

DRAKEWISE PRODUCTIONS

Video and Web Marketing Services

DRAKEWISE

Abstract

Thank you for your interest in DRAKEWISE PRODUCTIONS!
This packet is intended to familiarize you with our services and products.

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WHY VIDEO?

BRANDING AND ATTRACTION

People remember:

- 20% of what they HEAR
- 30% of what they SEE
- 70% of what they SEE & HEAR

Creating Video is a HUGE opportunity to introduce your brand to the world.

- Viewers retain [95% of a message](#) when they watch it in a video compared to 10% when reading it in text.

If you're not using video production in your marketing campaign, your missing out and falling behind the competition.

MARKETER STATS

- 87% of online marketers use video in their campaigns
- 84% use video for website marketing
- 60% are using video for email marketing
- 70% optimize video for search engines
- 82% confirm that video positively impacted their business
- 70% will increase budget spending for video alone
- Internet video traffic made up [69% of all global consumer Internet traffic](#) in 2017.
- By 2019, internet video traffic will account for 80% of all consumer Internet traffic.

VIDEO MARKETING VOLUME BY PLATFORM

- [82% of Twitter users](#) watch video content on Twitter
- Over 500 million (half a BILLION) people are watching video on Facebook every day (via [Forbes](#)).
- YouTube has over a billion users, almost one-third of total internet users.

VIDEO USER DEMOGRAPHICS

- One-third of online activity is spent watching video.
- [85% of the US internet audience](#) watches videos online.

- The 25-34 (millennial) age group watches the most online videos and men spend 40% more time watching videos on the internet than women.
- The average user spends [88% more time on a website](#) with video.

MOBILE VIDEO MARKETING STATS

- Over half of video content is viewed on mobile.
- [92% of mobile video](#) viewers share videos with others.
- [90% of Twitter video views](#) happen on a mobile device.
- [Periscope](#) users have created more than 200 million broadcasts.
- 10 million videos are watched on Snapchat per day.

Video marketing should be paramount. The sooner you incorporate video production into your marketing campaign, the sooner you can leverage its power to attract and convert customers to your brand.

Source and additional Info: <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>

DRIVE CONSIDERATION, FAVORABILITY, PURCHASE INTENT AND SALES

Video ads can generate ROI up to 10 fold on average. However, there are some things in addition to sales worthy of advertising.

ENGAGEMENT

- 59% of executives agree that if both text and video are available on the same topic, they are more likely to choose video.
- Social video [generates 1200% more shares](#) than text and images combined.
- [Videos up to 2 minutes long](#) get the most engagement.
- 46% of users act after viewing an ad.
- An initial email with a video receives an increase click-through rate by 96%.
- Cisco states that **Live internet video** will account for 13 percent of the total video traffic in 2018 (via [Forbes](#)).
- Blog posts incorporating video attract [3x as many inbound links](#) as blog posts without video.
- Combining video with full-page ads boosts engagement by [22 percent](#).

WEBSITE

- Having a video on a landing page makes it [53% more likely to show up on page 1](#) of the SERP.
- Video on a landing page can [increase conversions by 80% or more](#).
- The average CVR for websites using video is [4.8%, compared to 2.9%](#) for those that don't use video.
- Video drives a [157% increase in organic traffic](#) from SERPs.
- Video attracts two to three times as many monthly visitors.

FACEBOOK

- Views on branded video content have increased **258%** on Facebook and **99%** on YouTube as of June 2017 (via [tubularinsights](#)).
- Native videos on Facebook have [10 times higher reach](#) compared to YouTube links.
- 85% of Facebook videos are watched [without sound](#).

ROI

- [51% of marketing professionals](#) worldwide name video as the type of content with the best ROI.
- Marketers who use video grow revenue 49% faster than non-video users.
- 64% of consumers make a purchase after watching branded social videos (via [tubularinsights](#)).

