

WHY PAID VIDEO IS YOUR GREATEST SUPER POWER

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CONTENTS

- 01** Introduction
- 02** Production Process
- 03** Implementation + Results
- 04** Q+A







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INTRODUCTION

FINISH THIS QUOTE

YOU REAP

WHAT YOU...



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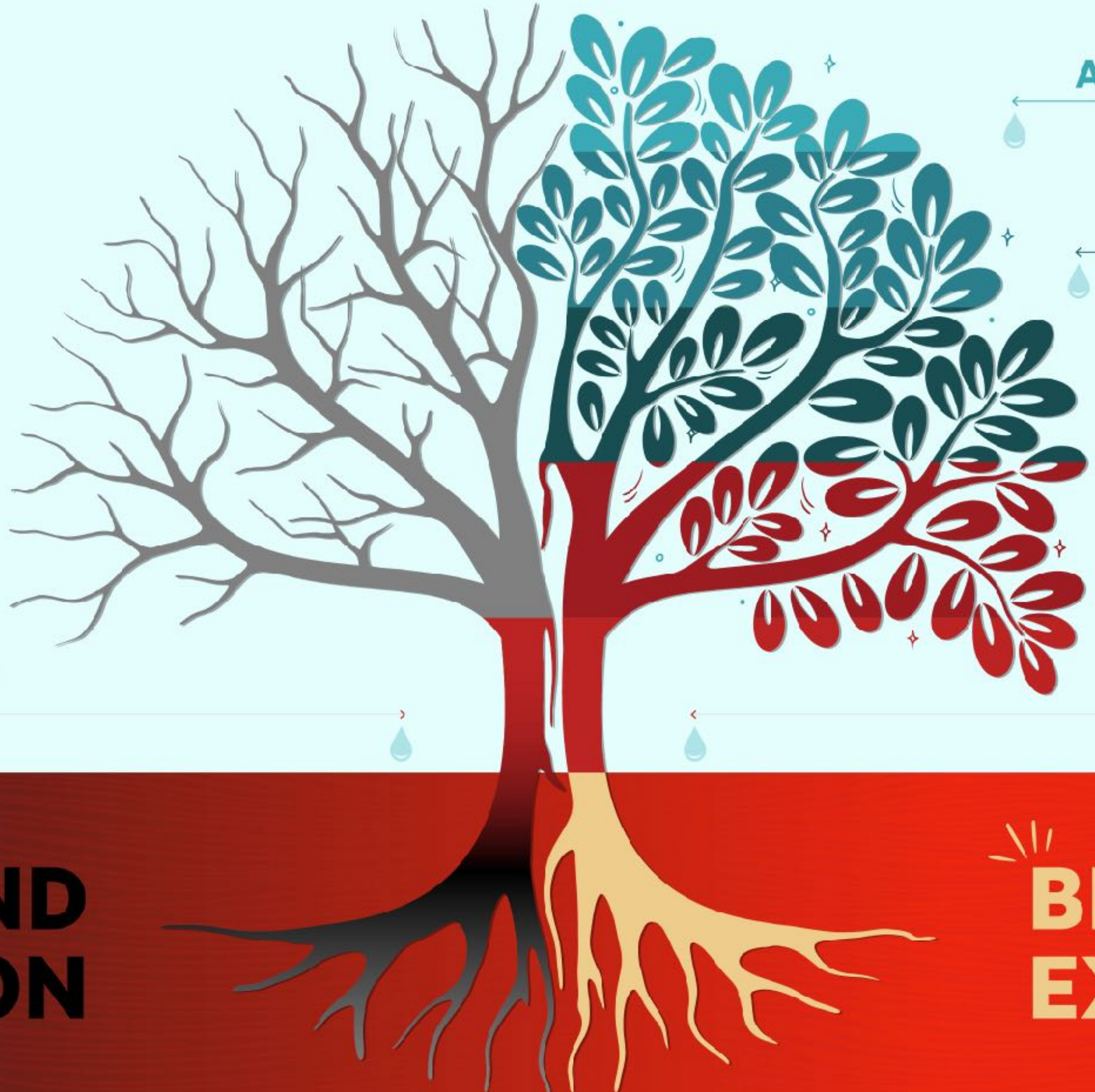
SUCCESSION PLANTING



Lower - FUNNEL vs. Full - FUNNEL MARKETING

LOWER-FUNNEL APPROACH

FULL-FUNNEL APPROACH



AWARENESS

INTEREST

CONSIDERATION

EVALUATION

CONVERSION

CONVERSION

BRAND EXPANSION

BRAND EXPANSION



brand MARKETING

LONG-TERM INVESTMENT

- > Long-term growth
- > Build loyal customer base
- > Brand awareness
- > Mind and market share
- > High funnel

*brand +
performance*

=

RESULTS



performance MARKETING

BOTTOMLINE OUTCOME

- > Short-term growth
- > Results now
- > Click rate
- > Conversions
- > Low funnel



