



Driving Marketing Performance with Video





Brand Video

Brand Video is the preferred way of digesting information about a product or service.

84% of people say that they've been convinced to buy a product by watching a video. **66%** of customers prefer watching a video to reading about a product - *HubSpot*

By 2022, Online videos will make up more than **82%** of all customer Internet traffic - 15x higher than 2017 - *HubSpot*

All of these figures are trending upward at a massive rate.



Brand Video.

Long-From Commercials / Various / 2019-2021

Brand Video is a powerful way to build relationships with your audience using emotional connectors. Emotion converts, which is why videos are so effective. They say a picture is worth a thousand words. **A video could be worth a thousand customers.**

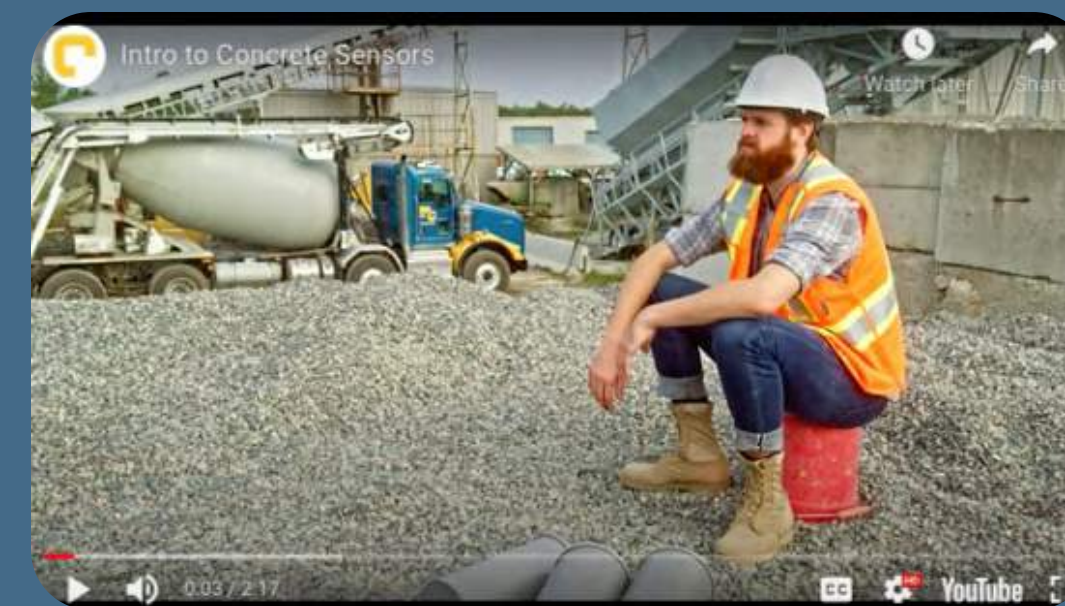
One common objection to video is that it's unaffordable. But the truth is in this day and age, video is an essential aspect of marketing. InvertedTaco's lean production model reduces the cost of production in order to supply you with **cinematic quality at an affordable price.**



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Batch Video

Batch videos are powerful tools to meet your audience where they live, work and play.

A Batch is an **arsenal of short-form content** built for the web, social, etc. to grow impressions and drive conversions. Batch videos help brands to...

- Stand out from competitors and win audience attention.
- Increase brand awareness, image and purchase intent.
- Build relationships through emotional connectors.

Batch Videos are short, targeted and data-driven.



Batch Video Production.

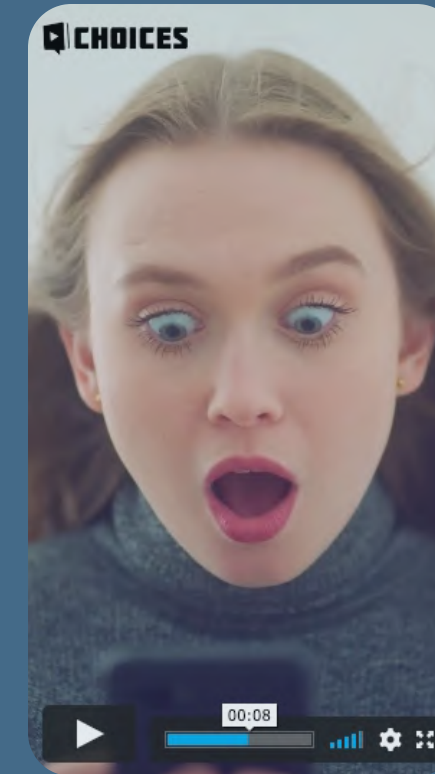
Short-form Spots / Various / 2019-2021

Batch videos are built specifically for social. They are designed to **grow impressions** and **drive conversions**.

