

THE RESULTS ARE IN!

Good news, we have the results of your survey. We've crafted thousands of videos and have helped hundreds of clients exceed their marketing goals by creating videos that turn viewers into customers.

We hope the content in here is helpful in showcasing how video can help grow your business.

Based on the specifics of your business and your marketing mix there is a series of videos we'd recommend that will help you in your marketing efforts. We've also provided some examples of each so you can get a better idea of what they could look like for your business.

If you have any questions or want to do a deeper dive into strategy, schedule a zoom by click on the blue button to the right.

YOUR RESPONSES

Business type:
B2B

What you sell:
Products

Want a personalized assessment?

The survey is great, but if you're looking for a more personalized assessment of your business and marketing goals, let's schedule a time to connect and develop a strategy and a series of videos that will have the biggest impact on your business.

[Schedule Zoom Meeting](#)

B2B PRODUCTS

1 PRODUCT PROMO

Chances are you've spent an incredible amount of time developing the product, going through iterations and refining it to the point where it provides massive value to clients.

Because it's complex in nature a product promo is an ideal video to help explain the problem the client has and how your product will help make their live better and business more successful.

2 BUSINESS PROMO

Often when you're working with B2B they are competitively shopping you against your competition and analyzing their options.

You shouldn't rely on a paragraph on your website to articulate your USP, with a Business Promo you can highlight your core product offering, highlight what makes you different, and showcase what life looks like for them when they work with you & purchase your products. .

3 TEASER PROMO

If you're doing mass marketing through email, the #1 goal is to create any type of engagement, weather it's an open, click, or direct response.

Prospect may not be ready for a sales call at this stage, so by having teaser videos in your email, you'll help increase the click through rate and ideally get them to watch the video all the way through on your website, then take the next step in your funnel like: filling out a form, contacting you or scheduling a demo.

4 CUSTOMER TESTIMONIALS

Most business don't like be the first to test out a new product, and many decision makers want to know that their investment is going to succeed.

Which is why a series of customer testimonials can be a powerful way of showing social proof and highlighting natural objections your prospects have, by framing them in the context of a customer testimonial video.

OUR RECOMMENDATION

You mentioned that you're in the B2B products industry. With most clients we've worked in this space, the products are typically higher priced and have longer sales cycles.

Often times, the products are complex in nature so explaining them can be difficult and time consuming...that is if you DON'T have powerful visuals.

With video, your sales reps can leverage a series of video content to help their prospecting, pitch, and with closing deals with decision makers.



B2B

PRODUCT PROMO

A product promo is a video that highlights the problem the client has and how the product is the solution to making their live & business better.

HOW DO YOU USE A PRODUCT PROMO?

- Sales pitches & proposals
- Website marketing
- Landing pages
- Lead magnets
- Investor pitches

APPROACH

- Interviews or professional voice over
- Live action visuals
- Stock footage
- Text animation
- 9-part story framework

B2B PRODUCT PROMO EXAMPLES

[Watch Now](#)

[Watch Now](#)



B2B

BUSINESS PROMO

A Business Promo video is your flagship video that tells the unique story about how your company's products help transform people and businesses for the better.

HOW DO YOU USE A PRODUCT PROMO?

- Sales pitches & proposals
- Website marketing
- About us page
- Conferences/events
- Social profile listings

APPROACH

- Interviews or professional voice over
- Live action visuals
- Stock footage
- Text animation
- 9-part story framework

B2B BUSINESS PROMO EXAMPLES

[Watch Now](#)

[Watch Now](#)



B2B

TEASER PROMO

A Teaser Promo is a video that is used at the top of your marketing funnel to get attention and accend them to the next step in the buyer's path

HOW DO YOU USE A TEASER PROMO

- Email marketing campaigns
- Traditional email marketing
- LinkedIN social marketing
- Digital marketing ads
- Conferences/events

APPROACH

- Live action visuals
- Stock footage
- Text animation
- High-energy editing

B2B TEASER VIDEO EXAMPLES

[Watch Now](#)

[Watch Now](#)



B2B

CUSTOMER TESTIMONIAL

A customer testimonial video can be incredibly powerful for social proof and sharing success stories similar to the challenges your prospects have, that you plan to solve with your B2B product.

HOW DO YOU USE A CUSTOMER TESTIMONIAL?

- Email marketing campaigns
- Traditional email marketing
- LinkedIn social marketing
- Landing pages
- Retargeting

APPROACH

- Live action visuals
- Stock footage
- Text animation
- Customer story arch structure

B2B CUSTOMER TESTIMONIAL EXAMPLES

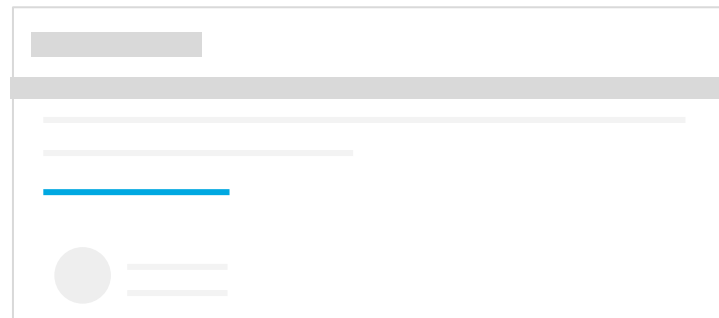
[Watch Now](#)

[Watch Now](#)

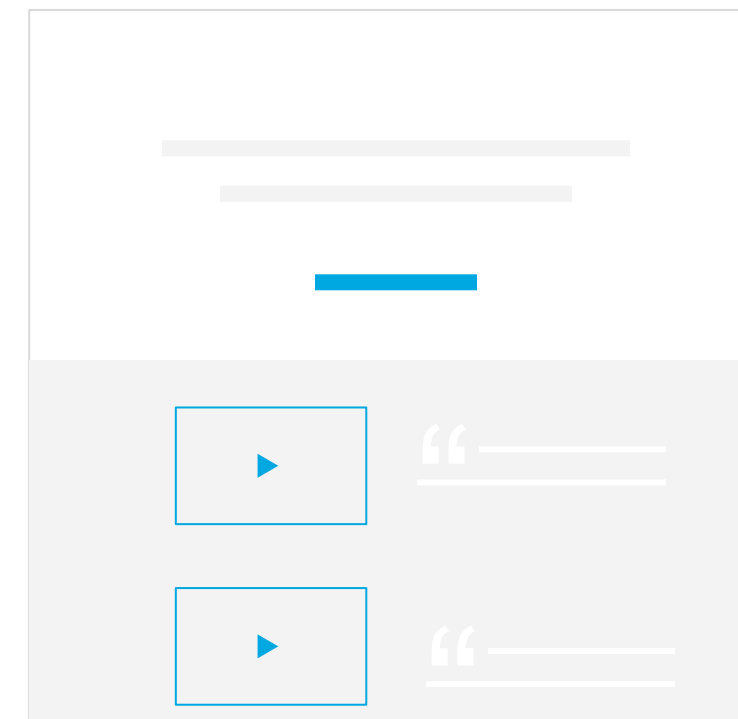
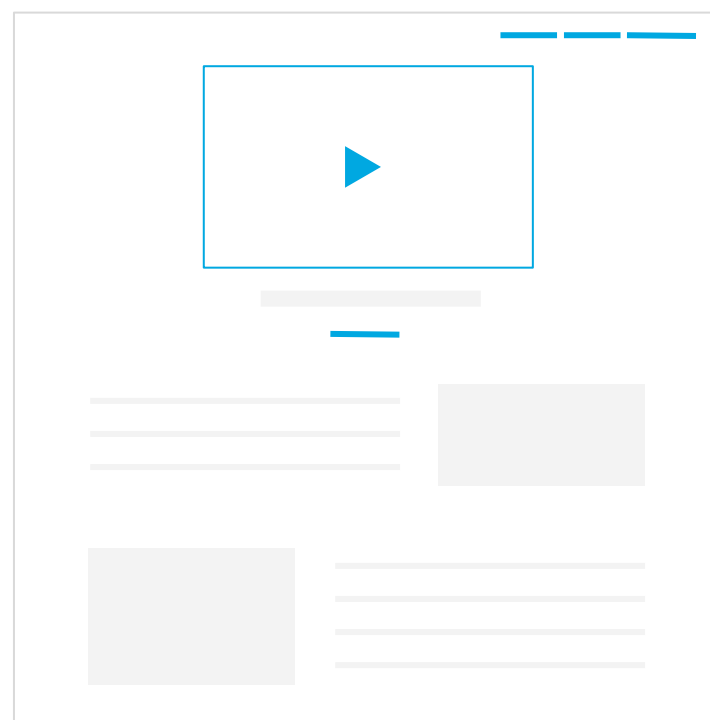
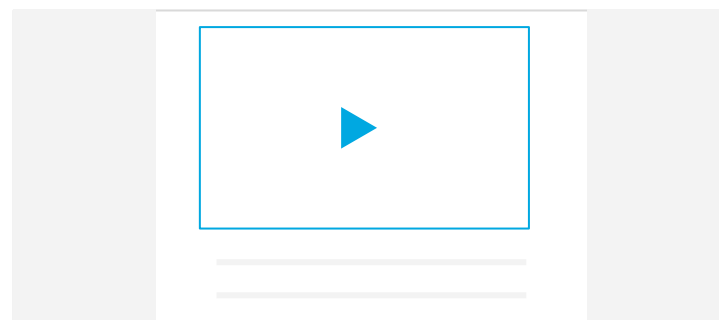
EMAIL MARKETING



