



Advertising
Specialty
Institute®

Video Marketing Workshop: Maximize the Power of your Personality

Martine Cadet



CONNECT WITH
YOUR END-BUYERS

VIDEO CREATION TECHNIQUES



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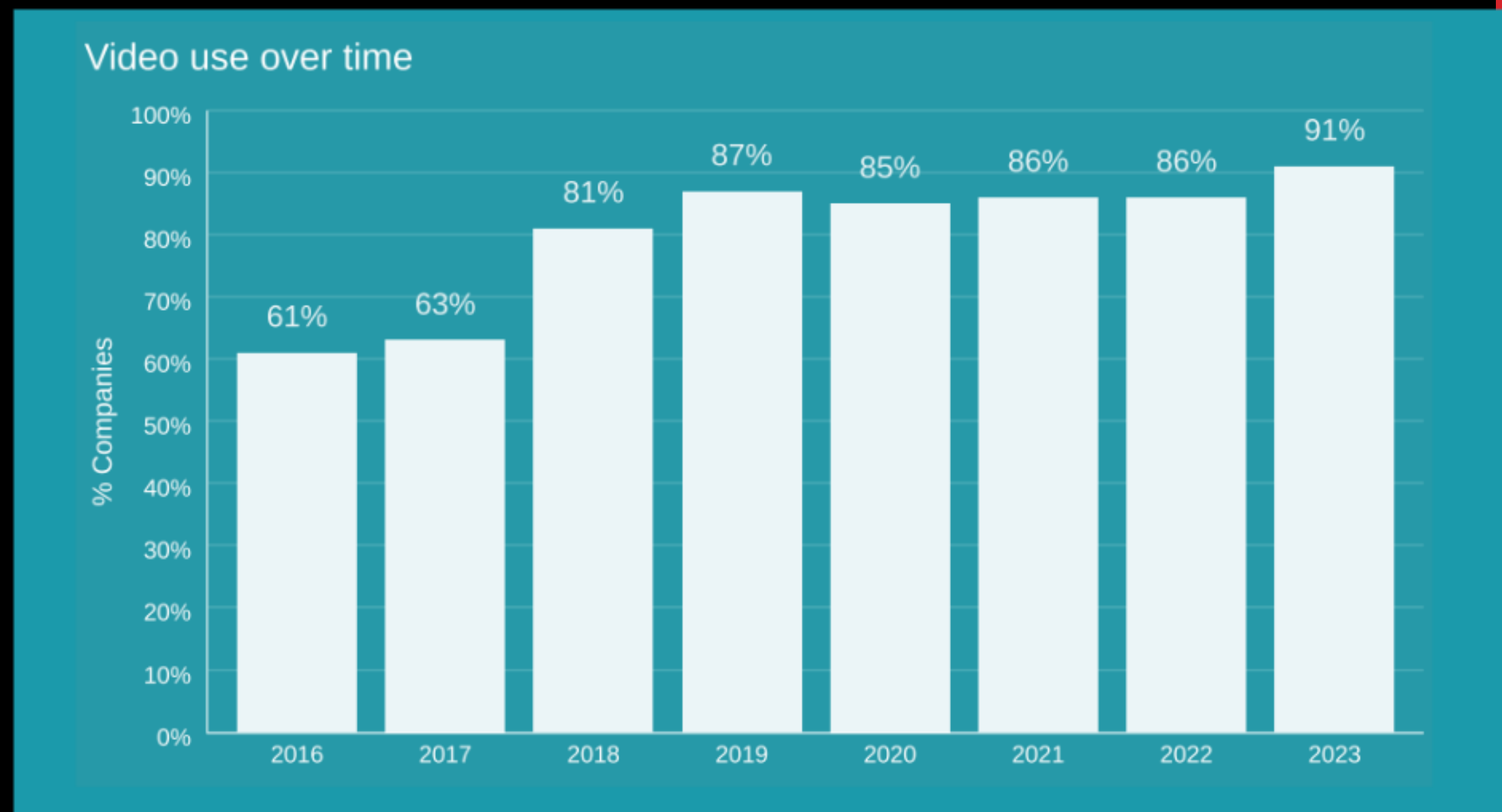
EVERY STEP OF THE WAY™

VIDEO MARKETING USAGE FOR BUSINESS

91%



91% of businesses use video as a marketing tool in 2023.

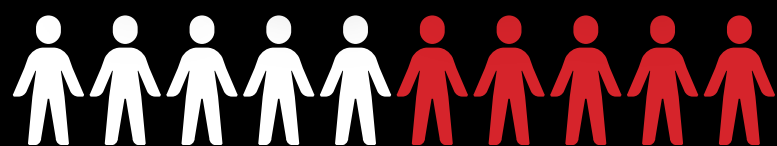


30%



30% of people **lack the time** to create video content.

18%



18% of people **don't know where to start** with creating video content.



Enhanced Trust and Brand Authenticity

**Builds Emotional
Connections!**

Boost Conversion and ROI

**Creates Direct
Impact on Sales**

Create Multisensory Experiences.



