



**GREY SKY FILMS**

VIDEO PRODUCTION AGENCY

# In 2017 Video continues to deepen engagements and drive conversions.

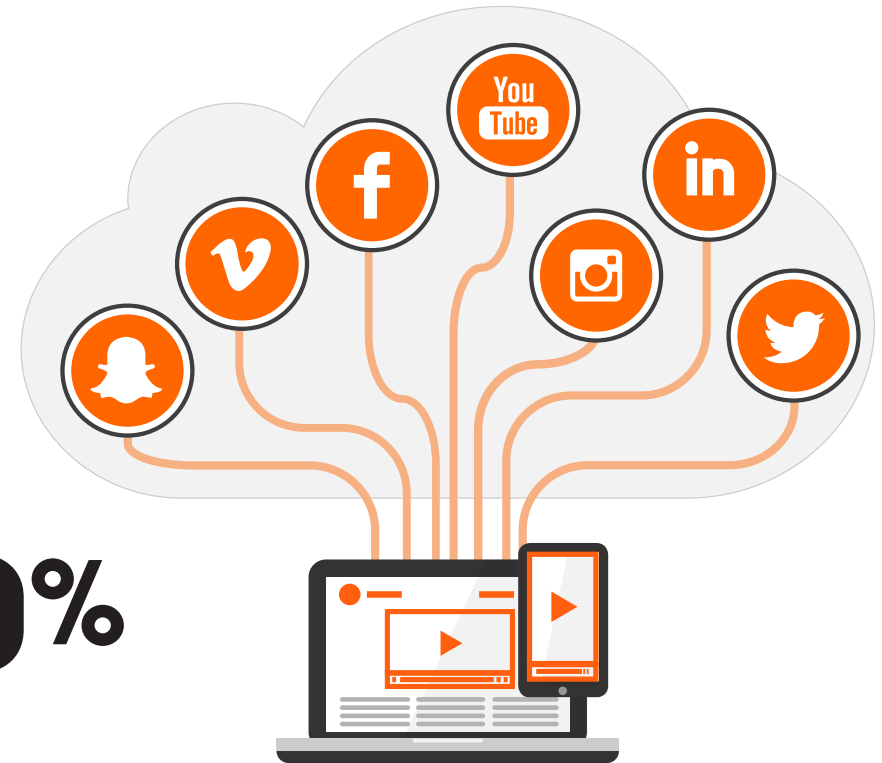


**80%** of all global consumer Internet traffic will come from video by 2019.

**74%** of B2B marketers find that video converts better than other content.



**68%** of YouTube viewers watched a video to help make a purchase decision.



Video on a landing page can increase conversions by at least **80%**

Social video generates **1200%** more shares than text and images *combined*.



# Using Video according to your business strategy.

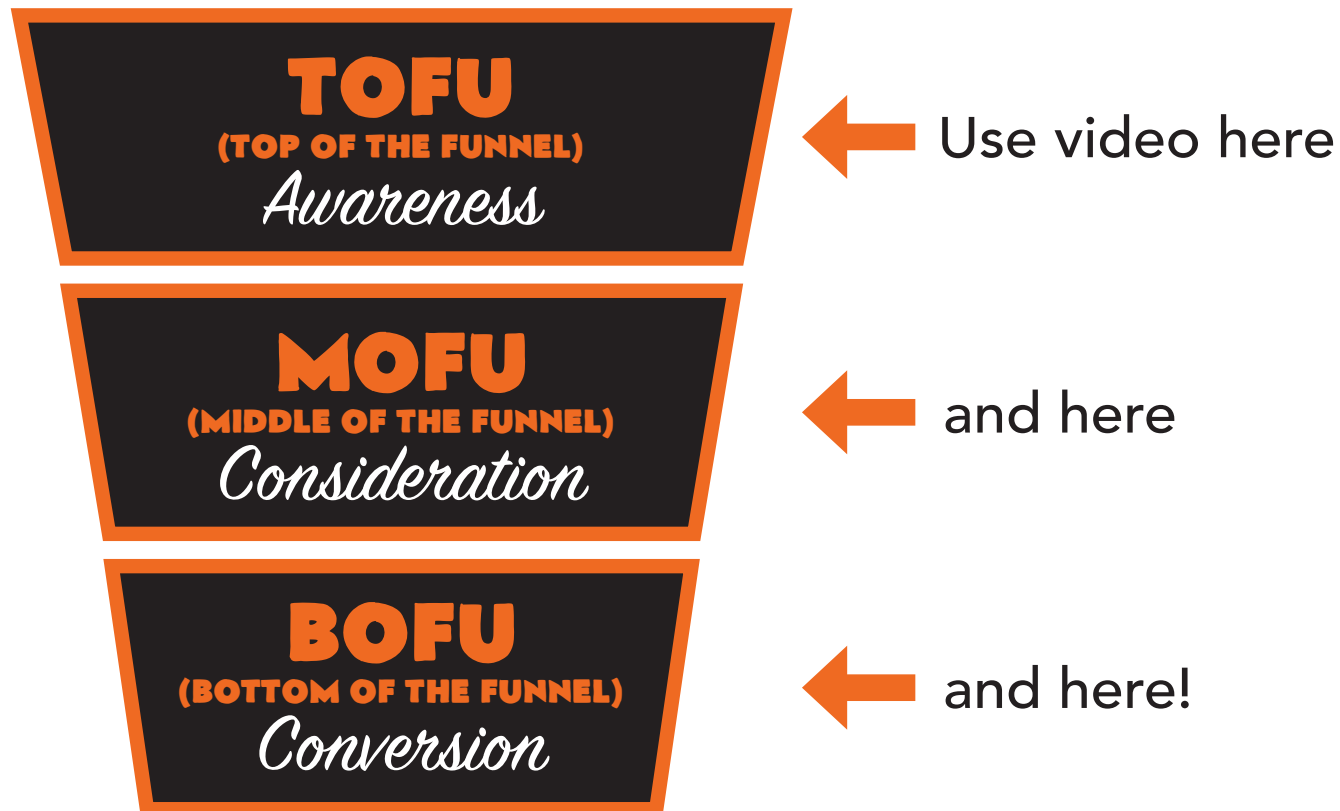
**Identifying Goals:** Build brand awareness, increase sales or memberships, product education, improve customer support and more.

