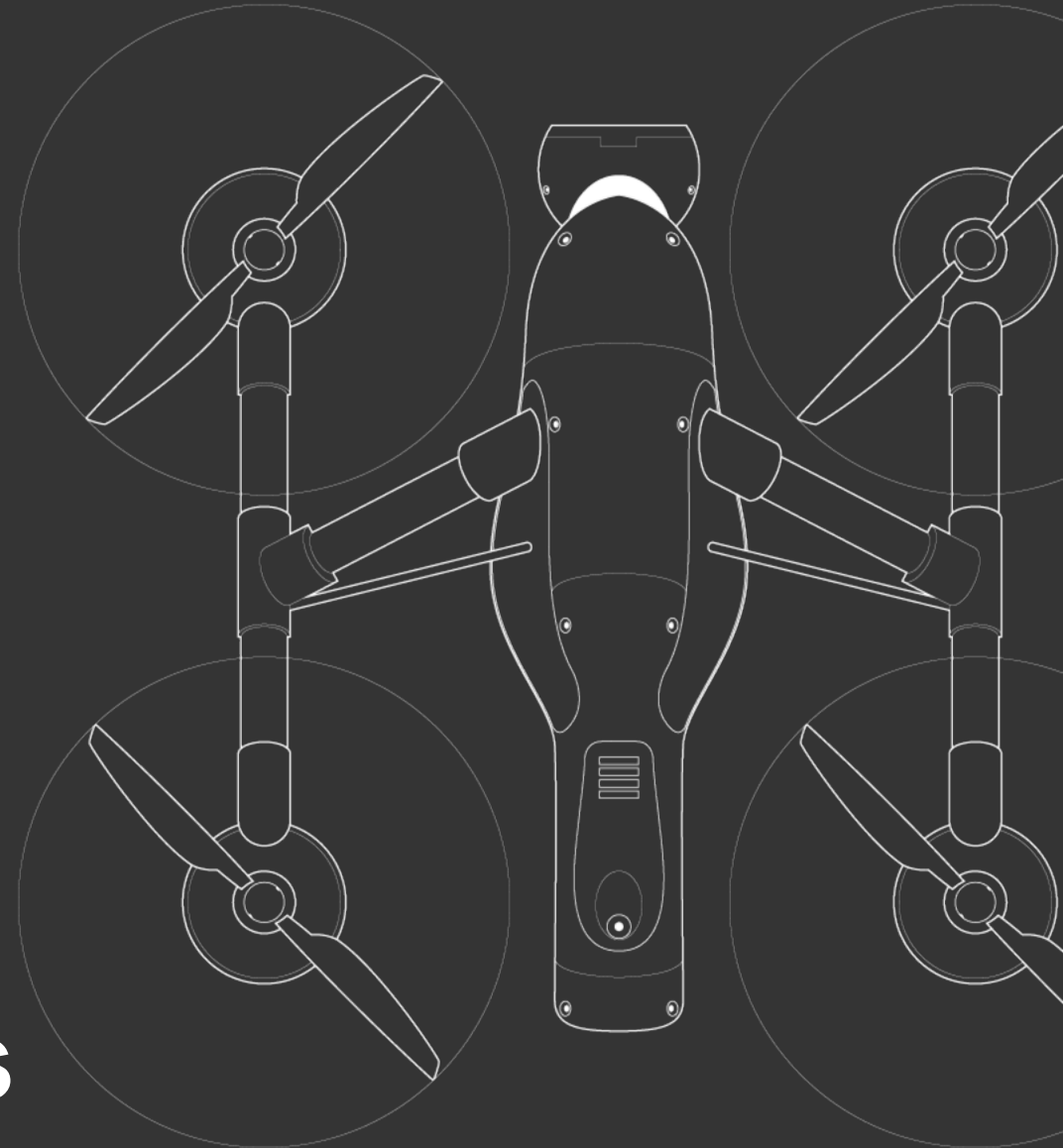


**Six Ways
to Make Your
Digital Content
More Successful!**

Neon Cloud Productions

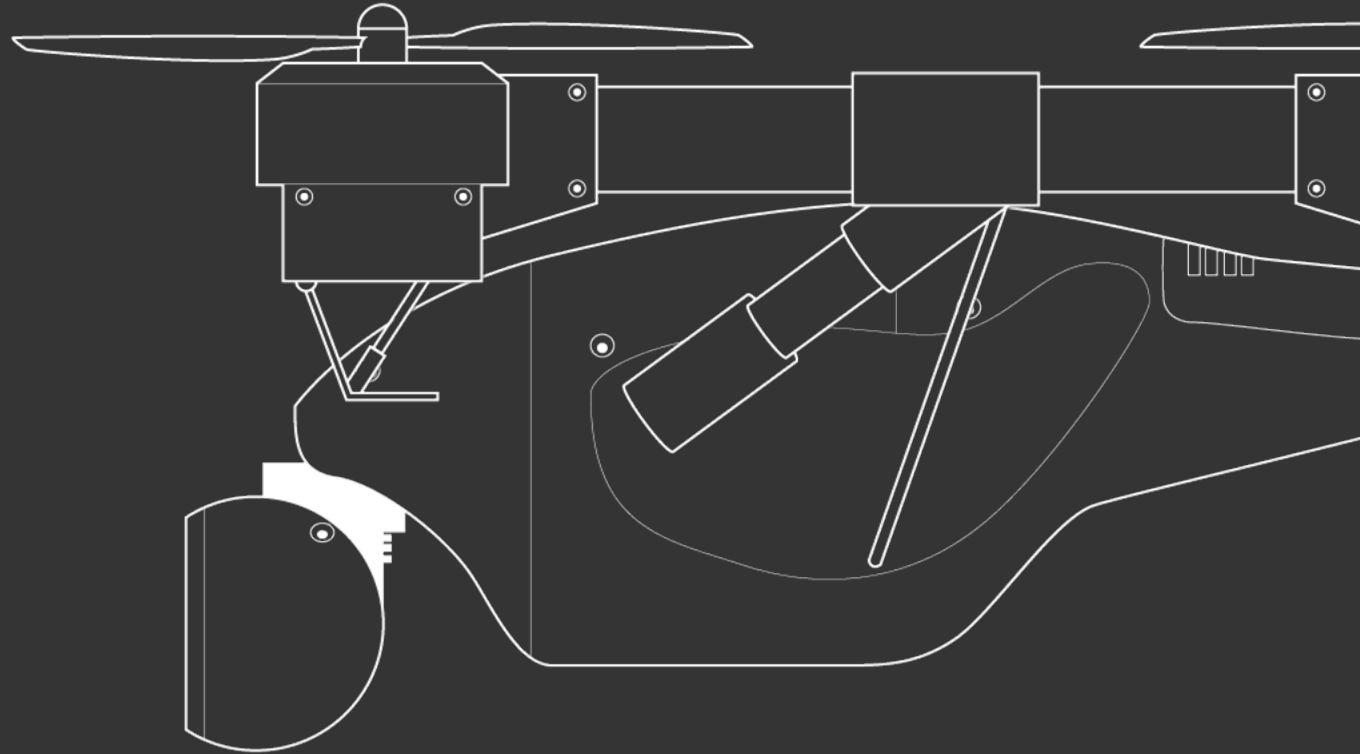
We Bring Your Community to Life Visually!



Neon Cloud Productions

Why Am I Speaking Today?

- 100% Focus on Economic Development Video Creation!
- 9 Years of Experience
- ED Experienced Employees

