



2020

THE FUTURE IS **NOW**

Maximizing ROI on Video

Presented by Studio Los Feliz

ELIAS WYNshaw

DIRECTOR, STUDIO LOS FELIZ

I SOLVE TWO PROBLEMS....

For money: studio-quality video is by far the best way to communicate, and businesses often can't make it themselves.

For free: businesses don't know how to navigate the risks of investing in video.

“The opposite of success isn’t failure; it is name-dropping.”

Nassim Nicholas Taleb, *The Bed of Procrustes*

TRUSTED BY...



2020

THE FUTURE IS **NOW**



DAIMLER



MERITOR®



A video on your website will,
on average, **nearly double**
the rate of visitors who convert.

Source:

<https://optinmonster.com/video-marketing-statistics-what-you-must-know>

Videos on social media are shared
twelve times more
than text and image combined.

Businesses that use video receive
66% more qualified leads per year
than businesses that don't.

Businesses that use video
grow revenue 49% faster
than businesses that don't.

PREDICTION FOR 2021....

- Not everybody who uses video is the best in the world at what they do.
- But everybody who's the best in the world at what they do, uses video.

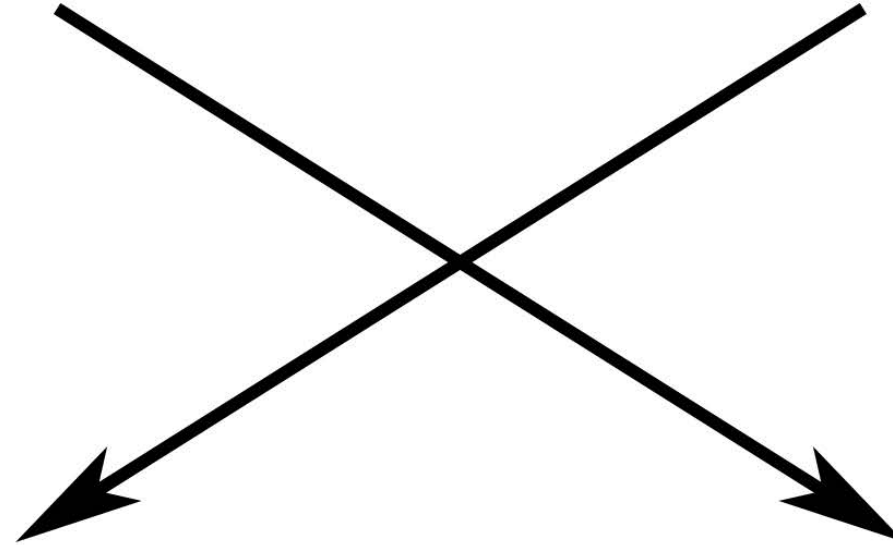
CUPID'S GOLDEN ARROW



THE 80-20 CRISS-CROSS BY STUDIO LOS FELIZ

20% OF YOUR BUDGET

80% OF YOUR BUDGET



20% OF YOUR VIDEOS

80% OF YOUR VIDEOS

- STUDIO-QUALITY.
- SHOT AND RELEASED SPECIALLY.
- DESIGNED TO **WIN ATTENTION.**

- INFORMATIVE, HELPFUL.
- SHOT IN BULK, RELEASED OFTEN.
- DESIGNED TO **WIN TRUST.**

SPENDING 20% ON 80% HELPS YOU....

- Protect yourself from extreme loss.
(No such thing as losing big on one of these videos.)
- Experiment and see what does best.
(Do more of what works, less of what doesn't.)
- Not spend too much where you don't have to.
(Not all videos need to be a first date.)

EXAMPLES OF TRUST-WINNING VIDEOS

- Advice on problems that customers face.
- Product demonstrations.
- Interviews and webinars.
- Customer testimonials.
- Video blogs of day-to-day business.
- In other words ... FREE VALUE.

