



add
VIDEO
to your marketing



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Mustache aficionado

Best known for being a video ninja





The next 60 minutes
can transform your
marketing strategy.

(trust us, we've done it!)

An overhead view of a group of approximately ten people sitting around a large, rectangular wooden table. The people are dressed in business casual attire. Several of them are using mobile devices: a laptop, a tablet, and several smartphones. The devices display various data visualizations, including bar charts, line graphs, and pie charts. The text '82% of internet traffic by 2020' is overlaid in the center of the image.

82%

of internet traffic by 2020



4x as many consumers would rather watch a video about a product than read about it (59% of executives agree!)

75% of executives watch work-related video on business websites each week

90% of viewers say product videos are helpful in the decision process

92% of mobile video watchers share videos with others



Video isn't leaving
anytime soon.

Flex your video muscle.



WHAT WE NEED TO BOOST
SALES IS A VIRAL VIDEO.
ON THE COUNT OF THREE,
DO SOMETHING FUNNY.





Equipment: You don't need much

Filming: Avoid rookie mistakes

Design: Work smarter for more viewers

Post Production: Tools for beginners

Integration: Use and re-use

A vintage movie camera is positioned on the left side of the frame, resting on a light-colored wooden surface. The camera is black with silver accents, featuring a large lens, a viewfinder, and various control dials and buttons. To the right of the camera, two large, partially unspooled reels of film are visible, showing the characteristic sprocket holes and the dark, layered film stock. The background is a rustic wooden surface with visible grain and texture.