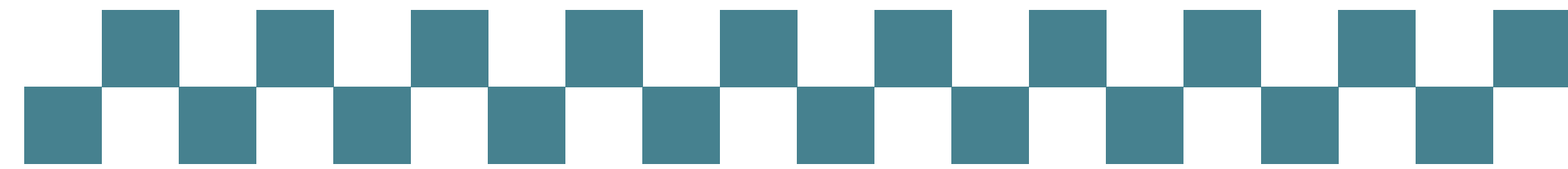
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PRE-PRODUCTION

PRE-PRODUCTION

Think of paid video as a superpower, where the real magic happens upfront. By focusing on the front end, everything flows smoother and feels more effortless, like tapping into a seamless force from beginning to end. It's like being a superhero, grabbing attention and guiding folks through an awesome experience without them even realizing it.

- *Creative Strategy*
- *Script Development*
- *Storyboard*
- *Shotlist*



Video Production Project

Topics: Production assets and storyboard development

Date: Thursday June 17, 2021

Meeting Agenda

Introduction

- Rebrand Presentation
 - Production concepts and vision of unveiling

Individual Storyboard/Production Discussion

- Re-brand Reveal (est. 2-min)
 - The brand story and name along with the new brand with colors and principles.
 - Tell the story of the thought behind and the meaning rather than just a bunch of asset reveal.
- Kick-off (Hype) video (est. 30-45 sec)
 - Event promo that showcases the Flame Forward.
 - What current assets are available for this.
- Company History (est. 5-min)
 - Interviews with B-roll from old campus and other brand items.
- Vision of the Future (est. 2-3min)
 - Aspirations of the college
 - Where they are headed
 - VR content and Tech.
- Mission at Work (est. 1-4min videos/several segments)
 - The inclusive nature of the college
 - Student stories and board member stories
 - Interview and storytelling video.



Dates and Timeline

- Flame Forward in August

Overall Project Vision and Physical Assets

- Re-brand Reveal (est. 2-min)
- Kick-off (Hype) video (est. 30-45 sec)
- Company History (est. 5-min)
- Vision of the Future (est. 2-3min)
- Mission at Work (est. 1-4min videos/several segments)

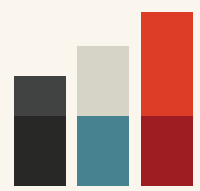
They are working on some scripting and questions.

They will categorize the content and folders with detailed descriptions to help find assets.

