



Video Specialist

Who We Are

Video Pioneers

Our Video Specialist is your one-stop shop for creating valuable, quality videos for your business.

It's important to note that our Specialist can help you make the shift from video hosting to video marketing, which will help you engage and convert website visitors. They collaborate with your team to make videos a conversion tool while also endorsing your brand.

The future lies in video; there's no doubt about that.



What Video Specialists Do

Working The Camera



Video Specialists have the responsibility of collaborating with IMCs to craft a top-notch video strategy customized for your business. Their goal? Use video marketing best practices to **align the right videos with the right stages in the buyer's journey.**

The work involved with this includes (but isn't limited to) the following:

- ✓ Optimizing current video assets with video CTAs, lead capture forms and branding
- ✓ Scriptwriting and storyboarding for on-site video shoots and animations
- ✓ Editing and producing video projects that promote company culture, products and brand (can be footage we shoot or footage sent over)
- ✓ Creating animated product videos that introduce and explain your services, and thus, entice action
- ✓ Photography and website images for thumbnails (this includes drone photography/footage if needed)

Case in point: if you can dream it, we can probably do it (as long as it isn't outlandish).

Video Specialist (cont.)

Monthly Activities

The Video Reel MVP

The possibilities of a Video Specialist is massive for your business – great. But let's say you're interested in the month-to-month of having a Video Specialist at your disposal.

Initially, they'd be focused on a few pivotal things such as: migrating and optimizing your video projects into Wistia's marketing platform, shooting and editing new videos to maximize engagement with new visitors, and also incorporating these videos into your business's email, blogging and social media strategies.

You'd also have access to video newsletters, and comprehensive reporting to see how everything's doing.



How We're Different

Video = The New Frontier

Video is perhaps one of the biggest things that makes us unique as a full-fledged inbound agency. Why? Well, for one, **our work is never outsourced**; our Video Specialist is in-house, and specifically designed to deliver the top quality videos you want.

We also cover a wide breadth of services inside the video umbrella, including tradeshow videos, product promos, event promos, animated explainer videos, social media videos, and more!

The best part? **We're fast.** Our Specialist can churn out a high-quality custom explainer video every month and can get most live-action video projects turned around in about 1-2 business days.

Want to get your video marketing strategy going? If so, click the link below:

[Click Here To Learn More](#)