



PR News Video Workshop: *How to Make Video Work for Your Brand*

Presented by:

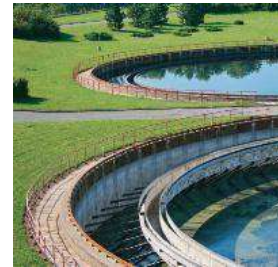
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Imagination at work

GE Water & Process Technologies

- Part of a larger matrix organization: Power & Water parent division & GE Corporate
- Focused on industrial and municipal water and wastewater treatment
- Global company: 7,500 employees
- Older customer base with young people emerging



Our Goals

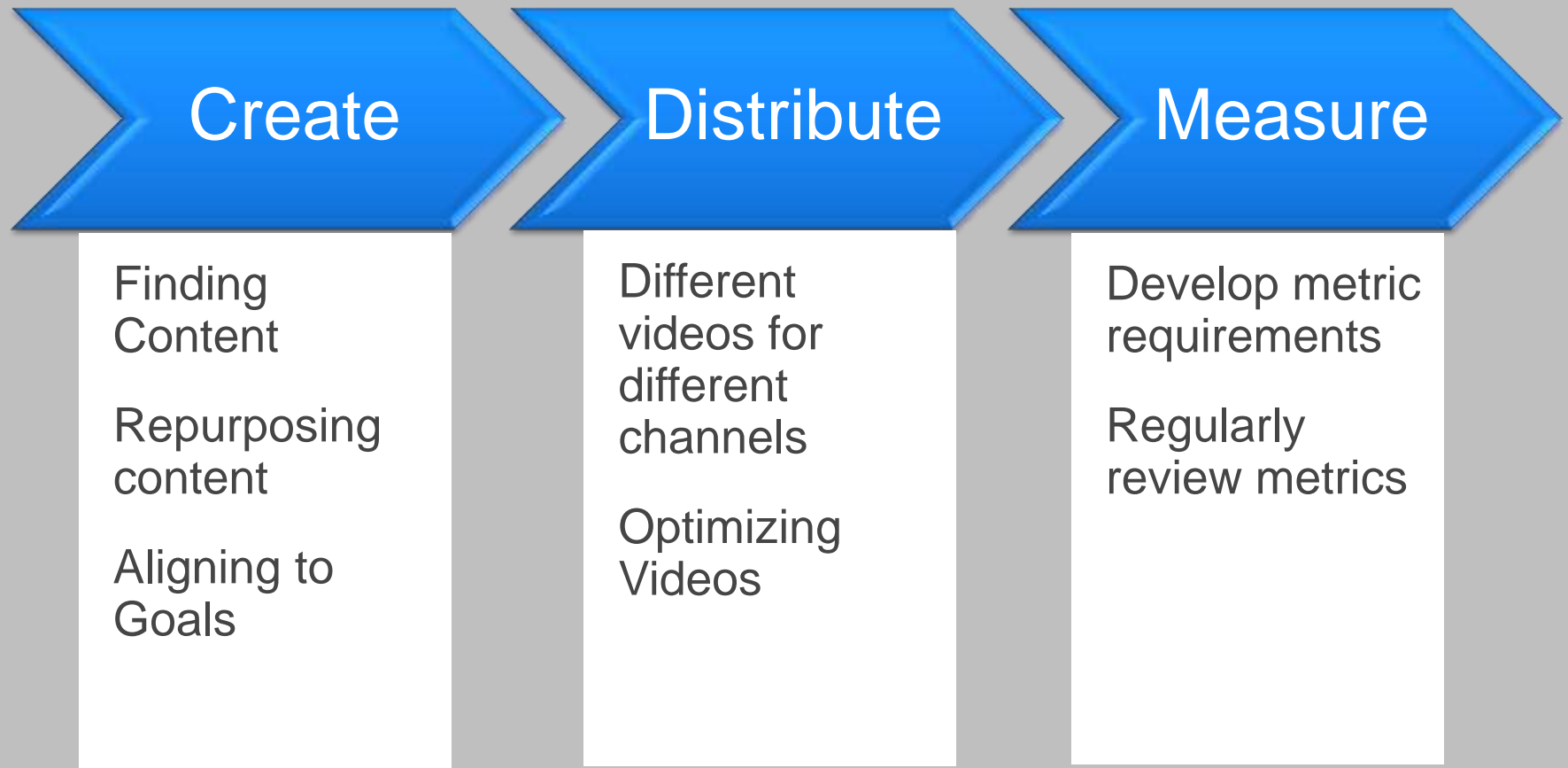
- Showcase GE expertise through Creative Storytelling
- Compelling content = qualified leads = increased sales



