

# The Art and Science of Authentic Marketing

No-Nonsense  
Digital Media Communication

# Authentic Marketing

From the initial spark of an idea, to its nurturing through discussion and experimentation, to the final expression of its intent, companies have a tremendous opportunity to reach prospects authentically—without hype, misdirection, or pretense. In an age where media saturation is ubiquitous, sometimes the quiet, direct appeal carries more weight than the jarring, bombastic, overloud approach that is all too common.



# Five Ways to Shape Your Marketing Message

No 1

## Be honest with yourself

What's the heart of your product or service? How can you effectively describe it—without resorting to artifice or amplification?

# No 2

## Determine what your customers value most

In simplest terms, why are customers drawn to your business rather than to your competitors? What aspect of your business do you want to highlight? Who do you want to reach?

# No 3

## Choose a form of media that effectively tells your story

There are dozens of ways to frame and present a message. What first comes to mind when you are looking to tell your story?

# No 4

## Shape the general idea of your story into a specific form

Whether a 20-slide narrated presentation, a two-minute whiteboard animation, or a 60-second video overview, once you decide on the form, the story can begin to take shape.

# No 5

## Develop the story through multiple iterations

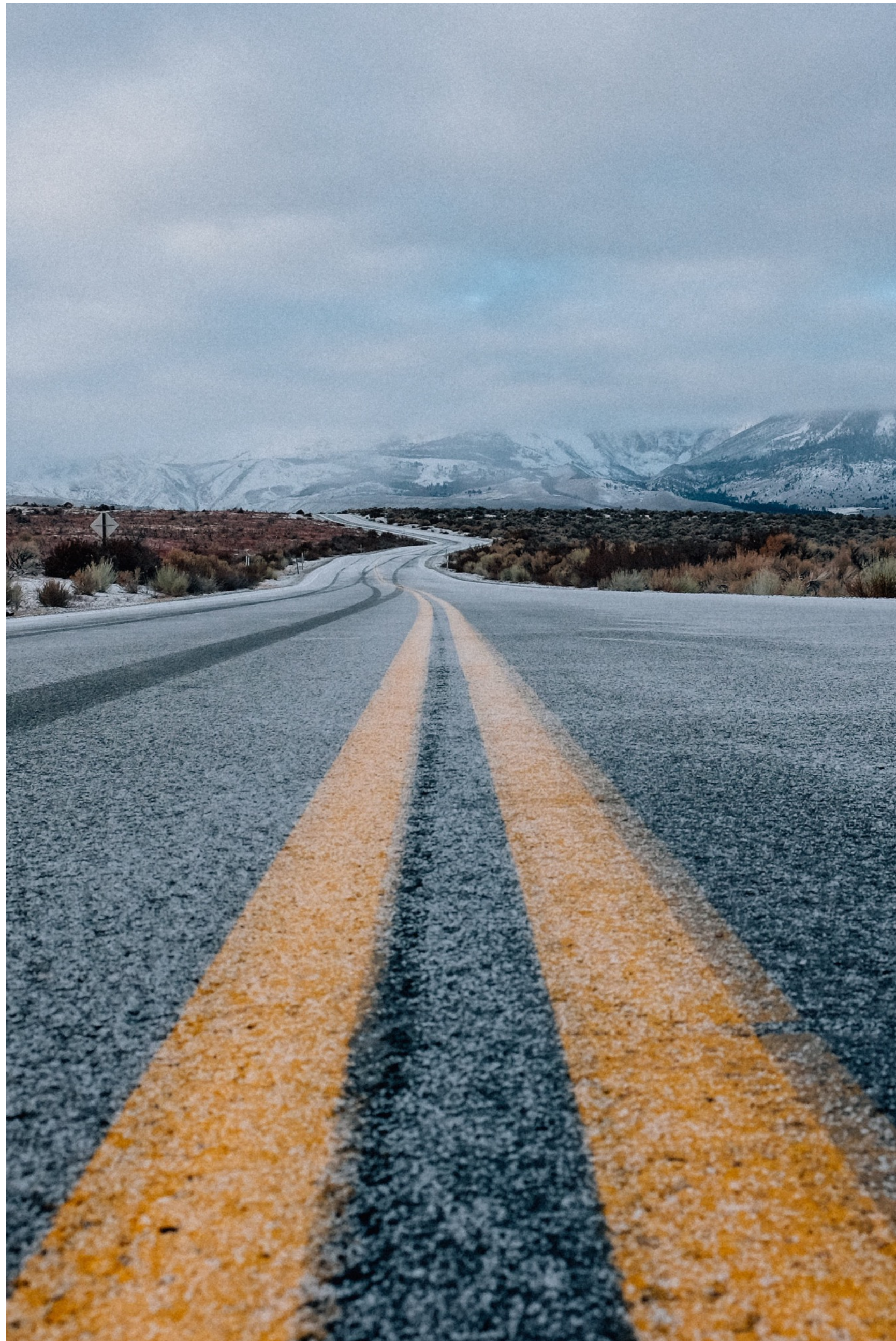
Agile development practices work well for digital media works. Prototype quickly, try new ideas, rework as necessary to respond to feedback, and polish until ready to present.