TRADITIONAL EMAIL



HTML EMAIL



APPROACH

- Put "WATCH VIDEO" in subject line
- Provide link in traditional email
- Create GIF image in HTML email
- Drive to page with video & pixel
- Segment list on clicks in HTML email

APPROACH

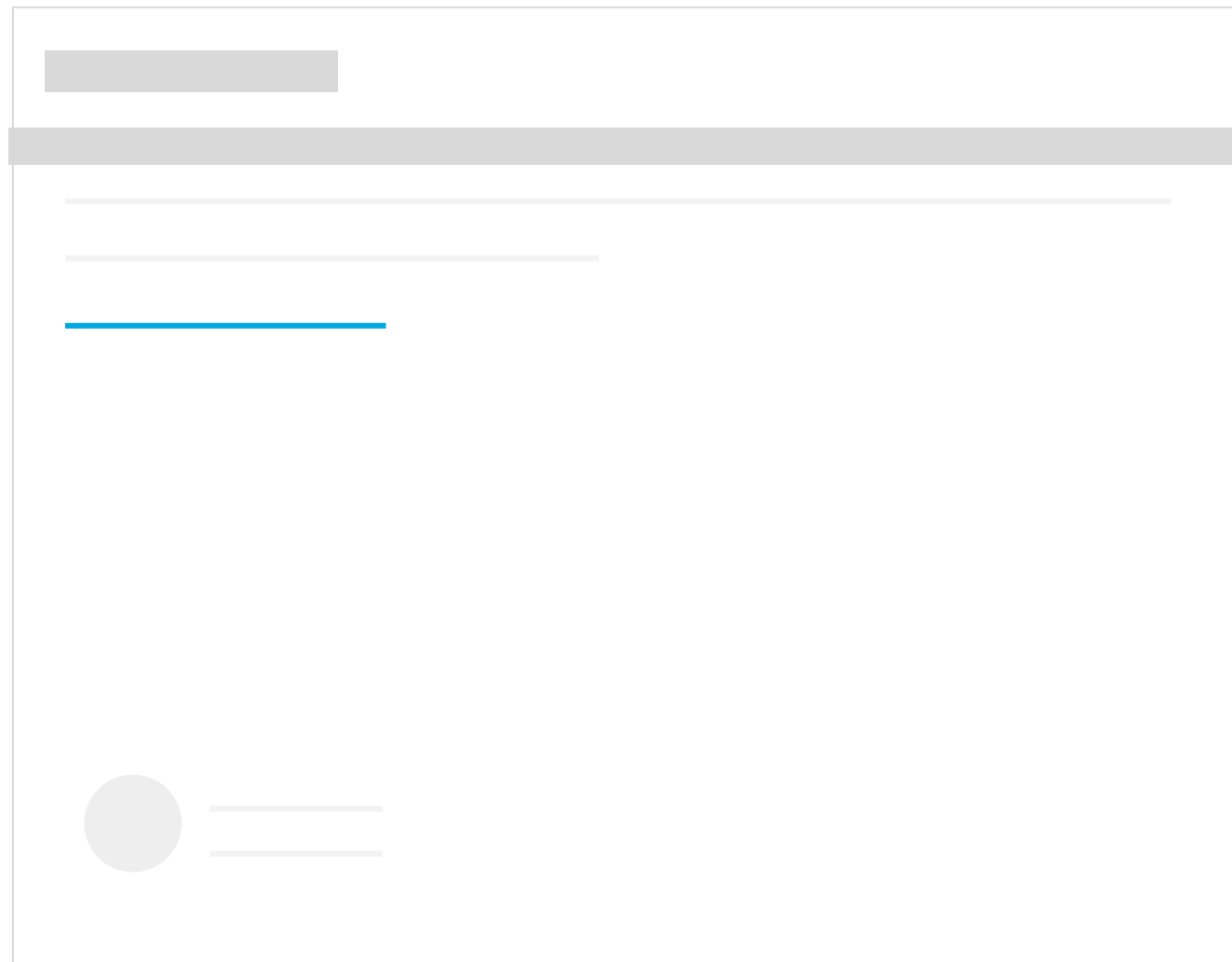
- Video specific from email
- Have video at top of the page
- Have one clear CTA
- Pixel for future retargeting
- Have phone number in top right corner

