



# Welcome To **WIZARD** ANIMATIONS *Beyond Magic*

## Wizard Animations MARKETING & DISTRIBUTION

### Engaging Audiences to Create Customers

Looking around, it's easy to observe people watching videos on their phones, TVs, laptops, and other electronic devices. No wonder nothing can build trust in your brand or business like a high quality video. Video has the ability to make it real to people who are visiting your site. It is the way to best communicate with audiences and transform them into customers. The search engines loves video too... your video is 53 times more likely to make it to the front page of Google than a typical blog post. When video marketing is carried out effectively, it offers both businesses and their customers' opportunities to engage and inform while also being entertained. BUT...your videos can't be "just on" your website; your videos need to be everywhere; your videos need to be on all the online video sites and all the social media channels because that's where your customer are.



# VIDEO MARKETING IS IMPACTFUL... IF DISTRIBUTED EFFECTIVELY



## Reach Your Customer

Reaching a wide audience online is harder than just loading the video onto your website. You need to think about keyword optimizations, hashtag research, sizing constraints and social categorization. Nearly every age group, gender, and other social subgroup views online videos differently and therefore need to be catered to in a customized manner on different platforms. Wizard Animations has developed expertise to distribute your video throughout cyberspace not only effectively but in a timely manner.



## Platforms

There are several video distributing platforms including YouTube, Vimeo, and DailyMotion. In addition, there are powerful social media sites that today's consumer are using to view videos. Facebook, LinkedIn, Instagram, Vine, Snapchat and Google+ are some of the big names. Each video site accepts different file types and has a different upload process. Additionally, reporting on the results of each of these site offers a very serious challenge, requiring a huge manual data-gathering effort.



## Distribution

Wizard Animations has developed its unique and powerful upload and distribution capabilities offering the client a one-window solution to streamline their video publishing and keyword data management operation. With Video Jevees distribution solution your video asset is uploaded to the top 20 video networks without you worrying about file type or size. We will manage keywords and metadata tags for you and deploy your video to exactly the destinations that match your campaign objectives. Wide distribution ensures that potential customers have ample opportunity to discover your videos.



## Optimization

We provide flexible options for our customers. For example, if you already have profiles setup on Top 7 Social Media Platforms (Facebook, Twitter, Youtube, LinkedIn, Blogger, Pinterest, Google+) then a creation package will not be required. However, if you would like them to be upgraded with modern designs and branding, our Super 7 setup includes custom design, branding and cover images.



## Video Marketing

In the past Video marketing was only a game for Big Boys, but Wizard Animations video marketing and distribution package has leveled the playing fields. Though we have several big name customers like Segger or Freelancer.com, Wizard Animations believes that all businesses should be able to reach customers via videos. That's why we offers affordable packages and services to all businesses to effectively distribute and market videos so that they can reach and convert audiences into customers.

## Tailored Strategy

Analyze your business and video's objectives based on creative message and marketing budget to develop a video optimization plan that fit your needs.

## Improving Searchability

on research in order to optimize videos. Identify hashtags, keywords, and themes based

## Develop Business Profiles

Develop / Upgrade Brand online profiles across major video networks according to campaign marketing objectives, includes giving you ownership and login info.

## Prepare Social Media Presence

Tailoring video branding and optimization for easy set up on social media channels such as Pinterest, LinkedIn, YouTube, Twitter, Facebook, and more.

## Audience Identification

Select pursuable target audience and customize video distribution according to desired social demographics (applies if you want to promote video through paid media campaign)

## Video Ad Specialization

Specifically for Facebook, involves setting up ad accounts and configuring Facebook ad campaign features (applies if you want to promote video through paid media campaign)

## Put the Video Up Live

Officially publish the video online and put it up for syndication in association with your online profile and through your social networks. Include extensive distribution to make the video available to audiences.

## Follow Up

Use reporting and analytics tools to track and manage live links and traffic/demographic information.

# HOW THE PROCESS WORKS



Lacking videos to market especially high quality videos? We would love to help you create them.

# PACKAGES FOR MARKETING & DISTRIBUTION

Have videos you want marketed? If your videos are suitable, these packages are for you. Each package is tailored to optimize and promote videos using specific proven strategies. Review package features to determine which plan makes sense for your videos. Keep in mind that existing accounts can be recreated or modernized to reach their full potential.

