

# 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:**  
Services

## 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 SERVICES

## 1 BUSINESS PROMO

A business promo is your flagship video that highlights the customer's story in their mind and how working with you will help improve their life.

We'd use our 9-part story framework to tell the story about your company, services and illustrate what the customer's life will look when they work with you.

## 2 SERVICE PROMO

Most B2C service companies we've worked with don't offer just ONE service, they have an array of services.

So naturally the prospect is going to research about the specific service they are interested in.

This is where a service promo comes in; its a video that specifically highlights one service and explains the problem in the customer's mind and how this service will solve it.

## 3 SOCIAL VIDEOS

Marketing your services 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 message, visuals and content is resonating with your audience.

## 4 CUSTOMER TESTIMONIALS

Most people don't like be the first to test out a new service or business they don't know much about.

Which is why video testimonials can be a powerful way to 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 B2C service industry. With most clients we've worked in this space, local competition is very high.

Having core differentiators both in your offering and marketing can be the difference between success and failure.

With a series of videos you'll be able to more effectively highlight what you offer, how it's different and why prospects should choose you over your local competition.





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

# SERVICE PROMO

A service promo is a video that highlights the problem the client has and how this specific service is the solution to making their live better.

## HOW DO YOU USE A PRODUCT PROMO?

- Website marketing
- Landing pages
- Specific service web page
- Lead magnets
- Product page

## APPROACH

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

## B2C SERVICE 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

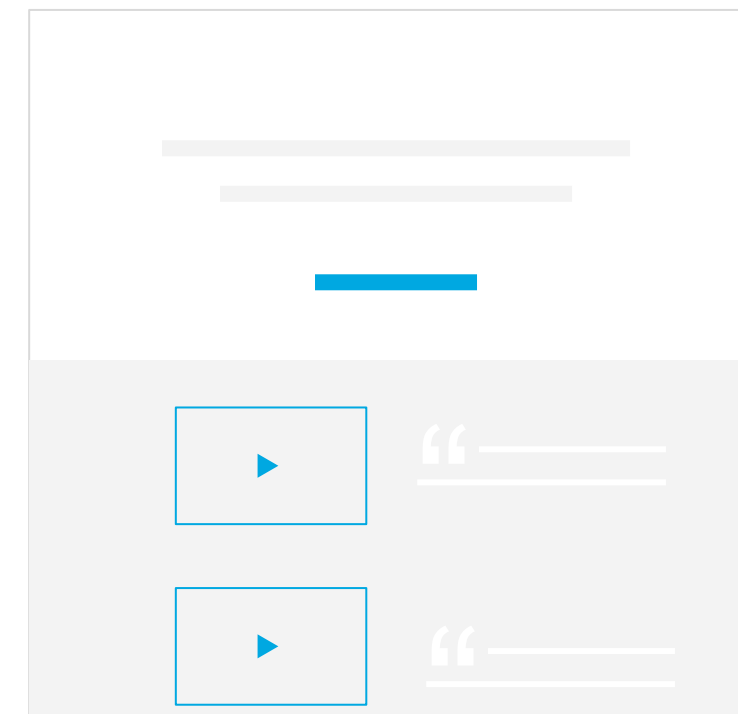
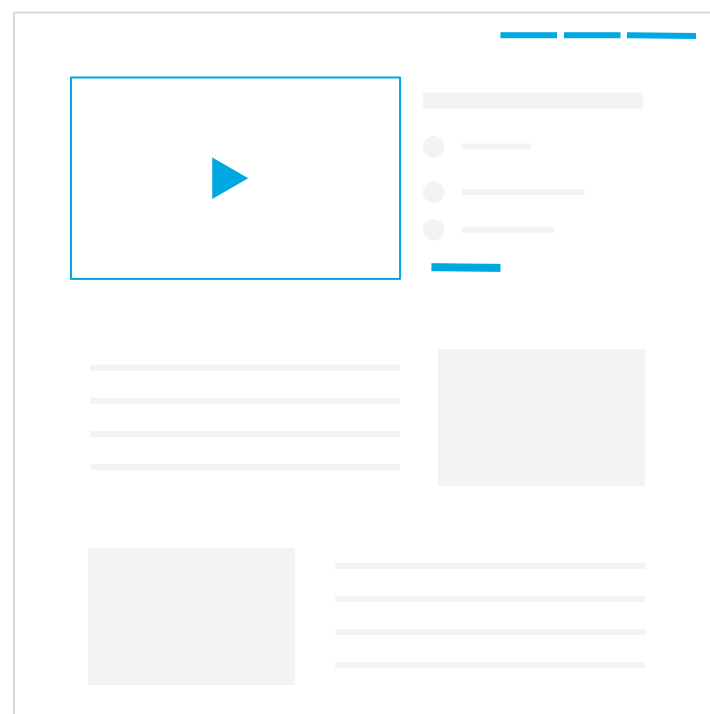
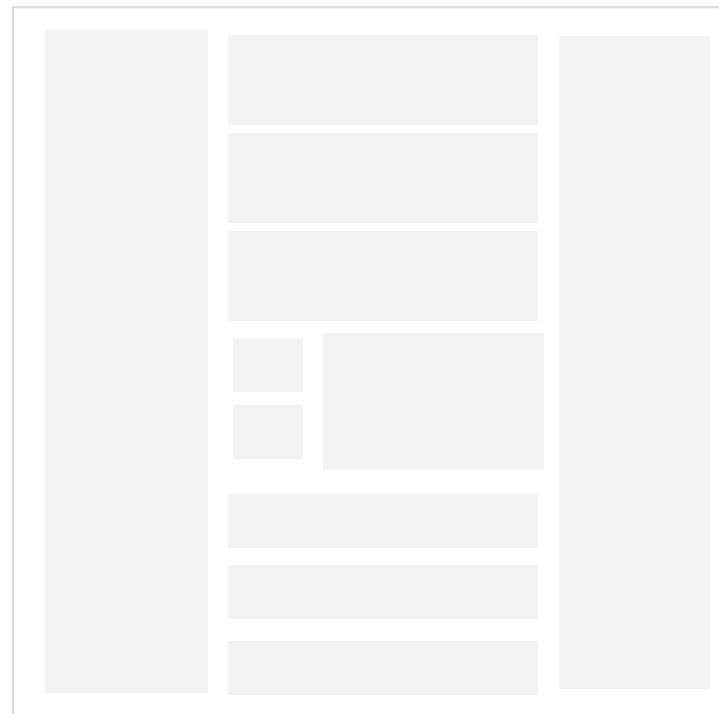
## APPROACH