EQUIPMENT

Camera

Lights

Audio







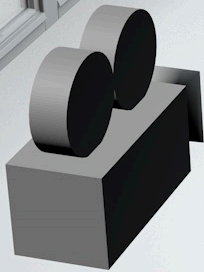




Lighting



AUDIO

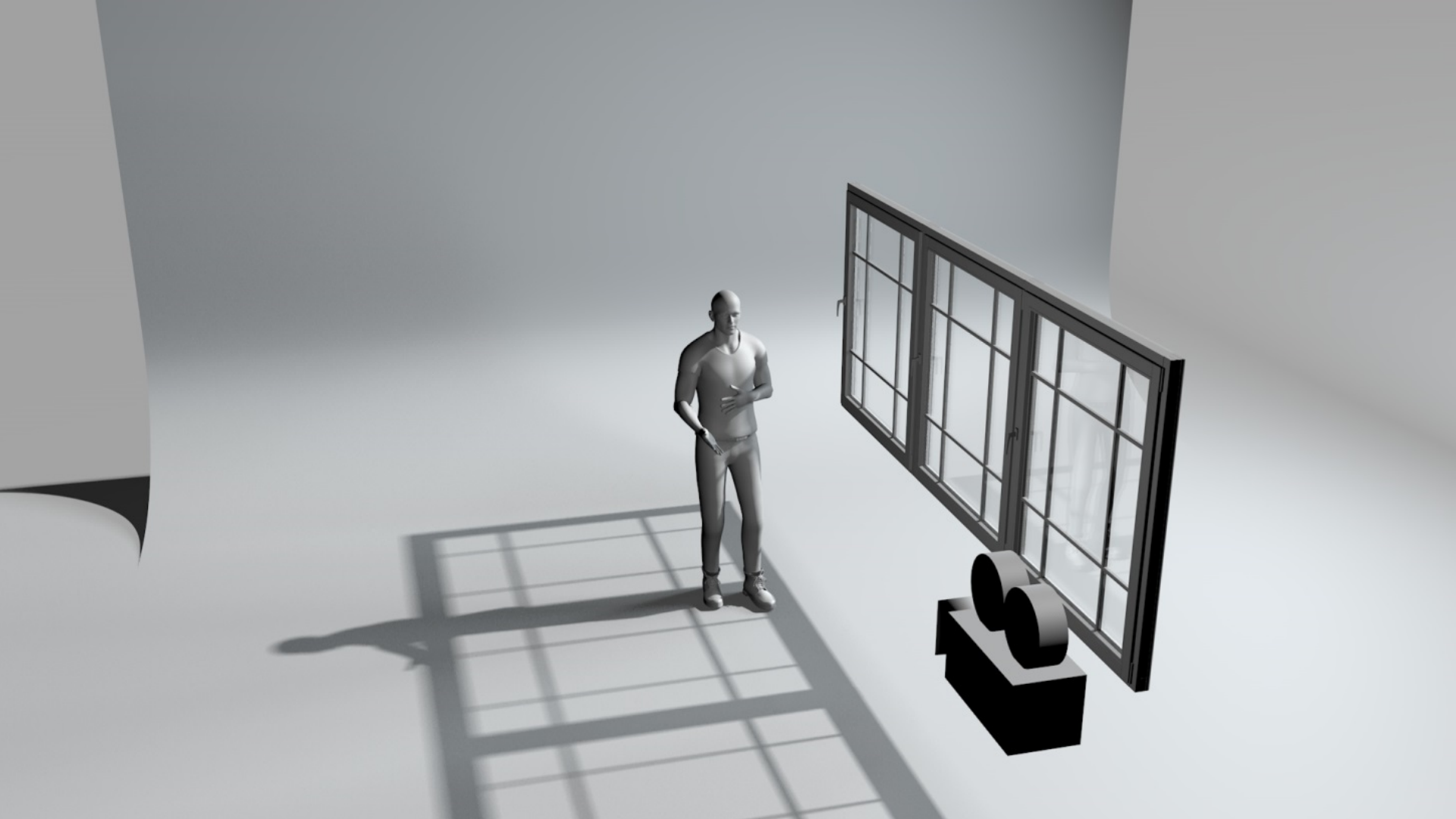


