

# how we leverage + scale video content

We use every minute of our video shoots to capture and curate more content for your brand. Find out how we take your content to the next level.



## full-scale video production

Our team collaborates with you to craft an editorial strategy. We're on a content hunt. Capturing hours of b-roll footage, in-person interviews and hundreds of images for blogs, websites, social media and more. Your video shoot has so much potential for your brand and we seek every opportunity to create content for your future needs.



### b-roll footage

*blogs + social + websites*

We're rolling on hundreds of hours of video footage - all planned in pre-production. We understand what's coming up for your brand and are constantly thinking about what we can capture to fit that future need.



### custom imagery

*blogs + social + websites*

Forget the stock! We want your brand to stand out and be true to your message, your voice. We have a dedicated photographer on location capturing these important moments - building a library that can be utilized on your blog, website, social channels, etc.



### podcast content

*interviews + training + voice over*

Your Ideal Advocates need something more on-the-go than video content alone. Podcast audio allows them to stay in touch with your brand, no matter if they're on their way to work, picking up the kids, or wherever life takes them.



### blog + social content

*video interviews + b-roll footage + social clips*

We use every minute of our video shoots to capture and curate more content for your brand. We conduct interviews, capture video shorts for social, and snap images for future web and social content.



### digital platform/website

*video + custom photography + audio/podcast*

Your website is your strongest digital presence and good content is what makes it stand out. We fully develop your website content strategy, incorporating video content and custom imagery to truly reach your Ideal Advocates.