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

## B2C CUSTOMER TESTIMONIAL EXAMPLES

Watch Now

Watch Now



**APPROACH**

- High ranking SEO search
- Broad based keywords
- Long-tail keywords
- Drive to site page based on search

**APPROACH**

- Video specific based on search
- 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

## SEARCH

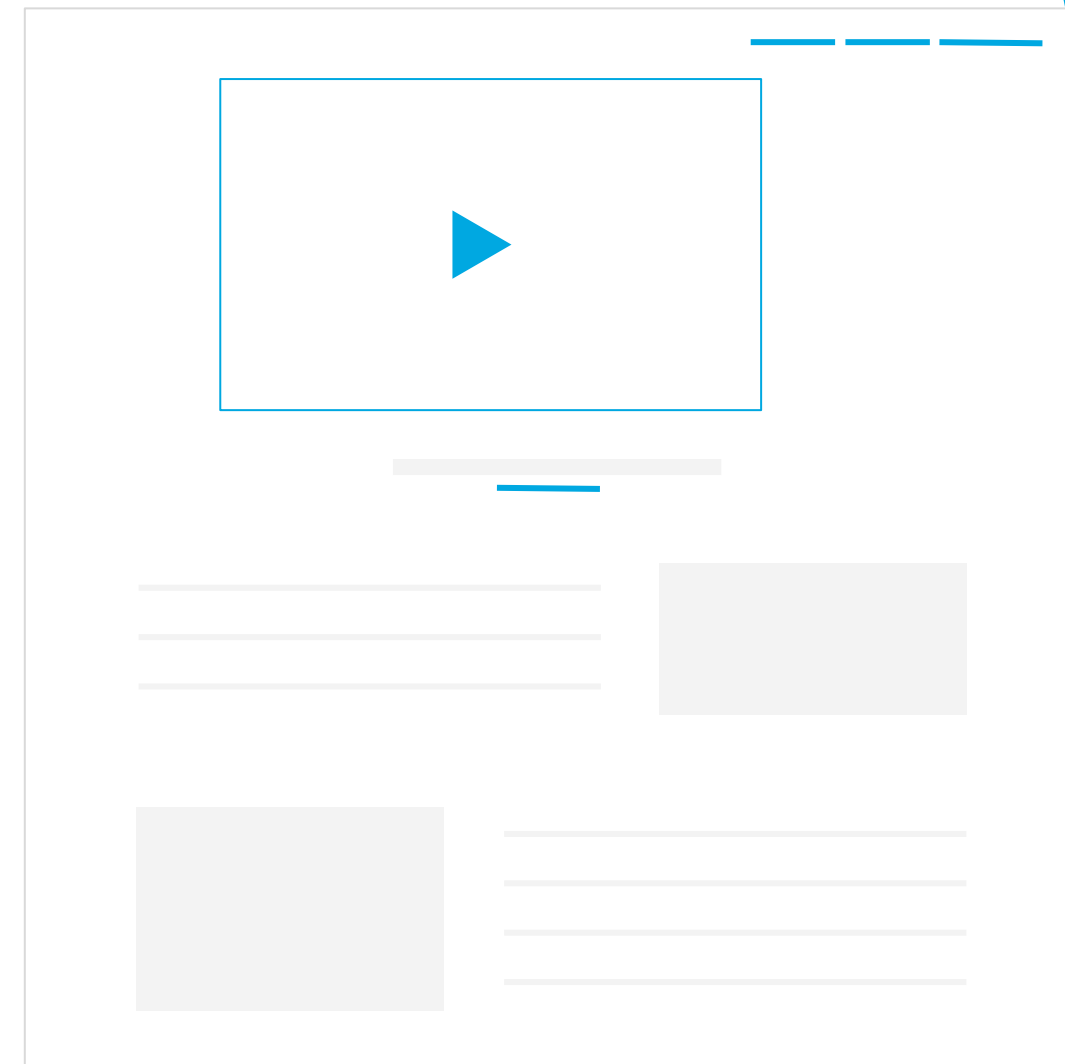
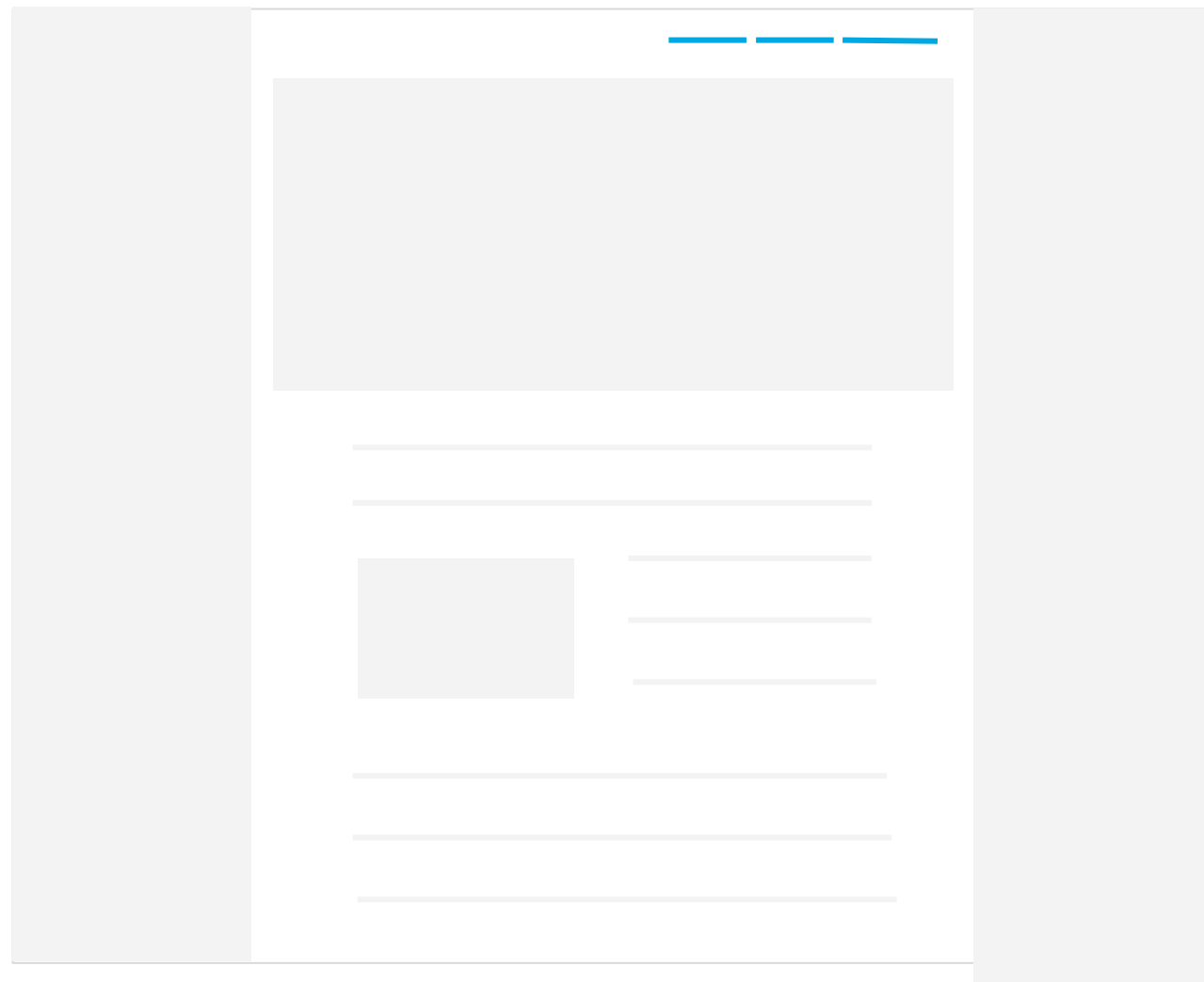
Industrial heater for factory