APPROACH

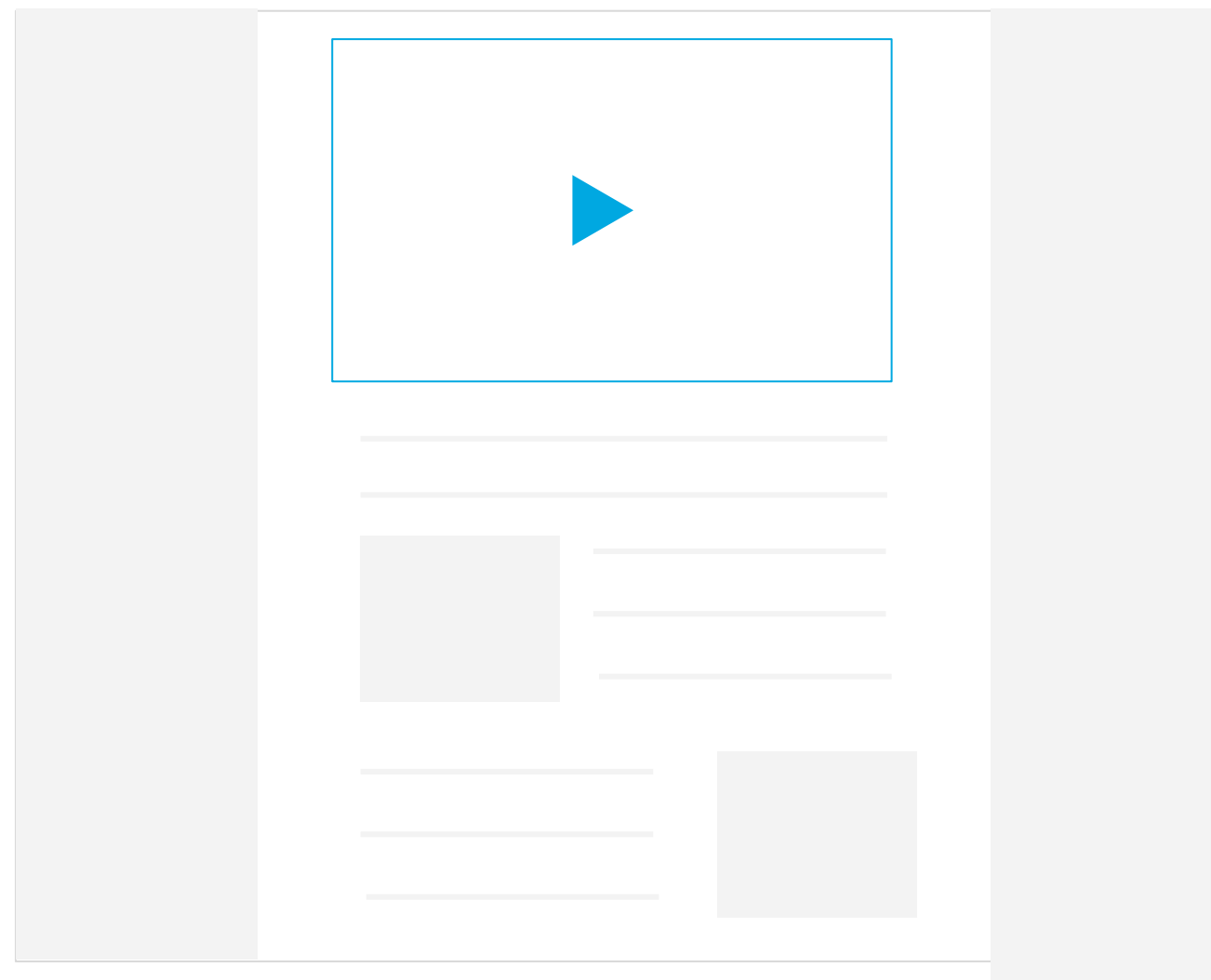
- Series of 60-90 second testimonials
- Deeper story on experience
- Use on landing page & retargeting
- Ideal for social proof
- Highlight initial "objection" turned success

EMAIL MARKETING

TRADITIONAL EMAIL



HTML EMAIL



EMAIL MARKETING

SEARCH

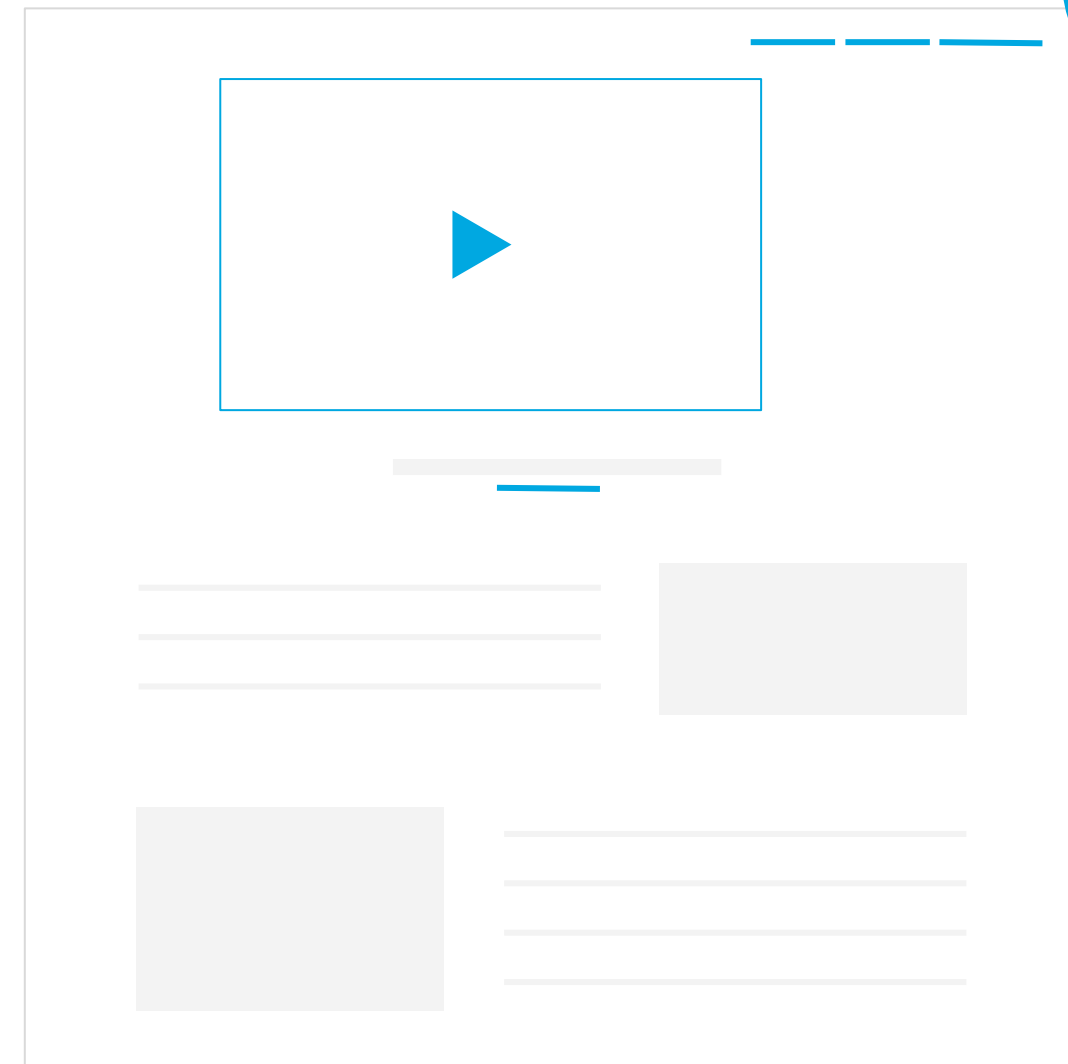
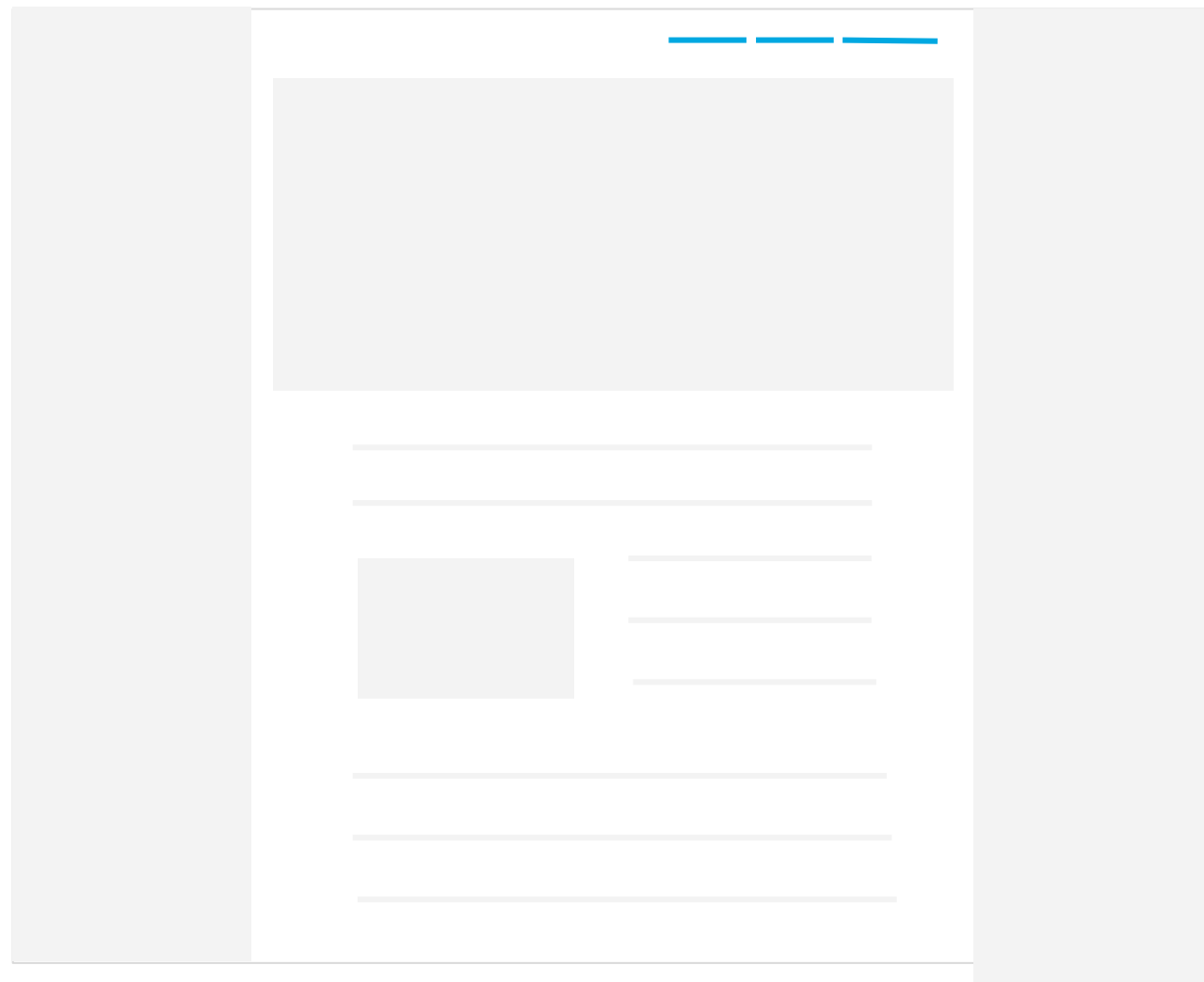
Industrial heater for factory