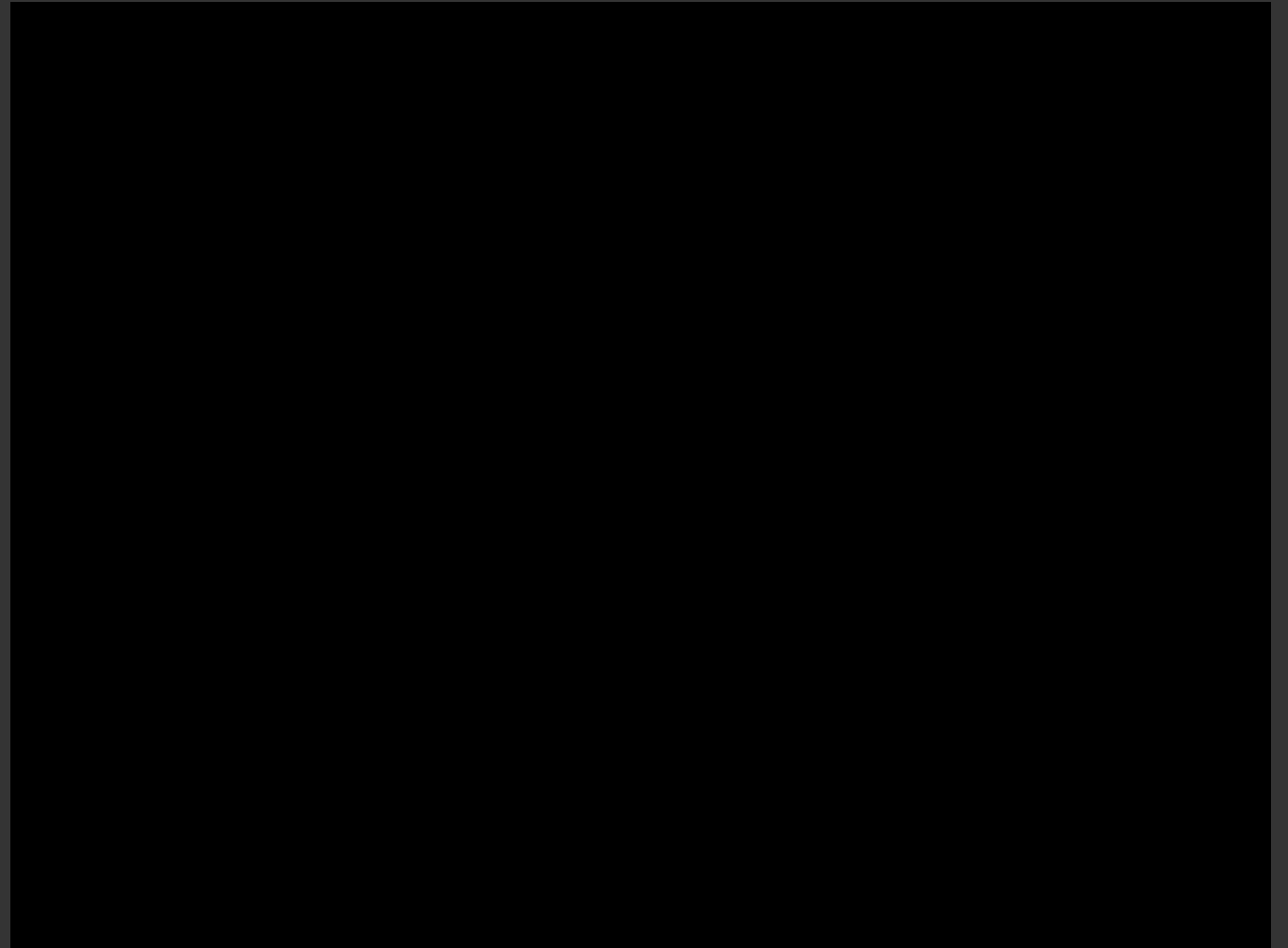


Number 1

Make Your Videos Comprehensible Without Audio

- Test Your Existing Video
- Statistics Matter
- Braggable Locations
- Motion Graphics
- Film in a visual way

[Example Video of Rural Community](#)



Number 2

Make Your Videos Shorter

- Don't Show Everything
- Don't Repeat Information
- Overall Video Length
- Social Media Length
 - What to Film
 - 3 shots
 - 1 shot