### A/B TEST

NO VIDEO

WITH VIDEO

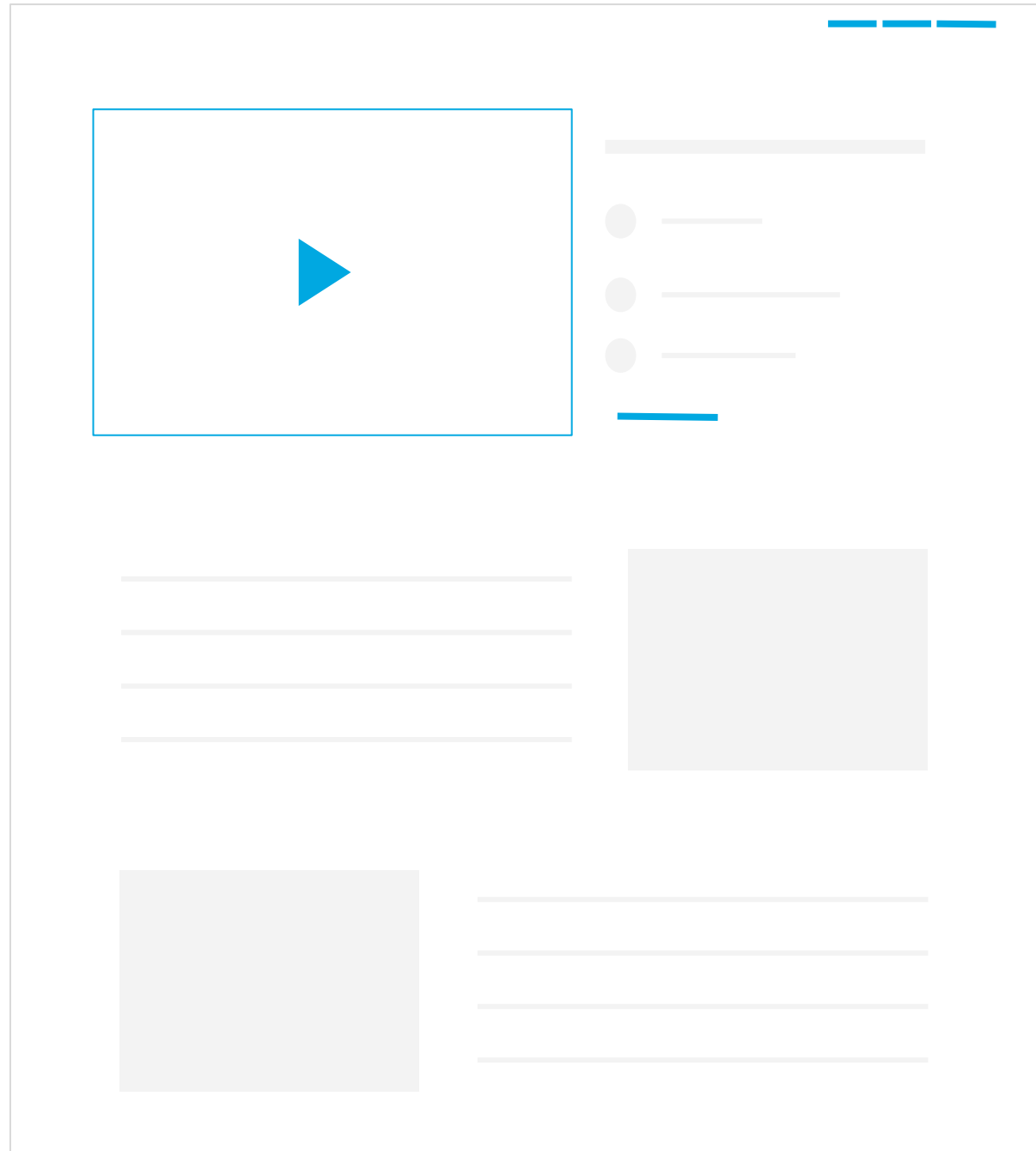
**+17%**  
CONVERSION



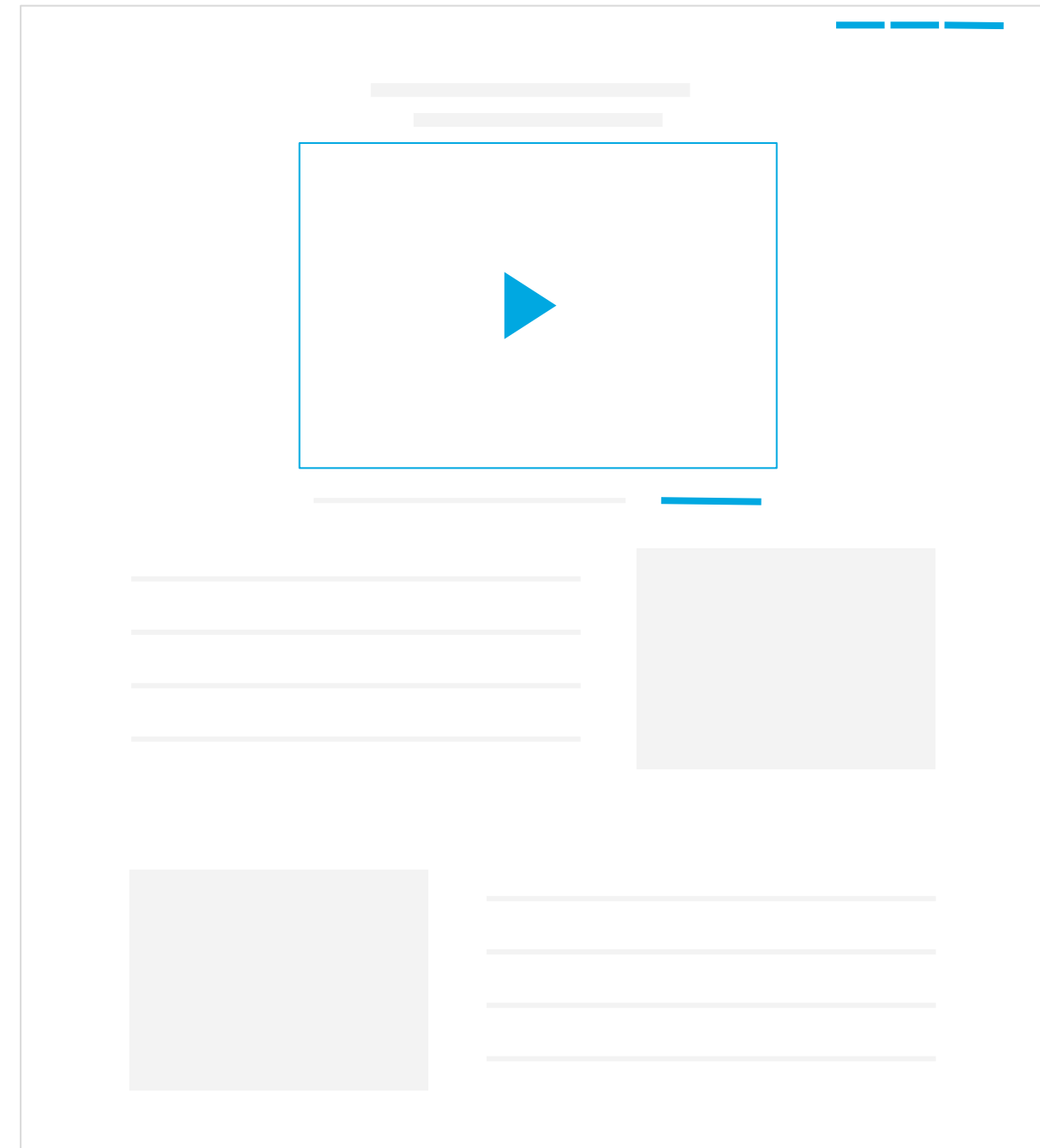


# SEO

**1** DESIGN OPTION ONE



**2** DESIGN OPTION TWO

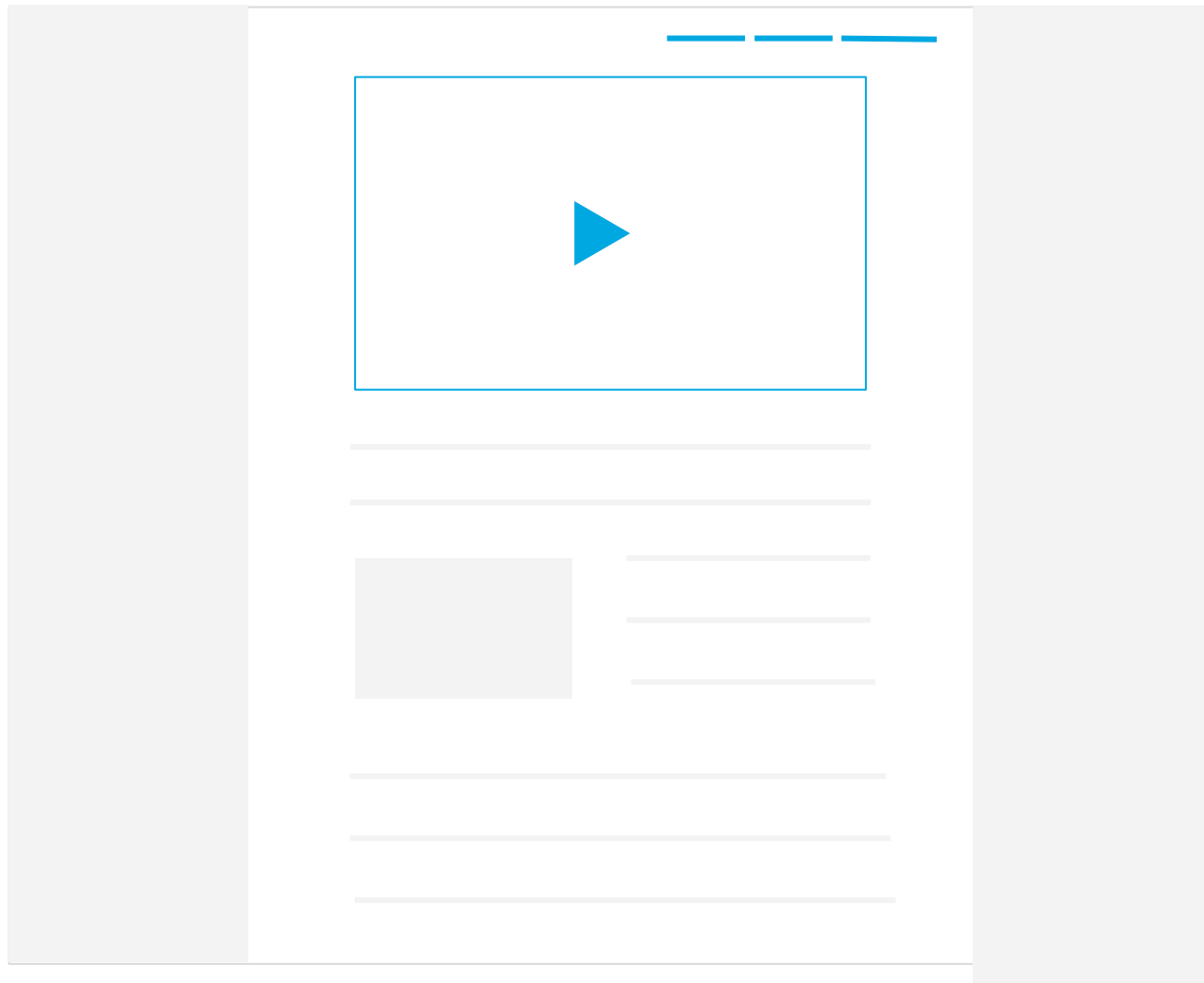