USE CASE ANALYSIS

GATHER & LAYER DATA

TRANSACTIONAL DATA



GEO



ONLINE INTENT



DEMOGRAPHIC



PSYCHOGRAPHICS



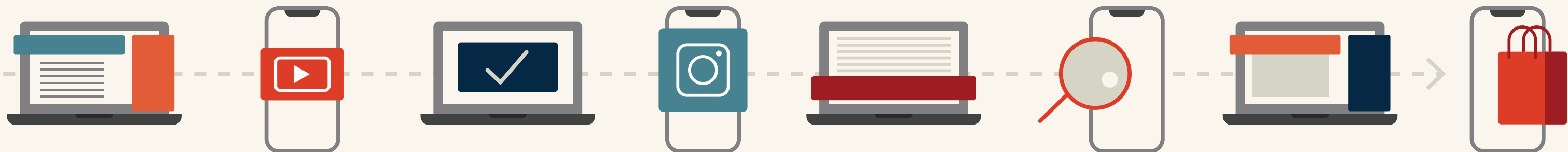

HYPER-TARGETED AUDIENCES



REAL-TIME INTENT PLATFORM



CUSTOMER JOURNEY



AWARENESS

IE. VIDEO PRE-ROLL, CTV

INTEREST

IE. PROGRAMMATIC DISPLAY, CONQUEST ADS

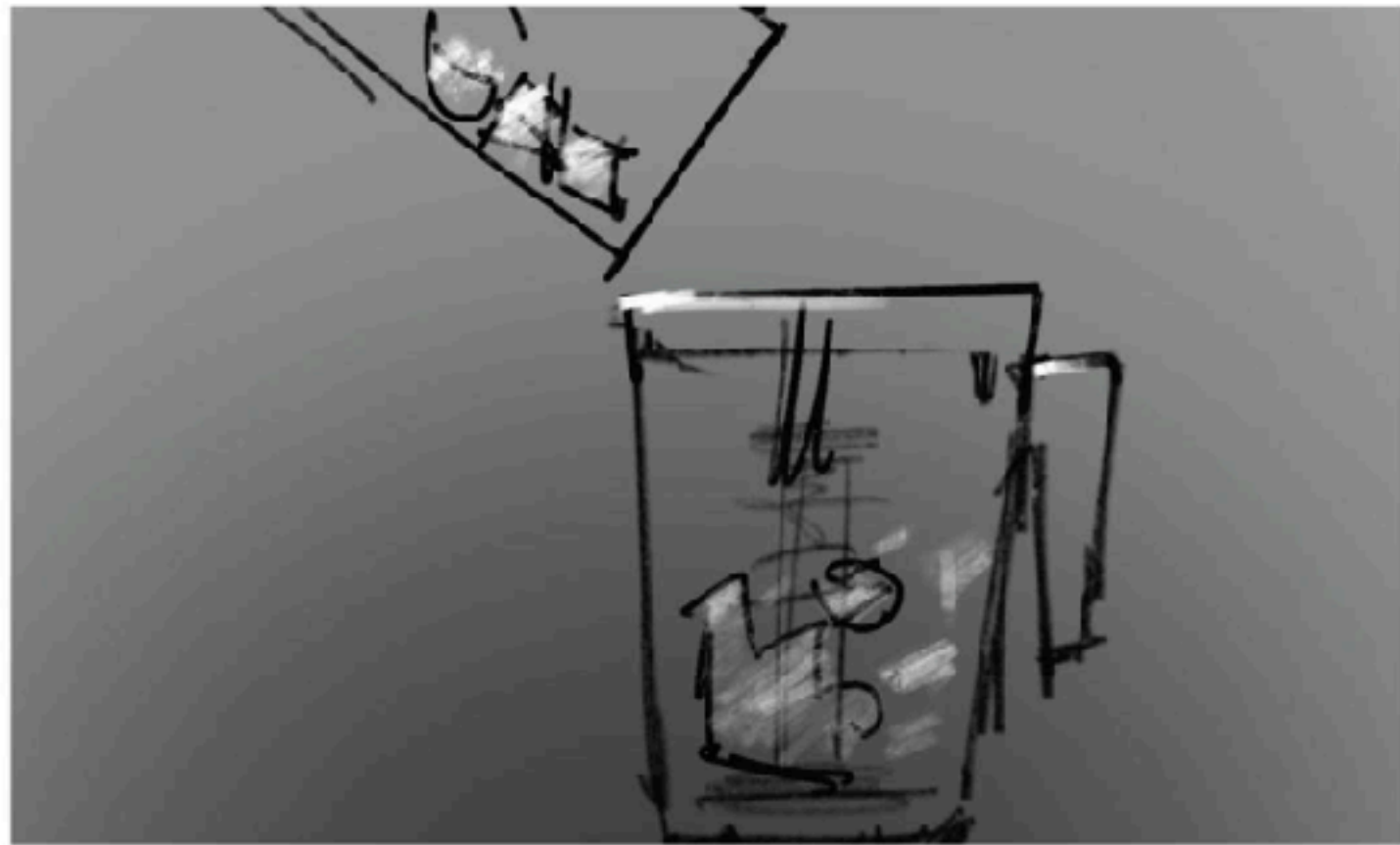
CONSIDERATION

IE. PAID SOCIAL, AUDIENCE ACCELERATOR

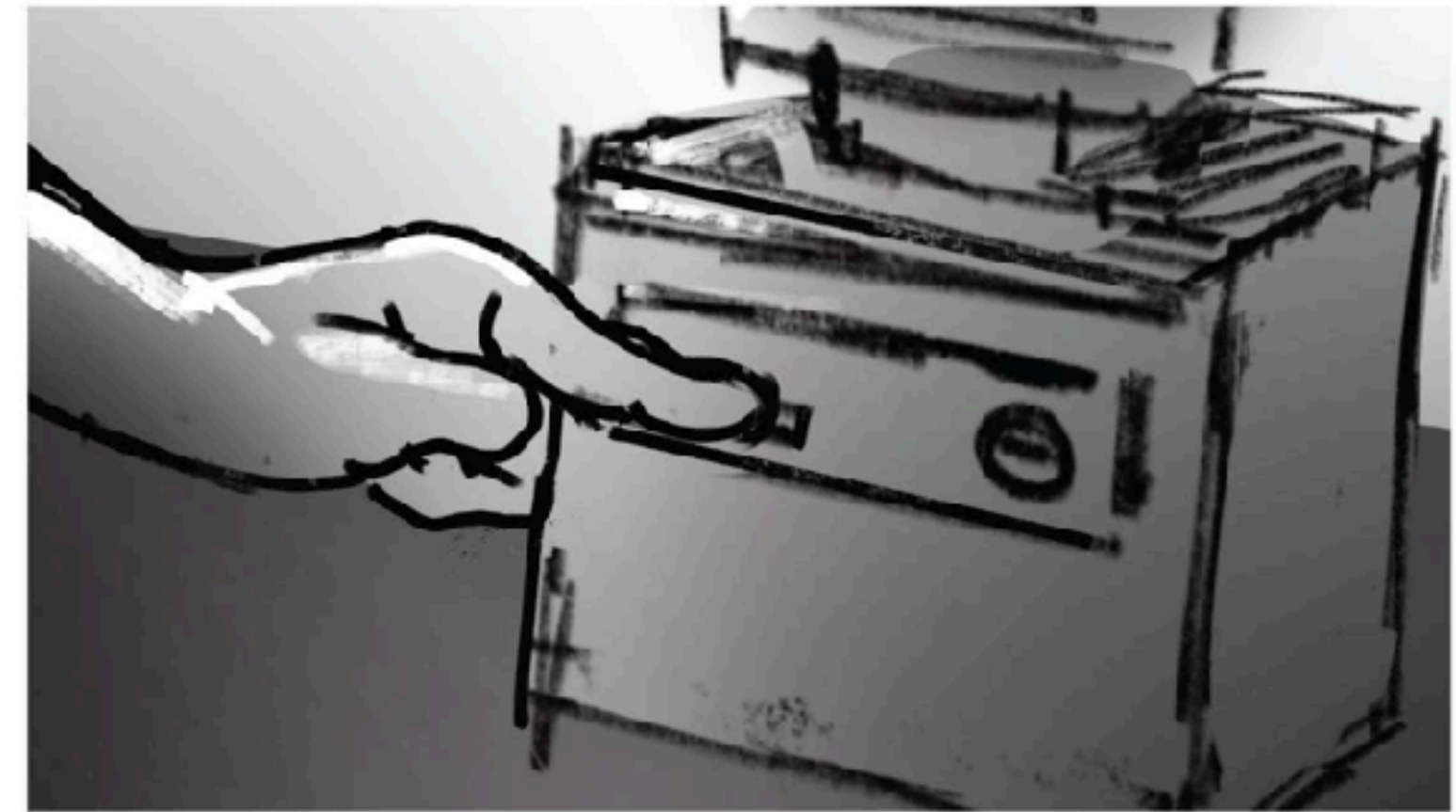
INTENT

IE. PAID SEARCH, RETARGETING ADS

PURCHASE



ICE BEING POURED INTO BLENDER



HAND TURNS BLENDER ON AND BLENDER BEGINS TO PULVERIZE THE ICE

BLENDER | BAR BLENDER | 5/01/23



STORYBOARDS

BLENDER | BAR BLENDER | 5/01/23



STORYBOARDS



CLOSE UP OF PATRONS CHATTING