Agenda



3 Steps in the Video Lifecycle



3 Steps in the Video Lifecycle





Finding content within your organization



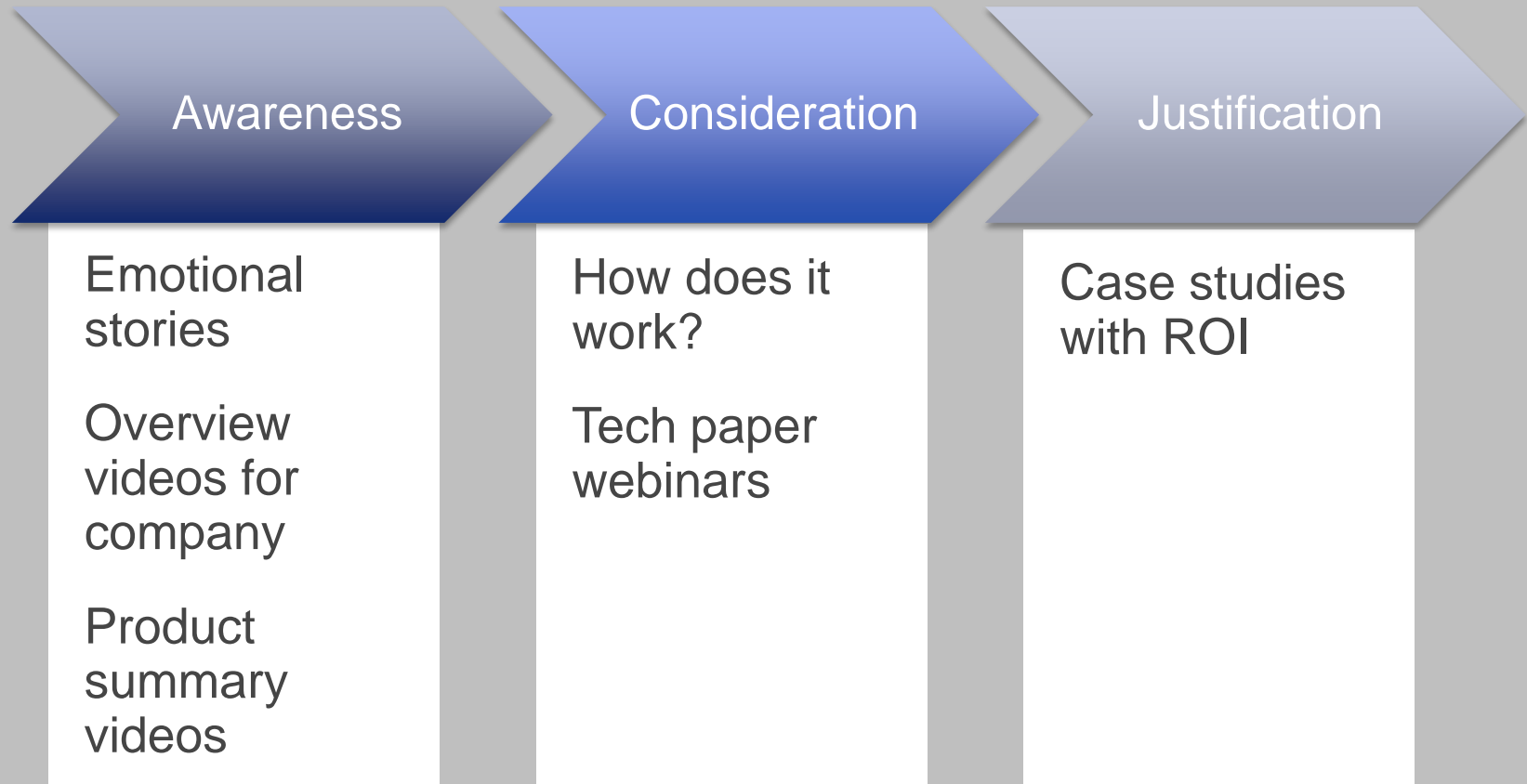


Thinking about your content

