

Marketing , Advertising, and Video Matters

There are many ways to increase the awareness of your brand through the use of video and photo imaging. Marketing is the key to success for any business. Know one can buy your product, if they don't know that your product exists.

It is imperative for any business to allocate funds for marketing and advertising expenses. Ideally this funding would cover the labor cost of video or photo production and editing, the advertising platform that will be used to raise brand awareness, and any subsequent press releases.

The value of video far outweighs the cost of its production, and has become relatively inexpensive. Coupled with the low cost of advertising on Google Ads, Facebook Ads, and AOL Ad Sense, it isn't unreasonable to run an entire advertising campaign at a costs between \$500-\$1,500 dollars.

The analytics available using the aforementioned Ad platforms can seamlessly assist you in reaching your proper demographics to help bolster sales. The key is having a plan to release all of your advertising pieces at various stages over the duration of your Ad campaign, including press releases, and creating your advertising accounts with Google, Facebook, AOL, and any advertising platforms or sites that your brand can benefit most from the exposure.

But make no mistake they are inherent pit-falls as it relates to making sure that your company has the right video person for the job. In recent years, the emergence of higher quality camera and audio equipment at the consumer level has given business community members the thought that it is as simple as purchasing the latest 4K equipment.

However, you'd be sadly remiss if you paid no mind to which person(s) you placed behind your video and editing equipment. Finding the right team is crucial to the collaborative process of capturing video, having it editing, color corrected, and exported to multiple platforms, i.e. social media and you tube.

Even highly successful companies make sure to outsource creation of marketing videos, and commercials to people that specialize in it.

Most good teams can crank out the video and editing needed for a 30-60 second video within a three day window, but would much rather have five days. Assuming the conceptualization (scripting) for the video is in place, which may require a third party, if this is not provided in house. Other production elements like voice-over services can also be provided by the right team. The key is to allow yourself as a company to conceptualize the video to convey the message to your demographic. Then your production team can build from that.

This way, nothing can be misconstrued between you and the video production company, since you have a given a defined message for the video production company to adhere to. While also giving the Video Production Company its time to shine, by coming up with creative ways to shoot the video and making sure to reach the brands defined message.

These are just a few insights into why it is important to have a good video production team. Remember having social media is great, but your audience want even know where those are if you don't tell them through advertising. So funding for it is crucial to the success of your enterprise.