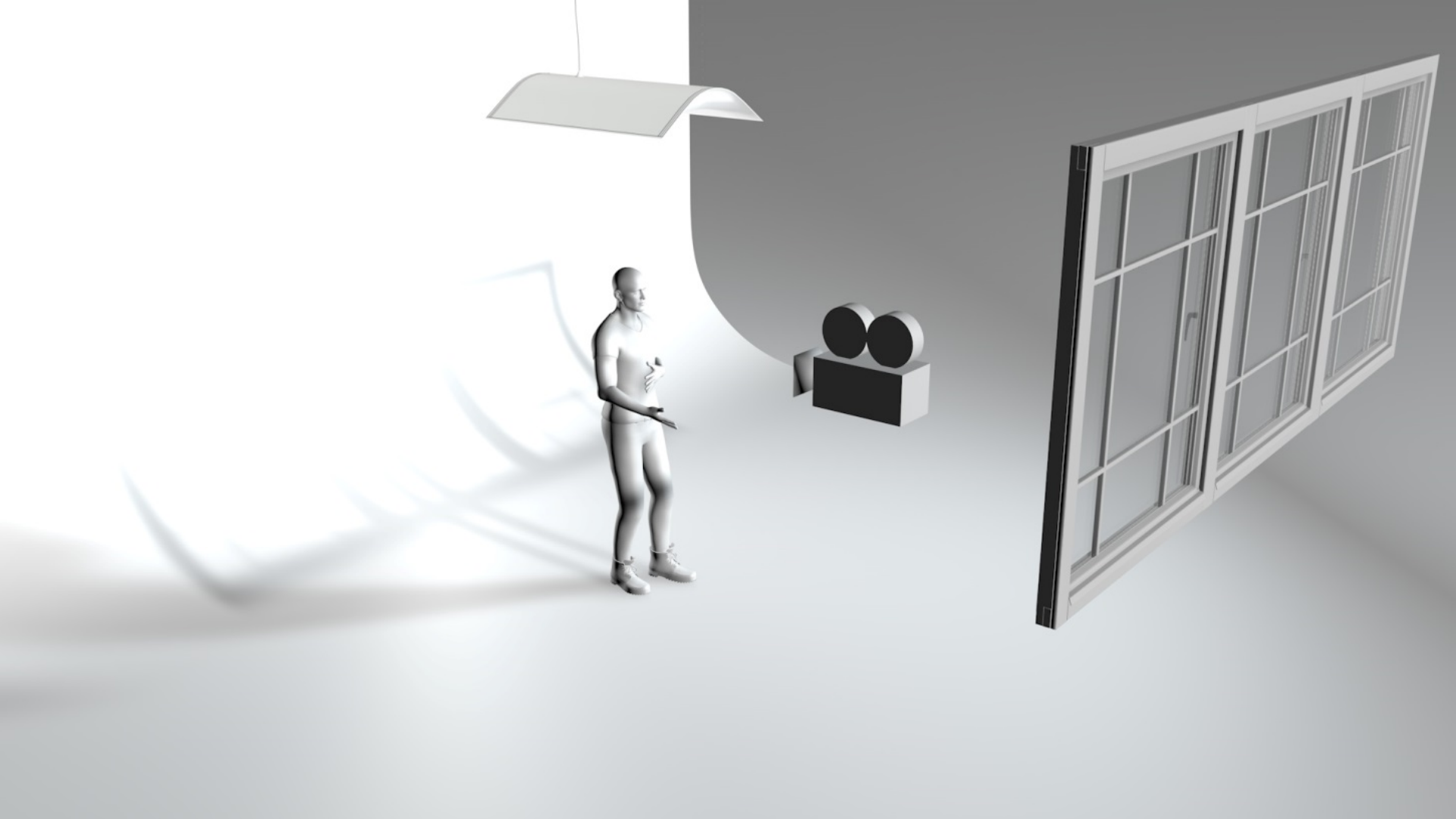


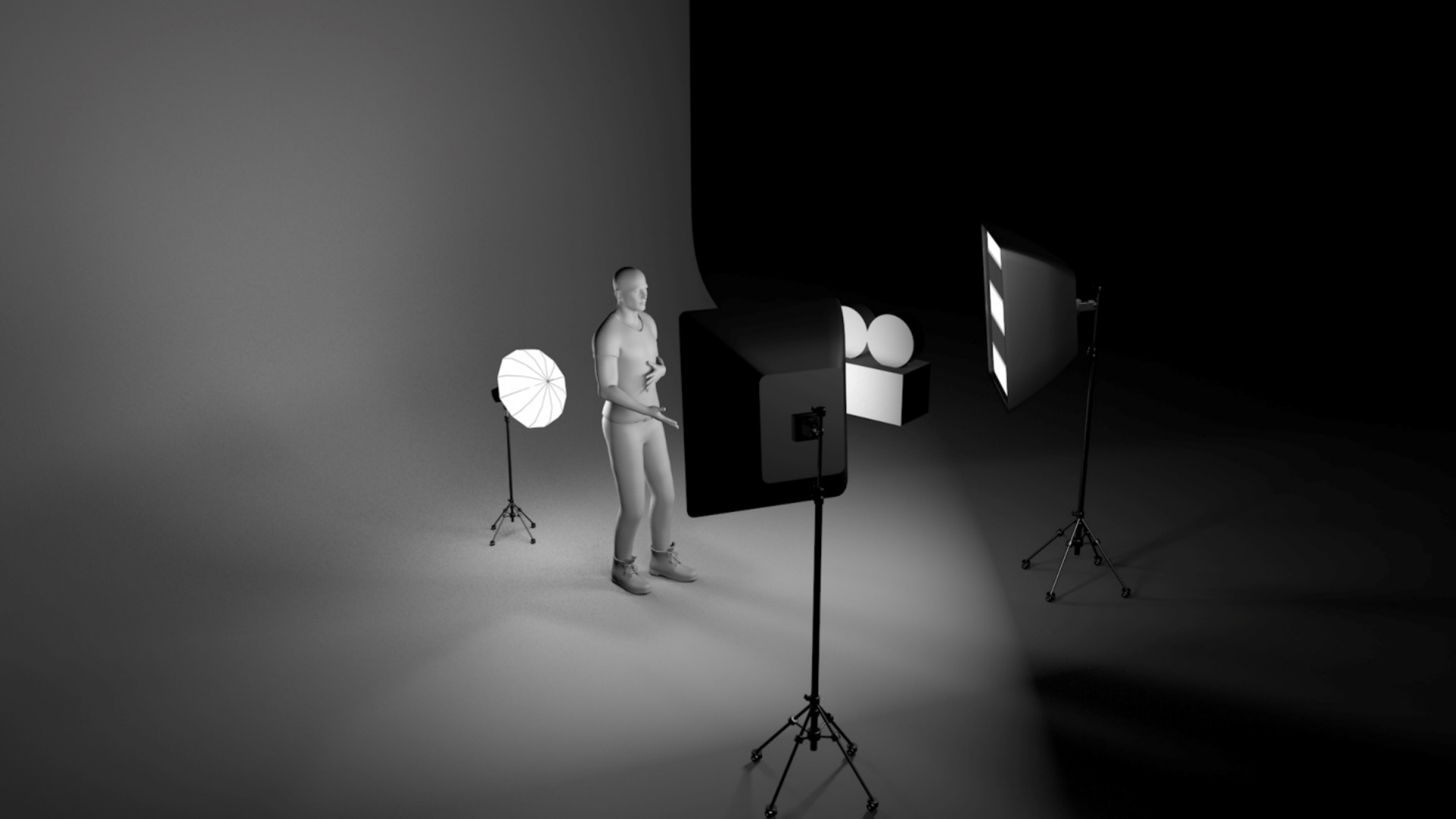
Boating Safety Tips

What you need to know
before your boat hits the water.













