

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:
B2C

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](#)

B2C PRODUCTS

1 PRODUCT PROMO

A product promo is your flagship video that highlights the customer's story in their mind and how purchasing this product will help improve their life.

We'd use our 9-part story framework to tell the story about the product and illustrate what the customer's life will look like when they purchase it.

2 BUSINESS PROMO

Often when a prospect is exposed to a specific product, they want to learn more about your brand and your entire product line.

This is where a business promo is ideal. This video highlights who you are, what you offer and what the brand stands for.

3 SOCIAL VIDEOS

Marketing your products on social can be really powerful when attracting new customers. First you have to identify what social platforms your customers are on, then create a series of social videos & test performance.

The goal of the social video is to be short and drive engagement with comments, likes and ideally clicks to the product landing page. You'll want to create a series of videos so you can test what's resonating with your audience.

4 CUSTOMER TESTIMONIALS

Most people don't like to be the first to test out a new product, and they want to know that the product is going to do what it says it will.

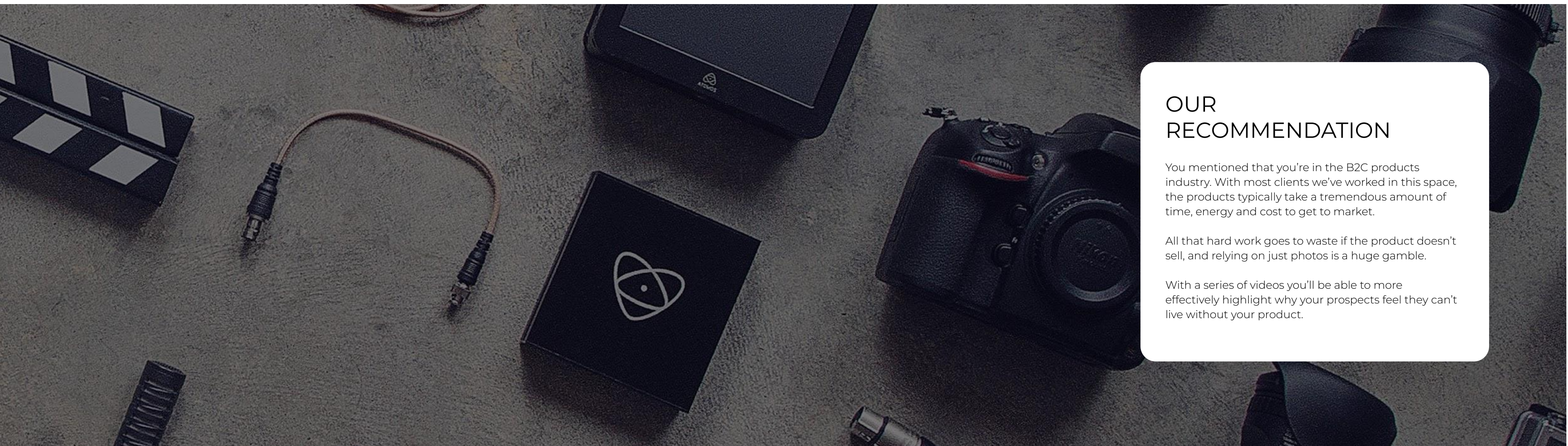
Which is why video testimonials can be a powerful way to show social proof by highlighting the natural objections your prospects have, by framing them in the context of a customer testimonial video.

OUR RECOMMENDATION

You mentioned that you're in the B2C products industry. With most clients we've worked in this space, the products typically take a tremendous amount of time, energy and cost to get to market.

All that hard work goes to waste if the product doesn't sell, and relying on just photos is a huge gamble.

With a series of videos you'll be able to more effectively highlight why your prospects feel they can't live without your product.





B2C

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?

- Website marketing
- Landing pages
- Lead magnets
- Product page

APPROACH

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

B2C PRODUCT PROMO EXAMPLES

[Watch Now](#)

[Watch Now](#)



B2C

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?

- Home page (at the top)
- 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

B2C BUSINESS PROMO EXAMPLES

[Watch Now](#)

[Watch Now](#)



B2C

SOCIAL VIDEOS

A Social Video is a short form video designed to “hook” the viewer and encourage them to click and watch a longer form video on your site.

HOW DO YOU USE A TEASER PROMO

- Social media posts
- Social media ads
- Email marketing

APPROACH

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

B2C SOCIAL VIDEO EXAMPLES

[Watch Now](#)

[Watch Now](#)



B2C

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 products.

HOW DO YOU USE A CUSTOMER TESTIMONIAL?

- Email marketing campaigns
- Traditional email marketing
- Social marketing
- Landing pages
- Retargeting

APPROACH

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

B2C CUSTOMER TESTIMONIAL EXAMPLES

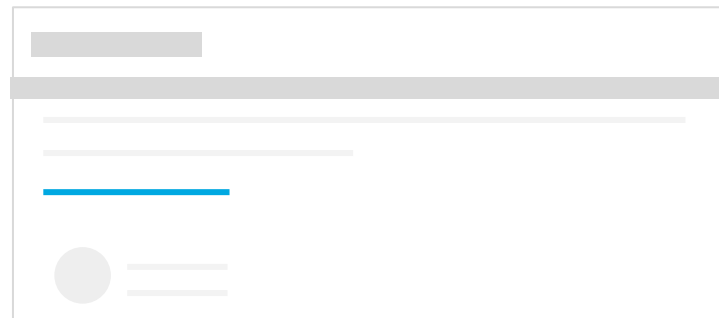
Watch Now

Watch Now

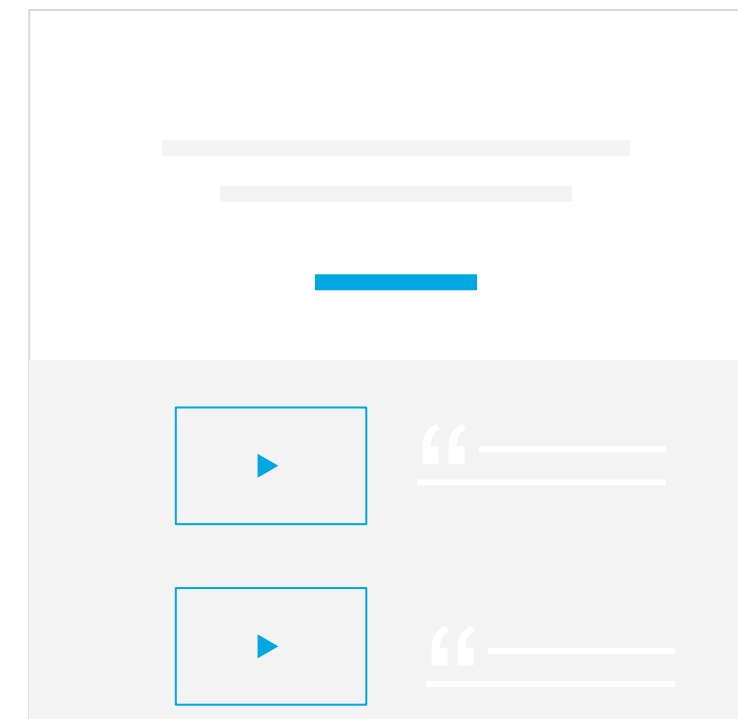
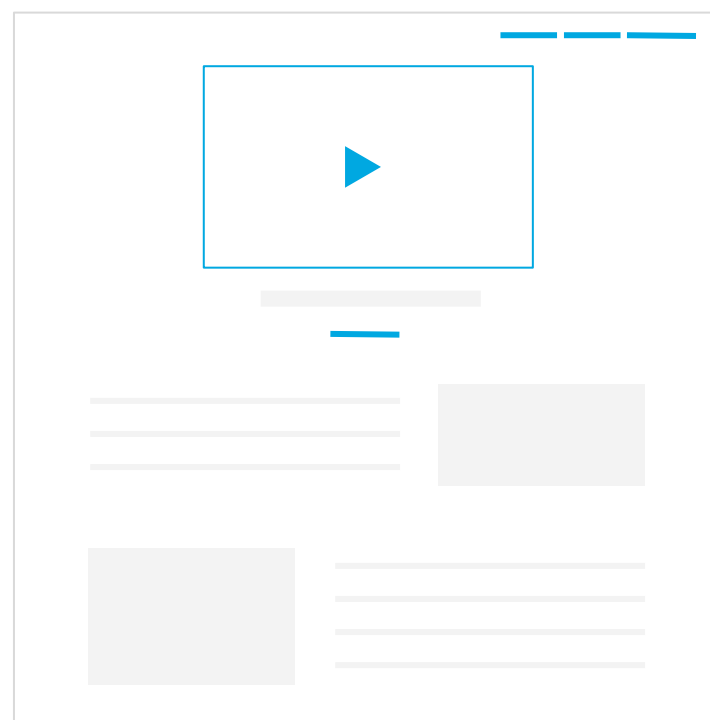
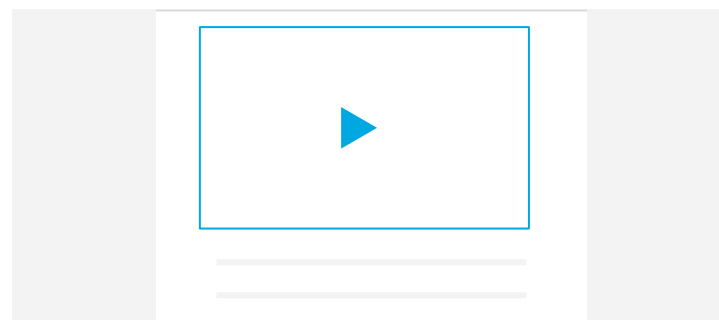
EMAIL MARKETING



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

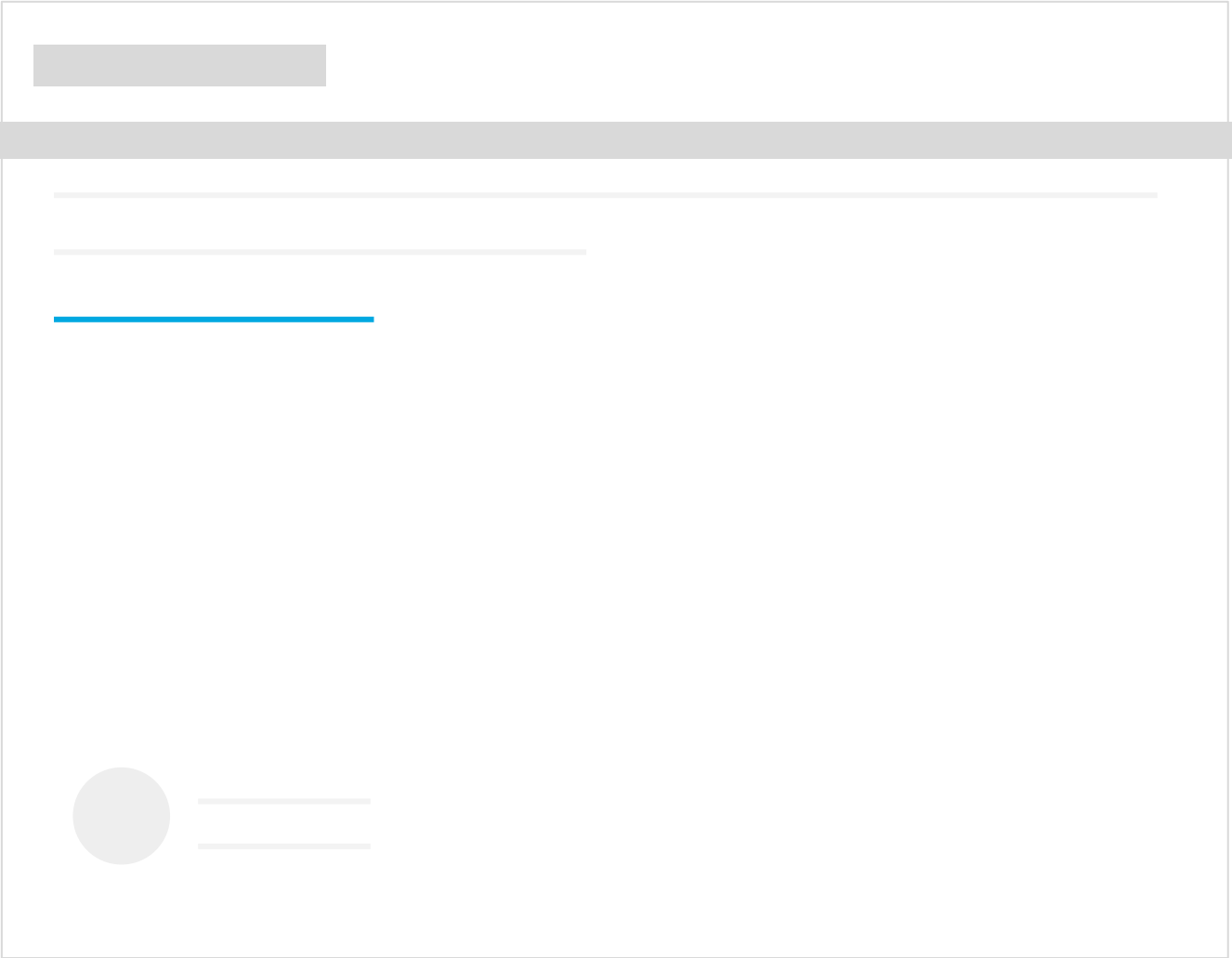
- Video specific from email
- Have video at top of the page
- Have one clear CTA
- Pixel for future retargeting
- Have phone number in top right corner

APPROACH

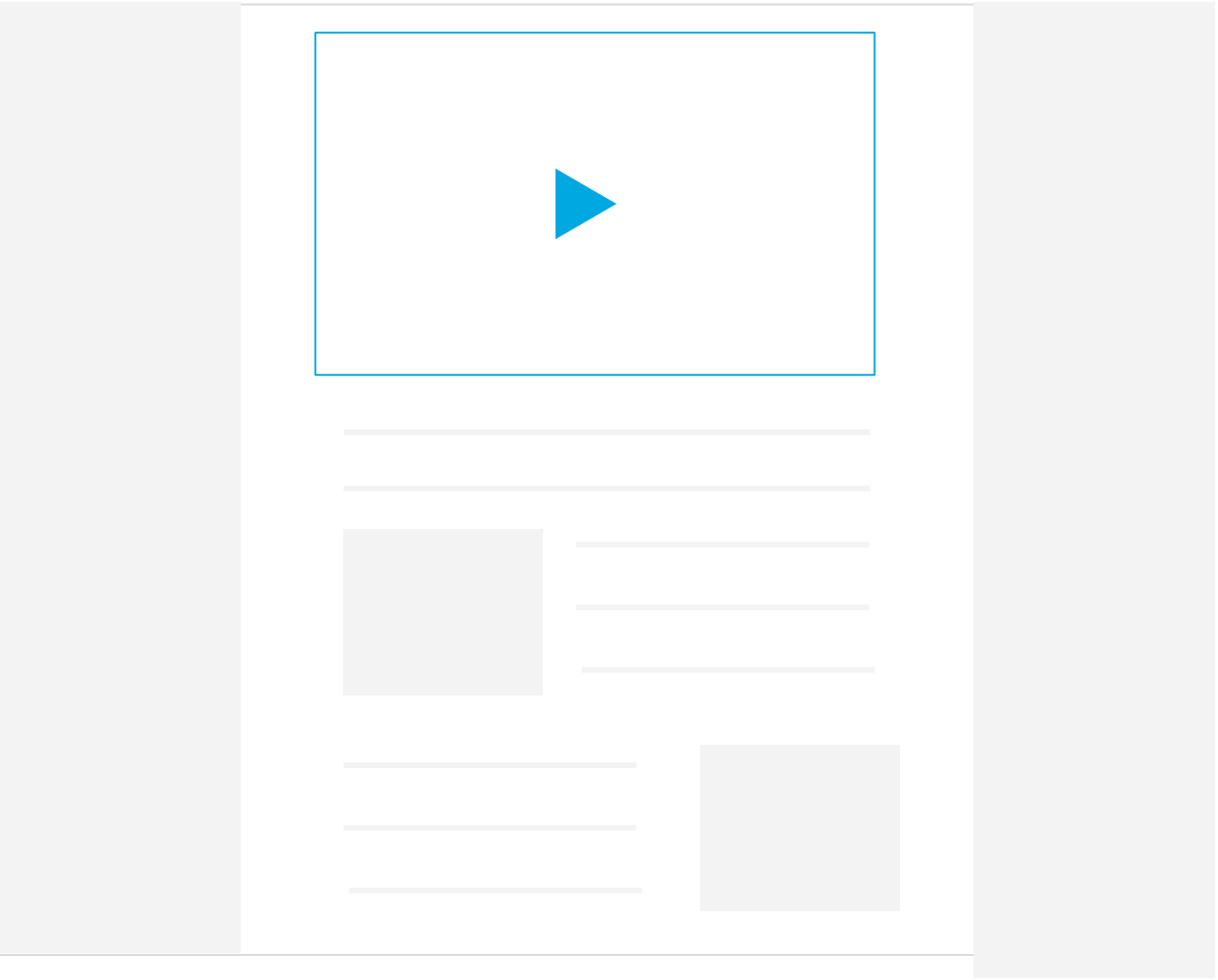
- Series of 60-90 second testimonials
- Deeper story on experience
- Use on landing page & retargeting
- Ideal for social proof
- Highlight initial "objection" turned success