A/B
TEST

NO VIDEO

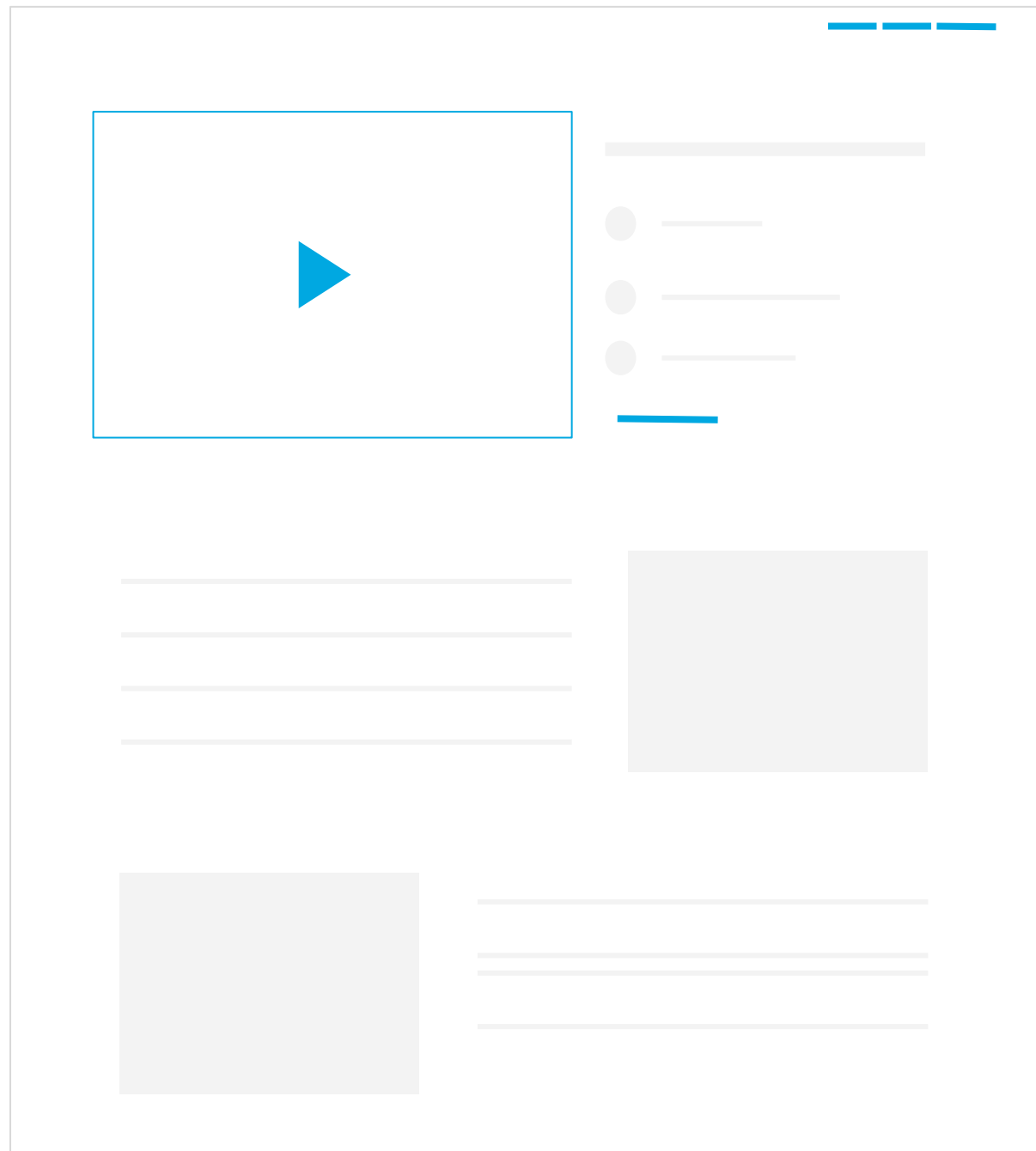
WITH VIDEO

+17%
CONVERSION

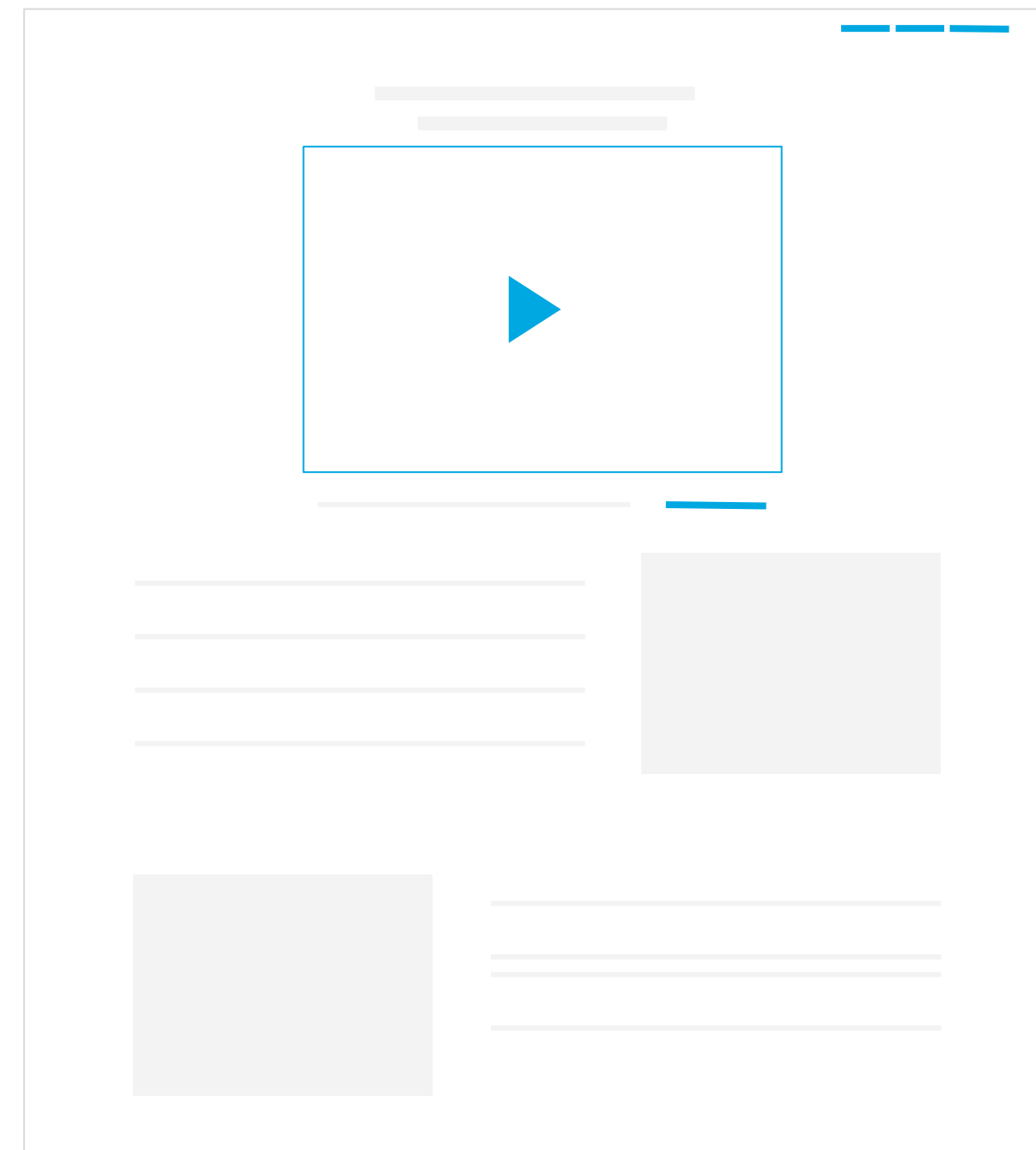