VIDEO PRODUCTION SUMMARY

- Generates 45% higher consideration of your brand and product
- Generates 14% higher favorability of your brand and product
- Generates 19% higher purchase intent of your product
- Generates ROI directly proportional to your video production budget versus product cost.
 - This makes it possible to increase sales by 1000-5000% or more.

ADDITIONAL REVENUE STREAMS

You can use your video to create additional revenue streams. Not only do you monetize your content, but you decrease the risk of video marketing by hedging your bet.

ADSENSE

Connect YouTube or Vimeo accounts along with your website to a Google AdSense account and sell ad space. You get paid per view of your own promotional video and it is independent of the number of subscribers or customers that you have.

AFFILIATE LINKS

Attach direct product links to external web stores, such as Amazon, to your video. You get paid by the number of people who buy stuff through your links.

SELL DIGITAL PRODUCTS

Use links to your own digital products like coupons, services, instructions, downloadables, etc. to generate additional revenue. You can sell them on your website or external platforms such as Shopify.

STOCK FOOTAGE

Inevitably you will end up with extra unused footage that you can sell as stock footage and b-roll that otherwise sits around in the proverbial can. You can sell this footage to companies such as Filmsupply just like a digital product.

TEACHING COURSES

Use your videos as instructional or educational aids. You can post and sell your videos individually or as a series on Udemy.

BRAND DEALS

Partnering with another company is a great way to form important ties, generate capital, get free gear or services, and is one of the most lucrative ways of monetizing your video production. You can make dedicated videos for another company reviewing their products, services, or any aspect you agree upon. Alternatively, you can create a sponsored video where you give a shout-out to another company or product.

ONLINE MARKETING

LASER FOCUS ON A CLEARLY DEFINED NICHE

- What's the niche?
 - o Who are we targeting?

Remember quality over quantity.

BUILD A CONTENT STRATEGY

- What is the content?
 - o What gives it quality?
- How do we implement this daily?
 - o What's the process?
 - o Who does this?

COMMON TYPES OF CONTENT

- Blog Posts & Articles
- White Papers, eBooks, and Reports
- Podcasts
- Email Newsletter/Nurturing Campaigns
- Videos
- Thought Leadership/POVs
- Infographics
- How-To Guides
- Social Media Posts
- Case Studies & Client Profiles

EFFECTIVE QUALITY

- Social Currency – People share content and information like currency online
- Emotional Connection
- Practical Value – Content that can immediately be applied and acted on
- Telling a Story No One Else Can

ASK FOR A SHARE & TAG

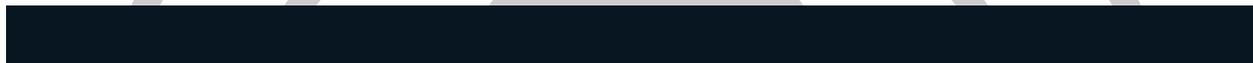
- Who are the bigger accounts?
 - o Ask to share and promote our accounts/profiles

ENGAGE WITH COMMUNITY, INCREASE INTERACTION AND BUILD ACTIVE FOLLOWER BASE

Actively interact with your users. If someone spends their time writing a comment, reward them by interacting back. By showing your followers that you're accessible. Over time, these tiny daily interactions build loyalty.

- Promote interaction

REPEAT EVERY DAY.



PRODUCTION SERVICES DEFINED

PRE-PRODUCTION

This is the planning stage of production, during this stage the schedule, casting, storyline, location, script, shot lists, art design and storyboards are done to fit the needs of the client.

DIRECTIONAL BLOCKING

Blocking is a term first used on the stage to explain the placement of props and actors on the stage. In film it is very much the same though it refers to composition of the scene, location of camera, actors and props as viewed on a screen rather than a stage.

PERMIT AND LICENSING

Permits and licensing are required in some locations by the government. Drone restrictions and commercial filming and photography are just a few that would require special permits or licenses to use if the intention is to sell the product being made.

