

VIDEO FOR BUSINESS, REVOLUTIONIZED

Plan for an effective video marketing & strategies to create a successful plan.

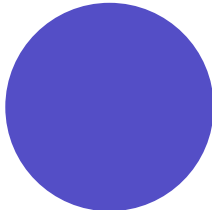


**Visual media can
influence consumer
behavior and encourage
the consumer to take
action.**

About Me

Faiz armani is a Limkokwing of Creative Technology graduates that specialized in video directing and video production. He have worked with more than 100+ corporation in helping to create effective videos. His marketing works traveled across continent to make an impact & helping corporation to become industry leaders globally. His strategic ideas & work has earned positive reputation from industries giants and fortune 500 companies.





VIDEO DRIVES HIGHER ENGAGEMENT & RETENTION RATES

In this attention-driven economy, the average consumer has a lower attention span than a goldfish. Which means, special attention must be given to content that's going to capture and retain audience engagement – and maybe even have them share it with others. Lucky for you, video is

a top performer in this area! In fact, 65% of viewers watch more than 3/4 of each video consumed, which is more than we can say about their text-based counterparts.

VIDEO BOOSTS OTHER CONTENT MEDIUM

While online videos have proven themselves as effective stand-alone marketing tools, they are also proving to be a surefire way to boost the performance of other content assets and campaigns:

X3

EMAIL

Adding video email create 2-3 times as many click-throughs

53X

WEBSITE

Adding video email create 2-3 times as many click-throughs

80%

LANDING PAGE

Adding a video to a landing page can increase conversion by 80%

10X

SOCIAL

Adding video email create 2-3 times as many click-throughs

Video has Greater Conversion Overall

Video will humbly take the supporting role, but truth be told, it's got a pretty good case for having a significant role in your content marketing: it's known to drive more conversions than other content avenues. In fact, those who view product videos are **64–85 percent** more likely to buy. And 70% of marketers say video is more effective at generating conversions than any other content type.





**Visuals pull people in, but story
makes them stay make your
viewers connect emotionally.**



PLANNING FOR SUCCESS

Video is a powerful medium. Before you jump right into development you must first unveil your goals and agenda behind your plannings. Be clear about the outcomes you intent to achieve.

Reason for making a video:

1. Market a product or a service.
2. Introduce a company, organization or person.
3. Educate customers about a topic.
4. To sell a business idea & solution
5. Struggle to establish brand differentiation
6. Train people about a heavily visual or technical topic

PLANNING FOR SUCCESS

Here are the step by step process planning in creating an effective corporate video

1. Define Your Goal

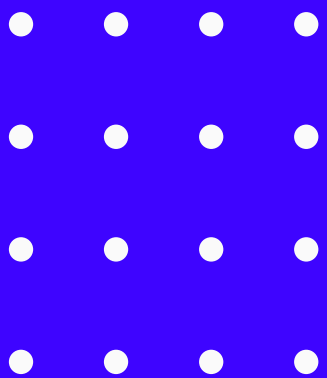
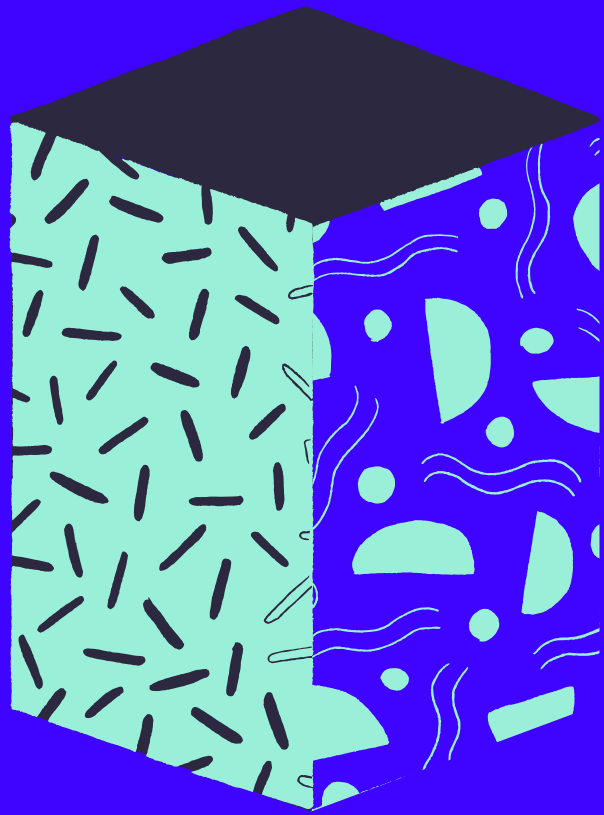
Every good plan starts with a clear goal. Everyone has a job to get done or aspired to be in a better destination. What is the end goal and What are the things that standing between their end destination? Know what you want to achieve and be clear how video can get you there faster.

