

Why You Need to Use Professional Video in your

Corporate Communications, Sales & Marketing

How to increase sales and create more referrals.



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CHAPTER ONE

Introduction



Why You Need to Use Video in Your Corporate Communications, Sales & Marketing

Would you like to increase the efficacy of your sales strategy? Are you tired of burning your hard earned money on advertising and marketing that doesn't work or at a minimum achieves miniscule response and conversion rates? Did you ever think that creating customized corporate video that interrupts, engages, and educates your prospects would achieve the success you desire?

The landscape of business and marketing has changed over the last 20 years. It has become really difficult for honest, hard working business owners to stay ahead in the marketplace and compete on more than just price. Too many business owners get caught up this trap, when what they should be competing on is real value. With all the new competition cropping up each and every day, it has created an environment that bombards people with messages. Every company is out there “pitching” the same things and no one can tell which companies (and the products or services they sell) are any better, or different, or any worse than any of the others.

Wouldn't you like to be able to:

- Consistently sell your product or services at a premium.
- Keep your customers coming back for repeat business...and referring friends and family.
- Keep the competition from stealing your ideas and copying your strategies.
- Get your worst sales guys breaking new records!
- Ultimately control how much new business you take on so you never fall behind.

If you are like us you want to capitalize on your markets and grab a huge share of the business. It is for this reason that video is probably the best tool for corporations to use in marketing, sales and communications. It saves times, saves money and is the least expensive way to get information out to your prospects and the public than any other medium.

Consistently we have used the techniques and philosophies written in this guide to create successful videos for our corporate clients in North America. So why create professional content? I am glad you asked.

Why Customized Video Content?

Statistically, people retain 50% more information when viewing an audio-visual presentation than reading or just listening. Everyone knows that motion media (video) is a very powerful medium and every business wants to use video. But few actually have specific goals for the use of these videos or understand how to create them. If more corporations created videos using the proven formula in this guide they could harness the power of video and convert more inquiries into sales.

Today the Internet has become a powerful way to deploy that media. Mainly because the cost is much less expensive than broadcasting via traditional media outlets and the Internet affords the ability to narrowcast to a specific audience. Yet, the vast majority of videos are only watched for a few seconds, because they lack substance, content or information.

Professionally, created corporate video, designed for a specific purpose, and distributed properly will get enormous results. At AMP Film Studios we have created thousands of videos for corporate clients across North America and time and time again, clients are amazed at the success our video content achieves.

Your Corporate Video Production Should Make Your Prospects Draw One Simple Conclusion:

“I’d Have To Be An Absolute Fool To Do Business With Anybody Else But You.... Regardless Of Price!”

If Your Video(s) Don’t Do That - Then they’re not working.

Becoming an advocate

There is not doubt that video is a powerful medium. It has been known to make people laugh, cry and has on occasion even caused riots. Using video allows you the opportunity to more accurately reflect the internal realities of your business and the services you provide. Helping consumers make an educated and informed decision to use your product or service over all others, regardless of cost. We feel that we are your advocates building a case through supporting evidence that your prospects should use your products and/or services. The message then must be designed to build a case for your product or service, using evidence that supports your “story,” positioning your product/service as valuable and worthwhile.

Facts:

178 million US Internet users watched videos in April 2010, the equivalent of **83.5% of all US Internet users**.

89 million people in the United States are going to watch 1.2 billion online videos today. **(ComScore)**

Online video users are expected to double to **1.5 billion** in 2016. (Cisco)

Only about **24 percent** of national brands are using online video to market to consumers. (Kantar Media)

Online video now accounts for **50 percent** of all mobile traffic and up to **69 percent** of traffic on certain networks. (Byte Mobile)

The Process of Creation

We have created a proven system of creating and distributing video content that gets you more customers, more referrals and saves time and money. It starts with our discovery process which is based on our proven marketing paradigm: Interrupt, Engage, Educate and Offer.

Interrupt

You need a strong headline or visual interrupter that hits your targeted markets (buying) hot buttons.

Engage

You need to engage your audience, effectively starting the buying process.

Educate

You need to educate consumers on the benefits of your products and why they should use your services over your competition. Giving them all the evidence they need to feel that they can make an informed decision.

Offer

You need to make the process easy for them by offering them a low risk way to find out more.

During our discovery process we identify:

Who your target market is.

What they want and what they want to avoid.

What makes you special different and unique.

What evidence exist to prove that you give them what they want.

The AMP Discovery Process is by far the most important thing we do businesses and what makes our program so successful.

AMP specializes in creating compelling video narratives for businesses to be distributed on their web sites, reception areas and through the use of Free DVDs. Some of the video content we create are marketing videos, spotlight on services videos, welcome videos, landing page videos, commercials, infomercials and television programming. Studies show that audio-visual presentations help viewers retain 50% more information and the use of interactive media increases results by 200% or more.

Even Bad Media Works, Great media Works Even Better

We have all seen some terrible commercials & marketing presentations. However, it is uniquely important that your content have the proper message to optimize results. To insure your success we have created a 21-point discovery process that has proven to improve the information that is disseminated and your overall results. How much is it worth to you to gain a new customer? How much money will you leave on the table with bad media?

Style = Substance

Our program was designed to give a lot of information to consumers through their subconscious using psychological techniques. The purpose, by using customers hot buttons, is to get consumers to make immediate subconscious decisions and look for clarifying information.

Our video streaming server provides unlimited bandwidth, and simultaneous connection with out degrading quality. Additionally, our video streams contain security features to ensure your program is not linked or embedded on any other web site but your own.

Script/outline: Telling Your Story

The core of every piece of successful corporate video is an engaging and interesting story. In our process we create your story using a documentary (reality) based approach. After completing the discovery process we create a formal outline for approval along with scheduling and any additional scripting. This would include the breakdown of the purpose of each video, the evidence we will use (or create) and the primary interviews needed to create the content.

Who can you trust: Professional Production Services

We offer a customized product that will accurately describe your expertise, the different services you provide, and most importantly customer testimonials that illustrate the wonderful experiences and outcomes they have received. Turning your inquiries into referrals.

We have created hundreds of hours of film, television and multimedia content for thousands of clients including Schering Key pharmaceuticals, HD Net, Fox Sports, Paramount Television, Showtime Networks, Atlantic records and more. We use the very highest standards of production including the use of film lenses, film motion, high quality lighting, hair and make up - everything we would do to make a high quality motion picture

Corporate Video, when written, produced and directed by a talented and experienced professional (with a proven track record) will absolutely positively increase your results



CUSTOMIZED PROFESSIONAL NARRATIVE VIDEOS: ONLINE & ON DVD

Writer, Producer, Director, Edward Isin on-location: Clockwise, On location in Naples, Florida, On Location with Sho Zoe, with Imani Lee and Dave Batista, with John Travolta, with Amber Lee and on Documentary location with Steven Bauer.

You can see many samples on our [corporate video production page](#), where we utilized all of the ideas listed above to create successful happy clients. If you have any questions our producers are available to answer any of questions either by [email](#) or by calling 1-877-267-4111. We are the only production company in the world with a 100% money back guarantee if you are not satisfied with our work. We are so confident we offer this to all our customers. During the last 20 years none of our clients has ever asked for their money back. Instead we have hundreds of referrals, high praise, awesome recommendations and a lot of repeat business.

CALL-TO-FREE-NO-OBLIGATION CONSULTATION & DISCOVERY PROCESS.

For a limited time we are offering a free no obligation consultation and complimentary discovery process (\$1500 value). Call 1-877-267-4111 option 1 anytime between 9am and 7pm Monday through Saturday (EST) .

CALL TODAY