# SEO

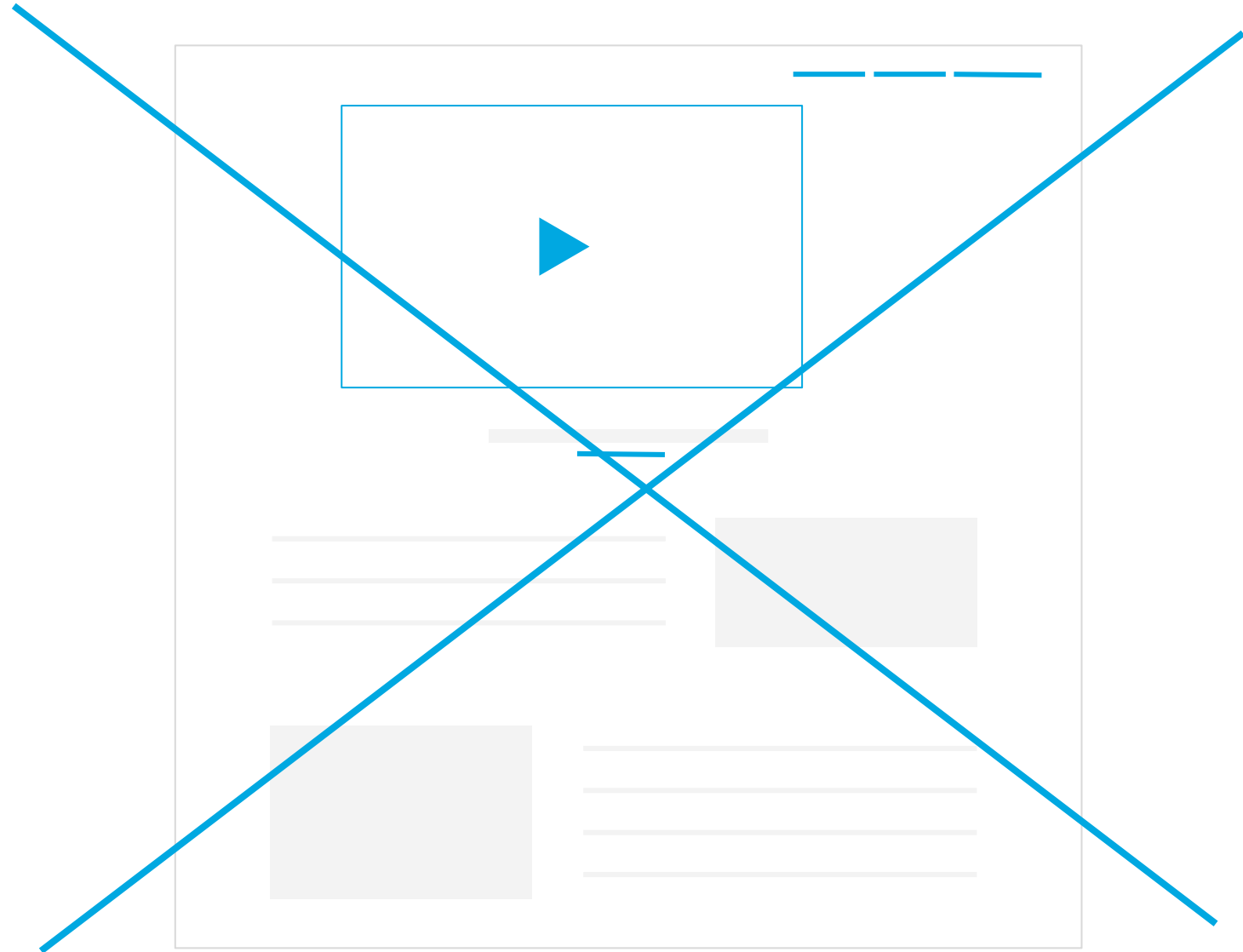
## SEARCH

Broad Search term

### BUSINESS PROMO



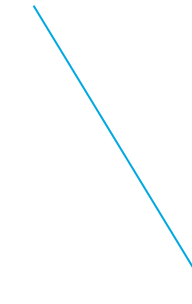
### SERVICE PROMO



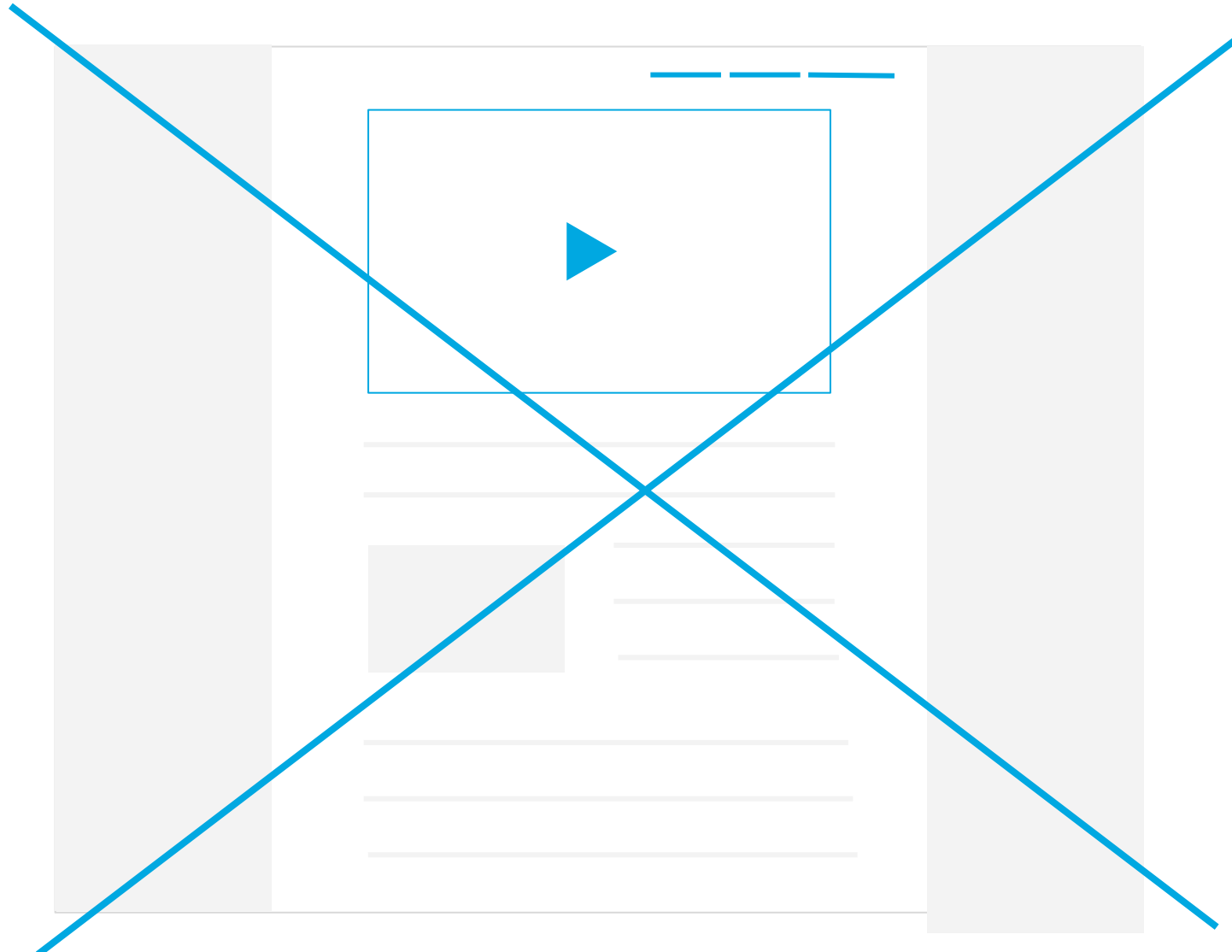
# SEO

## SEARCH

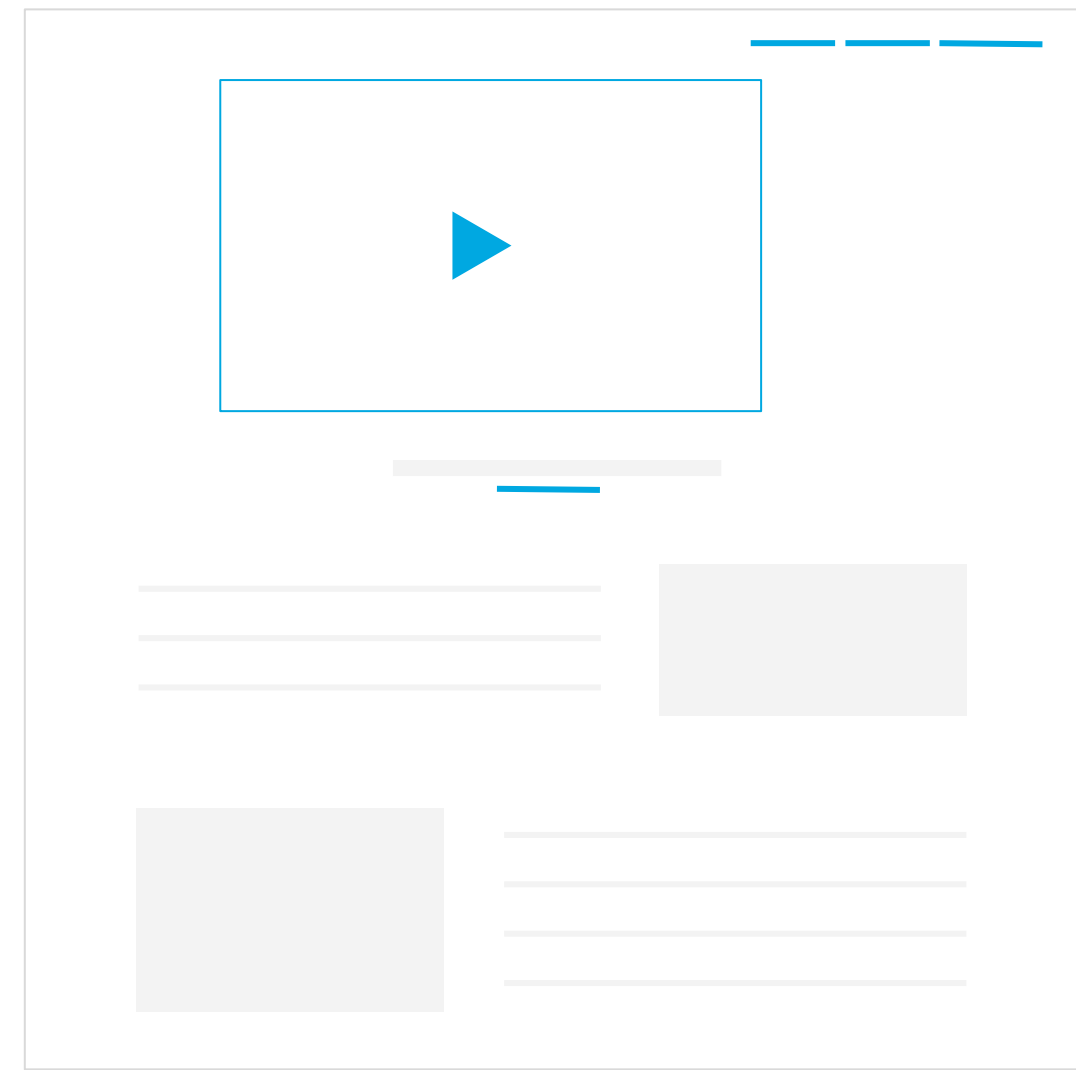
