



EZRA PRODUCTIONS

BOOSTING YOUR BUSINESS WITH VIDEO MARKETING

YOU HAVE A STORY TO TELL
BUT IS ANYONE LISTENING?



EZRA PRODUCTIONS

CREATIVE AGENCY SPECIALIZING IN VIDEO PRODUCTION.

JILLIAN EZRA, FOUNDER & CEO

BACKGROUND:

-STUDIED AT NYU

-PR FOR CARTIER

-MARKETING COMMUNICATIONS FOR

LAZARD ASSET MANAGEMENT



52% OF *WORLDWIDE MARKETING PROFESSIONALS*
BELIEVE THAT VIDEO HAS THE **HIGHEST ROI**
OF *ANY CONTENT.*

-eMarketer

BY 2017, VIDEO
WILL MAKE UP

69%

OF ALL
CONSUMER
INTERNET
TRAFFIC
(CISCO)

87% OF THE INTERNET WILL BE VIDEO BY 2018

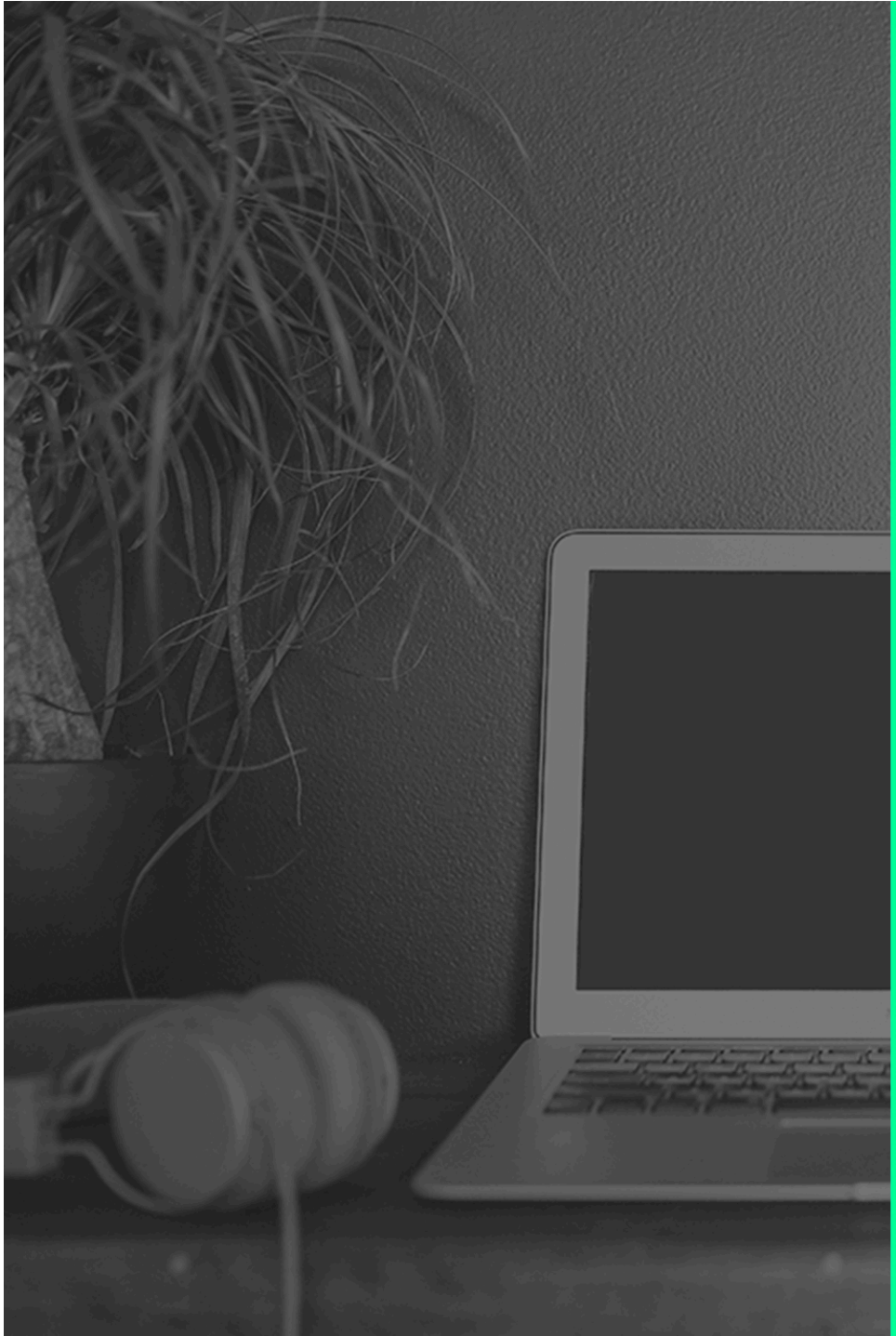
WHY VIDEO NOW?

