innovate MEDIA
our films, your story

CUSTOMER CONVERSION & ONLINE VIDEO STRATEGY

Awareness	Consideration	Purchase	Advocate

EMOTIONAL — EMOTIONAL / RATIONAL — RATIONAL

MARKETING — SALES

BRAND POSITIONING

Brand Storytelling
Client Stories
'Why' Videos
Video Blogging
VNR

Content designed to engage with an audience on an emotional level. Building positive brand awareness and customer buy-in resonating with company ideals and approach

YouTube vimeo WISTIA

SOCIAL ENGAGEMENT

Video Blogging
How To / FAQ's
Events
Humour / Fun
User Generated
Live Stream

Content built for social sharing, and the viral nature of digital. Your companies digital outreach, enhancing your position in your market by engaging new prospects and existing clients in education, information and inspiration

YouTube vimeo WISTIA

CONVERSIONS & TRAFFIC

Product Demos
Walk-through
Expert opinion
Service details
How To / FAQs
Landing page / optin / CTA

Content designed to convert the engaged, qualified prospect into a buying customer. Strong sales focus with clear call-to-action and limited barriers to sale.

vimeo WISTIA

Engaged, current and former customers who love what you do and help spread your marketing

VIDEO AS A PRODUCT

© innovatemedia.com.au