



HOW TO: VIDEO MARKETING

One size does not fit all! We create video that works on the most popular social media and online marketing platforms.

ADWORDS

Google's pay-per-click advertising program can get your video seen by a highly-targeted audience.

EMAIL CAMPAIGN

Few people have time to read a newsletter anymore, but are happy to watch a 2-minute video. Make your email newsletter into a video!

FACEBOOK ADS

Video ads are known to get 10x the engagement and views over just text and a photo. We can show you how to leverage this powerful platform.

GOOGLE MY BUSINESS

When potential customers search Google for businesses like yours, those who have video rise to the top of search.

INSTAGRAM

Instagram users crave beautiful photos and videography. We can make your business glow with smooth cinematic footage of your business.

IN-STORE VIDEO DISPLAY

Well-placed monitors in your facility can help cross-sell and up-sell products.

TELEVISION COMMERCIALS

Most people still watch television, so we can help you craft a great commercial that generates additional sales.

WEBSITES

Place video on your home page to grab customers' attention and communicate your value.

YELP

This business referral service has emerged as one of the most important on the internet behind Google My Business. Make sure you put your best foot forward by using video to engage potential customers.

YOUTUBE ADS

Video pre-roll ads are targeted to customers who are most likely to visit your business.

We Make it Easy!

THE SIX PHASES OF VIDEO PRODUCTION

PRE-PRODUCTION

Planning and script-writing phase of production

PRODUCTION

Shooting video on location or in the studio

EDITING

Putting the footage together into a coherent story

REVIEW

Your chance to review and make changes

REFINE

Our chance to make your video as perfect as possible

DELIVER

In multiple formats for most common uses

[865] 300-7748

www.OpenRoadsMedia.com