**Developing Creative:** Identifying the ideas that will resonate with your target audience, crafting concepts for videos and executing production.

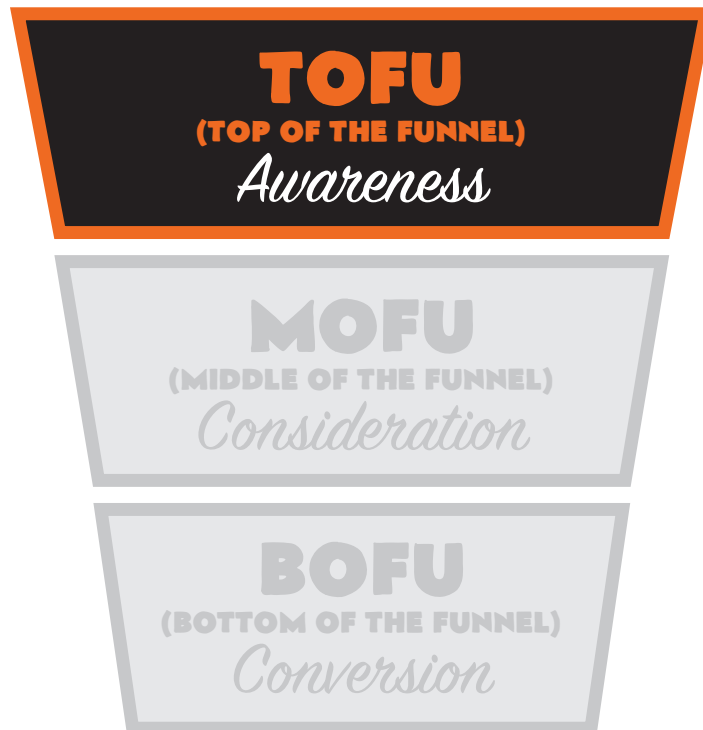
**Distribution:** Planning ahead for how your videos will be shared, how they will reach viewers, and how their performance will be measured.



# Video nurtures and influences throughout the buyer's journey.



# Drive brand awareness with attention-grabbing content.



## **Micro-content**

Very short edits, perfect for social sharing.

## **Brand Overview videos**

Introduce your brand.

## **Animated "Explainer" videos**

Easy and enjoyable to watch.

## **Visual/Creative Lifestyle videos**

Communicate brand image with powerful visuals. Inspire, motivate and engage.



# Micro-content: grab attention in busy social media feeds

## **SHORT**

10-30 seconds for quick exposure.

## **EYE-CATCHING**

Animation, powerful visuals, no audio.