**Increase Retention
and Attention!**





CONNECT WITH
YOUR END-BUYERS

CAPTIVATE
PERSUADE

CONVERT



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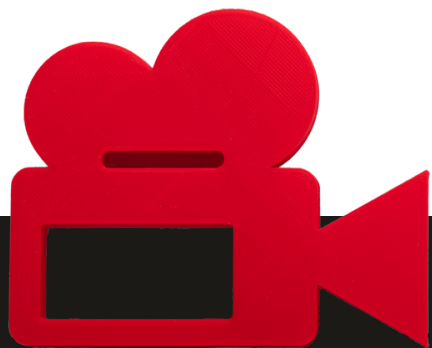


EVERY STEP OF THE WAY™

CUSTOMIZE

Video Shooting Technique

What **personalized** approach do you employ in your business to ensure that each client receives a **unique** and tailored solution?



CONNECT WITH YOUR END-BUYERS



Have you ever thought about the risks of relying on random websites for your custom products?
What if we told you there's a better way to get personalized products and valuable insights?
At [Your Company Name], we're not just distributors; we're your partners in getting a team of experts ready to provide you with [list key values like advice, guidance, knowledge, marketing expertise].
When you choose [Your Company Name], you're not just getting a product. You're getting a team of experts ready to provide you with [list key values like advice, guidance, knowledge, marketing expertise].
Listen to [Customer 1] who discovered the difference of working with [Your Company Name] - not just a transaction but a relationship.
Our team is armed with [X years] of experience, ensuring you not only get the best product but also the wisdom to make the right decisions.
Why settle for just a product when you can have a partner dedicated to your success?
Here's an exclusive offer for our [City/Region] friends. Contact us for a free personalized consultation.
Drop us an email at [email address] or give us a call at [phone number] to see how we can help you.
Don't fall into the random website trap. Choose [Your Company Name] products, but a partnership that propels your [industry/niche] journey.
Connect with us today, and let's turn your ideas into reality. Because [Your Company Name], we believe in more than just transactions - we believe in relationships.

Script Template 3: Don't Settle for Less
This is [Your Company Name], not just another option in a sea of products. We realize about why settling for random custom websites might be a mistake.



Video Marketing Workshop: Maximize the Power of Your Personality - Presenter: Martine Cadet

Part 1: Visualize & Tailor

In this section, start by visualizing your ideal end-buyer persona. By understanding your target audience, you can tailor the video content to speak directly to their needs and preferences. This section lays the foundation for creating personalized and impactful videos to sell to your clients.

Section 1 - What personalized approach do you employ in your business to ensure that each client receives a unique and tailored solution? This question aims to prompt you to reflect on your individualized approach. It encourages you to identify your unique identifier, whether it's a personalized customer service model, creative solutions, or a distinct understanding of their clients' needs.

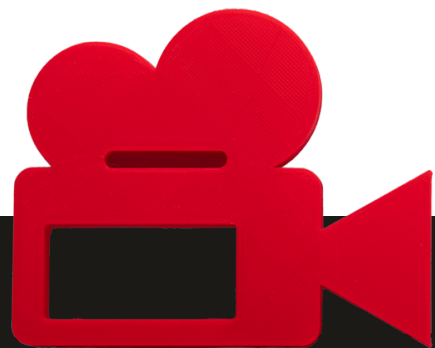
Section 2 - In what ways do you provide valuable ideas, advice, and guidance beyond simply delivering promotional products, ensuring your clients see you as a trusted partner rather than just a transactional supplier? This question emphasizes the



PARTNER

Video Shooting Technique

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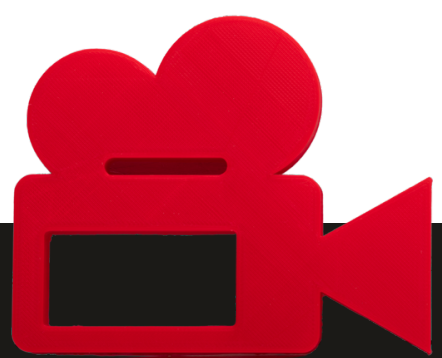
CONNECT WITH YOUR END-BUYERS



EDUCATE

Video Shooting Technique

How do you leverage your industry knowledge and marketing expertise to educate your clients about the latest trends, innovative products, and strategies that can enhance the impact of their promotional campaigns?



CONNECT WITH YOUR END-BUYERS



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Section 2 - In what ways do you provide valuable ideas, advice, and guidance beyond simply delivering promotional products, ensuring your clients see you as a trusted partner rather than just a transactional supplier? This question emphasizes the

ASG Advertising Specialty Group EVERY STEP OF THE WAY



CONNECT WITH
YOUR END-BUYERS

TARGET
FORMULATE
PUBLISH



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EVERY STEP OF THE WAY™

3 Step Process to Creating Videos Tailored to Convert!

1

Understand your
Product and Audience

2

Craft Your
Message

3

Use BigVu for Scriptwriting,
Teleprompting, and Editing



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EVERY STEP OF THE WAY™

1

Understand your Product and Audience

What makes your promotional products stand out? Is it their quality, design, customization options, or something else?