CAMERA IS BEHIND BLENDER AND FOCUSING ON THE PATRONS

BLENDER | BAR BLENDER | 5/01/23



STORYBOARDS

BLENDER | BAR BLENDER | 5/01/23

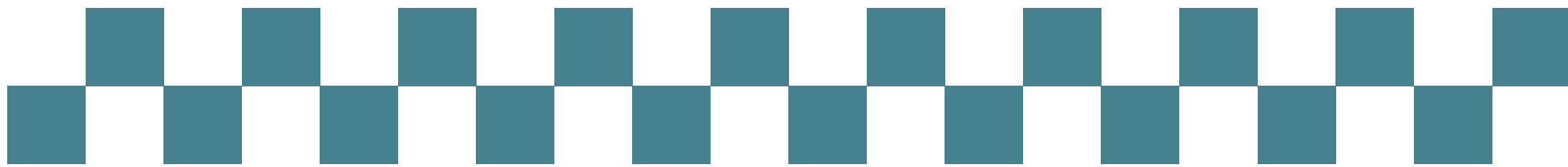


STORYBOARDS



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PRODUCTION



PRODUCTION

In the world of paid media, production is key. It's about creating videos that catch eyes and drive action. Every step, from planning to shooting, matters. Just like a well-oiled machine, focusing on production quality ensures your videos stand out and connect with your audience. Marketers are recognizing that good production is crucial for making their paid media campaigns effective and engaging.

- *Clear Brand Vision*
- *Maximizing content day*
- *Shooting with deliverable in mind*