2. Why Should Your Audience Care?

What is unique about the content you're offering? Why is it important to them? And what do you hope your audience will do, think, or feel after consuming it?



PLANNING FOR SUCCESS



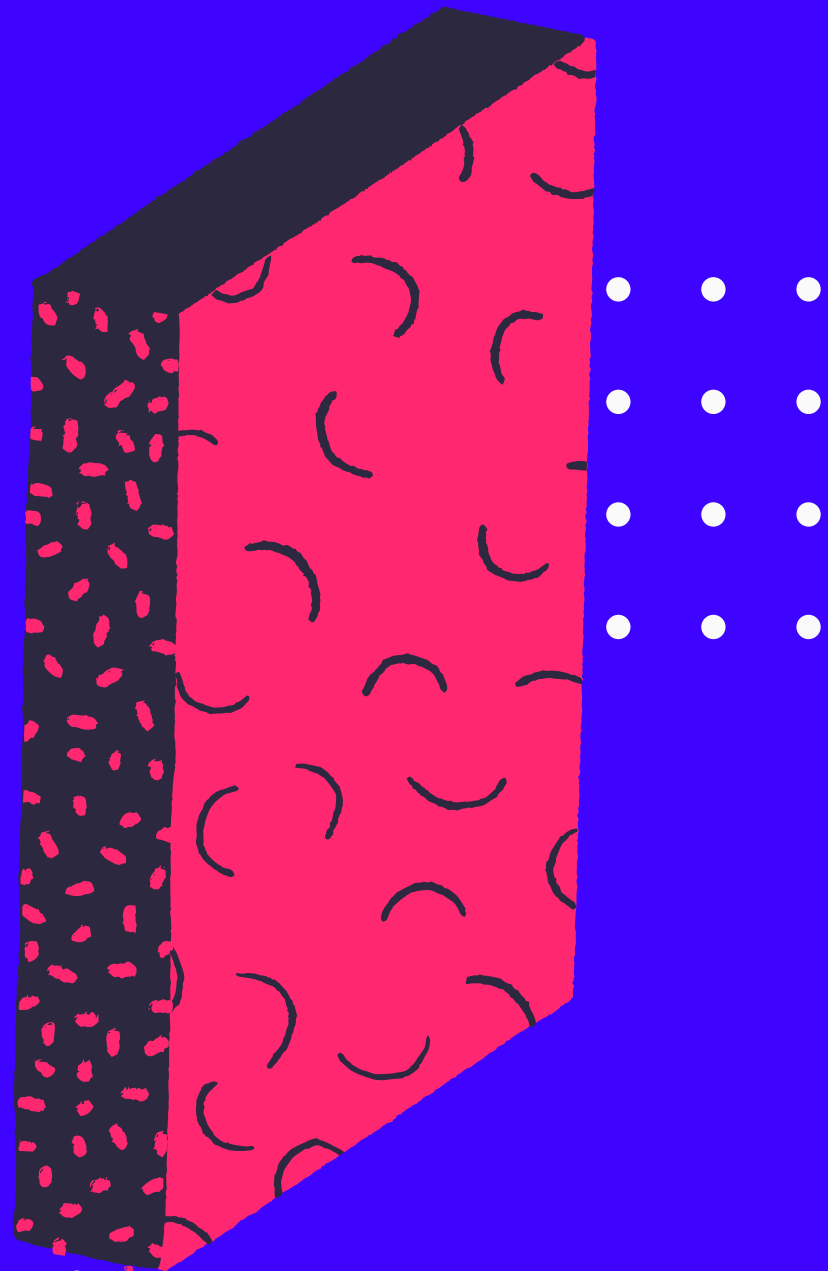
3. What Type of Content

- Will they be educational, corporate or entertaining?
- Will it be solution oriented or creating awareness?
- Feature explained or product developments insights?
- Train people about a heavily visual or technical topic?
- Pitching for Investors?

