



VLCREATIVE™
by **VIDEOLINK®**

We drive business through character-based video storytelling. Let us help tell your story.

VIDEO COMMUNICATIONS STRATEGY
VIDEO PERFORMANCE COACHING
CUSTOMER ENGAGEMENT PLAN
ONLINE BRAND CHANNELS

Contact our creative video marketing team today:

617.340.4200 | marketing@videolinktv.com



VLCREATIVE™

Empowering your
marketing strategy
through video

CREATIVE VIDEO STRATEGY ENGAGEMENT

Break through and engage with your audience using strategic and creative video communication.

The 6 Power Tools of a Successful Creative Video Marketing Strategy



INTERVIEWS



AUDIENCE PROFILES



VIDEO STRATEGY



IMPLEMENTATION PLAN



CONTENT DEVELOPMENT



VIDEO PRODUCTION

ESSENTIAL BUNDLE

This customized communications assessment and coaching program is designed to integrate creative video into your marketing strategy while developing expert performance skills.

PERFORMANCE COACHING

- One-to-one coaching
- Client immersion for peak performance
- On-camera interactive workshop
- Post-workshop communication debrief

CREATIVE EXPRESS

- Executive interviews
- Select audience profiles
- Detailed project synopsis
- Distribution and discovery recommendations
- Six month implementation plan

CEO MEDIA COACH

www.ceomediacoach.com

PREMIUM BUNDLE

*In addition to **two strategic quarterly assessments**, this program defines **ten** creative video projects designed to attain specific marketing goals, as well as one-on-one executive performance coaching.*

PERFORMANCE COACHING

- Multi-day communication intensive
- Essential plus +
- Multiple executives
- Three management team workshops

CREATIVE PLUS

- Everything in Express plus
- Up to 6 executives
- Multiple competitor analyses and audience profiles
- Up to 10 projects
- Editorial content calendar and creative plan
- Twelve month implementation plan
- 16 hours of dedicated strategic video marketing consulting