

Mayple Marketing

**Video 1: (Feeling) Lost to Empowered**

Scene: Opens with actor sitting in the middle of the frame

*"I'm an influencer, but my fan base isn't growing as fast as I'd like."*

**Scene: Splits and actor is mirrored**

***Right side of screen:*** "I am too, but I'm getting the growth I want."

**Scene: Pans out. Actor on the left is in the dark/shade (possible set of CVs and papers next to him). Actor on the right has a single computer/workstation next to him, a lamp is on.**

***Left side:*** "I've been trying to get my name and brand out to the right people, but all I've found are problems, walls, and a lack of help or leads. I don't even know the difference between LinkedIn and Freelancer..."

***Right side:*** "I can help with the first problem, Google can fix the second." **looks over to the left side** "I found something that really helped me take hold of the situation."

***Left side:*** "I thought the nicer looking the website, the better the help would be."

***Right side:*** "That's called falling for a fake product."

***Left side:*** I couldn't figure out who could really promote me and what I had to offer. One person even said I had to pay for a meeting.

***Right side:*** That's....called theft.

***Left side:*** "I wasn't sure how to even get up off the ground floor of my own business or who could help me get the top results I need to be heard. I'm kind of on my own here."

***Right side:*** sighs and looks over again. "This is starting to sound really familiar....Hey. HEY! Look over here." **Taps the line separating them.** "I'm you, from the future."

**Left side:** “What? How is that...?”

**Right side:** “Just go with it. Look, you cost me a lot of money and heartache following dead-ends that weren’t going to pan out; and being on your own doesn’t mean you have to be alone. How about, I enlighten you and get your confidence up so you can get on track to turning into me?”

**Left side:** “How do we do that?”

**Right side:** **rolls eyes and reaches over to CVs.** “This nonsense? This is holding you back. Thankfully, there’s someone that can give you the know-how to manage it and actually get you to a place where you have some control.”

**Left side:** “I don’t under...”

**Right side:** **stands up** “Just sit there. I got this.” **addresses camera and screen merges into one person.** “This mess behind me was where I started when I wanted to build my brand and try to manage my own marketing. However, nobody tells you starting out on your own doesn’t mean you have to be alone. When I was lost, instead of whining and paying people to like my pages online, I turned to Mayple to really show me where I was going wrong, and the best options for me..

**Left side:** “Like the syrup?”

**Right Side:** “Sit and learn.” **readdresses camera** “Mayple has a wide range of tools that helped me get in control and feel empowered to actually work with my brand, not just for it. They gave me company comparisons, a free account audit, and even the ability to try-out different services, all to make sure I was comfortable and happy with the best care the industry has to offer.”

**Left side:** “That sounds great!”

**Right side:** “It is. So what are you waiting for? Don’t be a mess and don’t give up. Mayple is here to lift you up.”

**Left side:** "Okay, but what about these bills from before?"

**Right side:** "That sounds like a personal problem. For everything else, there's Mayple."

**Video 2 (or second scene for first video): (Tools) Build-Up Your Brand...and Yourself**

Scene: Opens with actor sitting in the middle of the frame

*"I'm a brand."*

**Scene: Splits and actor is mirrored**

*Right side of screen: "I am too."*

**Scene: Pans out. Actor on the left is surrounded by power tools, pencils, art supplies, posters, etc. Actor on the right has a single computer/workstation next to him on a desk (possible toolbox on the desk).**

**Left side:** "I've been trying to make connections and create campaigns to get the right people to see me and what I have to offer. Unfortunately..." **holds up broken power cord/tool/etc.**

"That's not going so well."

**Right side:** "I'm doing pretty well for myself."

**Left side: looks over** "You found a fresh pack of batteries?"

**Right side: looks over** "No, I just let the professionals do what they do best."

**Left side:** "But I'm a professional-"

**Right side: leans over and looks at the chaos** "mess. You're a professional mess." **pushes left side out of the frame and right half (neat/orderly/etc.) takes over** "I didn't know how to get my name and image out there. However, Mayple has been there and understood exactly what I needed." **opens toolbox** "Looking for the right people to run my marketing was a nightmare, and I didn't want to go down the same road as before. Thankfully, Mayple offered me the tools to not only make the right decision, but to make the best decision for me."

**Left side: (voice-over)** "How?"

**Right side:** “Not only could I compare different agencies against each other and what I wanted, they did a complete audit of everything I’ve tried so far, let me know exactly what I would be getting into before I signed anything.”

**Left side: (voice-over)** “So it’s like an inside-look?”

**Right side:** “Yeah, but instead of just an inside-look, you get complete transparency.”

**Left side: (voice-over)** “What about all the marketing lingo?”

**Right side:** “Not everyone’s a marketing genius. However, I know my brand better than anyone else. Thankfully, M knows the rest. Once I found the right campaign manager for my project, I needed someone to make sure I was getting exactly what I wanted. Mayple was there every step of the way to back me up and explain anything that didn’t make sense.” **picks up broken tool** “or work.”

**Left side: (voice-over or appears in the frame, looks a bit disheveled or confused)** “What do they get from all of this?”

**Right side:** Peace of mind. Mayple knows how hard it is to get the right marketing, and their compassion translated to results.” **addresses camera** “Marketing and management isn’t all numbers. Thanks to Mayple not only did I have the tools to get to where I wanted to go, but the confidence to do it on my own terms.”

### **Video 3: Making Yourself Heard**

Scene: Opens with actor sitting in the middle of the frame

*"I'm a small business."*

**Scene: Splits and actor is mirrored**

***Right side of screen: "I am too."***

**Scene: Pans out. Actor on the left is surrounded by a microphone, loudspeaker, other sound symbolism. Actor on the right has a single computer/workstation next to him on a desk.**

**Left side:** "I've been trying to get my voice heard

**Right side:** "I'm doing pretty all right for myself."

**Left side: looks over** "You got the Bluetooth to work?"

**Right side: looks over** "Not exactly."

**Right side: leans over and takes the microphone** "I found someone who actually listens."

**Right side expands and fills the screen**

**Right side: stands up with the mic and walks forward** "Mayple made it not only easy for me to connect to the right influencers and marketers that understood me, but also could get the word out about what I had to offer.

**Left side: (voice-over)** "What about my budget?"

**Right side:** "Mayple helped me try-out different agencies and options that fit within my budget."

**Left side: (voice-over)** "What about finding the right voice for my new product?"

**Right side:** "They connected me with marketing specialists that have promoted similar brands that work exactly in my industry."

**Left side: (voice-over)** “What about easing my fears about stepping out into the marketing world?”

**Right side:** “Face-to-face online support, advertiser audits, actual performance benchmarks, and more, all suited to exactly what I needed.”

**Left side: (voice-over)** “What about getting the Bluetooth to work?”

**Right side: eyebrow raise** “I think that’s an IT issue. For everything else there’s Mayple right at your fingertips.”