WIRELESS TRAFFIC TO GROW

300% GLOBALLY

BY 2017 LED BY VIDEO

- STRATEGY ANALYTICS



YOUTUBE IS NOW THE
#2 SEARCH ENGINE

FACEBOOK INCREASING
VISUAL EMPHASIS
(VIDEO ADS NOW)

GOOGLE HIGHLIGHTS
VIDEOS IN SEARCH
RESULTS

BENEFITS OF VIDEO

- AS HUMANS, WE ARE WIRED TO
PREFER VIDEO OVER TEXT OR PICTURES.

- AUDITORY LEARNERS



- VISUAL LEARNERS



- VIDEO = AUDIO + VISUAL



1.8 MILLION WORDS
IS THE VALUE OF **ONE MINUTE**
OF VIDEO



BENEFITS OF VIDEO

- BUILD BRAND AWARENESS,
LOVE AND LOYALTY
- ATTRACT PROSPECTS (SEO)
- EDUCATE WEBSITE VISITORS
- CONVEY PRODUCT QUALITY
- COMMUNICATE EFFICIENTLY
- CREATE MARKETING
COLLATERAL
- ENGAGE ON SOCIAL MEDIA



52% OF CONSUMERS SAY THAT WATCHING A
PRODUCT VIDEO MAKES THEM FEEL
MORE CONFIDENT IN PURCHASING DECISIONS.

-INVODO



E-MAIL MARKETING

WHEN MARKETERS INCLUDE
A MARKETING EXPLAINER VIDEO

IN AN EMAIL, THE CLICK-THROUGH
RATES INCREASED BY **200% - 300%**

B2B

59% OF SENIOR EXECUTIVES PREFER TO
WATCH VIDEO INSTEAD OF
READING TEXT, IF BOTH ARE
AVAILABLE ON THE SAME PAGE.

-FORBES INSIGHT

THE CHANGING LANDSCAPE OF ADVERTISING

OLD MODEL

- TAKING MODEL
- SALESY/
CONDESCENDING
- “YOU’RE NOT GOOD
ENOUGH”

NEW MODEL

- CONTRIBUTION
- MUTUAL DISCOVERY,
ADMIRATION,
CELEBRATION,
MIRRORING
- LAW OF ATTRACTION



YOUR STORY, YOUR TRIBE

CUSTOMERS DON'T BUY
WHAT WE MAKE

CUSTOMERS BUY
WHO WE ARE

FIRST WE TRUST THEN WE BUY

GOAL: INFLUENCE YOUR TARGET
AUDIENCE TO BUY YOUR PRODUCTS OR SERVICES

ACTIONS:

AUTHENTICITY + TRANSPARENCY = TRUST

FIRST STEP: **TELL YOUR STORY**



STORIES

ARE REMEMBERED UP TO

22X MORE

THAN FACTS ALONE

-Stanford University

WHAT'S YOUR STORY?

● CREATE YOUR BRAND STORY

WHY DO YOU DO WHAT YOU DO?

WHAT CALLS YOU FORTH INTO ACTION?

WHAT MAKES YOU UNIQUE?