STORYBOARD

Storyboarding is the process of putting down a rough layout of how the entire video will be put together. This is never set in stone but more of a starting place for the production team to work from to help keep the production as smooth as possible. It is most beneficial in finding good composition and framing.

PRODUCTION

Production is the culmination of the pre-production process. Filming begins at this stage utilizing the steps created and locations found in pre-production.

POST-PRODUCTION

Post-production is where it all comes together. Shots, audio and score created in production are sent to the post-production team where it is edited (lighting, color grading, cuts, transitions, audio), assembled and exported to the final product.

TRANSITION EFFECT

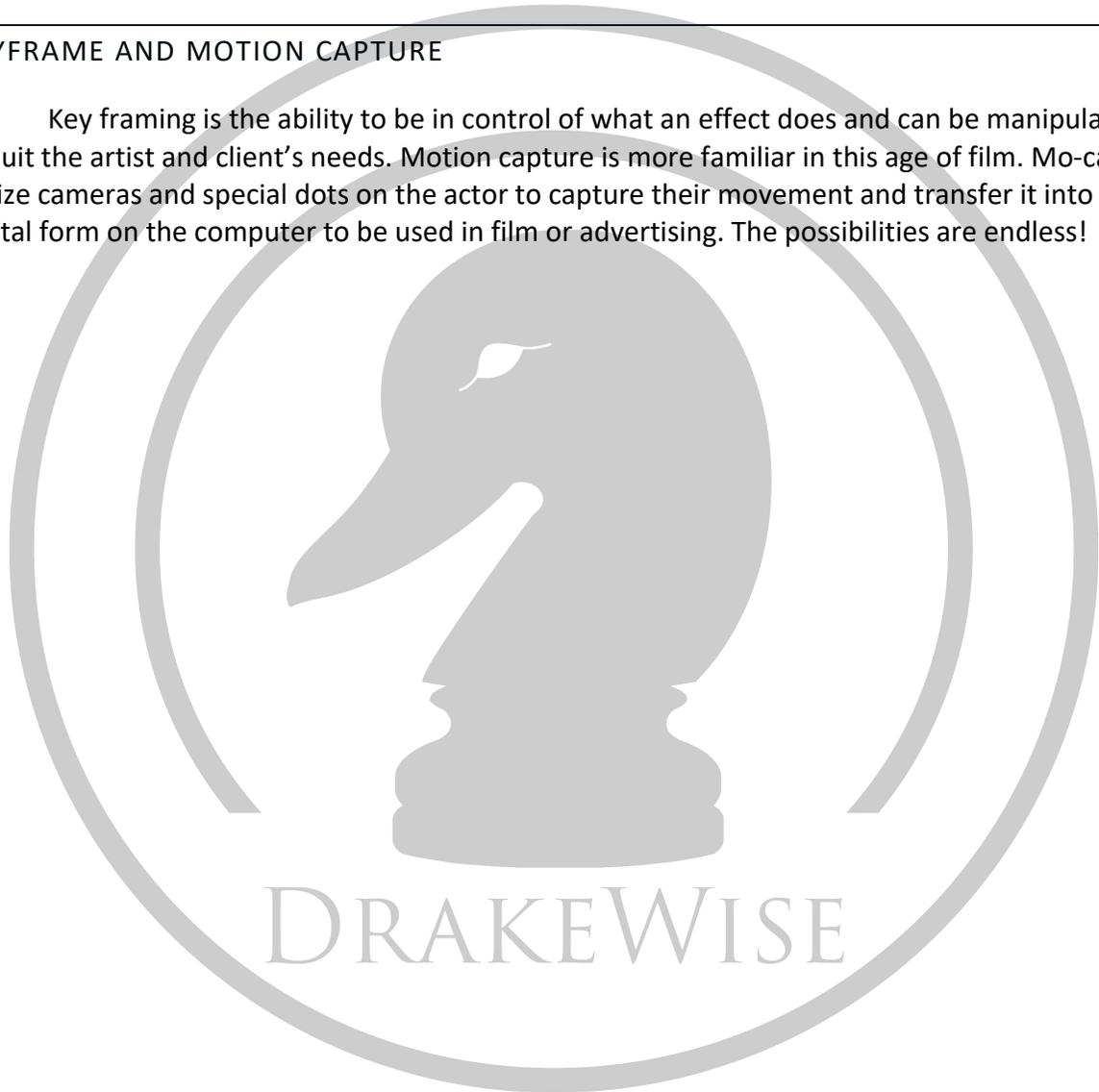
Transition effects are more than just fades and swipes. There are many options to transfer from one scene to the other than just what is available on the computer. There are many options to meet all kinds of needs.