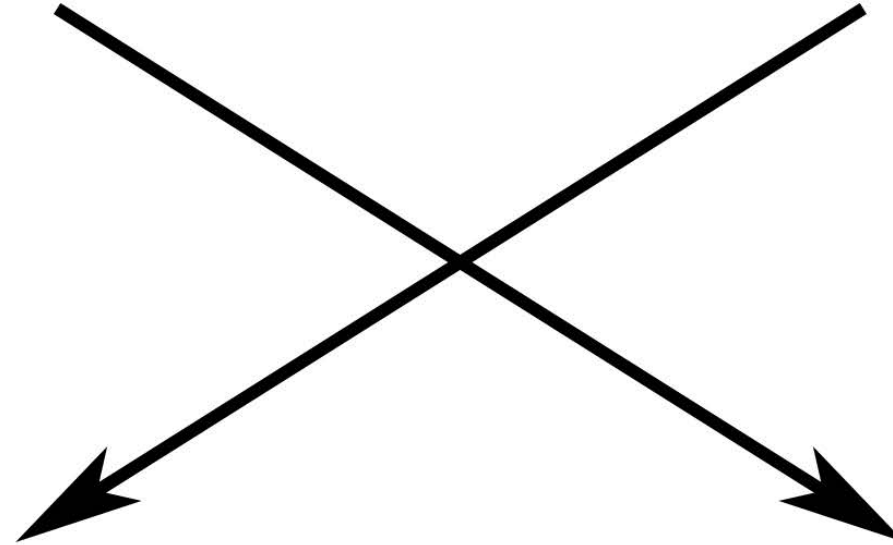
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Types of video that **win attention**:

- Landing page videos.
- CPC campaign headers.
- Essentially, anything top-funnel.

HERE'S THE BIG MISSED OPPORTUNITY....

- People only lean in to your business when they feel you have taken them somewhere.
- The opportunity that *most businesses miss* is to pick your audience up and leave them somewhere different from where you found them.

(Aka, *move* them.)

THE WORLD-CREATION WORD CLOUD

We embrace:

honest, skillful, modern, ambitious, thoughtful, generous, collaborative, simple, beautiful

We shun:

cheesy, slick, stupid, boring, deceptive, unclear, rambling, cliché, ugly

We embrace: _____

We shun: _____

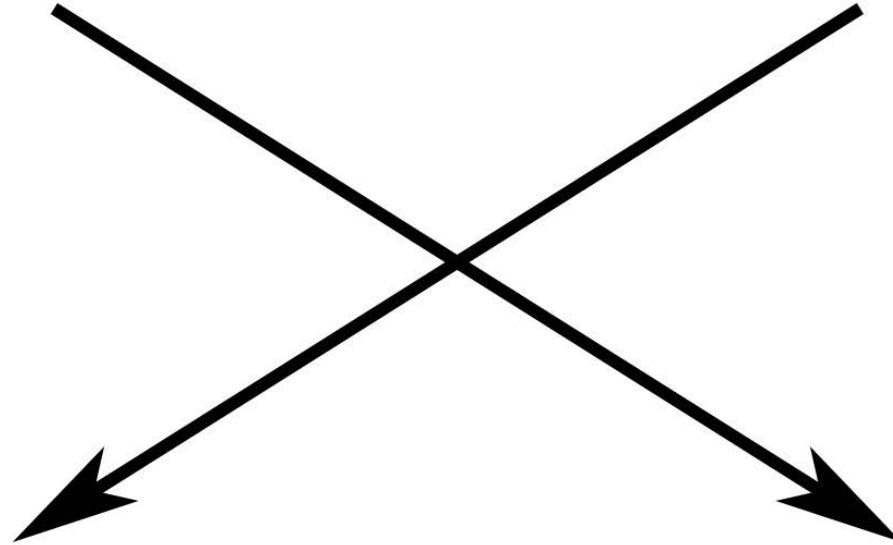




REVISITING THE 80-20 CRISS-CROSS

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- What's the challenge of 2020 for a production company?
- Trust-winning videos: "Can't I just shoot this myself?"
- The answer is, "Yes! Absolutely! Do it!"
- But there are some problems to consider ...
- And a few ways to solve them.

- Everyone's uploading webinars.
- No one is watching them.
- Why?

EXAMPLE OF SUBOPTIMAL WEBINAR



Problem #1: Lack of Funnel Sensitivity

55-minute full video



Videos that win trust.