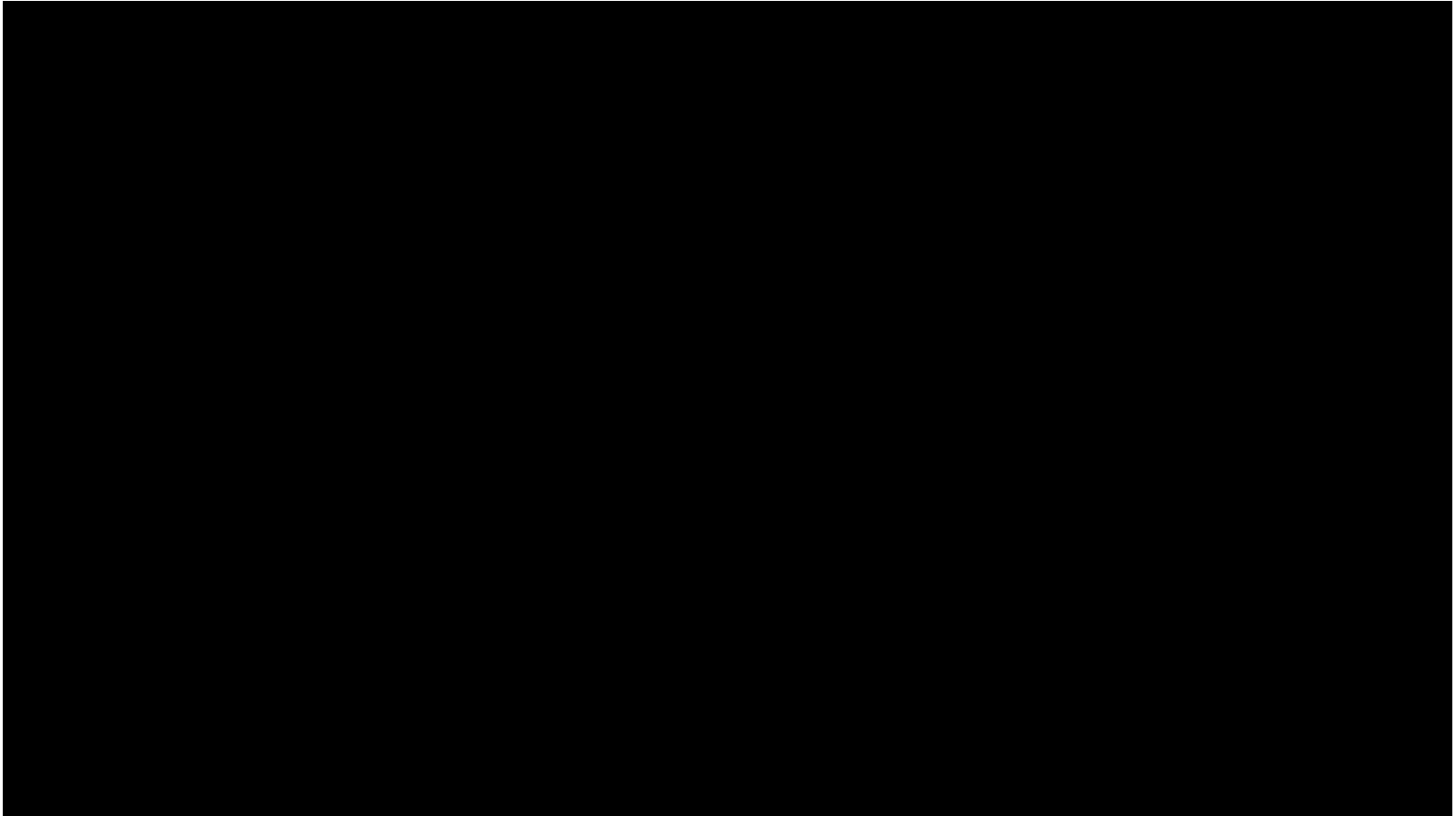
- Is my content interesting on multiple levels?
- Does it have longevity?
- Can it be repurposed to suit multiple audiences or channels?