Specific search term



### BUSINESS PROMO



### SERVICE PROMO



## 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

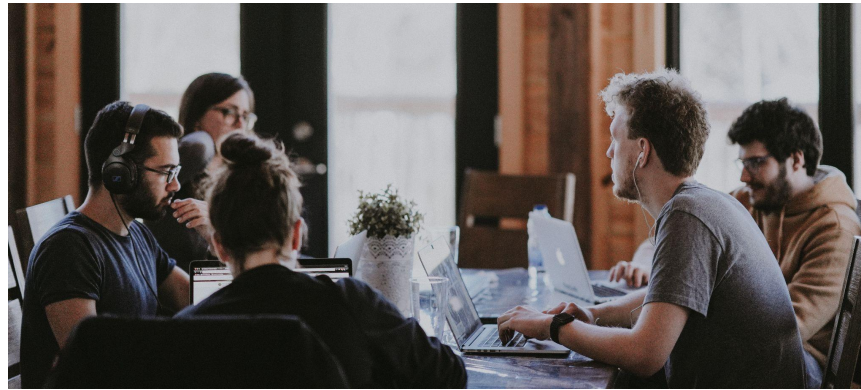
ESTIMATED TIME FROM START TO FINISH

# 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

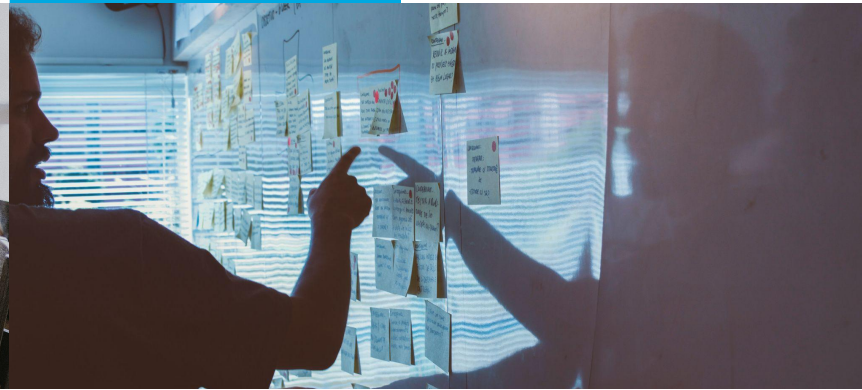


## APPROVAL

The project is formally approved

WEEK ONE

One- Two Full Days Filming



## 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

Three- Four Weeks