## 1. The Social Media Super 7 Combo Package

- **Research for Keywords and Hashtags**
- **Creation of custom profiles according to branding**
- **High-quality Graphics suitable for brand**
- **Super 7 Social Media Platforms**
  - Facebook Page Creation
  - Twitter Tailored Profile Creation
  - Custom YouTube Account creation
  - Linkedin Profile Creation
  - Basic Blogger site Creations
  - Pinterest Profile Creation
  - Google+ Profile Creation
- **Uploading the video to these Video Sharing sites**
  - Youtube
  - Daily Motion
  - Vimeo
  - Flickr
  - Facebook
  - Wordpress
  - Metacafe
  - MySpace
  - Tinypic
  - ViviVodo
  - Ebaumsworld
- Personalized Calls-to-Action
- Videos published through top 7 profiles
- Upload Report
- More than 10 deployments for upto 2 videos
- 50 MB video sizing
- Social media cross-posting
- Thumbnail help
- Transcoding across destinations

Social Media Profile Setup \$199Video Publishing \$399(Includes high-quality custom branding Graphics creation on all profiles)

## FEATURES

- Video distribution that is quick and seamless
- SEO optimization to make videos easy for potential customers to find
- Transcoding and file format compatibility are covered

## 2. Top 20 Video Networks Set up Package

- Research for Keywords and Hashtags
- Creation of custom profiles according to branding
- Videos distributed to 20 top video networks
- The optimization of all profiles using SEO
- Customized titles, descriptions, and optimization
- SEO optimization for video
- Personalized Calls-to-Action
- Videos published through every profile
- Upload Report
- 250 MB video sizing
- Social media cross-posting
- Thumbnail help
- Transcoding across destinations
- URL Uploading included

Top 20 Video Networks \$499Video Publishing \$399(Video SEO Optimized and published to all Video Networks)

Already marketing your video but want to do it better? We offer packages that allow for us to revise your efforts or to set you up on additional networks.

## 3. Video Ad Campaign for Facebook

- Setup of Facebook Ad Account
- Optimized Ad Performance
- Filtering for Advanced audience targeting
- Demographics Specified
- Configured for Selected Audiences
- Targeting for Interests, Behaviors, Age Group, and Location
- Analytics reports on Facebook
- 500 deployments each month for an unlimited number of videos
- Video sizing unlimited
- Social media cross-posting
- Thumbnail help
- Transcoding across destinations
- Tracking of 50 competitors
- Creation of 50 video groups
- URL Uploading included
- Exported data
- Scheduling for campaigns
- Multiple campaign option
- Personal Support

Social Media Profile Setup \$199Video Publishing \$399(Includes high-quality custom branding Graphics creation on all profiles)



## WHY WE DISTRIBUTE VIDEOS WIDELY

One of the challenges of marketing videos is distributing them without error. There are several different video destinations online, such as Facebook, YouTube, Vimeo, Hulu, and many more. We distribute videos to the major destinations, like those listed, seamlessly.

Have your own equipment, ideas, or existing videos? Send us a link. We'd love to evaluate them and help you maximize their potential.

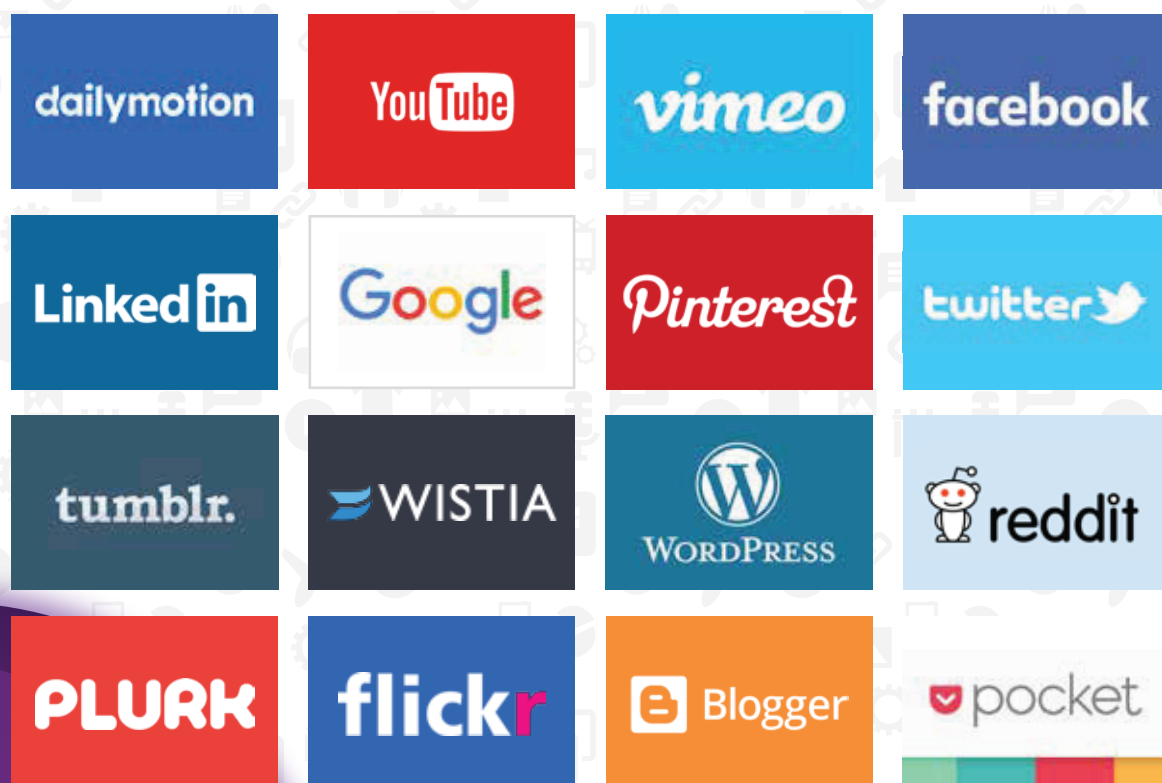
Through our distribution process we:

- Have your video distributed to all the major digital destinations
- Utilize transcoding to make the process seamless
- Can distribute large file sizes if your package allows for this
- Upload videos in batches if needed
- Customize feeds on certain sites

### Deciding which package to use?

Pay attention to factors like file size, deployments per month, and how many competitors we track.