Winning client's love/business.

Videos that win attention.

Problem #2: Lack of Indexing

- Video is all in one chunk.
- Hard to find what interests you, or to even know what's inside.











3. Lack of Data-Gathering

- Zero granular insights into what people respond to.
- Can't use this content to inform further content.

4. Lack of Frequency

- Only one impression.
- Social media algorithms reward frequent posting.
- People also reward frequent impressions.

Mid-funnel Content = YouTube Playlists

▶		What's the Difference Between Bitcoin and Tezos? Elias Wynshaw 3:53
2		What's the Use of Blockchains? Elias Wynshaw 3:35
3		How Can Blockchain Interface with Gaming? Elias Wynshaw 1:50
4		Why is Tezos' Co-Founder Working on Games? Elias Wynshaw 3:45
5		What Do Cryptocurrencies Have to Do with Comic Books? Elias Wynshaw 2:31
6		What is Tezos' Founding Philosophy? Elias Wynshaw 3:51
7		Why Doesn't Tezos Need its Founders? Elias Wynshaw 3:40
8		Which Blockchain Companies Will Survive? Elias Wynshaw 4:29
9		When Will Blockchain Be as Popular as Email? Elias Wynshaw 2:11
10		How Will Tezos Outcompete Ethereum? Elias Wynshaw 2:56

- Break your webinar into sections 1:00 to 4:00
- Give subtitles, chyrons, calls-to-action, backing music, playlist placement.

Problems Addressed

1. Re: Funnel Sensitivity

Suited to those with interest but without 55 mins.

2. Re: Indexing

Easier to find what interests you and share with others.

3. Re: Data Gathering

More granular sense of what gets attention.

4. Re: Frequency

Have multiplied possible impressions by 10x.











CUPID'S GOLDEN ARROW

Videos that win trust.

Winning client's love/business.

Videos that win attention.

?

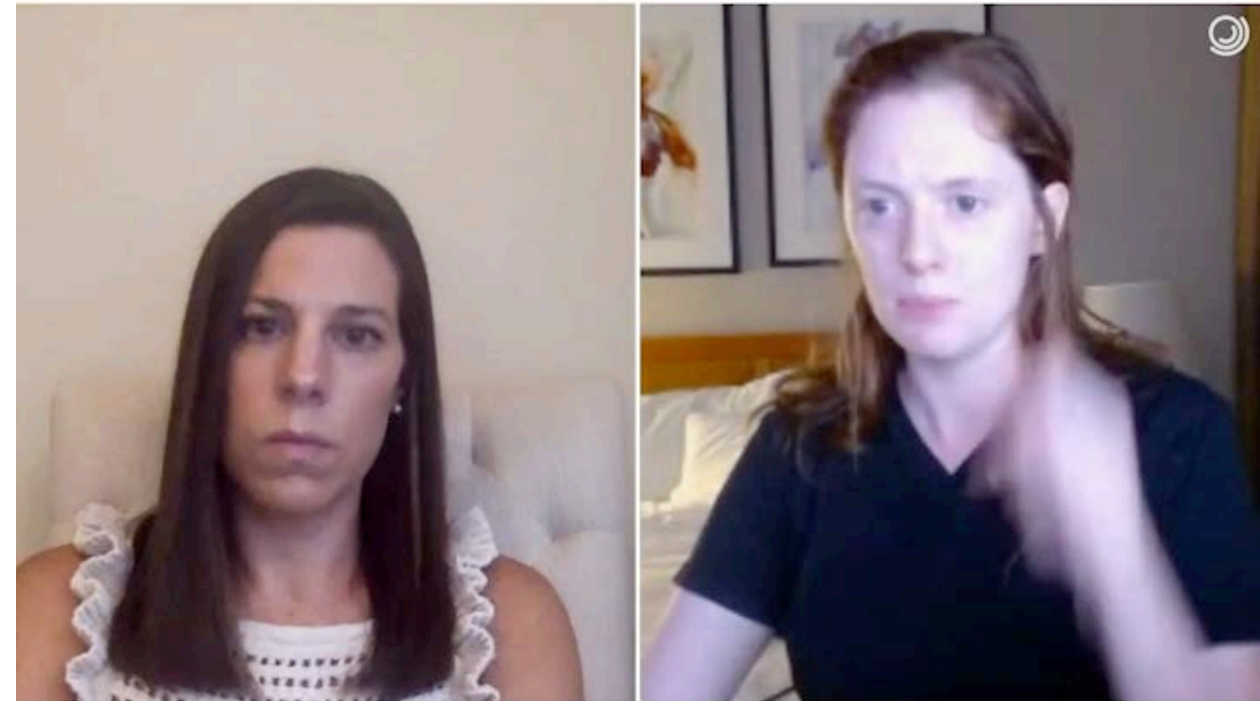
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55-minute full video