EMAIL MARKETING

TRADITIONAL EMAIL



HTML EMAIL



EMAIL MARKETING

SEARCH

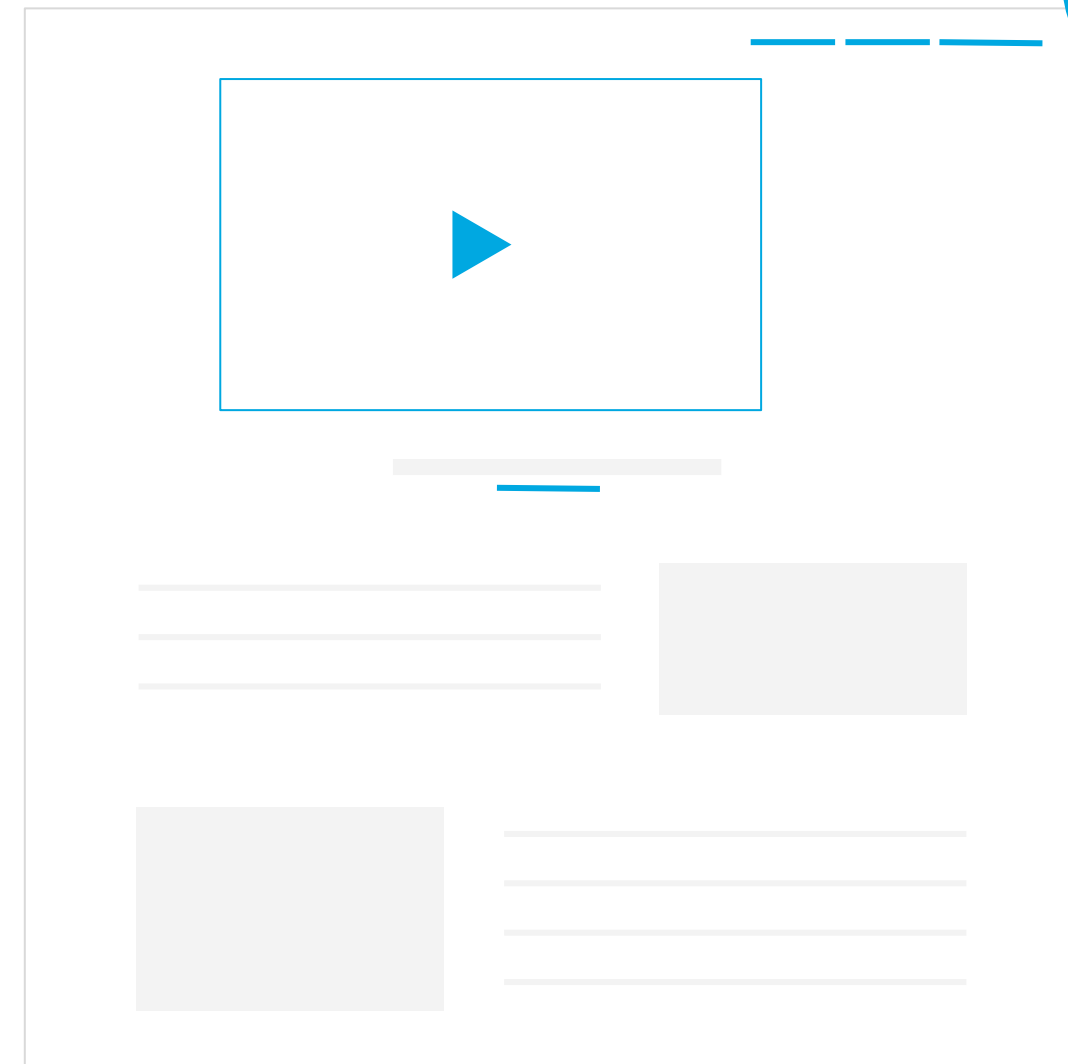
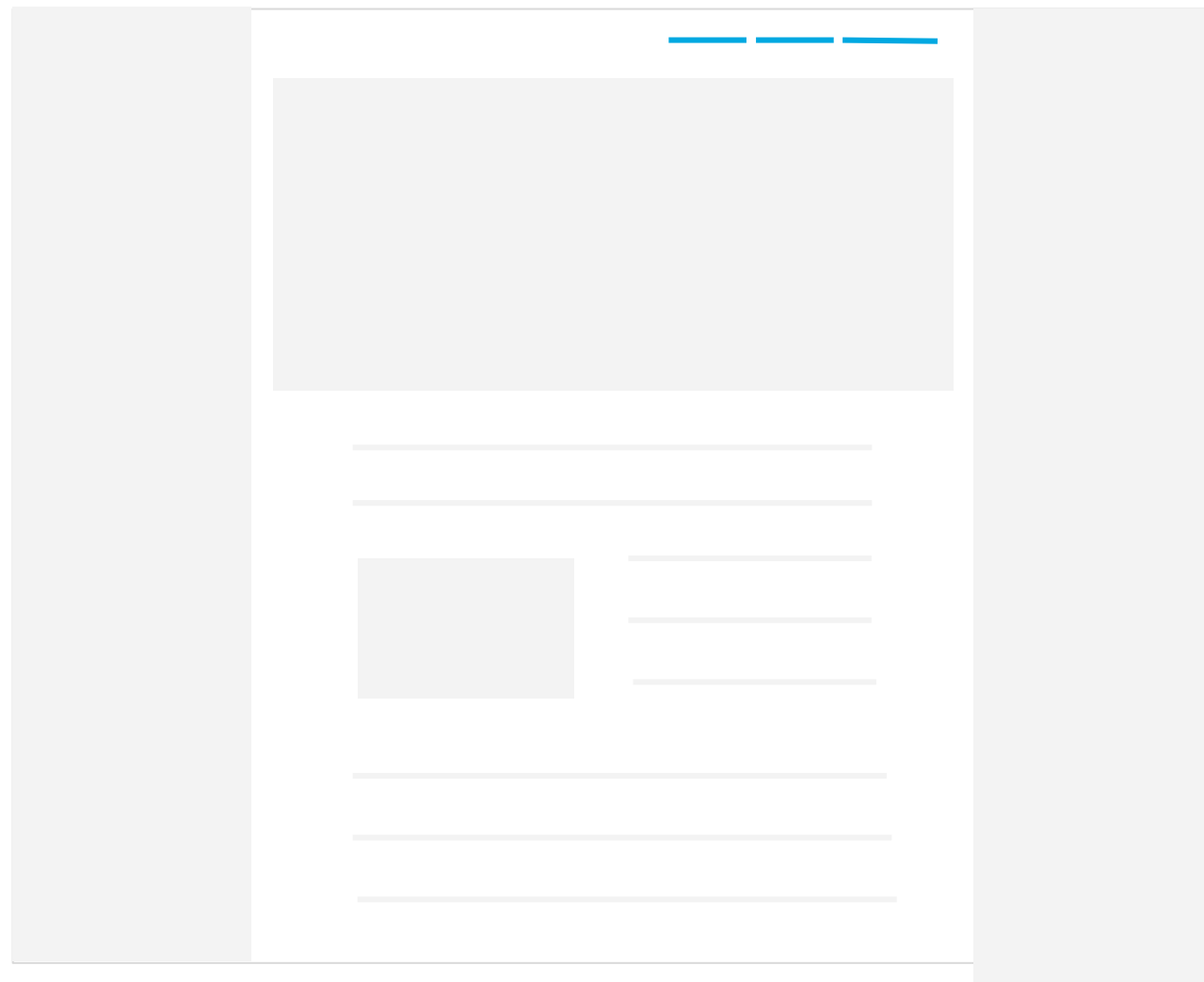
Industrial heater for factory