## Top Networks for Video Distribution:



# OUR SAMPLE VIDEOS

Trying to get an idea of the kinds of videos we can create for you?  
View these samples we made to get a feel for what fits your business best.

Don't see the answer to your question?  
**Please contact us!**

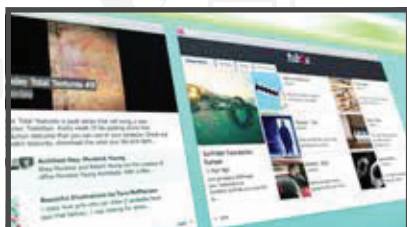
## 2D Explainers



## 3D Animation



## Screen Cast



## Typography



More than a Business Video-Sometimes simple promotional or introductory videos aren't enough for your purposes. We understand. We also produce Power Videos (POA) that have the ability to become viral content. They are usually more emotionally-loaded and memorable. Since they take more time and creativity to create, we ask you for 4 weeks to develop POA content.

## Whiteboard



## Corporate Videos



# FREQUENTLY ASKED QUESTIONS (FAQS)

If you have a question that isn't answered in the following FAQS section, please contact us. We're happy explain and to collaborate with you.

## **Q1: How does video influence my business?**

A1: Marketing is no longer just mobile- it's in motion. People get glimpses of videos on nearly every device and social media network. Leveraging these platforms for marketing just makes sense. It is even speculated that in the near future, 90% of web traffic will be watching videos. If that's not enough to show you how important video marketing is, consider that:

- Videos are more engaging than other forms of marketing
- Videos grab enough attention to increase web conversation rates
- Videos create stories that draw viewers back for more
- Videos can be turned into a campaign easily
- Videos tend to rank well on search engines, generating more web traffic overall

## **Q2: What is the video marketing process like?**

A2: First of all, it's really fun. Our videos are entertaining as well as informative, making for more effective marketing. We tailor our marketing campaigns to suit your business theme, tone, and type. (A) The process begins with idea pitching. You tell us what themes you want marketed and the types of videos you are interested in distributing. (B) Next, our team of experts researches strategies and keywords specific to your niche or industry. (C) Once we have a marketing plan in place, we'll share it with you. Once you love it, we can work with you to publish the link live and promote it using the marketing plan (just check out packages to learn details about this component.)

## **Q3: Is the Series Process Different?**

A3: When you opt for a video series, the process is very similar to marketing just one video as described above. Just send us several topics and offer an overview of what you are looking to accomplish through the series. We'll go from there on a video-by-video basis.

## **Q4: Do We Approve the Video Before You Publish It?**

A4: Of course. According to your package selection, we work with you on edits to ensure the video suits your needs. Once it does, you approve it and we begin the publishing process.

## **Q5: Will We Have the Rights to the Video?**

A5: Since we are just marketing the video for you, it is absolutely still yours when we're finished. The video rights belong to you alone.

## **Q6: Are There Additional (Hidden) Expenses?**

A6: When you select a package, everything is included. We have just one exception. Facebook ad campaigns cannot be included in our costs. It is your choice to run (and pay for) Facebook campaigns. Just know that you can start, stop, and extend campaigns according to your budget. We recommend beginning with 3 videos a day.

## **Q7: Can You Use the Videos We Already Have?**

In short- yes. Just send us links so we can confirm and calculate your best strategies.



**WIZARD**  
ANIMATIONS *Beyond Magic*

## ABOUT Wizard AnimationsS

If video marketing and distribution isn't your thing we understand. To really succeed at video marketing, you need expertise, experience, and connections. At Wizard Animations, we have all of that. Plus, we have passion.

That's why our videos have views from 20+ countries in 8 languages with a 70% engagement rate. Our expert team is comprised of more than 200 people who love what they do and are really good at maximizing your business' video marketing potential. Our team members are original and creative. They get joy from tailoring each and every video marketing plan to fit the unique personality of every client we have- including you.

Besides our outstanding team, our values contribute to our success. We know that the online market is always changing, so we prize staying on the cutting edge. To be up to date and effective, we are always strategic in our marketing approach and our methodology of video distribution, such as using Oneload. We adapt to new trends and keep brands like yours fresh so that their reach is wide and lasting.

Whether your business is small and niche or huge and broad, we are determined to offer you affordable, effective video marketing options. Review the packages and contact us today so we can begin bringing your marketing level up to its highest potential.

Find us on Social Media:

