

A person is shown from the chest down, wearing a light-colored jacket. They are sitting at a desk, using a silver laptop with their right hand on the keyboard. In their left hand, they hold a white smartphone. The background is dark and out of focus. The image has a dark overlay with white text.

**EA
STW
ICK**

DIGITAL BRAND LAB

VIDEO STRATEGIES BEYOND STORAGE

WHAT FAILURE HAS TAUGHT ME.

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WHAT WILL YOU LEARN TODAY...

4 MYTHS

**RESET ON
OUTCOMES**

**ACTIONABLE
TIPS**



**MYTH 1:
YOU HAVE TO HAVE A SERIES.**

TRUTH: HAVE A CLEAR USE-CASE.

USE-CASE	AUDIENCE	FUNNEL
FUNDRAISING	Investors	Awareness
EXPLAINER	Customer prospects, Media, Analysts	Awareness
DEMO	Customers, Media, Analysts	Consideration
CUSTOMER STORIES	Customers, Media, Analysts	Consideration, Advocacy
RECRUITING	Employee prospects	Awareness, Consideration
ONBOARDING	Employees, Customers	Conversion



SWIVELFLY: EXPLAINING FURNITURE-AS-A-SERVICE





15 25 51 MYTH 2:
SHELF LIFE IS IMPORTANT.



**TRUTH:
IMPACT IS IMPORTANT.**



SOLEXEL, NOW BEAMREACH



MYTH 3:


VIDEO IS EASY.




TRUTH:
PRODUCING A SHORT STORY IS HARD.



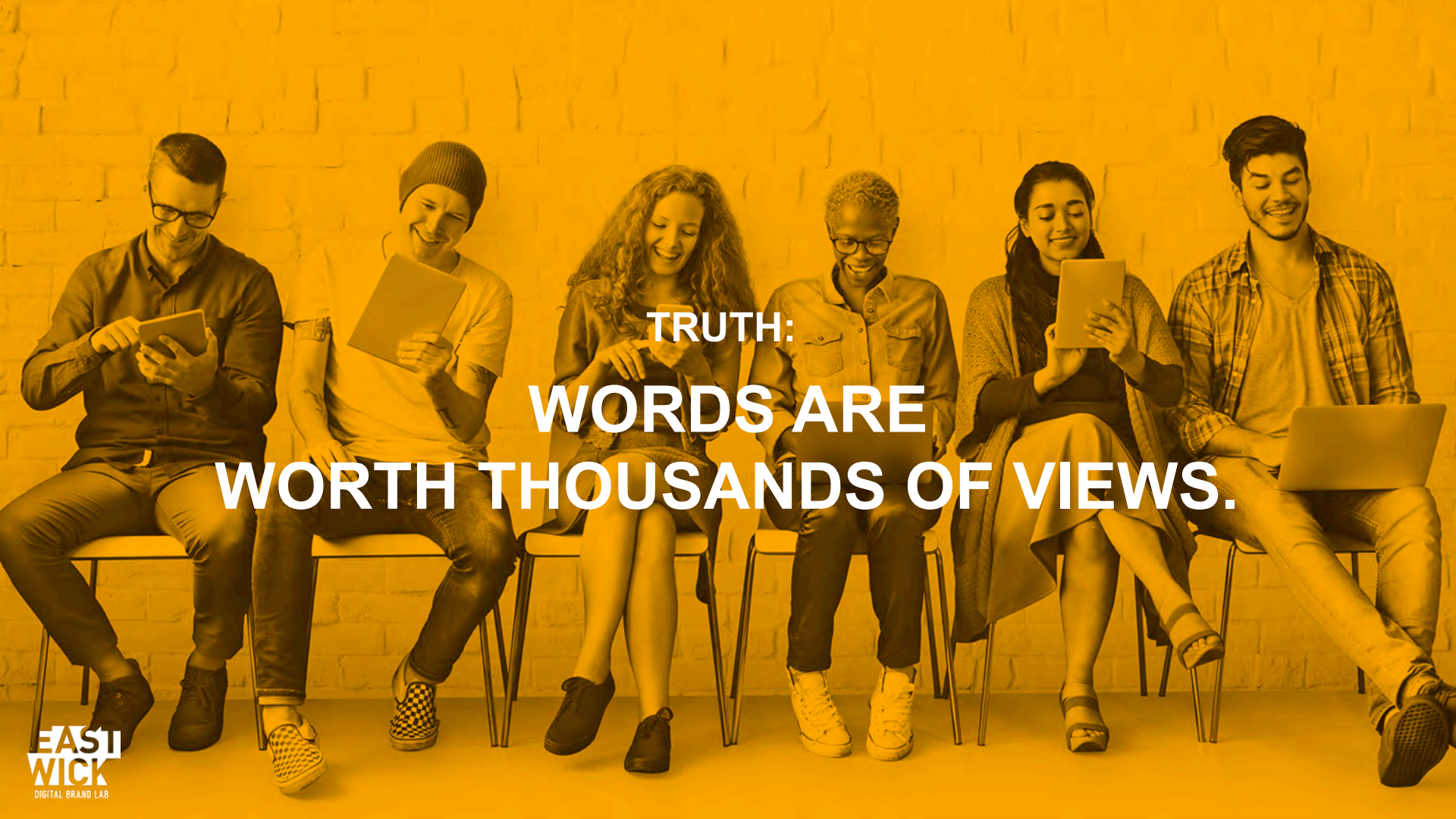
THOUGHTSPOT RECRUITS TECH EMPLOYEES



BEAMREACH DEMO

A grayscale photograph of a person's hands typing on a laptop keyboard. The laptop screen displays a grid of various images, possibly a social media feed or a photo gallery. The text is overlaid in the center of the image.

