

**Peter Craven**  
**Founder & Creative Director**  
**BlueSky Video Marketing**



**NEWRY CHAMBER**



Comhairle Ceantair  
**an Iúir, Mhúrn agus an Dúin**  
**Newry, Mourne and Down**  
District Council



**Southern  
Regional  
College**



# THE VIDEOS YOU NEED TO MAKE IN 2022



WE'RE  
**SERIOUS**  
ABOUT VIDEO

We combine more than 20 years global marketing experience and the production of more than 1000 videos to create content that delivers real business results.

# BEWARE THE RANDOM ACT OF VIDEO

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Video is not a silver bullet that will transform business performance.

But used properly it will work as part of a targeted marketing mix to help you

- Communicate more effectively
- Build trust with your audience
- Create an army of loyal brand advocates

Our subscription based video production service helps you make the most from the content we create together.

**Peter Craven**  
Creative Director





## CONTENT PLANNING

Your video content plan is **aligned with your overall business objectives** to ensure easy tracking of performance against targets and a shift from vanity metrics to the metrics that really matter.



## CAMPAIGN EXECUTION

We work as an extension of your team to deliver **powerful, engaging content optimised for success** across your chosen distribution channels and in line with your brand guidelines.



## REFINEMENT & REPORTING

**Monthly reviews** of content calendars, campaign objectives and results ensures the **flexibility** to cope with changing requirements and **respond effectively to changes in the external environment**.

# WHAT IS VIDEO AS A SERVICE?

Embed video into your everyday marketing communications in a way that helps **build awareness, generate new opportunities and win new business.**



“Advice is a form of nostalgia.  
It's like fishing the past from the disposal,  
wiping it off, painting over the ugly parts  
and recycling it for more than it's worth.”

Baz Luhrmann  
Always Wear Sunscreen  
1997

**VIDEOS  
THAT DELIVER  
REAL  
BUSINESS  
RESULTS**





**SOLVE**  
A PROBLEM



**UNLOCK**  
AN OPPORTUNITY

# 3 KEY CATEGORIES



SELL MORE

COMMUNICATE  
BETTER

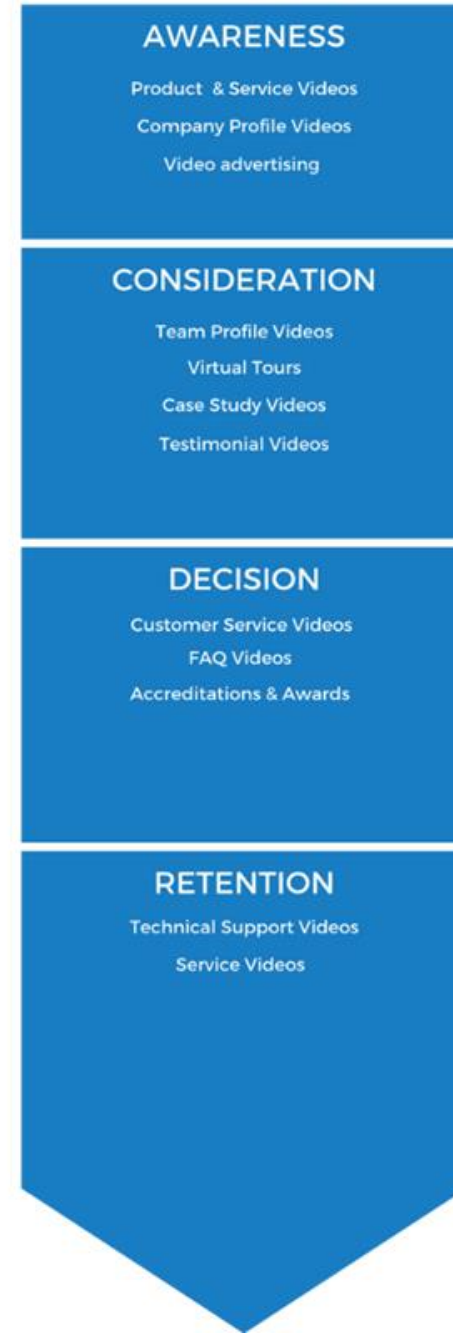
BUILD YOUR  
EMPLOYER  
BRAND

# WE LOVE SALES FUNNELS

We understand that prospects require different information at every stage of the sales funnel.