i-Movie Example with Graphic



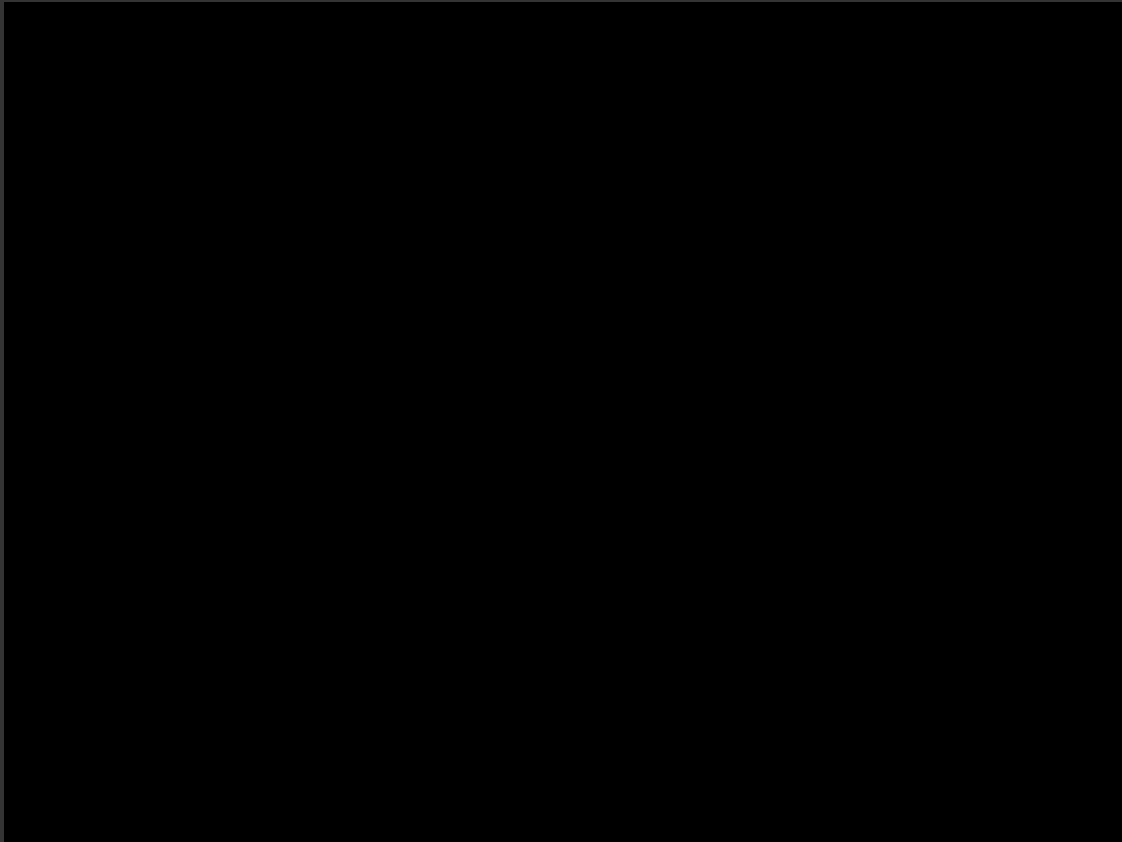
Number 3

Make Your Videos Specific

- Stay Consistent with Topic Footage
- Determine Target Audience
 - What topic would interest 80%
 - Which topics get the most reactions
 - Show off your assets

Number 4

Stay Consistent with Your Postings

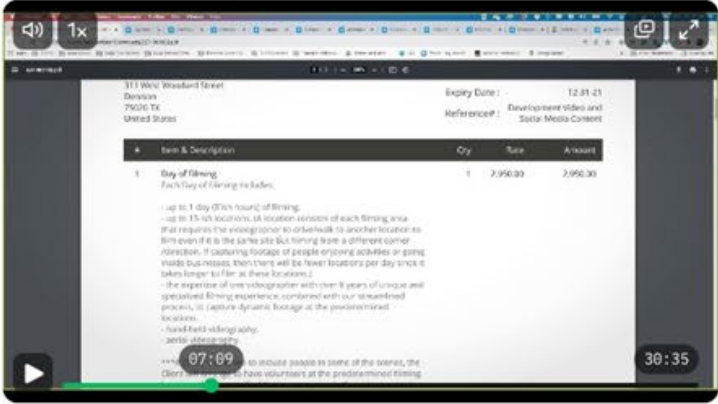


- Content Creation
 - Ideas
 - Constantly Capturing
 - Scheduled Creation Time
- Determine Best Posting Times
- Scheduling Apps

Example of Highlighted Question/Answer

Natalie Wilson
Recorded on Dec 13 2021, 10:29 AM

Record Call
Search
Stories
Recordings



311 West Woodland Street
Brentwood
76020 TX
United States

Expiry Date: 12-31-21
Reference#: Development Video and Social Media Content

Item #	Description	Qty	Rate	Amount
1	Day of filming Each Day of filming includes: - up to 1 day (7hrs) of filming; - up to 15-16 locations. At location scenes of each filming area that requires the videographer to drive/walk to another location on film even if it is the same site but filming from a different camera/position. It captures footage of people entering/exiting or going inside businesses, then there will be fewer locations per day since it takes longer to film at these locations. - the expertise of one videographer with over 8 years of unique and specialized filming experience, combined with our streamlined process, to capture dynamic footage at the predetermined locations. - hand held videography - 30/10 videography	1	2,950.00	2,950.00

07:09 30:35

How many people are coming in that video crew.

Natalie Wilson

Just one videographer; not a team.
This is important for any business to know so they don't freak out thinking it's a crew coming into their facility.

William

Okay. Yeah.

Natalie Wilson

But we want to know, right. So we can plan it all out.
Yeah. There's a whole process. Tony. We're like, we've got a streamlined process that, that we have to follow just to make sure everything works like clockwork.