EMAIL MARKETING

1 DESIGN OPTION ONE



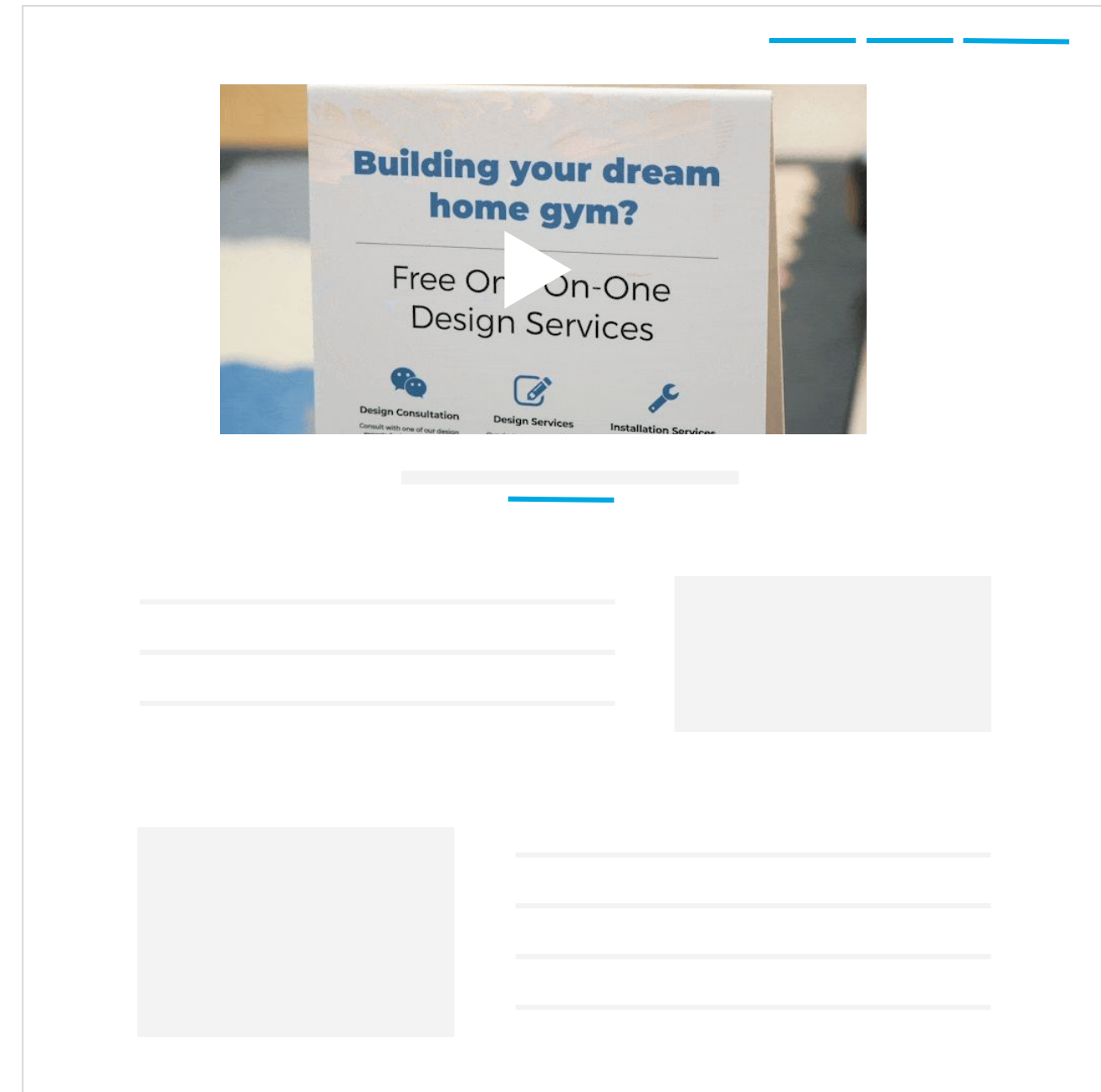
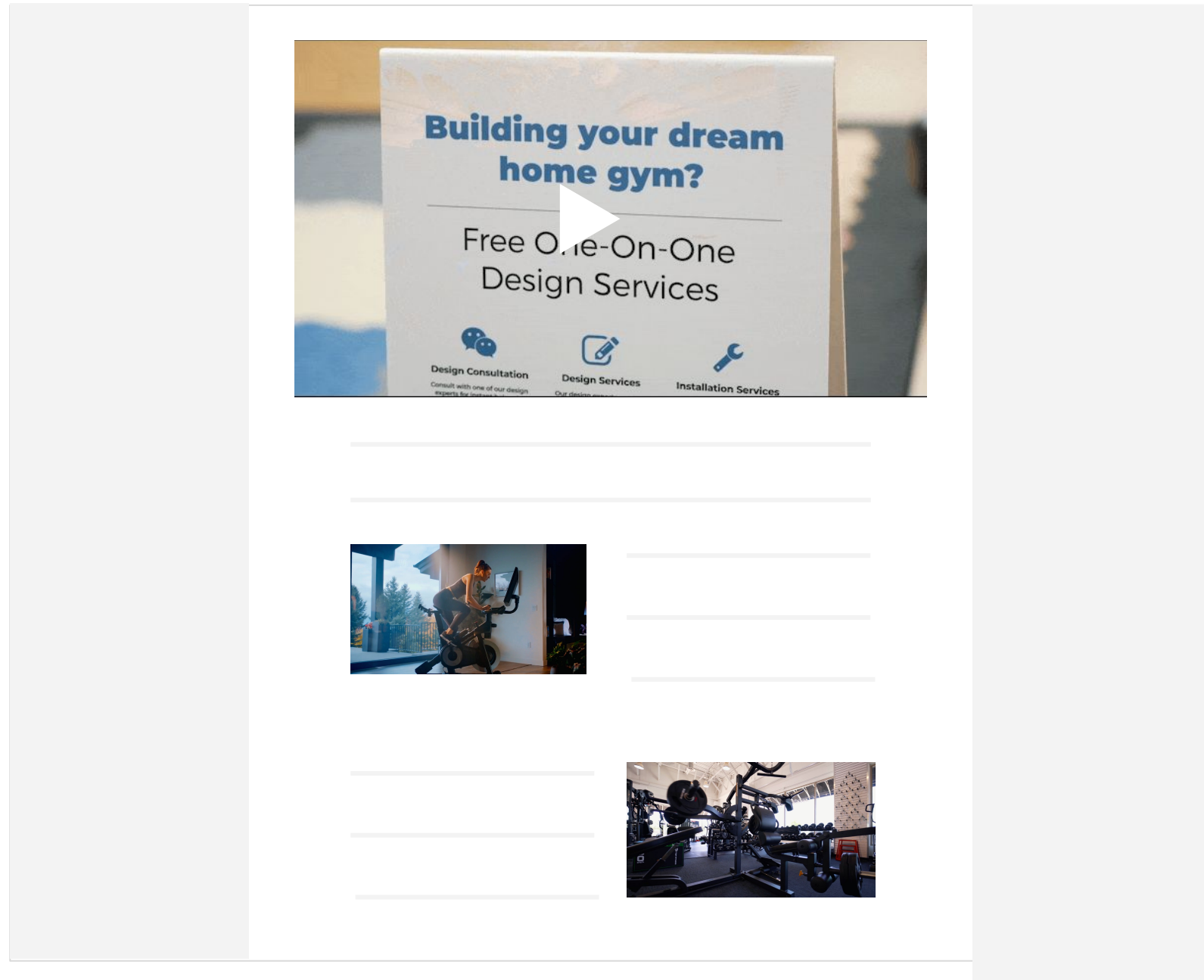
2 DESIGN OPTION TWO