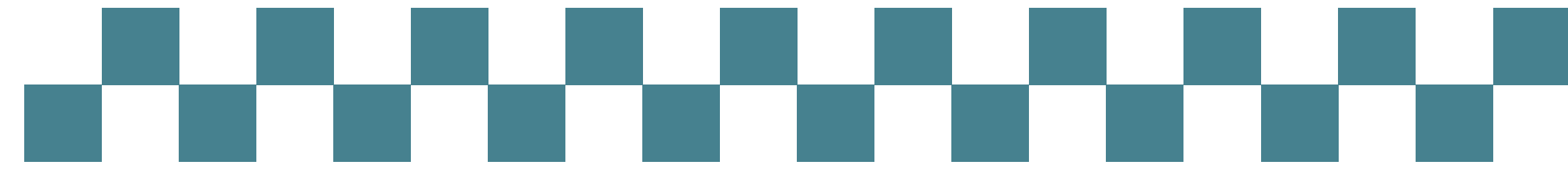
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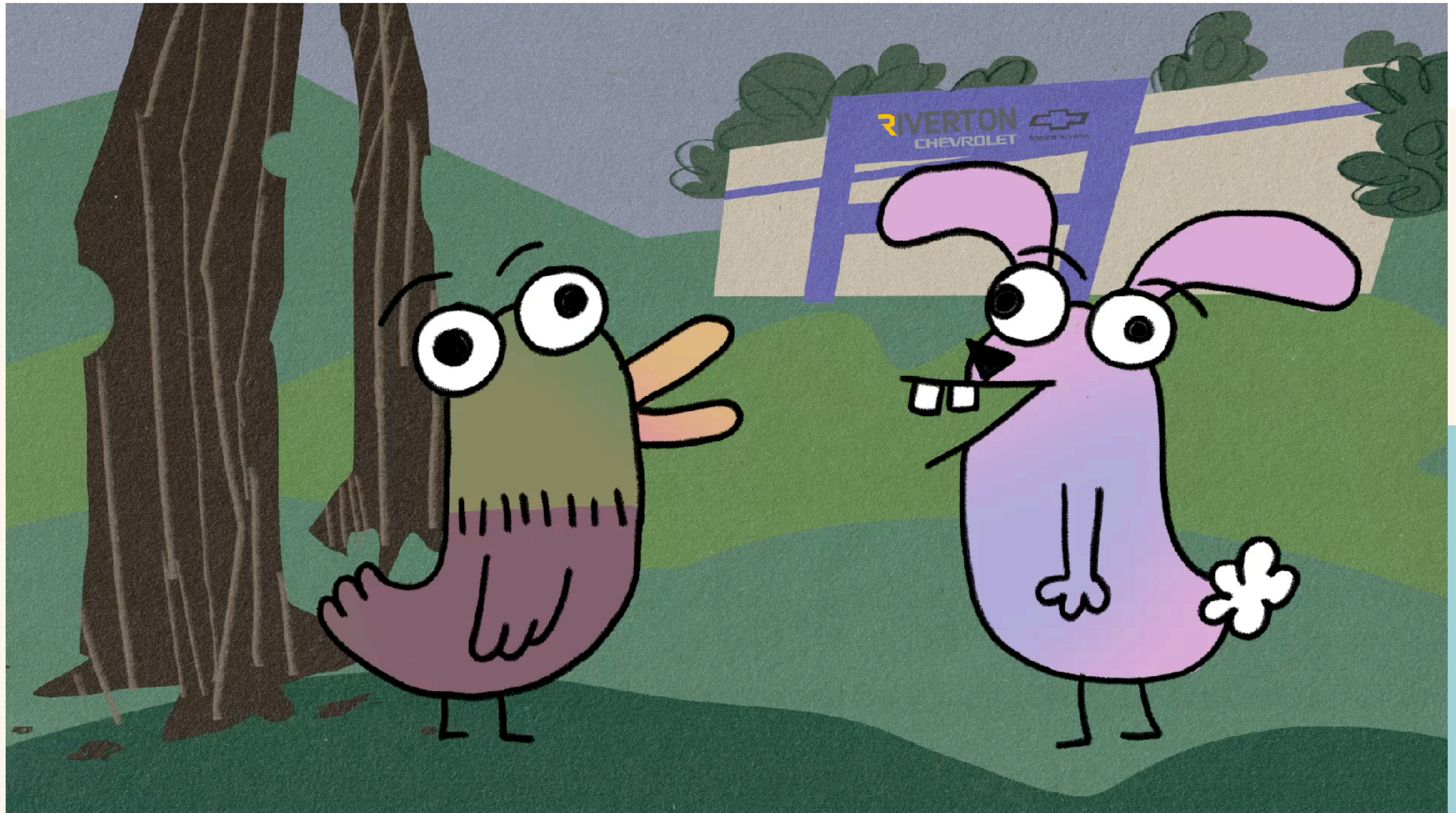
POST PRODUCTION

POST-PRODUCTION

Post-production is where the finishing touches are added to turn raw footage into a polished masterpiece. Editors carefully refine every detail, from transitions to effects, ensuring the final product captivates the audience. It's like putting together the pieces of a puzzle to create a seamless and engaging story that leaves a lasting impression.

- *A/B Testing*
- *Elevate Footage*
- *Motion Graphics and Animation*







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IMPLEMENTATION

TELLING YOUR UNIQUE STORY



[Learn More](#)

NIGHTINGALE COLLEGE

CREATING EXCITEMENT/INTEREST



LANDSEA[®]
HOMES
Live in your element[®]