# Meeting the Challenge

The challenge at this stage can be simply trimming down the range of possibilities and finding a way to tell your story in a way that reflects your organization's personality and primary mission.

An experienced guide can help craft a plan, devise a strategy for producing media content, and measure the outcome of your project.



# Inbound Marketing

Traditional advertising no longer works. Ad blockers, a distrustful public, annoyance with ubiquitous, in-your-face web tactics, and information overload are driving prospects away in droves.

You need to win the trust of prospective customers, communicating honestly and openly through new media, social channels, and similar venues.

The idea is to offer something of value to your audience and then to establish a dialog. That something could be an entertaining or informative video, an animated story, or a podcast interview with an expert in your area of business.

# Audiences for Inbound Marketing

Inbound marketing techniques are well suited to any organization that has an Internet presence. The basic strategies are designed to build an audience genuinely interested in the topics and information being presented.

- Non-profit organizations can effectively connect with their stakeholders through social media campaigns, informational videos, and podcasts that share the ideas of key individuals in their field.
- Political campaigns reach out to supporters through social media and interactive online materials aligned with their interests.
- Businesses with a product or service can interest prospects using audio and video pieces, as well as guided explanations of their offerings (such as site planning for solar panel installations).

# A Path to Deeper Communication

Companies engaged in inbound marketing quickly recognize the importance of audio and video to expand the depth and power of attracting an audience. Digital media can:

- Provide an authentic tone and voice to the company message
- Strengthen engagement with clients and prospective customers
- Establish a brand presence that is more distinctive and memorable through creative use of music, voice, animation and video content



# Cost-Effective Communication

These seven types of digital media techniques are among those that can be remarkably cost effective:

- Animated whiteboards
- Kinetic typography
- Narrated slide presentations with 2D motion graphics
- “Ken Burns” style videos created from stills
- Infographics with narration and 2D animation
- “Podcast-style” expert interviews
- Guided tours of applications, web sites, or online forms for training or education