4. Where & How Will Your Audience Watch Your Video?

The way how you manage your video distribution is important. How people experience your brand video at a presentation pitch, exhibition and social media is entirely different. Because people engage differently when they are different occasions

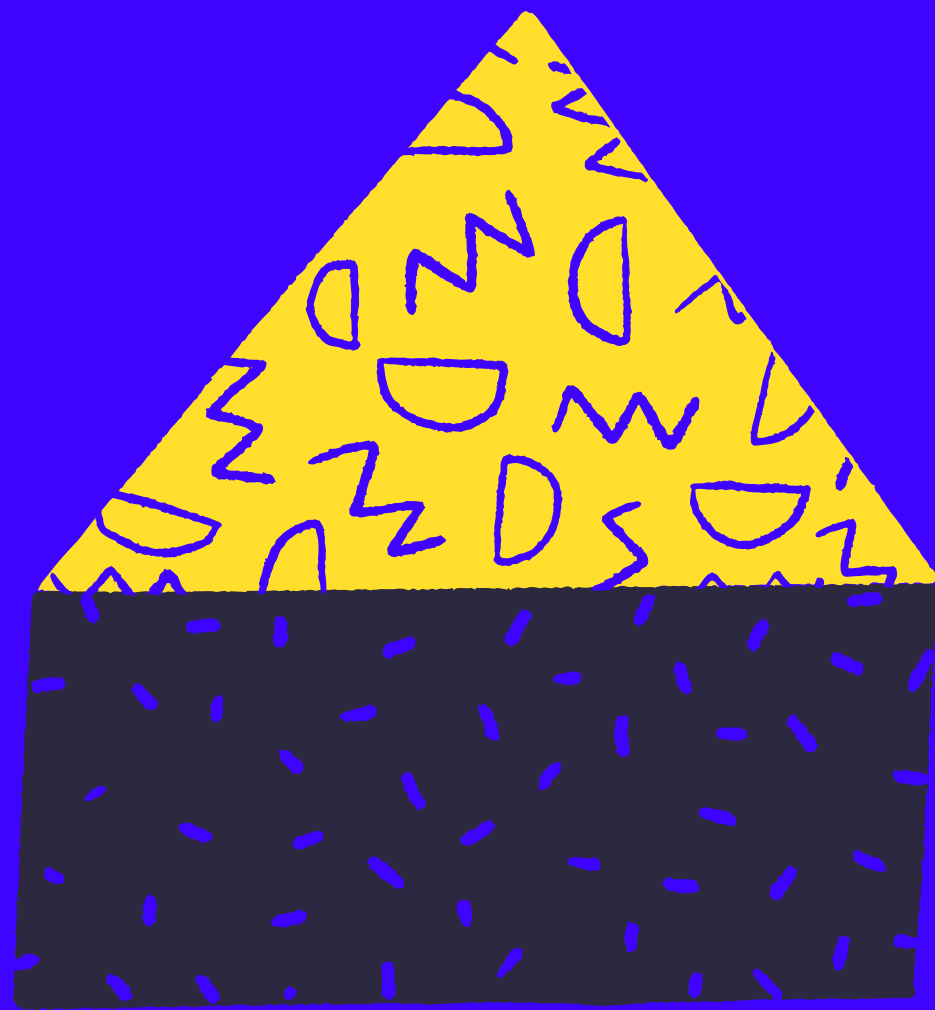
PLANNING FOR SUCCESS



5. What can you cause people to attract?

Video is all about engaging people in an arranged order. Before diving direct or indirect into sales, you must know the right steps to establish a problem or challenge before directing audience attention to your idea solution. Know what is your audience pain, their resistance and the opportunity they are exploring. The Video is the ideal pivot to cause a trigger to get them wanting your product or services.

PLANNING FOR SUCCESS



Breakdown your ideas into actionable scenes. Before shooting or animating a scene, we first must plan what to show and reveal in the first place.

Build a Story that Sells:

- 1.What can you tell?
- 2.What Problem Do you Solve?
- 3.What can you show more and tell less?
- 4.How can it be shown in a way that it is different from competitors?
- 5.How can you show that its worth the value?
- 6.What Experience Do you Create?
- 7.What should people feel and think about your proposition?
- 8.What is the 1-main takeaways that you want them to remember? And
what decision do you want them to make?