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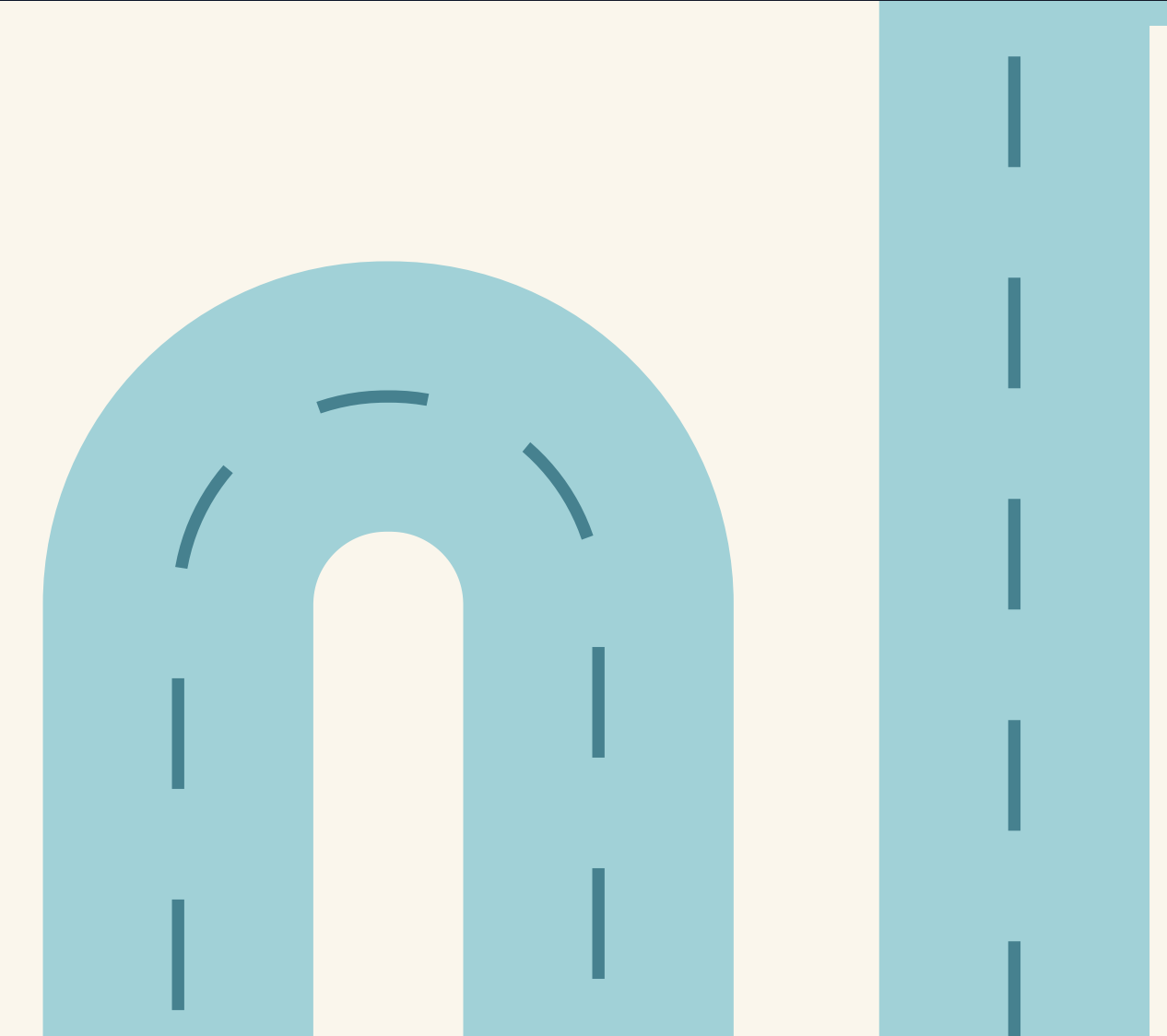
SELLING SIZZLE, NOT STEAK
RESULTS

