

# Video Marketing That Delivers



Video is more than a trend—it's a high-impact, highly engaging way to connect with your audience and move them to action.

At Inbound 281, we offer full-service video marketing and in-house production at Studio 281, designed to support your goals from awareness to conversion. Video is the key to taking your strategy to the next level.

## The Value Video Adds

- **84%** of marketers say video helps generate leads.
- Videos **boost engagement and retention** across all channels.
- Landing pages with video convert up to **80%** better.
- Builds trust, explains faster, and **makes your brand memorable**.

## The Problem

Modern campaigns demand video, but most teams:

- Don't have the time or tools to produce high-quality content.
- Struggle to explain complex offerings visually.
- Need to improve brand awareness, engagement, and conversion.

## Why Use Video?

- ✓ Build Trust and Loyalty
- ✓ Increase Engagement
- ✓ Educate and Convert



# Video Marketing Services

## The Solution: Video Marketing

Inbound 281's video services are designed to:

- **Build brand awareness** with eye-catching visuals.
- **Generate qualified leads** and support B2B sales cycles.
- **Increase conversion rates** across email, web, and social.
- **Explain your product or service** clearly and confidently to your audience.
- **Create a recognizable brand identity** through consistent, high-quality storytelling.

## Video Formats in the Marketing Funnel

- **Awareness:** Brand videos, explainer videos, thought leadership.
- **Consideration:** Testimonials, product demos, training videos.
- **Conversion:** Case studies, how-tos, sales enablement videos.
- **Retention:** Onboarding videos, support walkthroughs, client check-ins.

## Our Video Services Include:

We offer done-for-you services that take your message from idea to final cut, without the need to hire an in-house production team.

- Video strategy & campaign planning
- Script writing & storyboarding
- On-location & in-studio filming
- Editing, animation & post-production
- Podcast & audio production
- Video repurposing for social & web



## Inside Studio 281: 4 Zones

- 🎙️ **Podcasting Zone:** Perfect for in-depth conversations and long-form content that builds authority and trust.
- 👤 **Talking Heads Zone:** Ideal for sharing thought leadership, company updates, or client testimonials with a personal touch.
- 📺 **Whiteboard Zone:** Best for breaking down complex ideas and showcasing step-by-step solutions visually.
- 📹 **Webcam Zone:** Great for quick, polished recordings when you need professional quality without the technical hassle.

## See What Video Can Do For You

At Inbound 281, we don't just create videos, we create opportunities for connection, conversion, and growth.

With Studio 281, we make high-quality production easy and affordable, so you can focus on what matters most: growing your business.

Ready to get started? Contact our team to learn how we can elevate your campaigns with video.