# Video Marketing Engagement

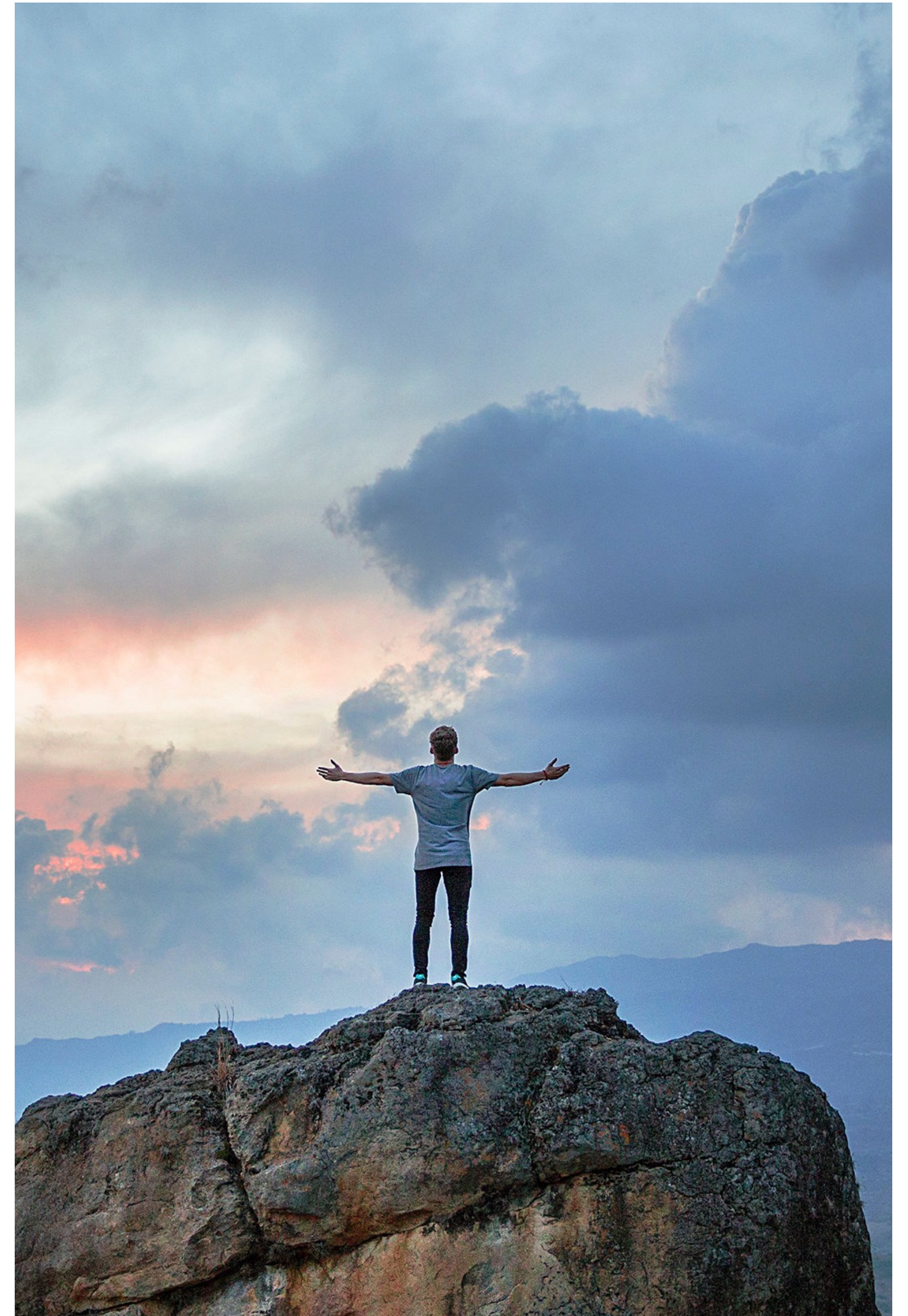
We could fill several slides with impressive statistics about how well inbound marketing works. But let's just take a few stats about how video boosts engagement (from a Business 2 Community article): [37 Staggering Video Marketing Statistics for 2017:](#)

- Video drives a 157% increase in organic traffic from Search Engine Result Pages.
- Video on a landing page can increase conversions by 80% or more.
- Videos up to 2 minutes long get the most engagement.
- YouTube has over a billion users, almost one-third of total Internet users.
- Over half of video content is viewed on mobile.



# Benefits of a Virtual Team

- A virtual team, linked through high-speed cloud services, offers advantages over a brick-and-mortar production service that is shackled with the high overhead of permanent staff, facility costs, and equipment expenses.
- Using primarily Vermont scriptwriters, editors, videographers, marketing professionals, graphic artists, audio specialists, voice talent, and leadership consultants, we can offer highly competitive rates and rapid turnaround times.





# The Process

Getting those proverbial ducks in a row



No 1

## Launch a discovery session

Schedule a discovery session, typically 90 minutes to two hours, to identify what you need and help focus on the story you want to tell. This can be in person or through video collaboration.

# No 2

## Identify a pilot project

Figure out the best initial project to act as an introduction to our services and to help shape your message. This could consist of any of the forms of cost-effective communication we offer.

# No 3

## Measure the results

Did the digital content developed for you generate leads, boost your web traffic, or cause a buzz on social media? There are a number of ways to evaluate results and we'll help you do that.

# No 4

## Determine next steps

If you're completely satisfied with the results of the pilot project and want to move ahead with one or more additional projects, we can mutually determine the next steps.