EMAIL MARKETING

HTML EMAIL

LANDING PAGE

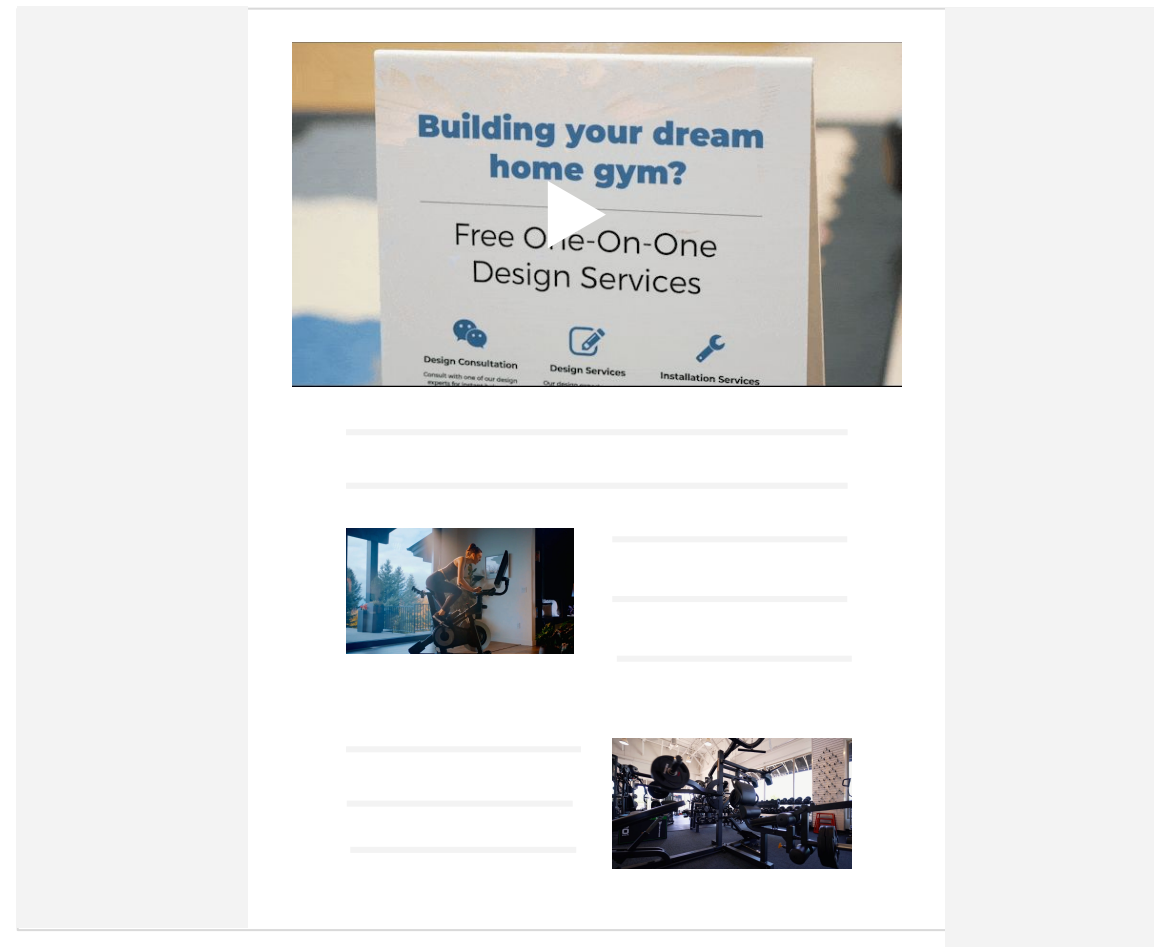


EMAIL MARKETING

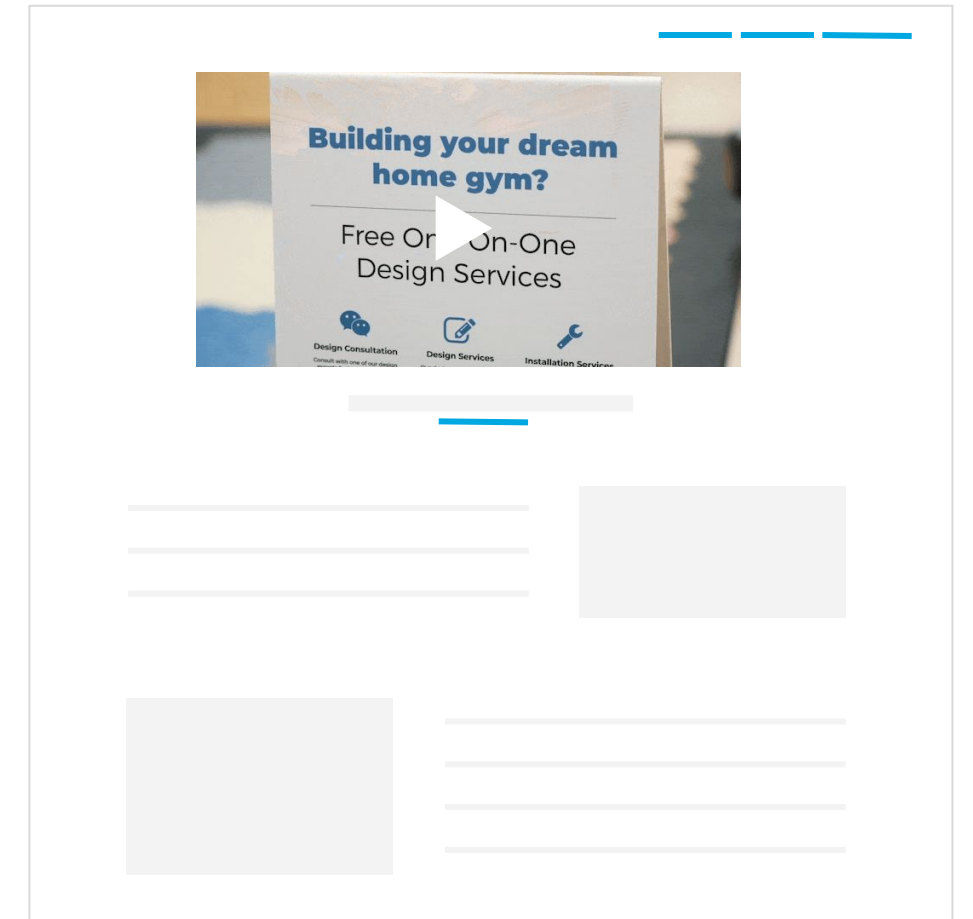
SUBJECT LINE

[WATCH VIDEO] The one thing you need to...