MYTH 4:
**A PICTURE IS WORTH
A THOUSAND WORDS.**



TRUTH:
**WORDS ARE
WORTH THOUSANDS OF VIEWS.**

SHOW AND TELL.

Descriptions

Tags

Transcripts

Analytics

Update words quarterly



SO, AT THE END OF THE DAY...

**THINK
USE-CASE
AND
OUTCOMES
FIRST**

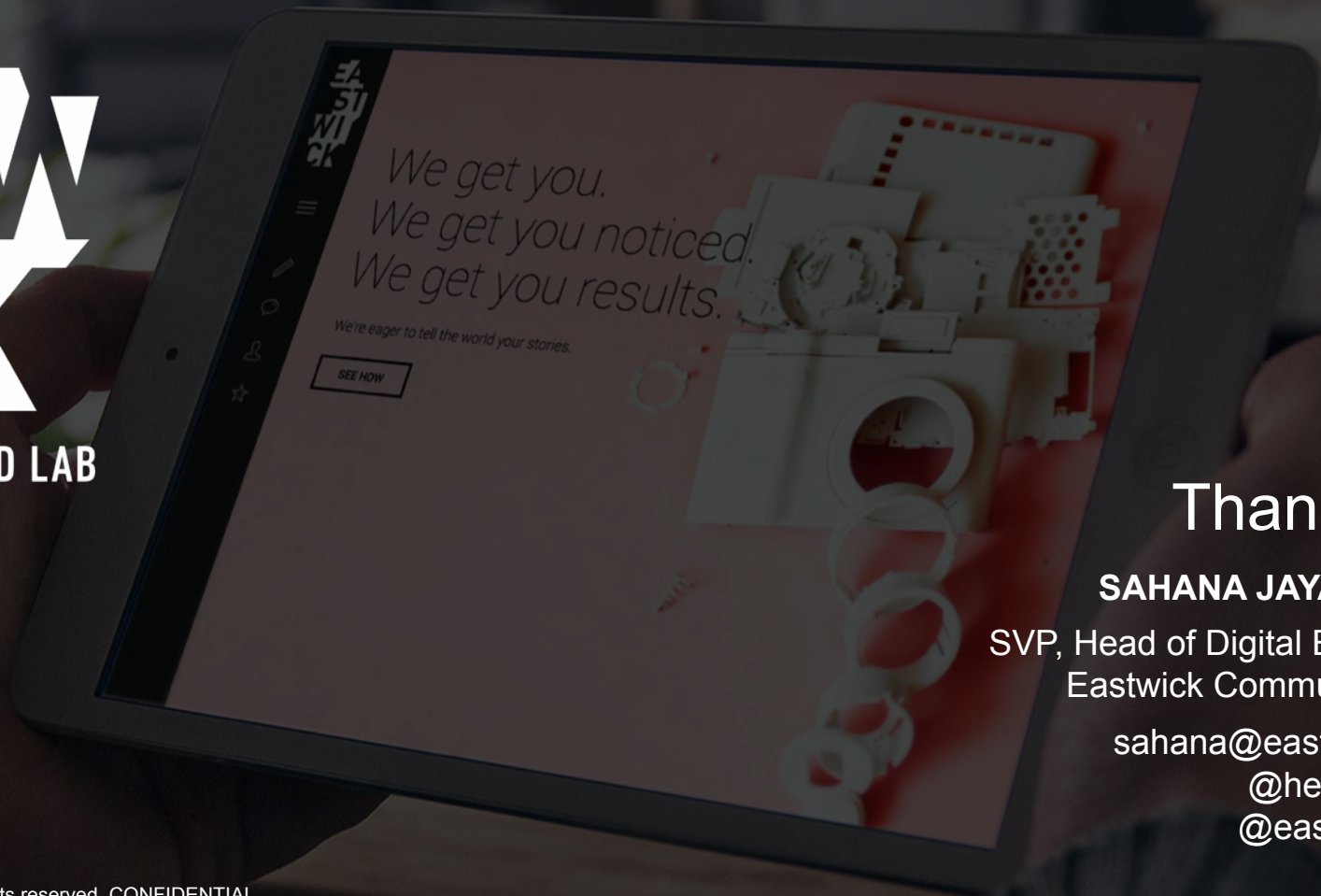
**MAXIMIZE
OPPORTUNITY
FOR IMPACT**

**TELL YOUR
STORY WELL**

THINK SEO

EASTWICK

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Thank you

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