Our content planning process explores the different information requirements for your customers and creates content ideas that help move your prospects through the sales funnel.

Post-conversion we'll also work with you to understand the best way to ensure those customers keep coming back.



# CATEGORY 1

SELL MORE

"We need more enquiries"

"We better retention rates"

"We better conversion rates"

"We need more enquiries"

## **PROBLEM = AWARENESS**



- Company Promo Video
- Product / service videos
- Animated Explainers
- YouTube Channel building
- YouTube Ads
- Social Media Ads
- Webinars & Live Events
- Targeted TV advertising

"We need better conversion rates"

**PROBLEM = TRUST / RISK**



- Case Study Videos
- Testimonial Videos
- Factory Tours
- Meet the team
- Project Management / Delivery
- Live streams with customers
- Trade show / event videos
- Growth story videos

"We need better retention rates"

**PROBLEM = SERVICE / USER EXPERIENCE**



- Customer Service videos
- 'How to' videos
- Technical Support videos
- FAQ videos

SUPPORTING THE  
SALES EFFORT  
AT EVERY STAGE



AWARENESS



CONSIDERATION



DECISION



RETENTION



## CATEGORY 2

BUILD YOUR  
EMPLOYER  
BRAND

"We need more applications."

"We need to be less reliant  
on recruitment agencies."

"We need to compete  
better for the best talent."

## BUILD YOUR EMPLOYER BRAND



- Job role promotional videos
- A day in the life
- Mission, Vision, Values
- Company Culture
- Tour of the premises
- Promotion stories
- Benefits offered
- Extra-curricular activities
- Training & development
- Induction & onboarding
- Growth stories

## CATEGORY 3

COMMUNICATE  
BETTER

"We need to let people  
know what's going on."

"Our team is remote so  
we need a new plan."

"We need everyone to  
contribute new ideas."

## COMMUNICATE BETTER



- Quarterly strategy updates
- Big project updates
- Standard Operating Procedures
- Induction & onboarding