# Examples of Cost-Effective Digital Media



## Animated whiteboard

### Living Seasonally

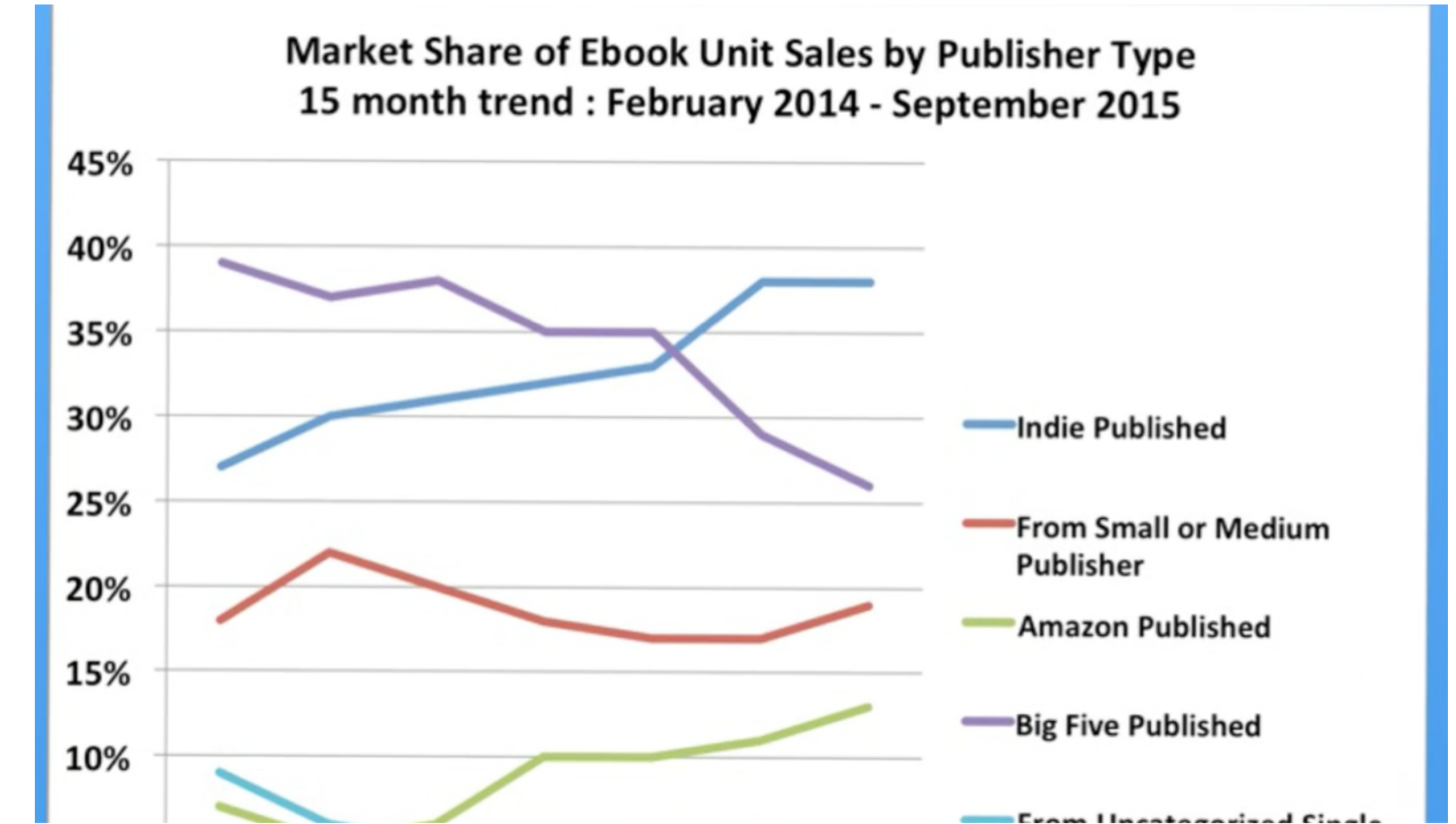
Produced to draw attention to the mentoring services offered through the Presence Point, this animated whiteboard video was created using VideoScribe, an efficient and versatile creative tool.



