



STORYME
video + video strategy



Strategic Video Plan

What is the point of good looking videos, if they don't reach their goals?

Your Strategic Video Plan will tell you what videos you need, and where, when and how to distribute them, in order to reach your goals.



Wait up... Strategic Video Plan?



WHY?

Far too often companies rush into the video process and fall short. For your video efforts to be successful you need to create a video plan based on clear goals- and it all begins with a plan.

That's exactly what we do. We co-create a completely customized Strategic Video Plan that tackles your company's needs.

WHAT?

We organize a strategic session and build a full marketing funnel plan adapted to your company needs, telling you what videos you need, and where, when and how to distribute them. On top of this, we'll give you a full report on how your channels can be optimized and your video SEO needs met.



Deliverable

YOUR STRATEGIC VIDEO PLAN

- Video Channel Audit: we analyse your Video channels and give actionable insights on how to optimize them
- Competitor Benchmark: An in-depth check of the channels and content of your competitors
- Video SEO Analysis: we see where you're at with your SEO and help you to improve
- Strategic Video Plan: a structured video journey that tackles your company needs
- Video Distribution Plan: a schedule for video implementation that maximizes your ROI

SERVICE EXPLAINER

VIDEO SPECIFICATION

- Animation OR Live
- Text on Screen
- 60s
- 16:9

CONTENT

- Highlight all your service USPs:
 - Fast delivery
 - Help with installation
 - Take old appliance to trash
 - Teach/educate about your new product
 - etc.

FACEBOOK & INSTAGRAM

POTENTIAL REACH: 7.000 - 240.000

MEDIA BUDGET: TBD

There are three potential targeting methods for the YouTube ads.

AUDIENCE 1

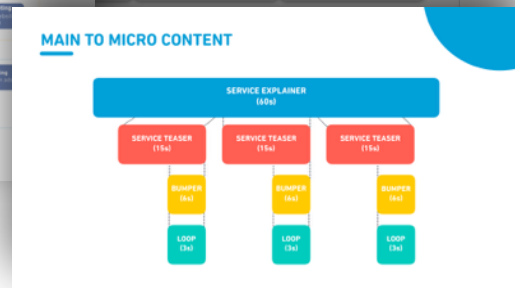
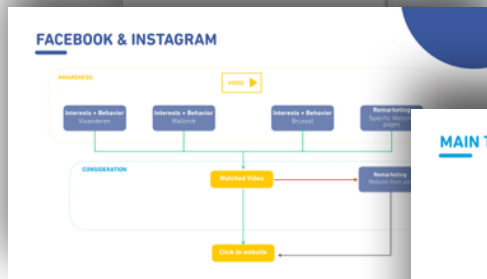
- **Age & interest (23-40 in Ireland)**
targeting on engaged shoppers (behavior)
AND interests in bed.com, Casiblu, Media Markt, Saturn, Amazon.com, amazon.de + pages related to home appliances.
• Cost: €40.000

AUDIENCE 2

- **Age & interest (23-40 in Ireland)**
targeting on engaged shoppers (behavior)
AND interests in bed.com, Casiblu, Media Markt, Saturn, Amazon.com, amazon.de + pages related to home appliances.
• Cost: 7.000 (€), 30.000 (€)

AUDIENCE 3

- **Age & interest (23-40 in Ireland)**
targeting on engaged shoppers (behavior)
AND interests in bed.com, Casiblu, Media Markt, Saturn, Amazon.com, amazon.de + pages related to home appliances.
• Cost: 7.000 (€), 30.000 (€)





Who is this for?



- CMO
- Marketing Manager
- Digital / Content Marketeer
- Brand Manager
- Event Manager



- CRO
- Sales Manager
- Product Manager



- CHRO
- HR Manager
- Recruiter





Happy Clients



Triodos Bank



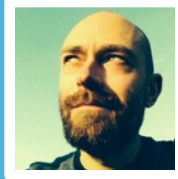


This is what they say



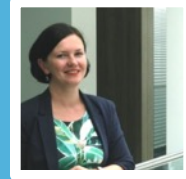
“ Very satisfied with the result. Our Strategic Video Plan was a fully-customized recipe for JDE’s video success. ”

Bob De Rydt
CMO



“ It shows once again how important it is to make a plan before you dive into video. The results will be better *and* it’s more cost-efficient. ”

Andy Lievens
Project Manager MarCom



“ StoryMe made a us re-think our Video Approach with a better ROI as a result. ”

Teodora Takacs
Marketing Manager





Meet our Strategists



Yan

Yan is a growth marketer and head of Video Strategy at scale-up company StoryMe. Before being a Video Strategy Inspirator he started his career by joining the three founders of Bubble Post as first employee and head of Marketing and Communications.



Michiel

Michiel is a Distribution Strategist who makes sure that the right video is seen by the right people. He's the owner of the CVO group on Facebook, where he brings people together to share their video wisdom.



Arthur

Arthur is a thought leader in Video Strategy. After finishing his Master in Marketing Management at the Vlerick Business School, he became part of the StoryMe team, to help companies win with video. As a Video Strategist, he activates you with smart Video Strategies and educates you on the latest trends in Video land.



Jordan

Jordan is an American Video Strategist and manages the StoryMe Video Strategy Education program. She finds happiness in helping companies and anyone who loves video achieve video success. As a Video Strategist, her mission is to help companies win with video, and share all her video knowledge and her favorite way to do that is no doubt through workshops.





Who we are

We are a team of 80 international Video Experts!



3

COUNTRIES

1.000 +

CLIENTS

4.000 +

VIDEOS MADE





Who we are





80 Video Strategy Experts focussing on leading brands



Ghent



Brussels



London



Amsterdam



Sofia





STORYME

video + video strategy

Every day we help companies win with video strategy!
You have a story to tell. We translate it into smashing videos that
deliver results.

Our exceptional video first mentality has already helped 1,368
companies tackle their biggest business challenges.

[Are you next?](#)

NEED MORE INFO?

Contact us at arthur@storyme.com



Arthur Le Boudec

Head Of Video Strategy