Design for Viewership

PLAN

Audience

Content

- Educational
- Explainer
- Stories
- Live action
- Reaction





PREP

Concise

Notes > Script

SME = Natural

Simplicity: words, set,
props, etc.



POLISH

Refine to 1 minute

- 20% of viewers quit after 10 seconds
- 60% gone by 2 minutes

Hook fast

Show value

A close-up photograph of a mechanical assembly. A thin, metallic strip with a series of small, rectangular holes is being held in place by a green, textured component. The strip is positioned diagonally across the frame. The green component has a small, silver-colored metal tab. The background is a light-colored, metallic surface with some visible wear and a bolt. The text "Post Production" is overlaid in the upper right corner.

Post Production

**Adobe After Effects, Adobe Premiere, Elements,
Adobe Premiere Pro, Adobe Presenter Video
Express screencast, Autodesk Flame, Autodesk
Smoke, Avid Media Composer, AVS Video
Editor, Camtasia Studio screencast, Corel
VideoStudio, Cyberlink PowerDirector, DaVinci
Resolve Studio, Edius, Final Cut Pro
X, FORsceneHarris Broadcast Velocity,
iMovie, Kaltura, Magix Movie Edit Pro, Magix
Vegas Pro, Sony Vegas Pro, Media 100, Montage
Extreme, MPEG Video Wizard DVD muvee,
Reveal Pinnacle Studio, Roxio Creator, SGO
Mistika Video Toaster, VideoPad, Masters**

A photograph of a savanna landscape with two giraffes. In the foreground, a large adult giraffe with a brown and white patterned coat stands in tall, dry grass, looking towards the camera. In the background, a smaller young giraffe stands in the same grassy field, facing away from the camera. The background features rolling hills and a blue sky with light clouds.

INTEGRATION

Give your video some legs



SOCIAL

Live Stream

120 shares

4500+ views

Filmed in 1 minute

Tagged influencers



SOCIAL

Timely / Relevant

200+ shares

150,000+ views

Encouraged sharing

Assisted our audience

85% of Facebook video views take place with no sound!



SOCIAL

Educational

75+ shares

5000+ views

Quick hook with humor

Related to audience



SOCIAL

Explainer

2 shares

270 views

Explained a service
Smaller audience –
had to have an
interest

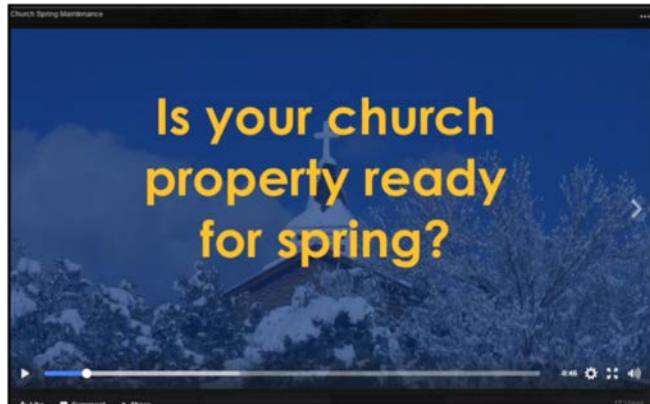
VFIS Sales Team



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WEBSITE



Let's Talk: Preventing Child Abuse in Your Organization



View the preview above or on YouTube

Landing page



DRONE COVERAGE HAS LANDED

Starting June 1, VFIS clients will automatically receive drone coverage as a part of their policy at no additional cost. Coverage includes repair or replacement, general and excess liability for drones that are owned, operated, rented or loaned to an emergency service organization.

For more info, or to find out if this will be included in your policy, please contact us.

[CONTACT US](#)

EMAIL

What We Quote

Learn about the municipality
business we specialize in.



