



# Video Services

Bring your story to life with video. Inspire understands what it takes to create captivating video content that represents your brand and effectively visualizes your key messages. Video has emerged as the crucial component for PR campaigns, websites and social media platforms.

Video is increasingly how we absorb information and form opinions, so it is an effective tool to help shape perceptions for companies and organizations alike.

From conceptualization to production to completion, Inspire works closely with clients to develop a video strategy and compelling content, either through our in-house services or through a preferred vendor partner. From short social media videos and live segments to cutting-edge animations and longer-form story-telling, Inspire has the creative knowhow, experience and relationships to develop impactful video content that will generate engagement.

## THE IMPORTANCE OF VIDEO\*:

- Social video generates **1200% more** shares than text and images combined.
- More video content is uploaded in **30 days** than the major U.S. television networks have created in **30 years**.
- **87%** of online marketers use video content.
- **One-third** of online activity is spent watching videos.
- **Half a BILLION** people are watching videos on Facebook every day.
- Views of branded video content have increased **258%** on Facebook and **99%** on YouTube as of June 2017.

\*Stats provided by WordsStream

## INSPIRE VIDEO SERVICES INCLUDE:



### Pre-Production

including strategic consultation, developing scripts, shot sheets, storyboards, etc.



### Production

including gathering footage, conducting on-camera interviews, overseeing filming or animation development, etc.



### Post-Production

including professional video editing, music selection and approvals

Visit our [Inspire PR Group YouTube Channel](#) to view video examples.  
Ask us how we can develop a video program tailored to your needs.