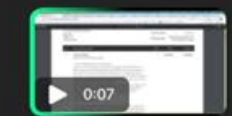
William

Totally agree with.

Get Started with Grain
Create an account
Import recordings
Get the Grain App
Support & Resources

Copy Highlights + Story

7:09



How Many People are Part of the Video Crew |
"How many people are coming in that video crew. Just one videographer; ... more"

▼ 7

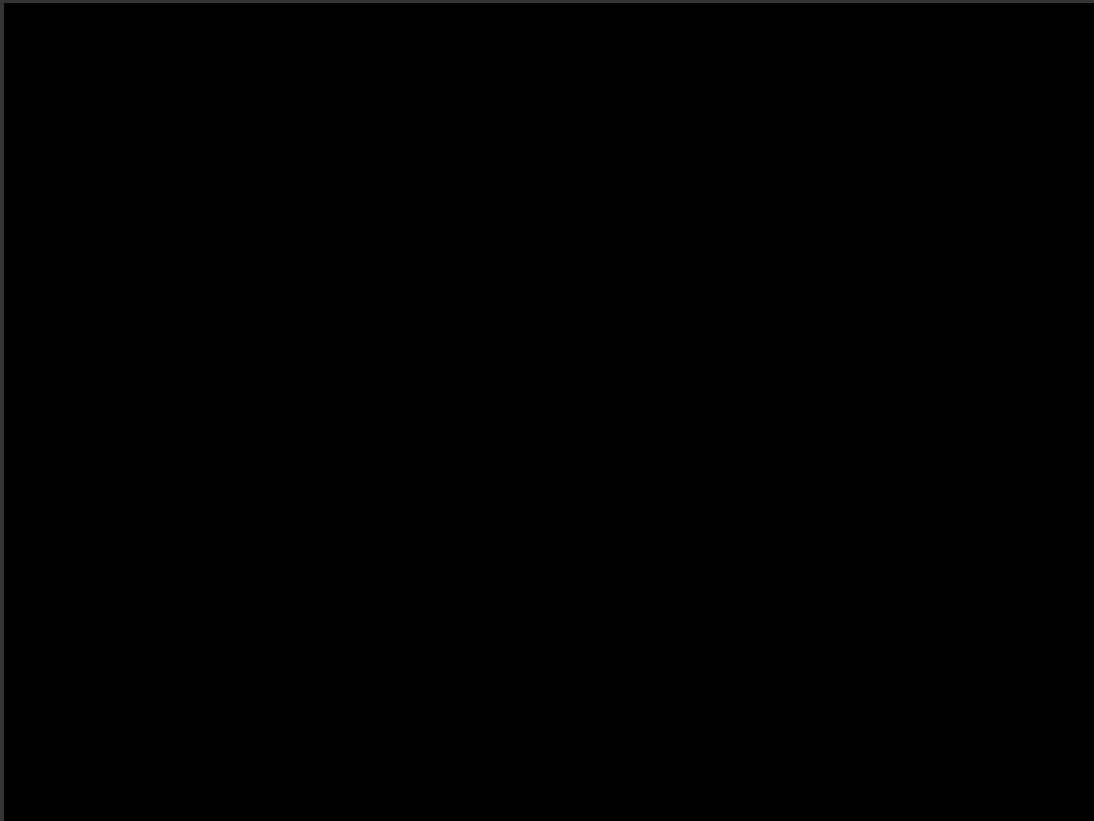
Number 5

Use Different Types of Posts

- **Video Content**
 - Loops (6 - 10 sec)
 - Clips (15 - 30 sec)
 - Topic Specific (45 - 90 sec)
 - Overall Video (2 - 3 min)
- **Photos**
- **Sharing Other Posts**

Number 6

Get the Most Out of Your Posts!



- **Key Ingredients**
 - **Key Words in First Sentence**
 - **Key Players Second Sentence**
 - **Tell the Role You Played**
 - **Call to Action at the End**
- **Hashtags**
- **Immediate Team Participation**

Summary

Six Ways to Make Your Digital More Successful

1. **Comprehensible without Audio**
2. **Make Your Videos Shorter**
3. **Make Your Videos Specific**
4. **Stay Consistent with Your Postings**
5. **Use Different Types of Posts**
6. **Get the Most Out of Your Posts!**



**THANK YOU
FOR
EVERYTHING
YOU DO!**

**We appreciate you letting us speak to
you today and would love to answer any
questions.**