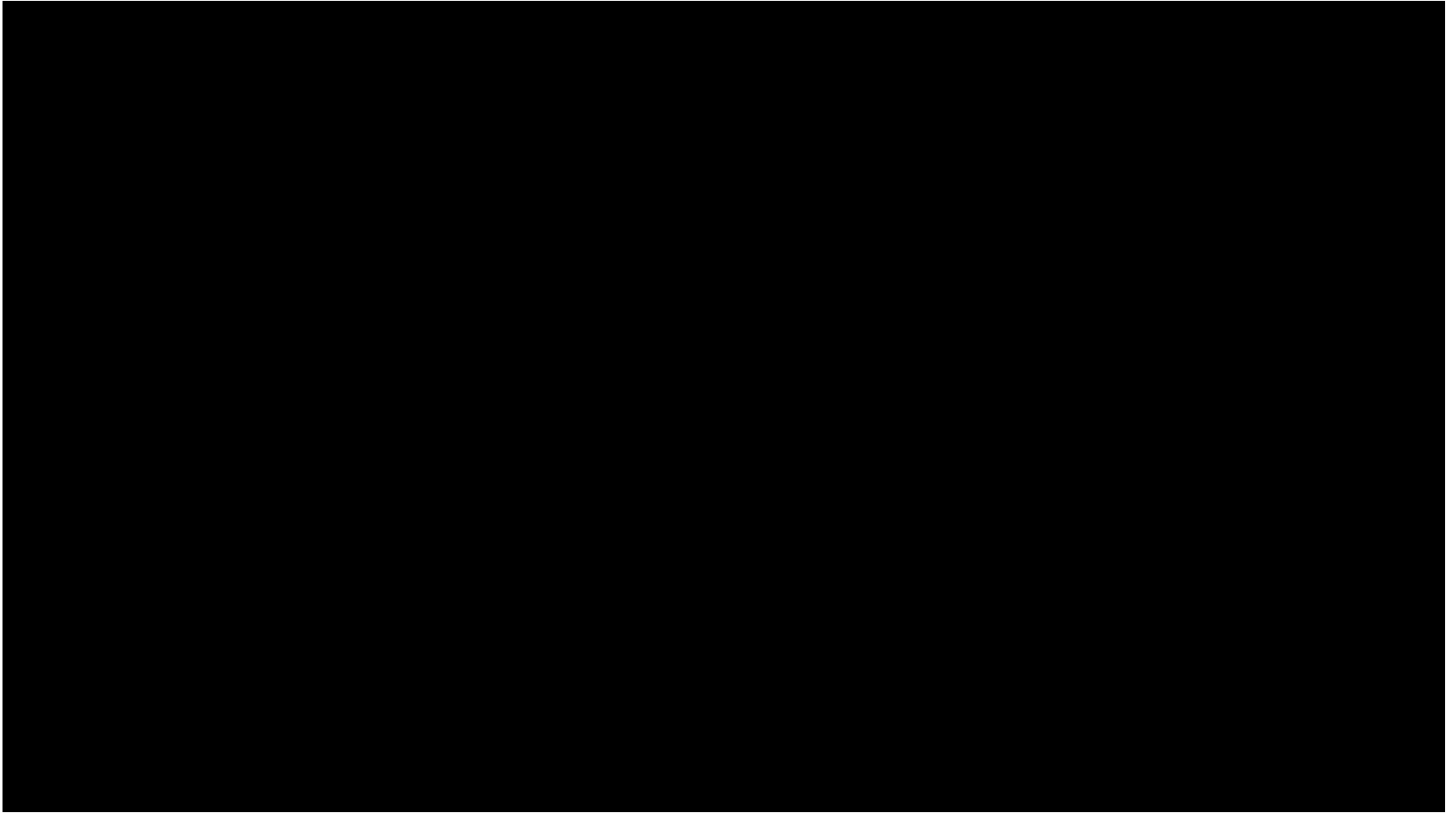
Video types can align with your goals



Video Examples: High-level Customer



Video Examples: Product Offering



Video Examples: How It Works



Video Examples: Product Value Prop



3 Steps in the Video Lifecycle



The many paths of video content



Optimizing Your Videos

- Write interesting summaries
- SEO is important
- Capture leads



3 Steps in the Video Lifecycle





How do you know if your content is resonating?



Measuring the Success of Your Videos



- Inquiries received or lead tracking metrics
- Number of times a video is watched
- Average amount of time watched
- Social engagement



Wrap up



3 Steps in the Video Lifecycle