WHAT'S THE DIFFERENCE BETWEEN BITCOIN AND TEZOS?

- Shorten to your most restrictive platform.
 - E.g., 2:20 for Twitter, 1:00 for Instagram.
- Square aspect ratio for widest distribution.
- Burn in title on top.
- Captions burnt in for silent scrolling.
 - 85% watch without sound.
- Begin on a moment of high interest.
- Align style with your branding.



Bitcoin lacks a native mechanism to upgrade itself.

Problems Addressed

1. Re: Funnel Sensitivity

Suited to the very top of the funnel: grabs attention even for those with little precommitment.

3. Re: Data Gathering

Social media generates an even larger dataset.

2. Re: Indexing

Index of topics is made more widely available through social media.

4. Re: Frequency

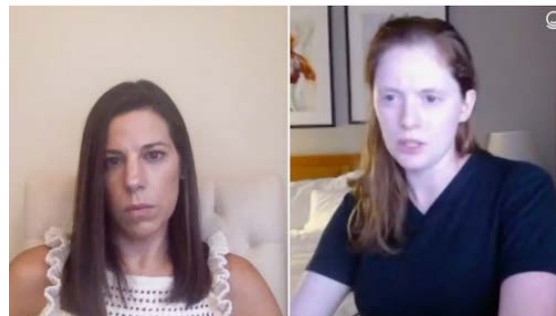
Another 10 possible impressions, plus 10 from YouTube videos.

HOW CAN BLOCKCHAIN
INTERFACE WITH GAMING?



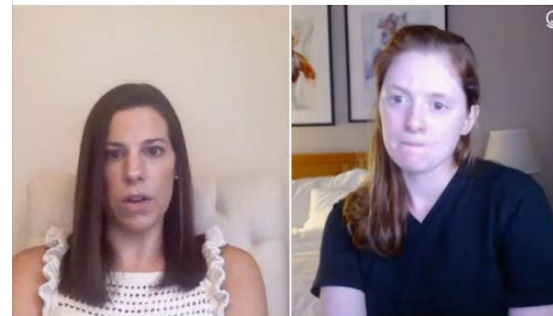
What do you think makes this kind
of a blockchain particularly

WHY IS TEZOS' CO-FOUNDER
WORKING ON GAMES?



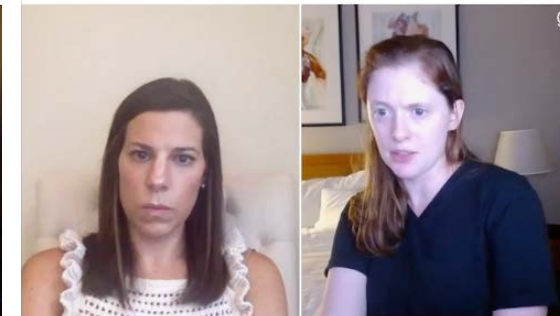
We talk a lot about how cryptocurrencies
can revolutionize traditional finance.

WHAT DO CRYPTOCURRENCIES
HAVE TO DO WITH COMIC BOOKS?



Are there other things that you're working
on with those co-founders or on your

WHAT IS TEZOS'
FOUNDING PHILOSOPHY?