ENVIRONMENTALLY FRIENDLY

46% of consumers would feel more **favorable** about the advertiser who gave them a **promo product** if it was **Environmentally Friendly**



2023 Ad Impressions Study

MADE IN THE USA

54% of consumers would feel more **favorable** about the advertiser who gave them a **promo product** if it was **Made in the USA**



2023 Ad Impressions Study



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EVERY STEP OF THE WAY™

2

Craft Your Message

What do you want viewers to do after watching your video? This could be visiting your website, contacting you for more information, or placing an order.



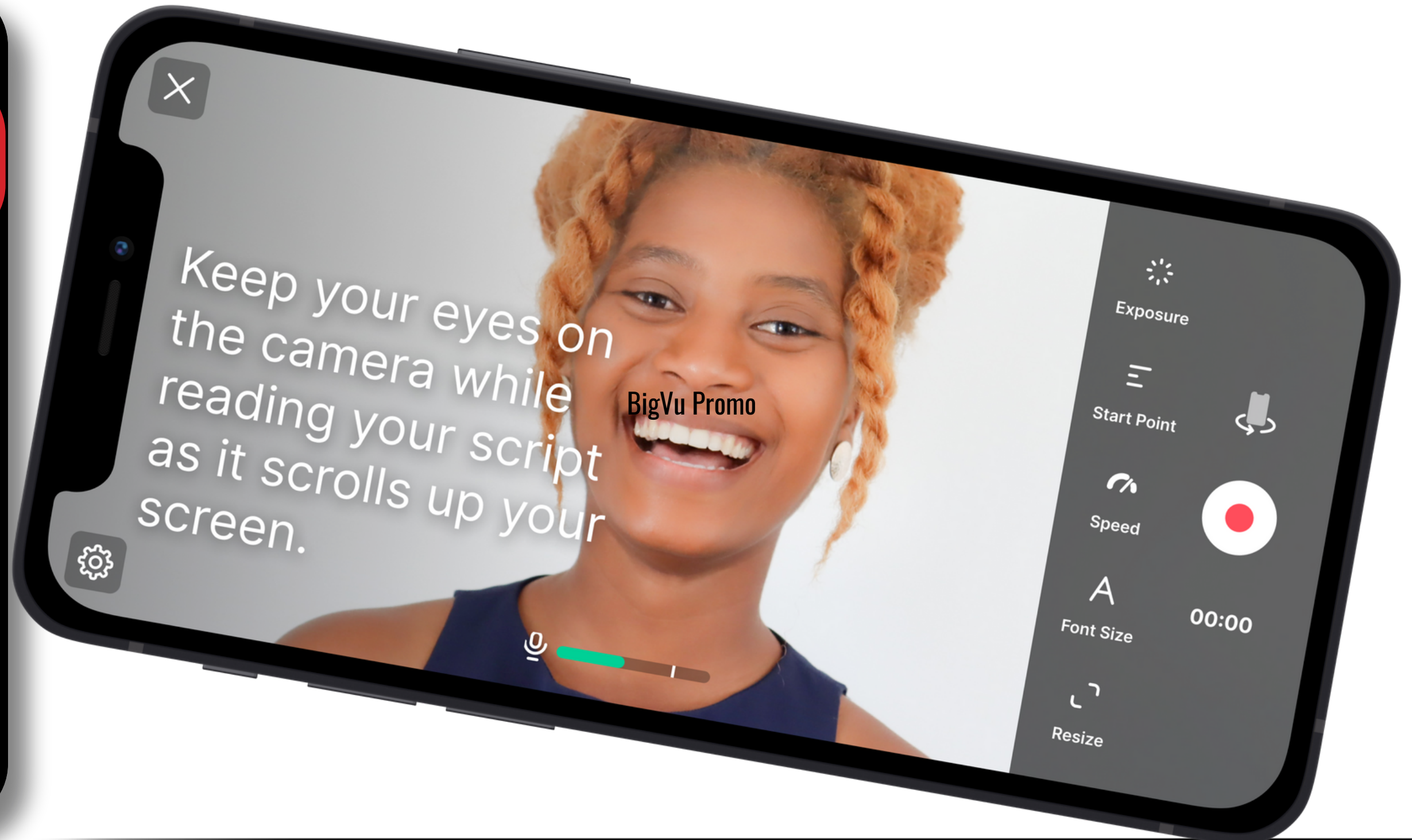
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EVERY STEP OF THE WAY™

3

Use BigVu for Scriptwriting, Teleprompting, and Editing

Keep your script short and to the point. **BigVu** can help you record, edit and refine your script to ensure it's engaging and easy to understand.



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EVERY STEP OF THE WAY™



VIDEO CREATION TECHNIQUES

