



At SpotOn Productions, we're passionate, trusted partners that help you show the world your best. We help companies like you solve common business challenges with video.

The videos we create help you attract new customers, engage your audience, nurture your prospects, delight your customers, and help you grow and retain your incredible team.

Since 1998, we've produced over 1,000 videos with our proven production process.

513.779.4223

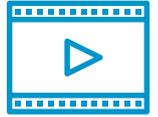
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YOU HAVE VIDEOS... NOW WHAT?!

You've done the hardest part, now let's put your videos to work.

YOU NEED VIDEOS NOW MORE THAN EVER BEFORE



People consume video content faster than ever before, and many brands struggle to provide viewers with a consistent content stream. Not only can we help you create the perfect video, but we can also help you distribute it through a custom video marketing strategy designed to attract, engage and convert.

PROMOTE WITH A PURPOSE



Distributing and promoting your video is critical to its success. There are many possible methods of online distribution available once you have videos to share. Together, we'll create a comprehensive marketing strategy that combines exposure through a combination of owned media (website, email marketing, etc.), paid media (paid search and social ads), and earned media (press releases). The same video content can be prepared in different lengths, which will also help contribute to their long-term success. Short videos do best on Instagram and in paid ads, but longer videos for product reviews, demonstrations, FAQs, etc. will do best directly on your website.



We're ready to help plan your video strategy and budget for 2022, and can advise you on what kind of video options would best solve your unique business challenges.

As your trusted video production partner, SpotOn Productions is always happy to help, and we look forward to speaking with you soon.

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CONNECT WITH MULTIPLE AUDIENCE TYPES



Every video is intended for one or several specific groups of people and your video marketing strategy should target each one differently. The difference could be as simple as geographic location or involve more complex demographics. Once we know who they are, will we need to attract them to the top of the funnel, engage with them in the middle of the funnel and guide them through conversion.

MEASURE THE SUCCESS



Not only does the Internet provide the viewers, it also provides detailed analytics for your videos. We'll help you track key performance indicators (KPIs), which are easily measurable and provided by video hosting platforms. They give us details like total views, total unique viewers, view-through rate, total watch time, clicks, comments, etc. Each of these will help us understand the reach and effectiveness of each video.

WHAT VIDEO OPPORTUNITIES DO YOU HAVE? LET'S TALK!

Consultations are always free.
Contact us today!