



VISIT FRISCO

# VIDEO MARKETING STRATEGY FY18

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*Creating video content not on a  
Justin or Gathan sized budget*



# TIME vs. MONEY

# MONEY vs. TIME



- Big budget productions
- No time to go create
- No skill set to shoot video
- Editing scares the *SHIT* out of me

# THE SECRET SAUCE

*Stop thinking you cannot do something or you don't have the skill set.  
Get a camera, get inspired and GO DO!*



## **Treat Yo' Self**

For between \$5k - \$10k you can start making great video content today. *Sony a7sii - 24-70mm - atomos shogun etc.*



## **Find Inspiration**

Hop on Vimeo, [nofilmschool.com](http://nofilmschool.com), [cinema5d.com](http://cinema5d.com), [youtube.com/user/filmriot](http://youtube.com/user/filmriot) & more....



## **Schedule Time**

Make time in your busy schedule to get out there and start filming your city, events, restaurants, attractions, etc.



## **Sit down & learn**

Utilize YouTube, follow Adobe Creative on all channels, Lynda.com and maximize what is out there





VIDEO STRATEGY

**THANK  
YOU**

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