

This is a proposal for sending creating a bi-weekly video series.

As I have mentioned previously, these videos are incredibly easy to make. I just need to have the intro/exit and title cards made by a freelancer as Canva templates. The sample video in this folder took me less than an hour to make.

Process

All I need is a video from a team member every other week, speaking about a topic they are passionate about or need to cover. This can be several short videos or 1 long one (I can edit it). Either the speaker can say what they want or marketing can provide them a script.

Email Series

We currently send a newsletter every other week, with ok engagement at best.

- We could increase our email numbers & overall engagement with a video email going out every alternate week.
- Not putting the video in the regular newsletter will prevent it from being drowned out by the other content
 - We can effectively determine if video is more engaging than text

SEO

We have negligible video content on our website. We can treat each video as a new blog post. [Video is a highly engaging medium that is favored by humans and search engines alike](#). SEO would not only include our results in a regular Google search, but also in Google Video search (which sources results from all over, not just YouTube).

YouTube

Our YouTube presence is negligible, a shame considering we have a channel. The good news is that the RPM space in YouTube is stale and no one has committed to producing regular RPM content. This is our opportunity to establish a helpful and engaging presence that will set us up for success, especially when Monarch launches.

Website FAQs

Almost everyone has been unsatisfied with our [website's FAQ section](#). Videos would be a much more engaging and effective replacement for this.

Marketing Assets

Sales has repeatedly asked for alternate forms of content (anything besides blog posts) and video would be ideal, especially short & easily digestible clips explaining 1 topic.