A/B
TEST

NO VIDEO

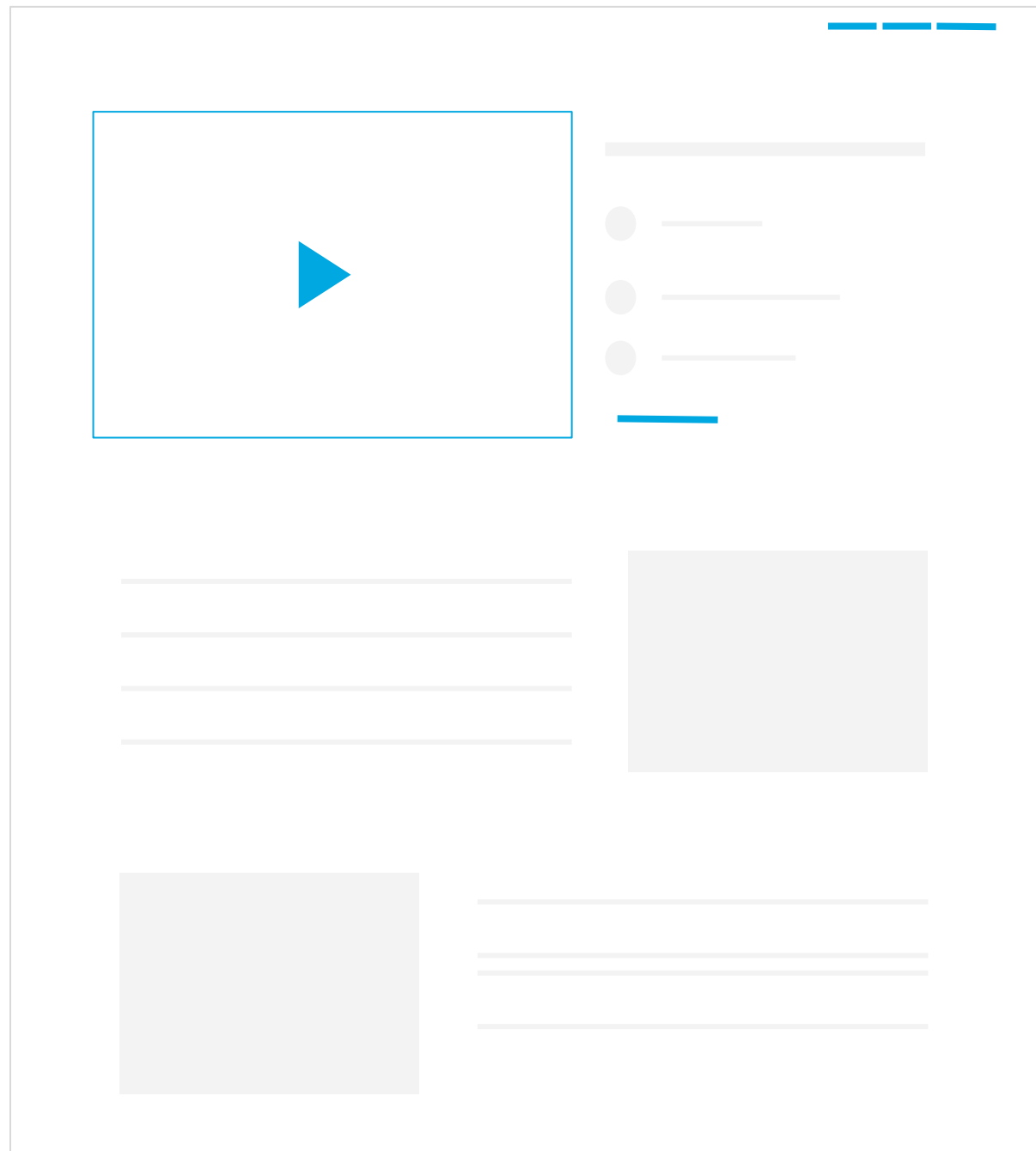
WITH VIDEO

+17%
CONVERSION

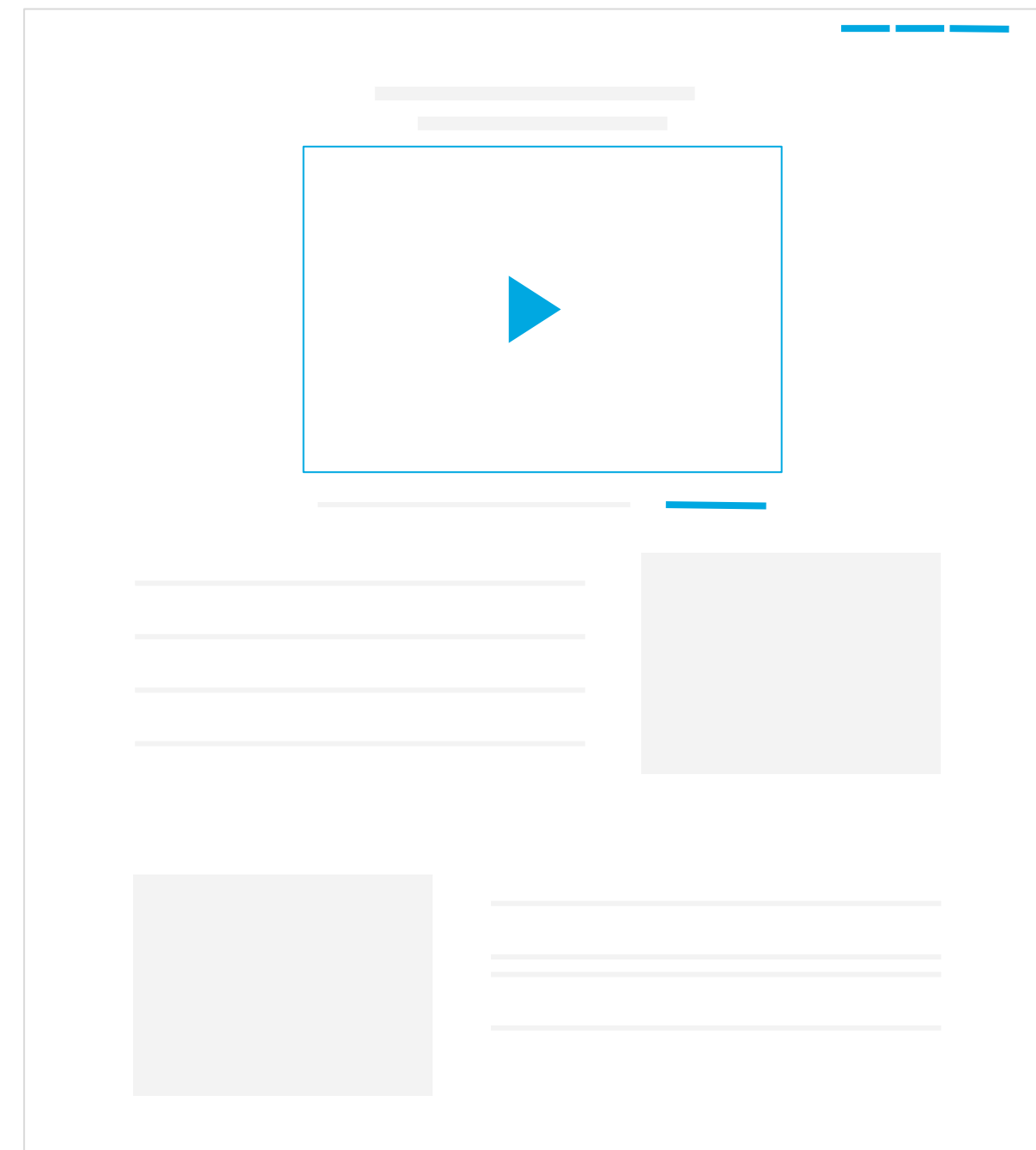


