Benefits of Remote Video

High quality video production without the hassle of an on-site crew & bulky equipment. Create videos from almost anywhere! Use your smartphone to record while we direct and edit remotely.

- **Consistency** - When most businesses decide to bring video into their online marketing mix, they often approach it with the mindset of developing 1 big production video
    - Rather than trying to develop one great video, you're better off focusing less on production quality, and more on the value that you're providing.
    - Consistently producing more targeted videos, allows you to stay very relevant and target your direct audience, meaning a much higher conversion rate.
    - By creating multiple videos, you can diversify your topics allowing you to reach people at different stages of the buying cycle, and making your videos altogether more useful.
    - Consistency
        - Establishes authority and credibility
        - builds brand awareness
        - improves website traffic and SEO

- **Effective frequency**
    - Effective frequency is the amount of times a person must be exposed to an advert before a response is made.
    - If a person doesn't see your message enough times then the time spent getting them to view it is wasted as your message won't register.

- **Cost Effective**
    - The goal should be to get manufacturers to create on-going and consistent content as opposed to one off videos - this can be recurring revenue (1 video/month @ $500/video, 12 month contract) -- need examples

- **On-Demand Video**
    - without leaving your office - expands your current service outside of filming just at events
    - Filming takes 1 hour - can be flexible with schedules and provides a quick turn-around time to enable you to stay timely & top of mind

- **Live Feedback From The Experts**
    - Our directors provide live feedback on camera position, background, lighting and sound.
- **Collaborators**
    - Have not just the director (Michael) in the session, you can have stakeholders (regulatory, legal, product management, etc.) logged in anywhere remotely on a web browser to listen in and give feedback (either to the talent, or behind the scenes to the group). This allows you to craft / influence / or direct the message as it's happening. This saves a lot of time and cost by either trying to get them in the room or trying to fix after content has been recorded.
- **Ease of use:** Download an app, enter code, teleprompter

And, for a limited time you can try it out for FREE.

Email Michael at info@imagineroad.com to get started or give us a call at 920.203.6538.