CUSTOM TITLING

Custom titling sets a film apart from another. It helps the film stand out and leave an impression on the viewer. There are many options from traditional titles to effects in transitions that can be done.

KEYFRAME AND MOTION CAPTURE

Key framing is the ability to be in control of what an effect does and can be manipulated to suit the artist and client's needs. Motion capture is more familiar in this age of film. Mo-caps utilize cameras and special dots on the actor to capture their movement and transfer it into a digital form on the computer to be used in film or advertising. The possibilities are endless!



VIDEO SERVICES

PRE-PRODUCTION SERVICES	NOTES	BASIC	HIGH DEFINITION	BUSINESS PROFESSIONAL
Tailored Script				
Customized Storyboard				
Directional Blocking				
Detailed Shot Listing				
Shot Scheduling				
Professional Equipment Scheduling				
Cinematic Location Scouting				
Media Studio Scheduling				
Art Development and Design				
Professional Set Design				
Casting and Crew Hire*				
Permit Acquisition and Licensing**				

*Cast and Crew May require separate hiring fees or increased hourly fees. Please contact us for a quack... I mean... quote specific to your needs

** Prices for Locations, Studios, Permits and Licenses vary dependent on location, municipality, industry, regulations, etc. Please contact our ducks for a quote specific to what you may require.

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PRODUCTION SERVICES	NOTES	BASIC	HIGH DEFINITION	BUSINESS PROFESSIONAL
Professional, On-Site Directing				
Professional Lighting Production				
Professional Audio Production				
Equipment Setup and Operation				
Equipment Rental**				
360 Filming				
Virtual Reality Filming				
Set Production***				
Studio/Location Rental****				

*Many Production Services take loads of time and may require additional days, equipment, crew, permits, etc. for shooting. If you received the HIGH DEFINITION or BUSINESS PROFESSIONAL PRE-PRODUCTION PACKAGES, then a quote will be included. Please contact our ducks for their expert advice and a tailored quote based on your needs.

**Equipment Varies Dependent on Purpose and Needs. If you received the Pre-Production Service for Professional Equipment Scheduling, then a quote will be provided. If you haven't received a quote, please contact us for one.

***Set Production may include additional material costs. If you received the Pre-Production Services for Art Development and Design and Professional Set Design, then a quote will be provided. If you haven't received a quote, please contact us for one.

****Pricing may be dependent on location too. If you received the Pre-Production Services for Cinematic Location Scouting, Media Studio Scheduling, and/or Permit Acquisition and Licensing, then these prices were already included in your total. Otherwise, please contact our ducks for quotes and advice on the best swimming holes.

POST-PRODUCTION SERVICES AND PRODUCTS	NOTES	BASIC	HIGH DEFINITION	BUSINESS PROFESSIONAL
Tailored Video Assembly				
Accompanied Audio Assembly				
Dynamic Transition Effects				
Professional Color Correction and Color Grading				
Custom Titling				
Video Hosting				
Complete Raw, Unedited Video Files				
DVD, Thumb Drive, and Digital Delivery				
Eye-Catching Special Effects				
Professional Voice Over				
Audio Remixing				
Dynamic Audio Effects				
Soundtracking				
Key Framing and Motion Capture				
Virtual Reality Edit				
360 Edit				
CGI Effects				
Animation				
Marketing and Promotion				



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