EMAIL MARKETING

1 DESIGN OPTION ONE



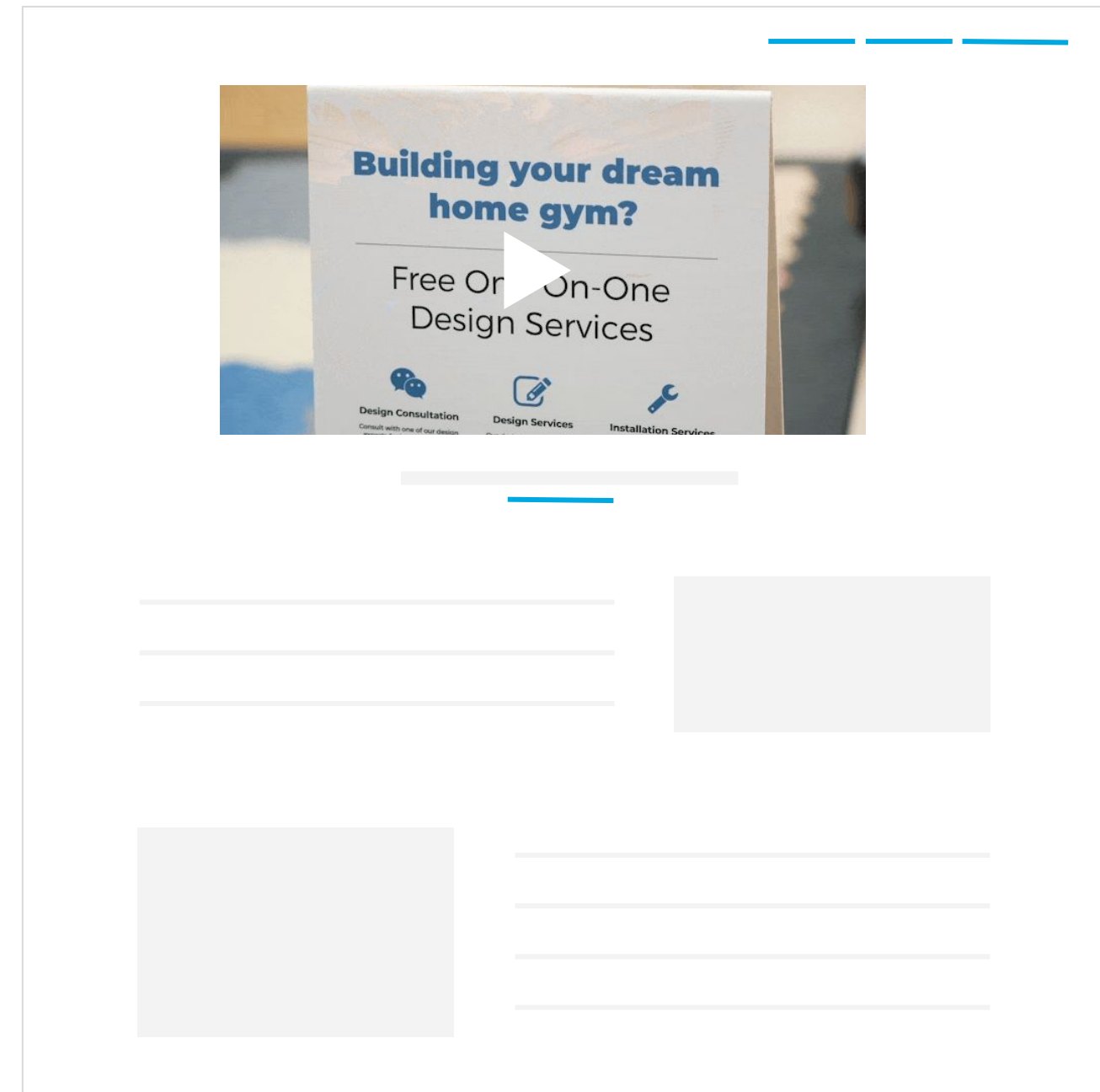
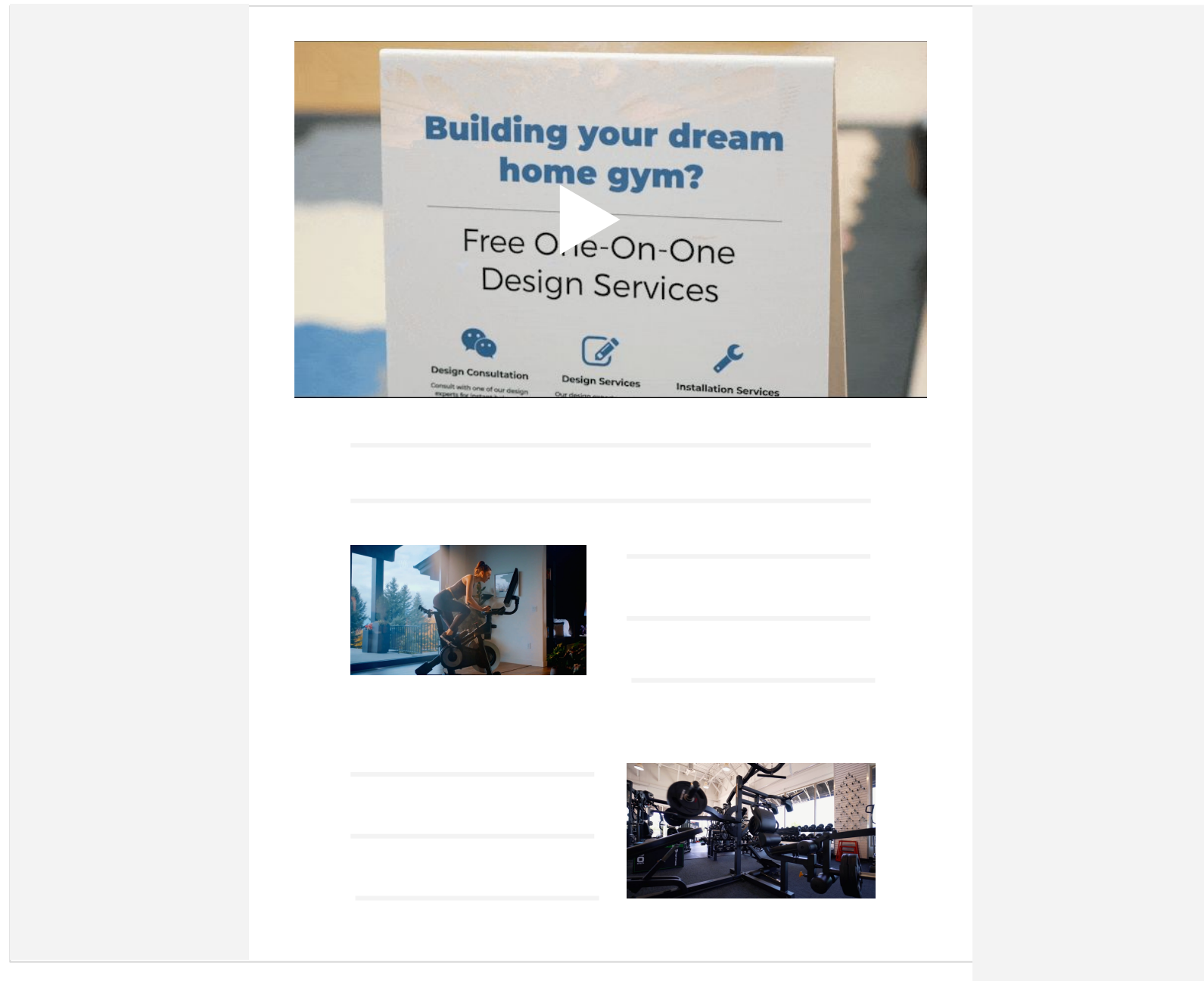
2 DESIGN OPTION TWO