## FILMING

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

WEEK THREE

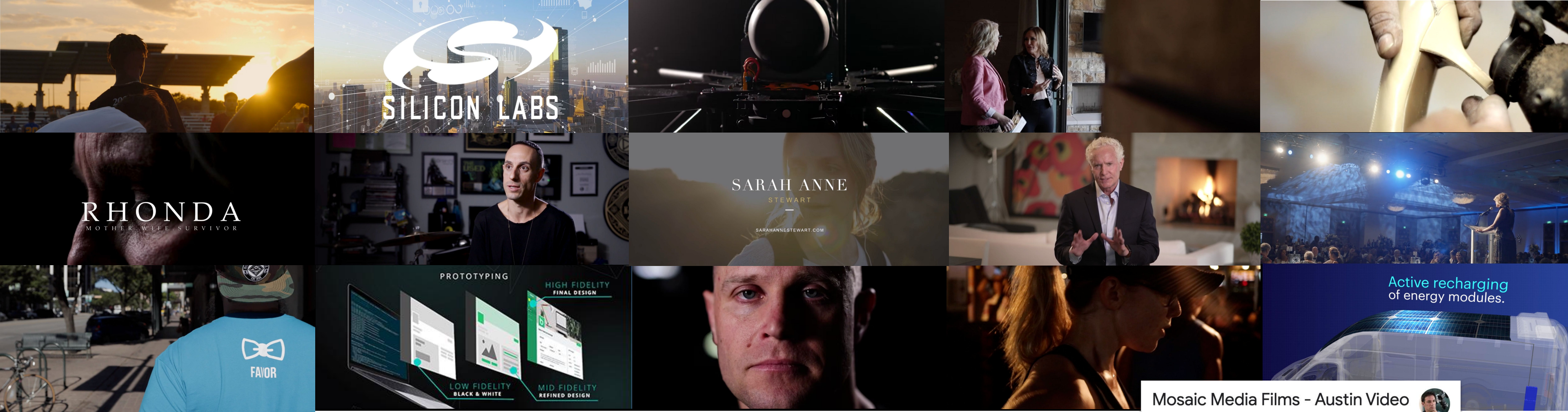
Three- Four Weeks



## 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 service 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