HTML EMAIL



LANDING PAGE



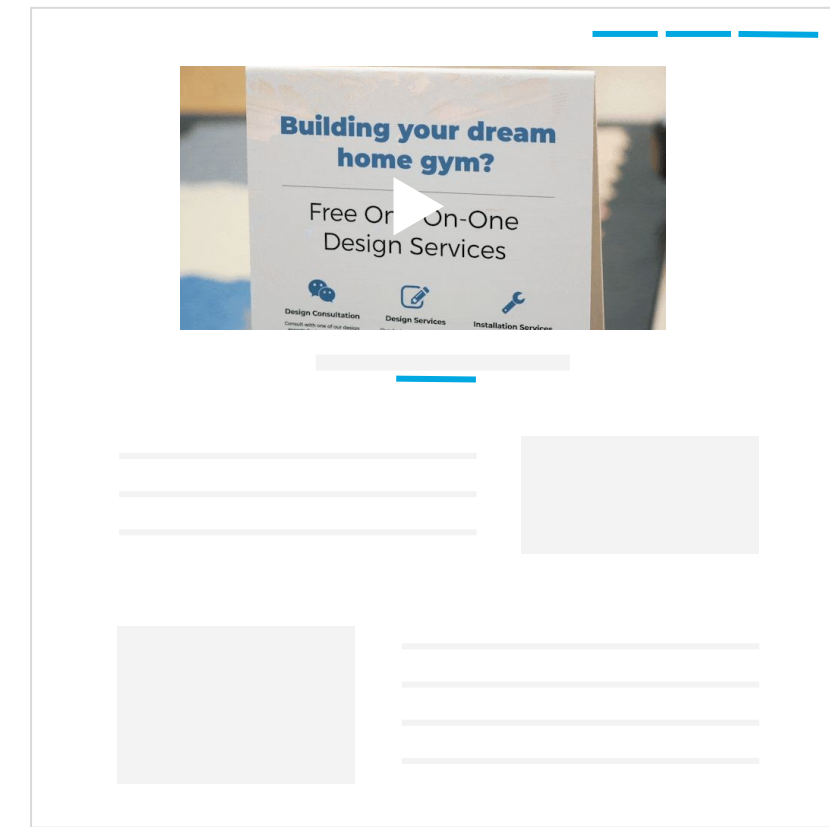
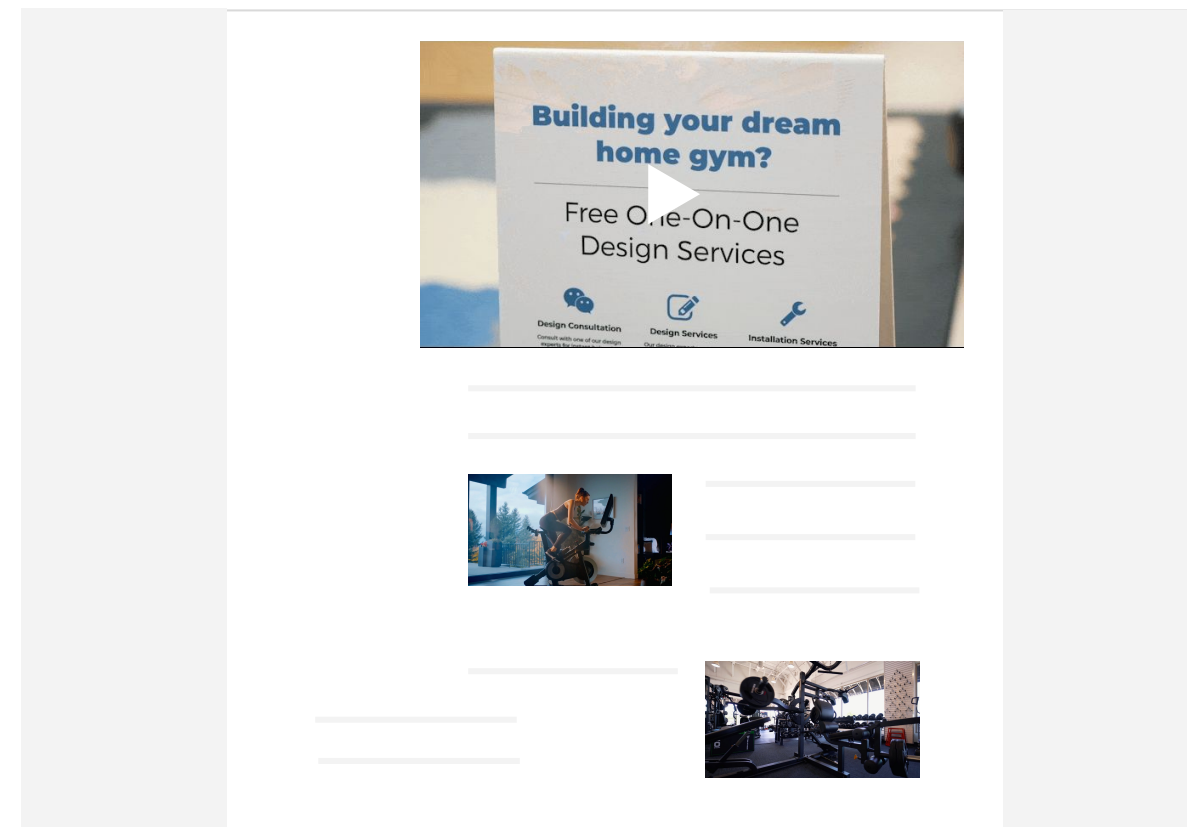
EMAIL MARKETING

SUBJECT LINE

HTML EMAIL

LANDING PAGE

[WATCH VIDEO] The one thing you need to...