PERFORMANCE WHERE IT MATTERS

58%
View Rate
RECORD
Y-O-Y
Enrollment



PERFORMANCE WHERE IT MATTERS





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RESULTS QUANTIFIED

SEE IT ALL COME TO LIFE

7-MONTH TOTALS

16M AD IMPRESSIONS

24K AD CONVERSIONS

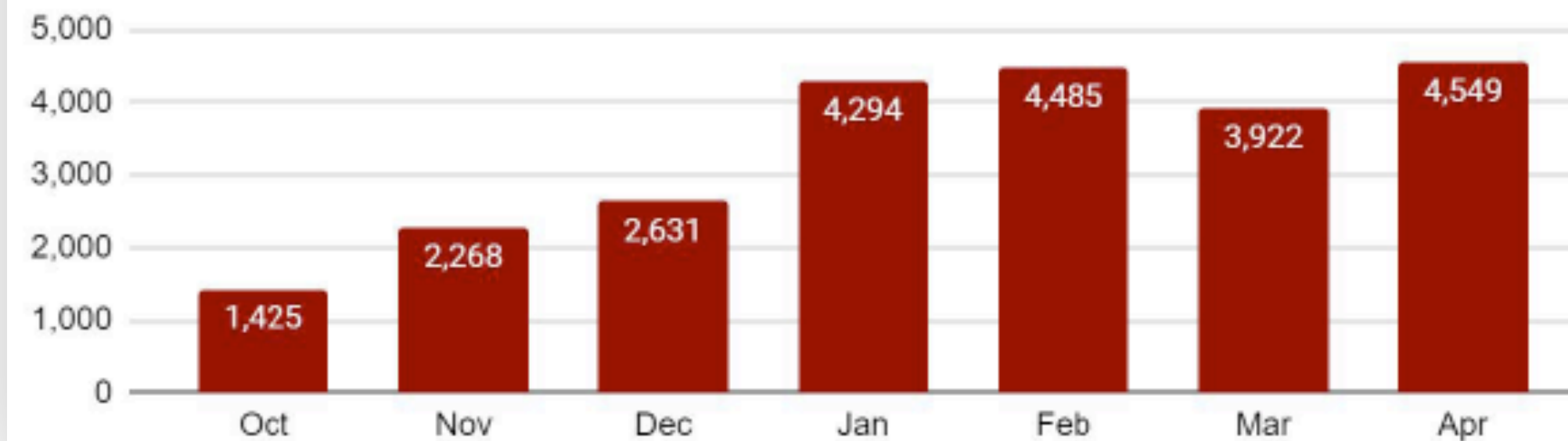
Paid Social Cost-Per-Click



Paid Search Cost-Per-Click



Total Conversions From Ads



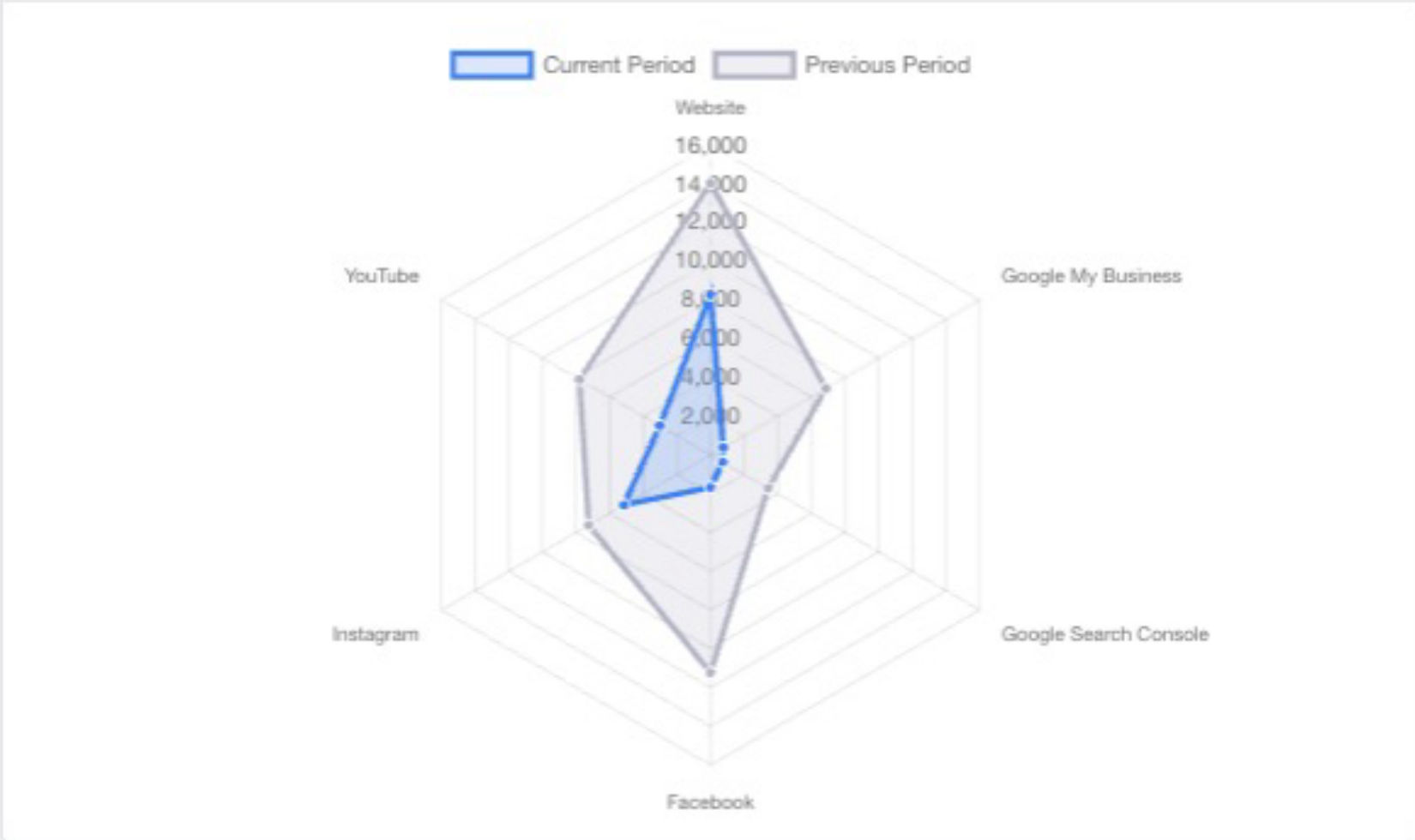
TOTAL DIGITAL FOOTPRINT

kudos
BY MAX CONNECT

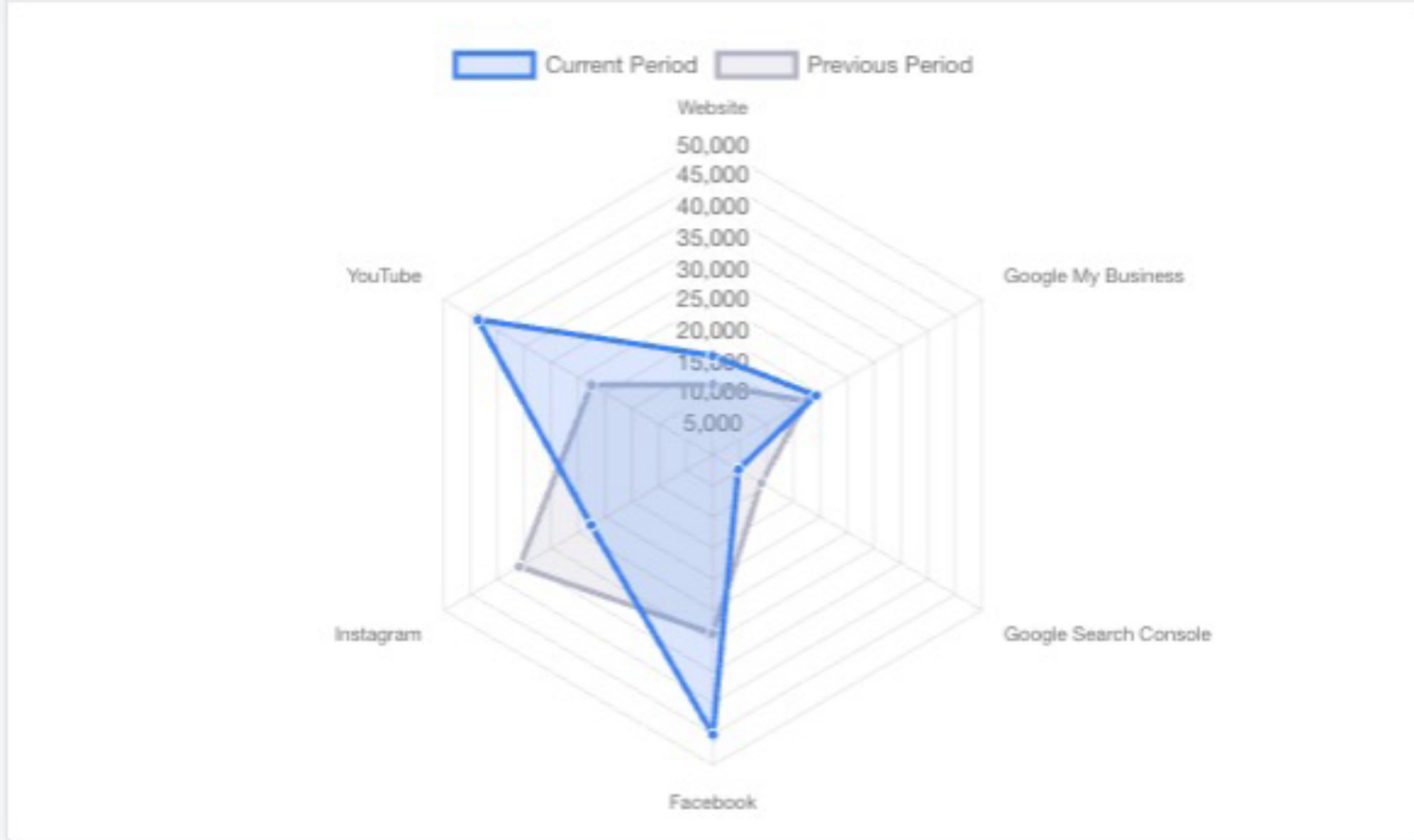
- Dashboard
- Performance
- Digital Footprint**
- Customer Journeys
- Live Ads
- Data Groupings
- Reports
- Analytics >

Apr 1, 2024 - Apr 30, 2024

Brand Engagement
19,602 ↓ 61.24%



Brand Visibility
150,729 ↑ 20.96%



Property	Brand Engagement	Trend	Brand Visibility	Trend
Website	8,276	- 5,746 (40.98%)	16,026	+ 4,680 (41.25%)
Google My Business	757	- 6,103 (88.97%)	19,172	+ 1,760 (10.11%)
Google Search Console	730	- 2,688 (78.64%)	4,726	- 4,247 (47.33%)
Facebook	1,667	- 9,560 (85.15%)	45,104	+ 16,301 (56.59%)
Instagram	5,152	- 2,092 (28.88%)	22,631	- 13,364 (37.13%)
YouTube	3,020	- 4,776 (61.26%)	43,659	+ 21,084 (93.40%)

YouTube



Brand Visibility	Current	Trend
Channel Views	2,486	+ 1,195 (92.56%)
Video Impressions	534	+ 7,039 (108.21%)

Brand Engagement	Current	Trend
Watch Time	07:45	+ 00:36 (8.39%)
Subscribers	7,445	+ 9,790 (417.48%)