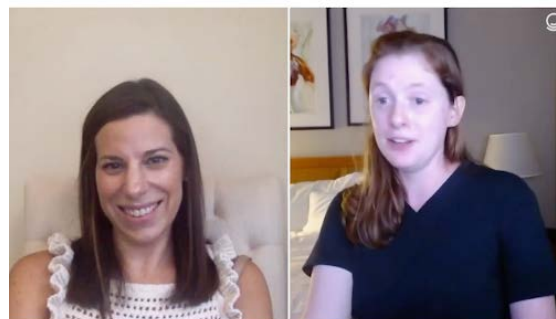
I think one of the things with Tezos
that I'm most proud of is that it really

WHICH BLOCKCHAIN
COMPANIES WILL SURVIVE?



The problem is that a lot of people
who are drawn to blockchain companies,

WHY DOESN'T TEZOS
NEED ITS FOUNDERS?



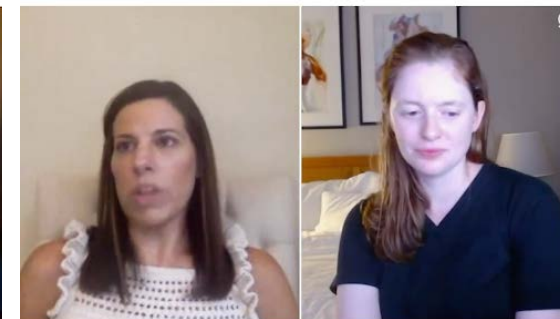
No one asked us our opinion on which
proposal we wanted to win at the

HOW WILL TEZOS
OUTCOMPETE ETHEREUM?



Ethereum is suffering from their own
popularity in terms of prohibitively high

WHEN WILL BLOCKCHAIN
BE AS POPULAR AS EMAIL?



When do you think we'll be at a point where there will be
more mass adoption of cryptocurrencies?

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WHAT'S THE DIFFERENCE BETWEEN BITCOIN AND TEZOS?



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Bitcoin lacks a native mechanism to upgrade itself.

- Cost of production remains at \$0.00.
- But the same asset is leveraged many times over:
 - 1) funnel sensitivity,
 - 2) data gathering,
 - 3) indexing,
 - 4) 20x the impressions.
- Hard to quantify exactly, but may not be an overstatement to say 100x value from one asset.
- This is especially important given that the TIME of the involved parties is usually very valuable.
- It's easier to sell on participation if the material will be used to the full.

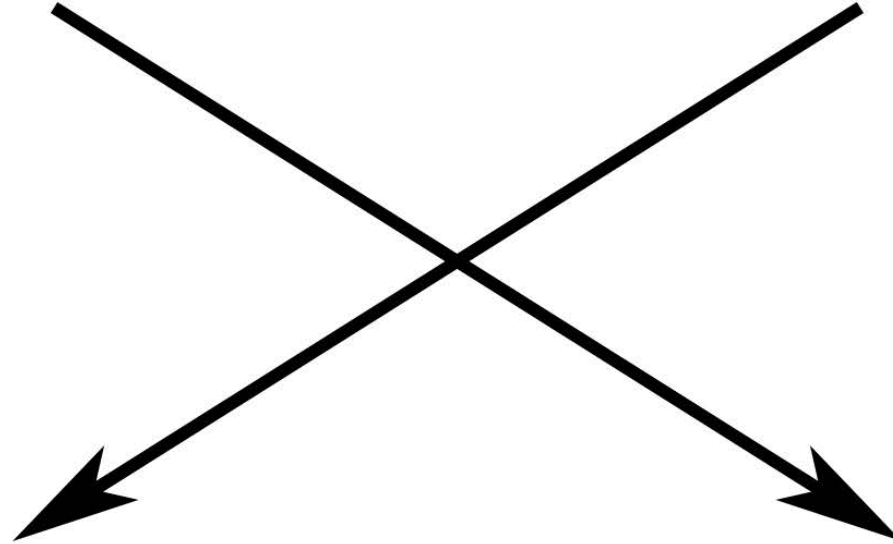
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Get in touch if:

1. You're interested in having this process done, but don't have the bandwidth for it yourself....
 - **We have a new subsidiary: "Unsuck my Webinar"**
2. You'd like some more free specialized advice on video strategy and budgeting.
3. You'd like me to present to others in your organization.

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