DISTRIBUTION

Video can be maximize your business marketing. After completing your video, discover the OPPORTUNITIES that await you in your next business move. decide how will you use your video:

Visitor's Presentation

Sales Presentation

Participating Exhibition

Networking Programme

Company Website

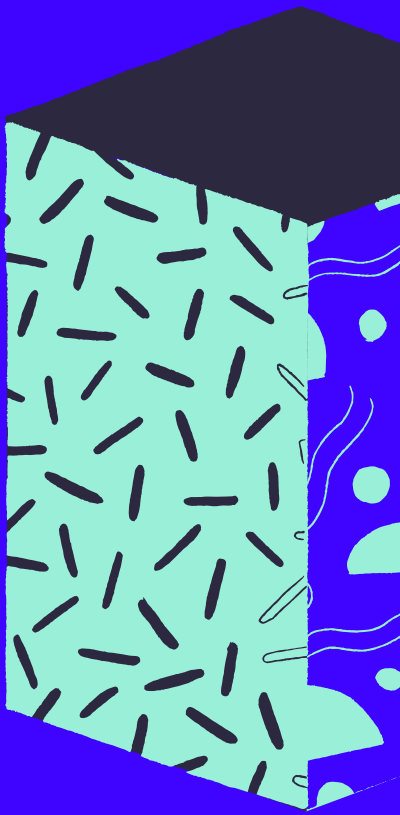
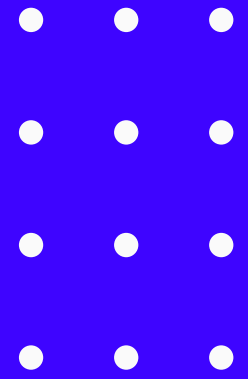
Email & Prospecting

Event Launching

Symposium

Social Media

and Many More



CHECKLIST TO HIRE AN AGENCY

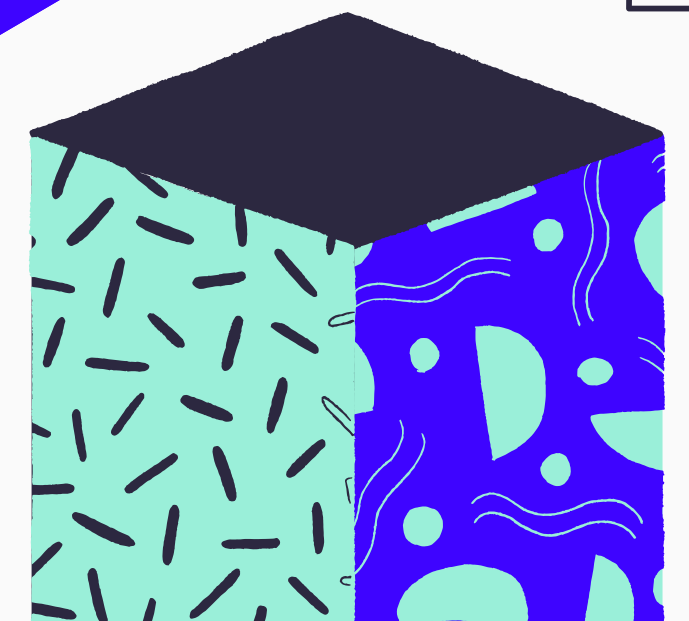
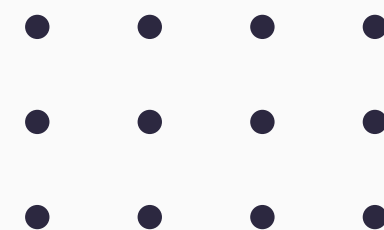
Get Expert to do the **WORK** for you.

STOP WASTING TIME ON THE WRONG ACTIVITIES. A BAD VIDEO CAN DOWNPLAY YEARS OF YOUR BRAND EFFORT.

- ☐ Do they have the experience? Better experience, less risk.
- ☐ Who were their clients? Know the track record.
- ☐ How is their approach? Learn their methodology and strategy to execute the project.
- ☐ Does the budget reflect their capabilities? Ensure they have the right skills and resources to execute.
- ☐ Are they telling more or showing more? Every can claim that they are the best, but not everyone can show.
- ☐ Do they have the right knowledge and understanding of your business solution or products? This is usually left unchecked that led to many failed project. Don't be a victim.

**Did you know video has a 400%
higher engagement than static
content?**

Everyone wants their business solutions or product to be more relevant. Delight your potential customers with a personalized video experience for every contact point and watch your conversions soar.



WHAT CAN
PURPLEPERFECT
DO FOR YOU?



**WE HAVE HELPED
MORE THAN 100+ BIG
CORPORATION IN
MALAYSIA.**

**WE CAN HELP YOU TOO AT A
REASONABLE BUDGET.**



WE DON'T CHARGE FOR PLANNING.

**BEFORE VIDEOS BECOMES MARKETING,
THERE IS A PLAN.**

We treat everyone differently and tailored to their industry. Get free consultation to Creative Planning and Advisory. Know how to:

1. Build Your Brand
2. Project Management
3. Tell your Story Vividly
4. Customer Journey & Acquisition

get free planning

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