EMAIL MARKETING

HTML EMAIL

LANDING PAGE

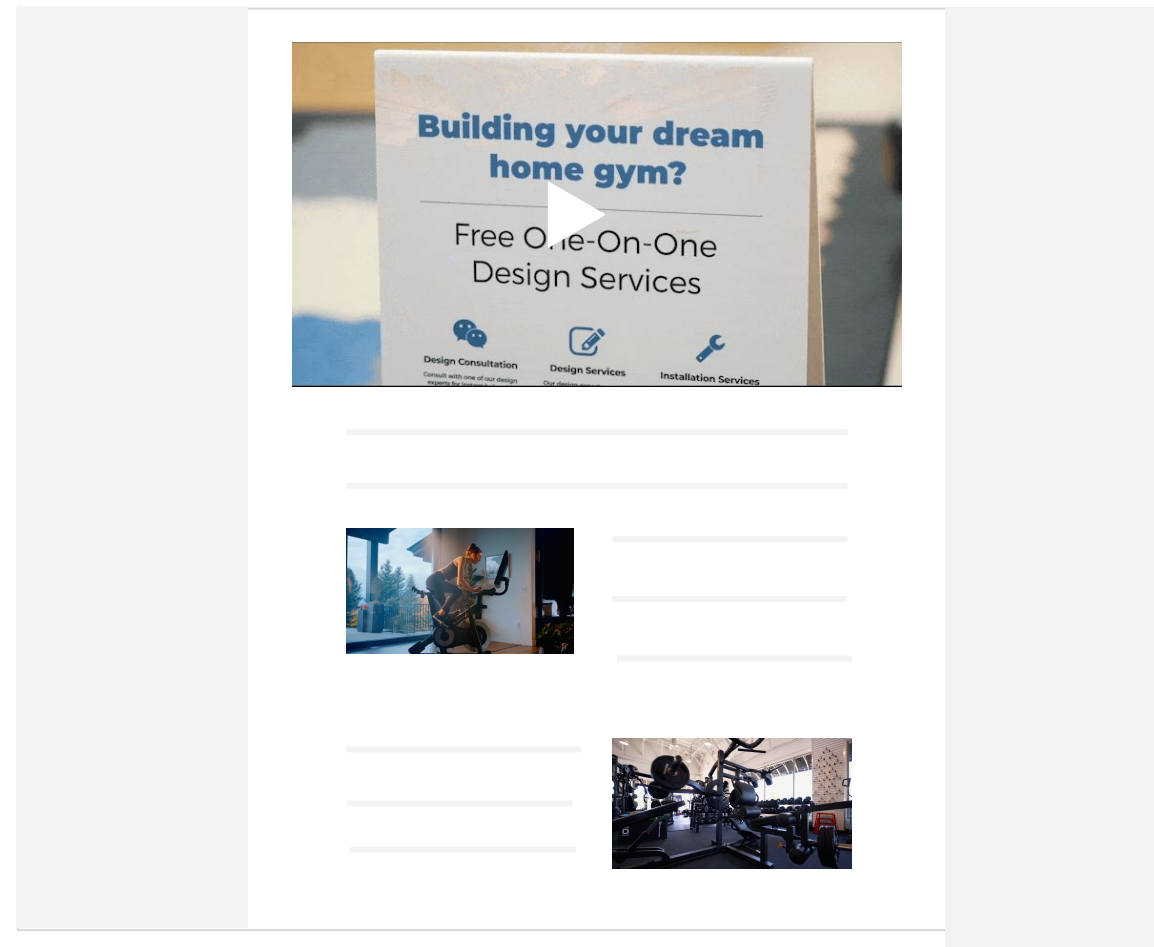


EMAIL MARKETING

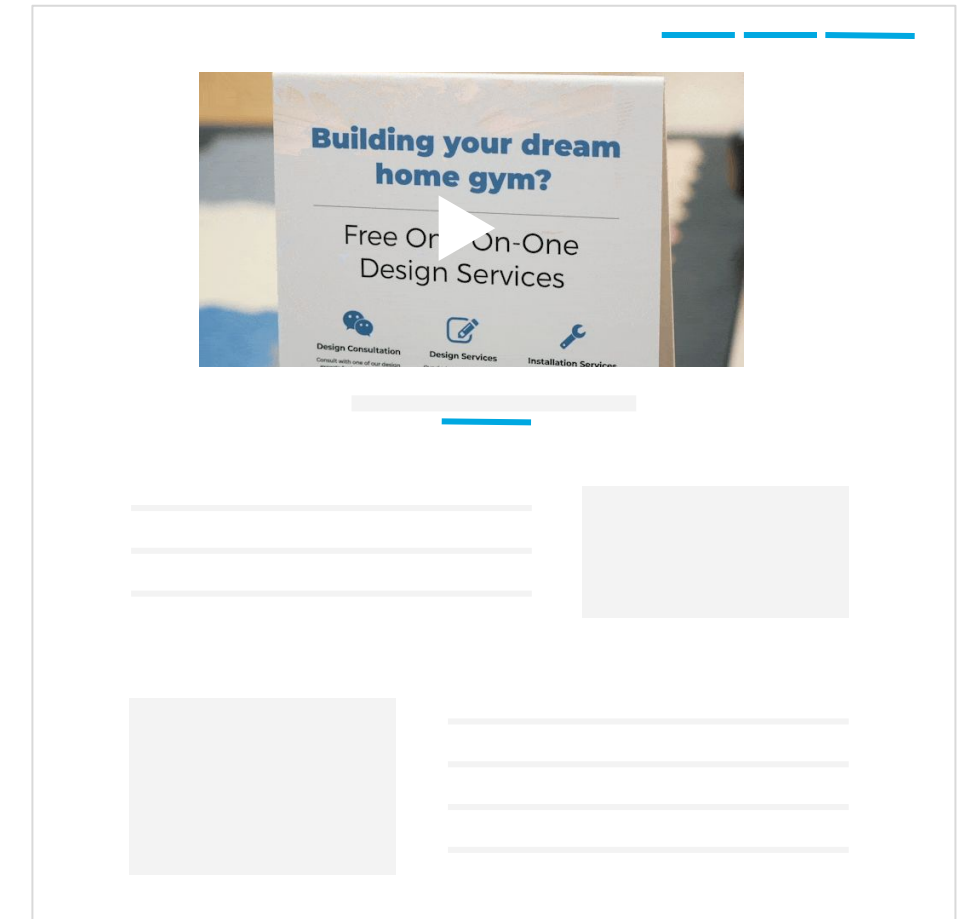
SUBJECT LINE

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

HTML EMAIL



LANDING PAGE



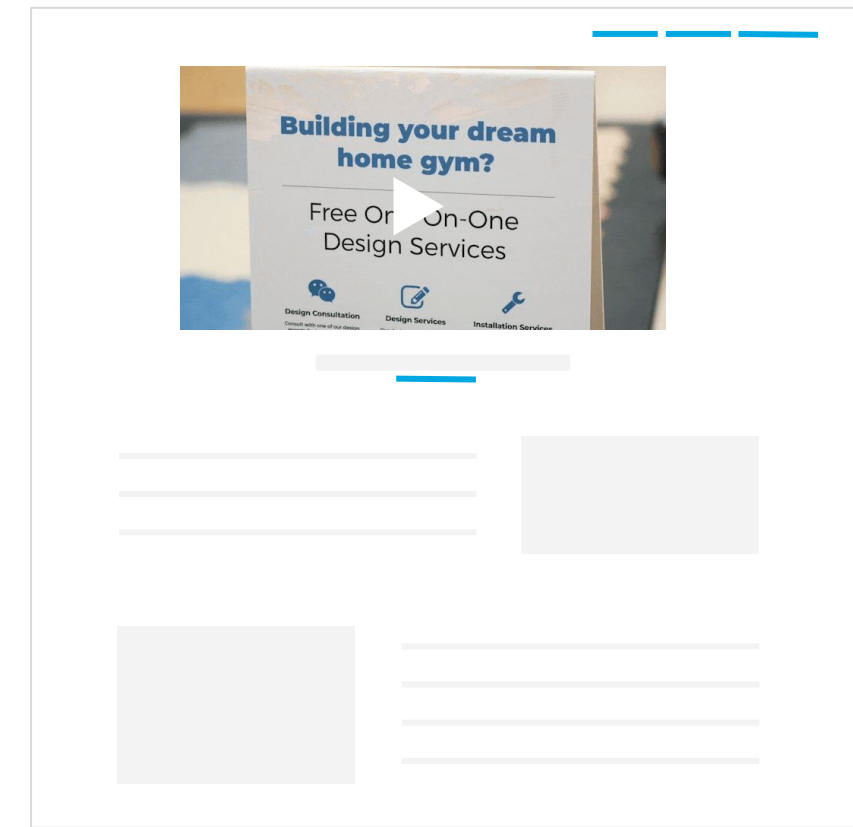
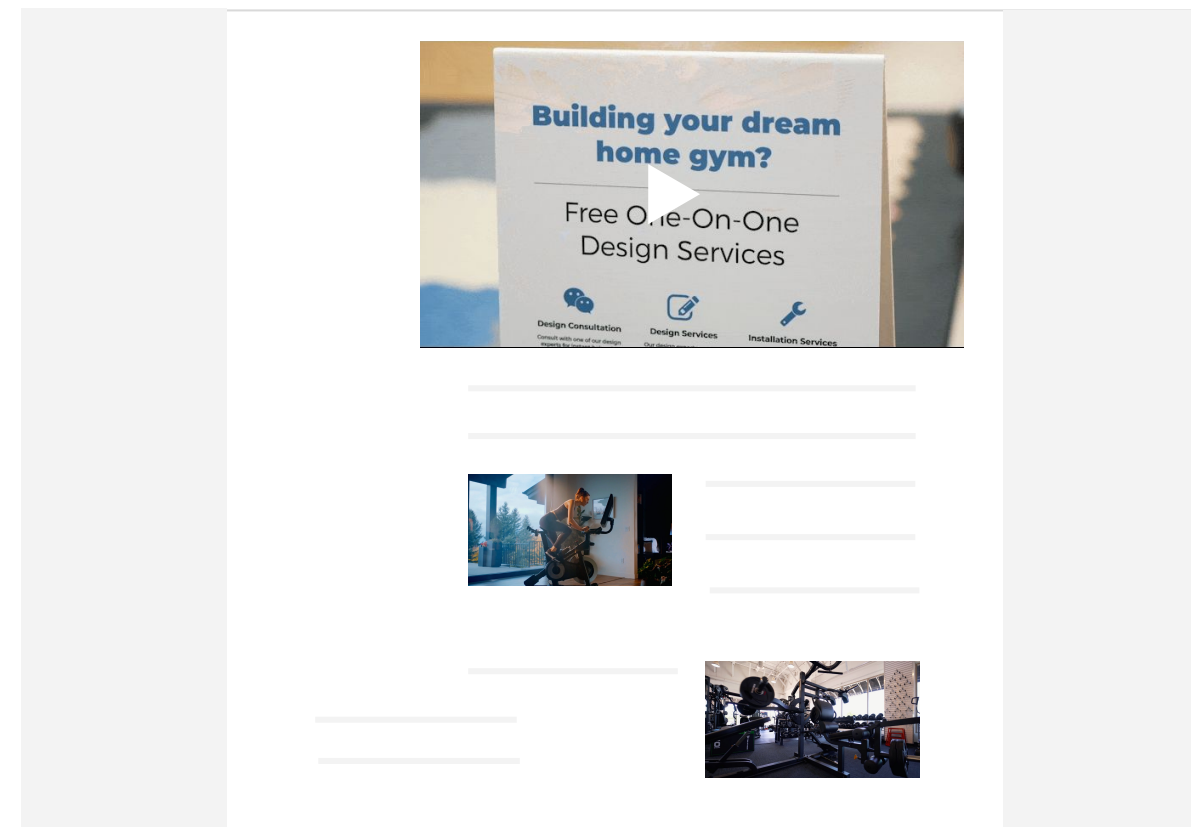
EMAIL MARKETING