With Batch, the videos are directly integrated into your digital marketing campaign. We roll out videos on a monthly/quarterly basis and review the data in order to determine what's working and why.

Once we gather the data, we iterate on the winning formula. This allows us to **learn what works with video at a faster rate and at a lower cost.**

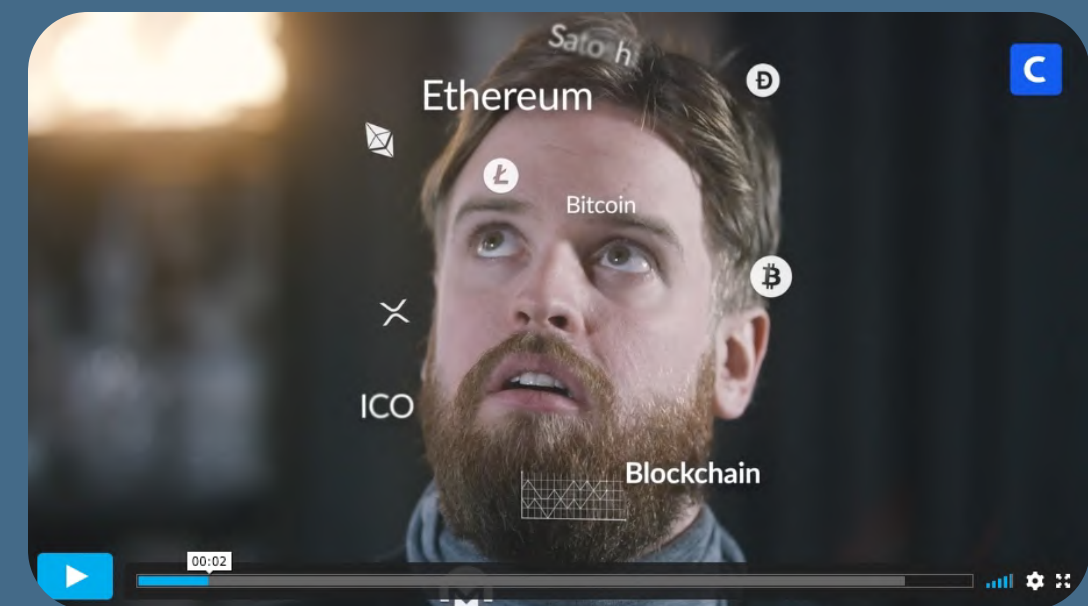
Here's how it works...



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Creative Consultation

Execution requires preparation.

In the preproduction phase, we'll host a creative kickoff with our partners at InvertedTaco to gather information on your brand and build a video marketing roadmap to engage your audience.



Roadmap

We build an avatar for your audience.

The team at InvertedTaco will present you with a roadmap with the types of videos that they believe will best reach that audience — whether it's a batch of short-form content, brand video, or a combination of the two.



Production & Post

In the production phase, the crew is onboarded, locations are scouted and actors are cast. Then it's time to film.

During postproduction, the work is shaped into its final form using editing tools, motion graphics and original composition.



Distribution

Then comes our specialty — **bringing your video to the digital space!**

Goose Digital will integrate your videos into your marketing digital campaigns across all platforms; Pay Per Click (PPC), Email Drip Campaigns, Facebook Campaigns, Instagram "Stories" and more — optimizing your customer touchpoints and driving impressions and conversions.

A final note:

Facebook and Google algorithms love video and reward businesses that place videos on their platforms. By using video in your campaign, your business will be rewarded with higher relevancy scores and better ad placements. This will result in higher click-through rates (CTR) lower cost per click (CPC) and lower cost per thousand impressions (CPM).



OUR CREATE - TO CONVERT PHILOSOPHY:

CONSULT, CREATE, PRODUCE & ITERATE

Our Promise

CINEMATIC QUALITY AT AN AFFORDABLE PRICE



Thank You



Book a free consultation with our partners at InvertedTaco
and start building your own Video Marketing Roadmap!