LIST: OPENED EMAIL

Add to list

Send email

LIST: OPENED EMAIL

Add to list

Send email

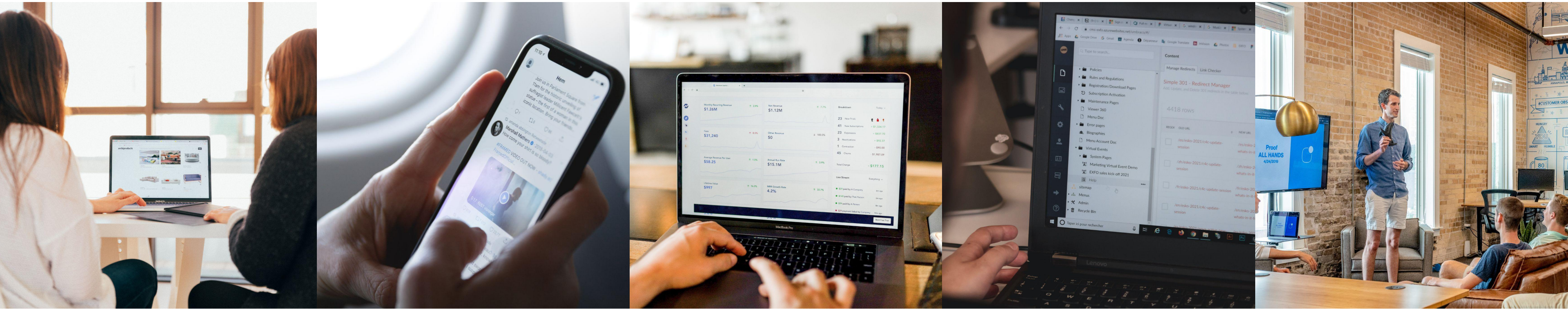
LIST: CLICKED VIDEO GIF

Add to list

Send email

Retarget video

MARKETING YOUR VIDEO CONTENT



WEBSITE

- Homepage
- Landing pages
- About Us page
- Product pages
- Service pages

SOCIAL MEDIA

- Facebook
- YouTube
- Instagram
- TikTok
- LinkedIn

ADVERTISING

- Google PPC
- SEO
- Retargeting
- Social Ads
- Online Ads

EMAIL MARKETING

- Traditional emails
- Campaigns
- Automations

SALES

- Sales pitches
- Sales automations
- Funding pitches

“

Our goal with every video project is to help you connect with your audience at a deeper level so they convert. We create and structure the video in a way that's designed to perform best with your specific marketing channel and maximize your sales success.

MOSAIC MEDIA FILMS

ESTIMATED TIME FROM START TO FINISH

PROCESS & TIMELINE

On average a video project can take 3-6 weeks to complete, however based on the number of videos, logistics and scheduling it can take as little as 2 weeks or as long as 12 weeks from start to finish.

[Watch Video Series](#)

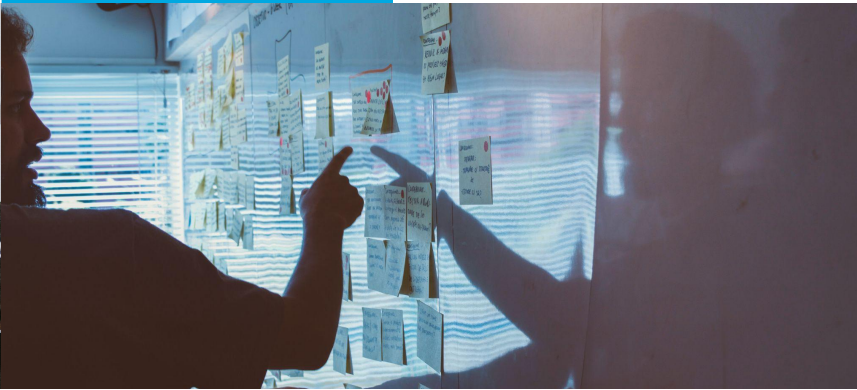
Two Zoom Meetings



APPROVAL

The project is formally approved

WEEK ONE



PLANNING

Our producer will walk you through the creative process and map out all the logistics to ensure we capture all the content on film day.

WEEK TWO

One- Two Full Days Filming



FILMING

Our highly talented film crew will execute on the plan and take a cinematic approach to all content.

WEEK THREE

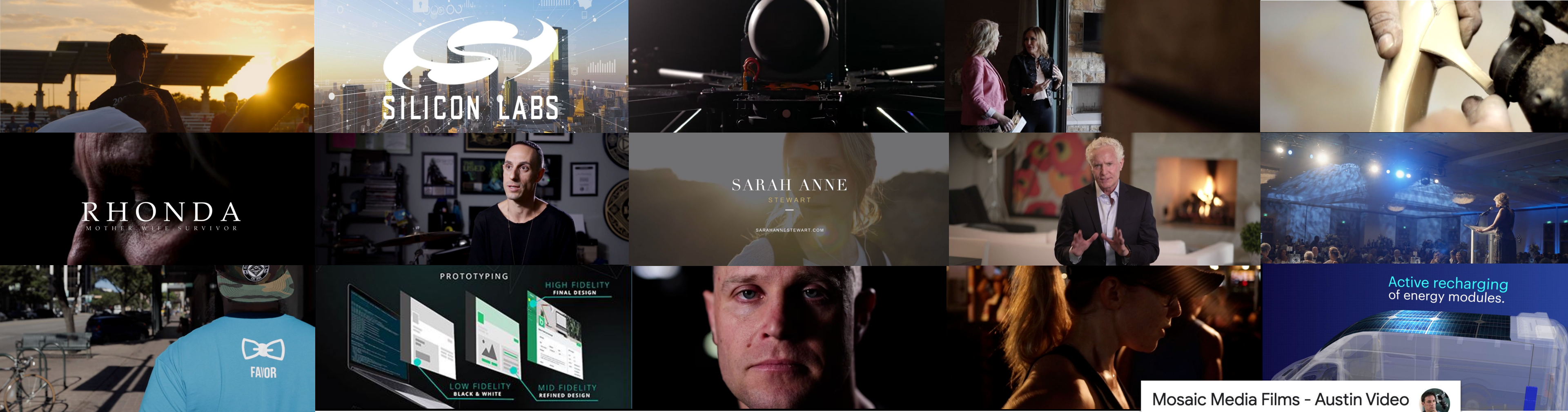
Three- Four Weeks



EDITING & REVISIONS

We'll combine the strategy from the planning and all the filming content to craft your videos that are representative of your brand and the video project goals.

WEEK OF FOUR - SIX



[See Reviews](#)

Mosaic Media Films - Austin Video Production Company

Website Directions Save Call

5.0 ★★★★★ 133 Google reviews

Video production service in Austin, Texas

ABOUT US

MOSAIC MEDIA FILMS

Founded over 12 years ago, since our inception we had very clear goals: Create uncompromisingly high-quality video content that connects with our client's audience & guide them to leveraging their videos for optimal marketing conversion.

ABOUT US

- Austin's highest rated video company
- Developed proprietary 9-Part Story Framework
- Marketing-centric approach to all videos
- Proprietary "Mosaic SYNC" project management tool
- Over 50 years combined team experience

CORE VALUES



110: We do what we say we're going to do & we're accountable - we go above & beyond what's expected.



BIG HEART: We're incredibly grateful to work in the video industry with passionate businesses.



CONSTANT COMMUNICATION: We clearly communicate with each other & our clients on a constant basis



GROW DAILY: No Egos - we grow personally & professionally every day.

NEXT STEPS

These are the next steps to get started on your video production and begin the successful increase in marketing conversion of your content

[Watch Video Series](#)

1 MEETING | zoom meeting

If you want to dive a little deeper into this survey and explore these video options for your business, simply click on the link below to schedule a zoom meeting.

[Schedule Meeting](#)

2 PLANNING

From there, if you want to get started our producer will dive into planning of your video content and go over creative & logistics for the upcoming shoot day(s).

3 PRODUCTION

After that, we'll film & edit everything based on the plan and craft the video content for your marketing objectives.

Did we get it wrong?

Be honest, did we totally bomb on these assumptions about your B2B products business and get it all wrong?

If so, let's connect on a zoom so we can really get a better understanding on what you do and what videos can help with your sales and marketing goals.

[Schedule Zoom Meeting](#)



MOSAIC MEDIA FILMS