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

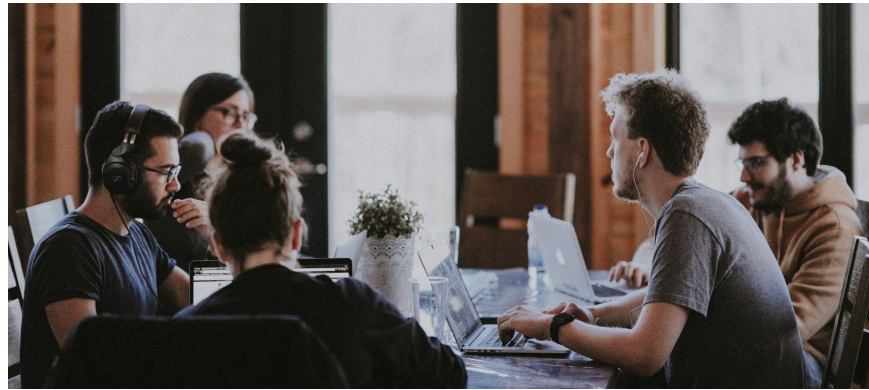
ESTIMATED TIME FROM START TO FINISH

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](#)

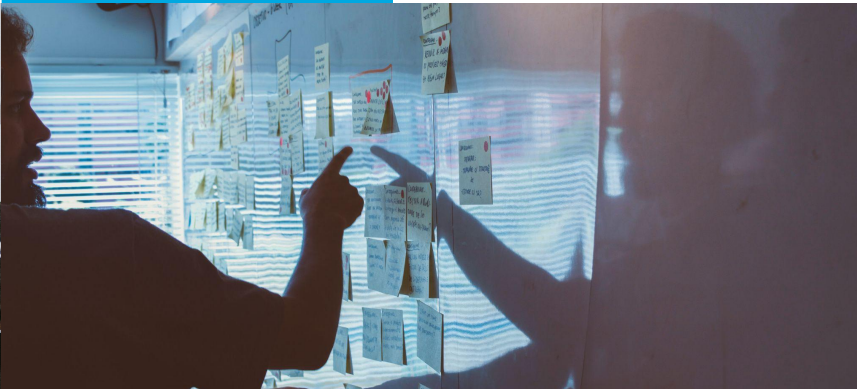
Two Zoom Meetings



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

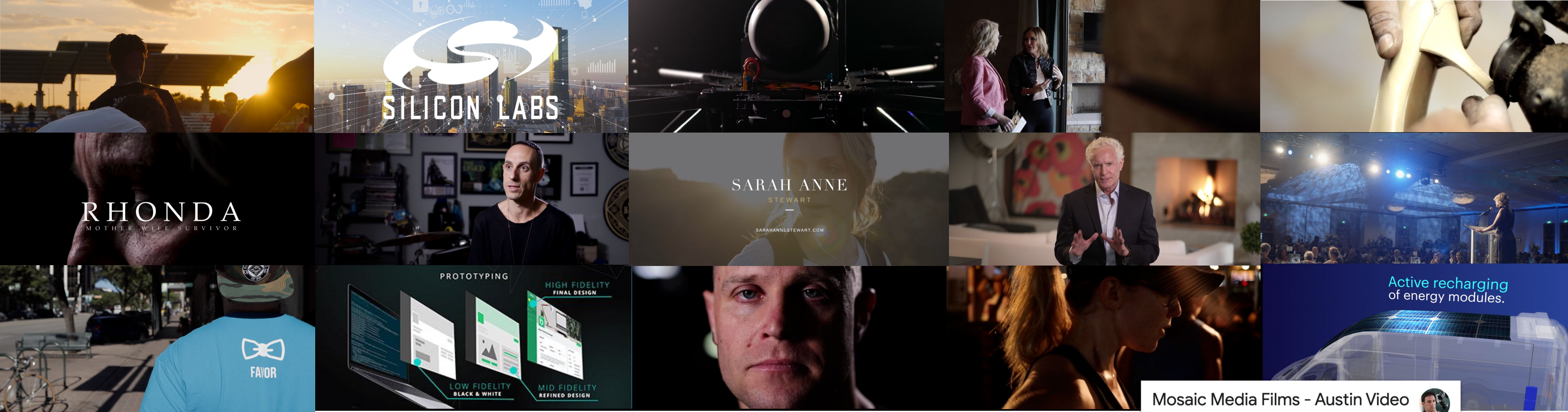
Three- Four Weeks



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 B2C 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