## **DRIVE TRAFFIC**

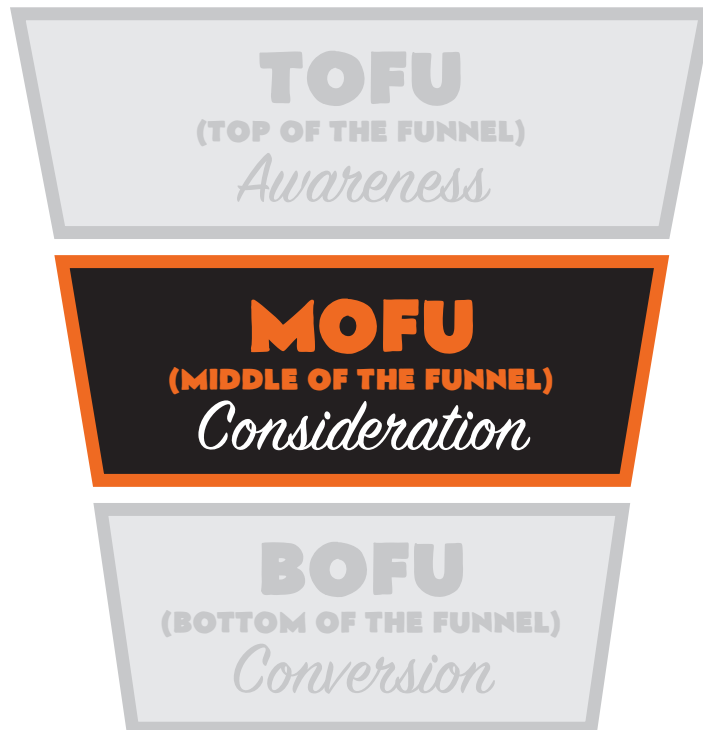
Post with a link to drive online traffic.



*Click to watch NJAdClub's video.*



# Nurture brand consideration with persuasive, informative content.



## **Testimonials & Case Studies**

The most powerful video marketing tools.

## **Product Demos**

Introduce a product, answer buyers FAQ's.

## **Process Explainers**

Animated or not, they engage customers.

## **Team or Individual Bios**

Connect with viewers, offer transparency and insight, and build relationships through digital connection.





# Team Bios: build trust and strengthen relationships

## **UNDER 2 MINUTES**

Keep content engaging, easily viewable.

## **SHOW PERSONALITY**

Look, style, music and other creative elements communicate your brand image.

## **MULTI-PURPOSE CONTENT**

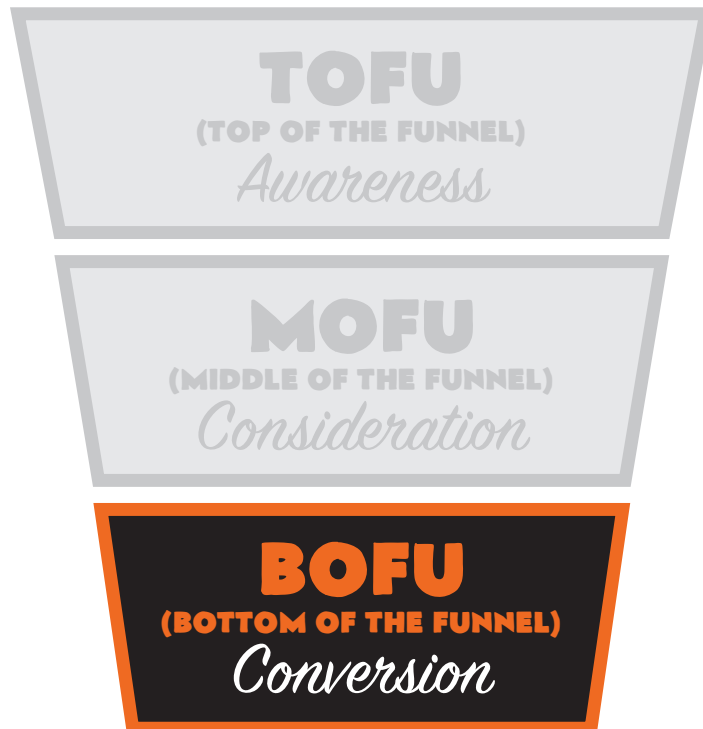
Website, social sharing, email signatures.



*Click to watch a Smolin team bio video.*



# Drive purchasing decisions, and maintain customer loyalty.



## **Strong CTA's**

A strong call-to-action makes a big impact.

## **Thank You videos**

Don't drop the digital interaction. Continue to engage with video post-purchase.

## **Training or Support**

Nuture your customers, help them utilize your products or services.

## **Product or Service Updates**

Announce new launches, updates and more.



# Measuring performance with video KPI's.

	<b>AWARENESS</b>	<b>CONSIDERATION</b>	<b>ACTION</b>
	VIEWS	VIEW-THRU RATE	CLICKS
<b>KPI's</b>	IMPRESSIONS	WATCH TIME	CALLS
	UNIQUE USERS	ENGAGEMENT RATE	SIGNUPS
	SHARES	PEAKS IN INTEREST	SALES