NEW FIRE RECRUITMENT VIDEOS AVAILABLE

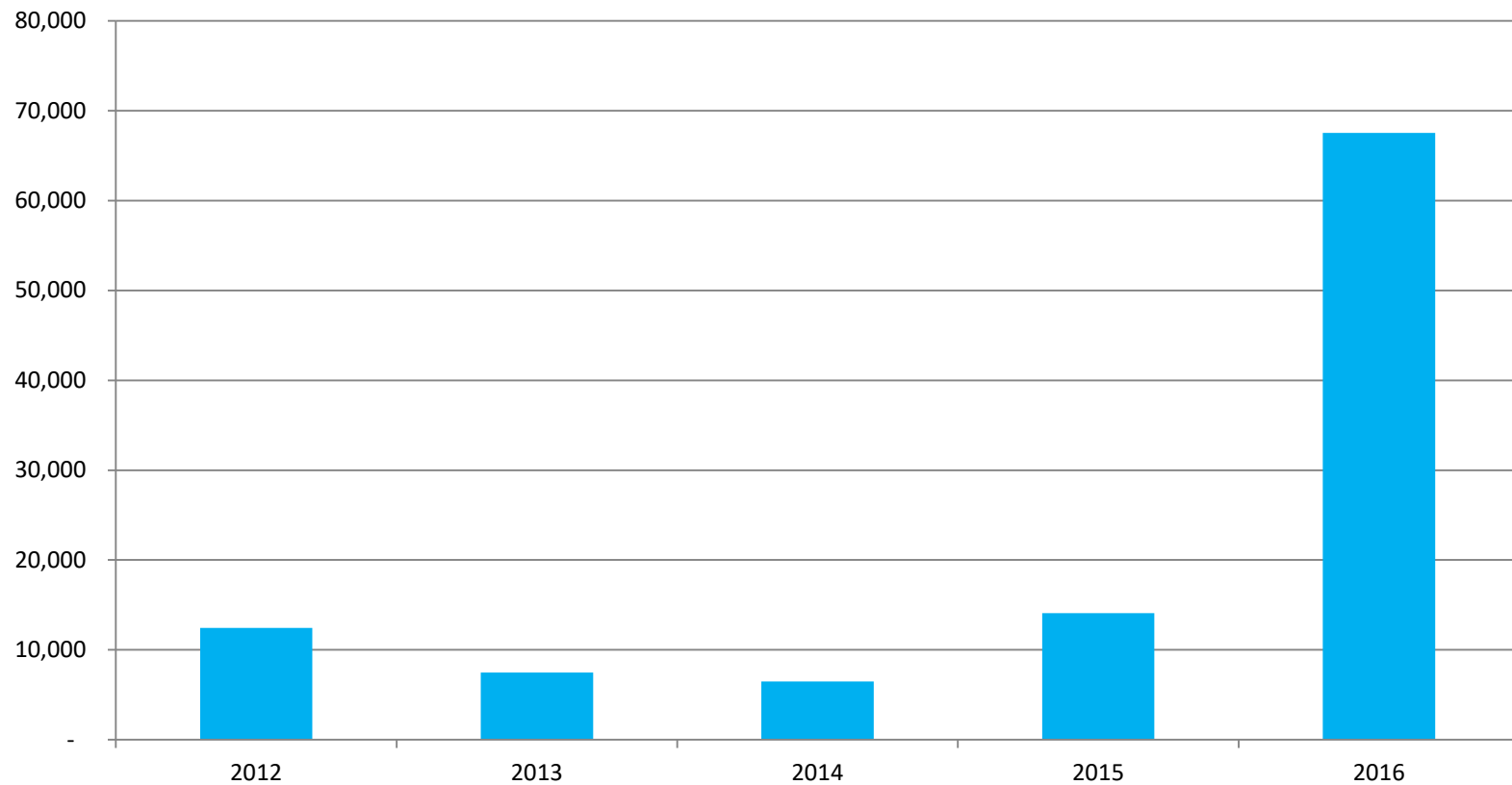
Using 'video' in subject:

- 19% higher open rate
- 65% higher click through rate
- 26% less unsubscribes

RESULTS



Plays/Views



A photograph of the Colosseum in Rome, Italy, under a cloudy sky. The ancient amphitheater's iconic tiered arches are visible, with some sections showing significant damage and missing stone. In the foreground, a low metal fence separates the walkway from the Colosseum. Several people are seen walking along the path. A small white sign is visible on the left, and a black banner with white text is on the right. The text "DON'T QUIT" is superimposed in large, white, sans-serif capital letters across the middle of the image.

DON'T QUIT