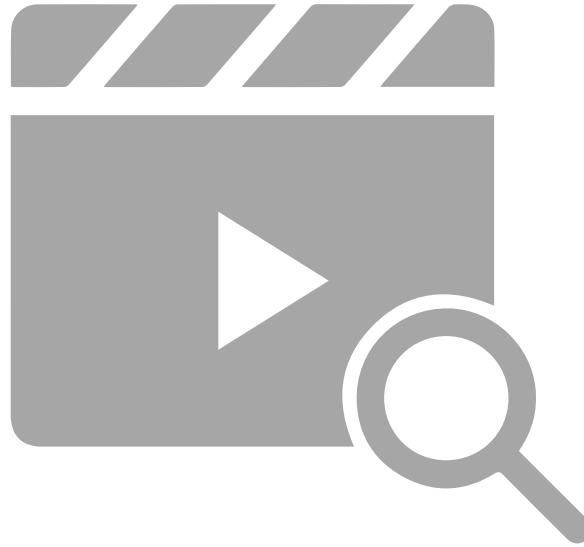




Three Steps to Great Marketing Videos

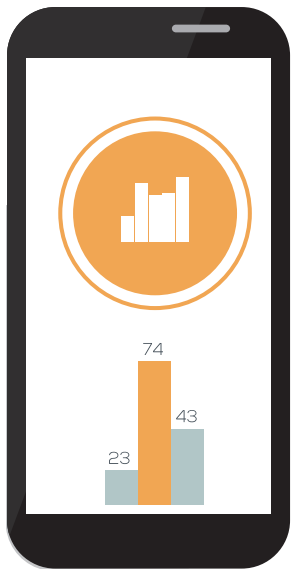
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...let's build.



Thinking about creating a promotional video for your company?

*Pages with video are 53x more likely to rank
on the first page of Google search results!**



23 %

of smartphone users use
video at least once a day

74 %

of smartphone users
watch videos on their
phones

43 %

of smartphone users will
respond better to visual
information compared to
plain text

*2009 Forrester Study



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Why do videos rank SO high online ?

Biggest Reason:

“Google Hummingbird” is a search algorithm created by Google.

Google implemented Hummingbird on **August 30, 2013**, the largest difference is that Hummingbird judges context - thereby **judging the intent** of a person carrying out a search.

Google estimates that **it will affect about 90% of search queries worldwide**. Essentially, the emphasis is now on ‘answers’ rather than ‘results’, more and more people are turning to AI software like Apple’s Siri to do our searches for us and our reliance on mobile devices means that Google as a search engine needed to adapt.

Other Big Reasons:

Blended Search has become the norm.

88% of site visitors spend more time on a site with video

90% of information transmitted to the brain is visual, and visuals are processed **60,000X** faster in the brain than text**

85% of the US internet audience watches videos online. The 25-34 age group watches the most online videos, and adult males spend **40%** more time watching videos on the internet than females.***

Optimizing video content to take advantage of blended search is by far the easiest way to get a first page organic ranking on Google.*

* Google Trends | ** 3M Corporation and Zabisco | *** comScore and Nielsen



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1 *"Strategic Brainstorming"*

We first need to ask:

What is the result you are looking for with your video?

- *Increased online sales?*
- *Increased brand awareness?*
- *Introducing new services or new company?*

What is your brands call to action? Is your video going to be infographic & type driven, video interview driven, a product video, or a combination?

Where is your video going to be shown, what types of formats will you need, is this strictly just for web usage?

Can we help promote your videos with a marketing campaign? Incorporating a new website, or social media platform?

At Sand Castle Design we can help you develop a unique strategy to get your video to the right people and to get the right message across. Focusing on increased brand loyalty, customer inspiration, and better customer trust.



2 “Video Production”

Pre-Production

1. *Script Development*

Script Development is the process by which a written submission is developed into a final shooting script.

2. *Storyboards*

Storyboards are basically sketches that depict the composition within the frame for a given shot, and can also include details such as zooming, panning and tracking.

3. *Shot List*

This is a numbered list of shots that includes a description of the shot in terms of composition, camera movement and other issues. I also like to include points that have important editing implications, as well as any directions for actors, when they make a difference to the camerawork.

100 million people watch at least
one video online, every day.*

And a whole lot of them are looking to buy a service or product.

*Google Statistics



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2

"Video Production"

Shooting Day



*2 x 400 watt single bulb lamps, including stands and diffusers
2 x 1600 watt soft box lamps, including stands and diffusers*

All video productions recorded at a maximum of 2560 x 1440 pixels | 4KHD video, with true digital sound and will be professionally colour timed, edited in "Adobe Premiere", text and titles created in "Adobe After Effects", and your final video will be formatted for quick and painless upload to YouTube / Vimeo.



3

“Marketing & Promotion”

Come up with creative concepts for promo campaign Create YouTube Channel Produce promos We can promote with your staff (IE your infrastructure), or we can design your own plan Release promos on website, e-blasts, e-newsletter, YouTube, Twitter, Facebook, Pinterest On release day, send out via website, e-blast, e-newsletter, Twitter, bloggers

Once videos are released, gather testimonial feedback and use that as a promotional tool to continue pushing the videos.

Measured Results Search Engine Optimization Detailed Analytics – demographics, engagements, media coverage





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