Total Video Views	2,206	+ 4,037 (220.48%)
CTR	8.00%	+ 0.30% (3.86%)
Unique Viewers	8,874	+ 6,224 (234.87%)
Return Viewers	8,569	+ 7,926 (1,232.66%)
Branded Search	2,895	+ 8,733 (149.59%)
Likes	4,893	+ 7,686 (275.19%)
Comments	3,293	
Shares	5,011	

Website



Brand Visibility	Current	Trend
Users	8,276	- 5,746 (40.98%)

Brand Engagement	Current	Trend
Events	7,771	+ 6,712 (633.81%)
Engagements	1,568	+ 9,679 (119.33%)
Goals	6,576	+ 8,696 (410.19%)
Total Time on Site	01:51	

Facebook



Brand Visibility	Current	Trend
Profile Visits	1,102	+ 6,325 (121.10%)
Post Reach	565	+ 6,569 (109.41%)

Brand Engagement	Current	Trend
New Page Likes	8,947	+ 7,918 (769.48%)
New Page Followers	5,359	+ 8,325 (280.68%)
Post Engagements	5,569	+ 2,282 (69.43%)
Reactions	1,412	+ 4,617 (144.06%)
Comments	2,889	+ 4,556 (273.31%)
Shares	8,627	+ 3,553 (70.02%)
Photo Views	5,748	- 2,355 (29.06%)
Link Clicks	6,553	+ 3,081 (88.74%)

Google Search Console



Brand Visibility	Current	Trend
Branded Queries Impressions	730	- 2,688 (78.64%)

Brand Engagement	Current	Trend
Clicks	4,580	+ 576 (14.39%)
CTR	5.46%	+ 0.23% (4.42%)
Impressions	141	+ 5,105 (102.84%)



TELL YOUR STORY
GROW YOUR INFLUENCE



ACCELERATE YOUR GROWTH

VISIT OUR EVENT SITE TO VIEW THE RECORDING AND NOTES OF THIS PRESENTATION

maxconnectdigital.com/marketing/iis-recap



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