## Podcast interview

### Theater of the Mind

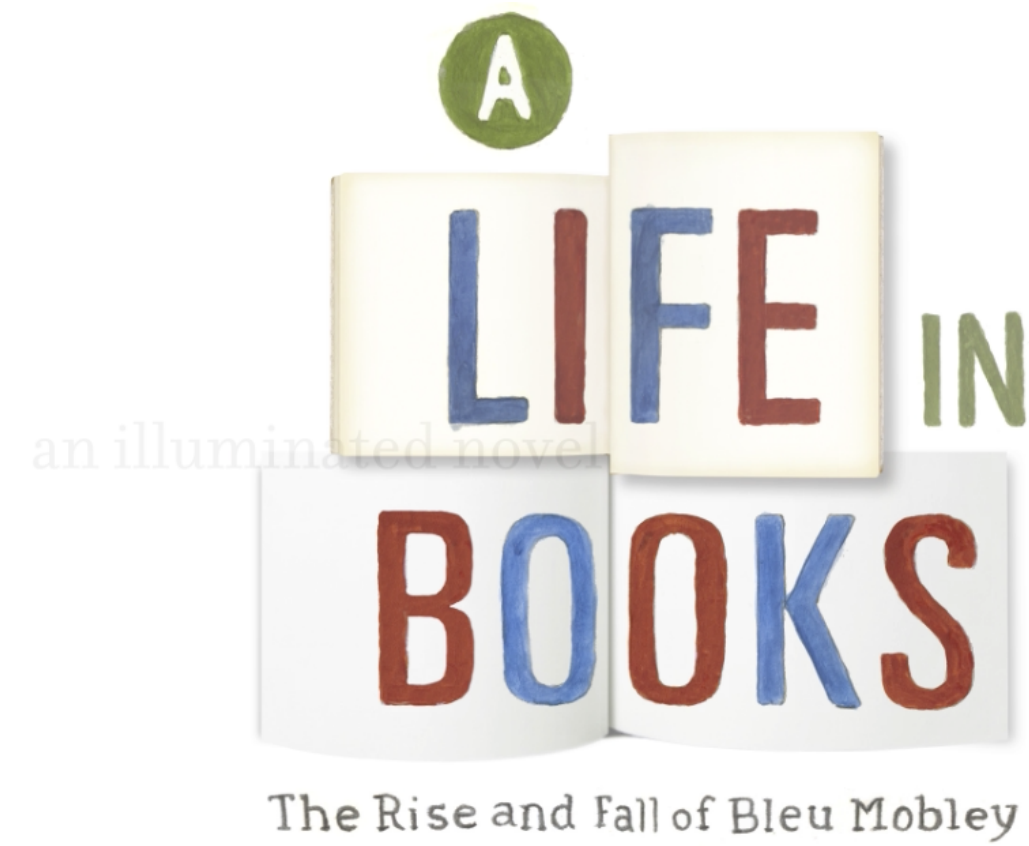
An interview with a professional audiobook narrator, Richard Rieman, discussing the growing importance of audiobooks and the narration techniques that are most effective.



## Animated infographics

### Ebook Trends

A simple process chart, line drawing, or sketch can be quickly converted into an animated, narrated video using Tawe. Resulting videos are very compact and can even be sent by email (approximately 2MB for a 1-minute video).



## Kinetic Typography

### Book Trailer Example

The simple act of adding motion to characters on a screen, interspersed with graphics, narration, and music, can produce effective digital media content very cost efficiently.\_

## Character Animation

### Sam & Max, Freelance Detectives

Character animation, once limited to high-end studios, can be used in creative ways to tell a story, using new tools from Adobe that streamline the process.

## Tours of Application Features

### Reviewing with Adobe Reader

If you're offering an online service, a software applications, or any interactive process that requires explanation, a guided tour can help customers or prospects better understand the tools.

S H A D O W  
P R O D U C T I O N S

aquajazz



# Collaborative Design and Development

Shadow Productions, AquaJazz, and Lightspeed Publishing are partnering to provide clients with:

- Guidance in identifying and shaping an effective marketing message that reflects the genuine business values a company offers
- Scriptwriting and storyboarding
- Development of a wide range of digital media formats—from cost-effective works to elaborate, full-scale productions



Through affiliations with other organizations in Vermont and beyond, we're able to offer a wide range of **digital media creation services**, from simple 90-second whiteboard animations to full-scale information-centered video productions.

Let's start a conversation. . .

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