# WHY INTERNAL COMMUNICATIONS MATTER...

BUILD  
ENGAGED  
TEAMS

FOSTER  
A COLLABORATIVE  
CULTURE

DISPLAYS  
OPENNESS  
& HONESTY

REMOVES  
NATURAL  
MISTRUST

USES ALL  
THE BRAINS  
IN THE ROOM

UNDERSTANDING  
THE JOURNEY &  
THE DESTINATION

GIVE YOUR  
PEOPLE  
A VOICE

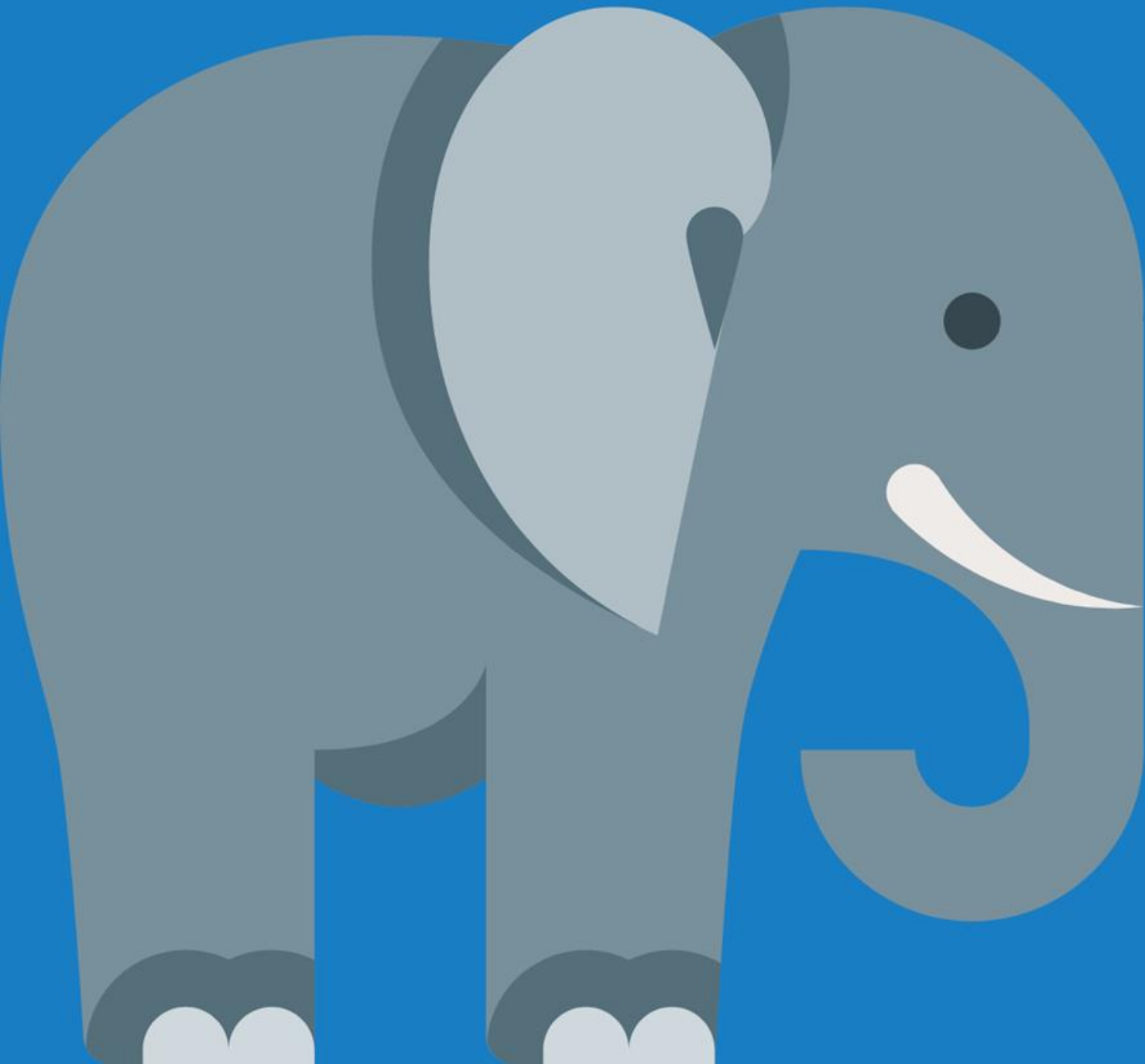
CELEBRATING  
SUCCESS

TIME POOR  
PEOPLE NEED  
EASY ACCESS  
TO INFO

IMPROVES  
EMPLOYEE  
RETENTION

HELPS WITH  
RECRUITMENT

THE  
REMOTE WORKING  
CHALLENGE



**HOW DO  
YOU EAT  
THE  
ELEPHANT?**

# WHAT DOES **SUCCESSFUL** STRATEGY EXECUTION LOOK LIKE?

## OBJECTIVES



## TACTICS



## MEANS



# THE QUESTIONS TO ASK

- What objections do we hear?
- What do we do that is different?
- What is it about what we do that our customers really value?
- What do we do that not enough people know about?
- When people are looking for the product or service that we sell, what are they searching for?



# KEY MESSAGES

- Understand the resources (human & financial) that you have available.
- Create a content plan that delivers assets through the sales or recruitment funnel - and is scored based on the impact it will have
- Understand the channels that your customers use and what they are there for:
  - Social Media - interruption
  - YouTube / Your website - research
  -
- Based on your positioning and the brand values decide what you can do yourself and what you need help with

# OUR SERVICES

We are a one-stop-shop for all your video and moving image requirements



**DRONE VIDEOS**



**TIMELAPSE VIDEOS**



**ANIMATED VIDEOS**



**MOTION GRAPHICS**



**CHANNEL MANAGEMENT**



**VIDEO ADVERTISING**



**INTERACTIVE VIDEO**



**LIVE STREAMING**



**WEBINARS**



# THANKYOU

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