● CREATE USEFUL *VIDEO* CONTENT THAT ALIGNS WITH YOUR BRAND VISION

EX. LIFESTYLE CONTENT, BEHIND THE SCENES VIDEOS, HOW-TO-VIDEOS

● DEVELOP YOUR TRIBE

THE RIGHT CONSUMERS WILL BEGIN TO BUY INTO YOUR BRAND VISION

● PARTICIPATE IN CONVERSATIONS WITH OTHER BRANDS

FORM PARTNERSHIPS

KEEP ENGAGING AND ADJUST YOUR CONTENT BASED ON WHAT'S WORKING

AND WHAT'S NOT WORKING

BRANDED CONTENT

BRANDED CONTENT IS A FORM OF
ADVERTISING MEDIUM THAT BLURS
CONVENTIONAL DISTINCTIONS BETWEEN
WHAT CONSTITUTES ADVERTISING AND
WHAT CONSTITUTES EDITORIAL CONTENT.

FUNNY | INFORMATIVE | SAD | INSPIRING

DOS EQUIS

THE MOST INTERESTING MAN IN THE WORLD



NIKE — MAKE IT COUNT
BY: CASEY NEISTAT



TELLY AWARD WINNING TEA DROPS BRAND VIDEO



TAKEAWAYS?

**-DOS EQUIS: THE MOST INTERESTING
MAN IN THE WORLD**

-NIKE: MAKE IT COUNT

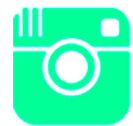
-TEA DROPS VIDEO

TYPES OF VIDEO

- BEHIND THE SCENES TOUR OF YOUR OPERATIONS
- EVOLUTION OF A PRODUCT OR SERVICE OVER TIME
- ANNOUNCE A NEW PRODUCT OR SERVICE
- FUNNY/CREATIVE/SEASONAL/VIRAL
- CASE STUDIES
- TESTIMONIALS
- EDIT USER-SUBMITTED CONTENT
- PRESS RELEASES
- INFOGRAPHICS

KEY: HUMANIZE YOUR BRAND

- CONTRIBUTE TO YOUR AUDIENCE CONSISTENTLY
- COST EFFECTIVE TO SHOOT MULTIPLE VIDEOS AT ONCE AND RELEASE ONE AT A TIME ON A REGULAR BASIS
- LEVERAGE CONTENT ACROSS MULTIPLE PLATFORMS



KEY: HUMANIZE YOUR BRAND

BE AUTHENTIC

EMPATHIZE WITH *VIEWERS' PAIN*

**PRESENT SOLUTIONS TO
*VIEWERS' PROBLEMS***

**SHOW HOW YOU SOLVE
THOSE PROBLEMS**

SEARCH ENGINE OPTIMIZATION

NOT ENOUGH TO PUT A VIDEO UP ON YOUTUBE.
YOU HAVE TO HELP PEOPLE FIND IT.

-TITLE

-DESCRIPTION

-KEYWORD TAGGING

-TRANSCRIPTION

NO BUDGET?

**-*GIVE* YOUR PRODUCTS/SERVICES
TO *YOUTUBE STARS* TO REVIEW**

-START SMALL. STAY AUTHENTIC

-TRY VINE

LOWE'S FIX IT IN 6 CASE STUDY



HOW TO FIND A GOOD PRODUCTION COMPANY?

STOP SEARCHING FOR A *VIDEOGRAPHER*
AND **START SEARCHING FOR A PRODUCTION
COMPANY THAT SPECIALIZES IN MARKETING!**

WORK WITH **SMART, BUSINESS SAVVY PEOPLE**

MAKE SURE YOUR DIRECTOR *UNDERSTANDS*
YOUR BUSINESS AND CAN **DOUBLE** AS AN
ACTING COACH

An aerial, grayscale photograph of a dense city skyline, likely New York City, featuring numerous skyscrapers and a river. The image is semi-transparent, serving as a background for the text.

CONNECT

KEEP IT REAL

KEEP AT IT

THANK YOU!

EZRA PRODUCTIONS

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