

# VIDEO ROAD MAP

Fast Track Your Brand In The Digital Age  
With This Revved Up Program

## FULL THROTTLE VIDEO

FEATURING MELISSA SCHENK

PRESENTED



BY MS2.CA

# FULL THROTTLE VIDEO

Discover Why Video is Now a MUST for Your Business.  
And How to Rev Your Engine!



**FEATURING**

**MELISSA SCHENK**

IMPACTING ONLINE CONVERSATION,  
AMPLIFICATION, AND APPLAUSE





***“SHIFT GEARS AND DRIVE  
CONTENT THAT DELIVERS”***

## FULL THROTTLE VIDEO PROGRAM



LIMITED TO 6 PEOPLE / PER SESSION  
(ONE FULL DAY + TAKE-AWAY BINDER + MINI-TRIPOD)

**YOUR INVESTMENT:** \$1,495.00 + HST

FULL THROTTLE VIDEO WILL HAVE ATTENDEES ATTRACTING MORE CLIENTS  
AND CUSTOMERS WITH THE VIDEOS THAT THEY CREATE!

**U**nderstanding online viewers and how their minds work is critically important for increased engagement. Video & Social Media Marketing Strategist Melissa Schenk will teach busy marketers & business owners what tools are an absolute NECESSITY to stand out online and how to develop content that will inspire change, engage effective communication and accelerate their business to

the next level - having their customers take action!

Training will teach individuals how to create content-quality videos for social media using their own cell phone, and how to get videos ranked at the top of YouTube and Google to obtain more views instantly, how to get increased exposure and traction on Facebook Feeds, as well as

provide the most-up-to-date content, tips & tricks pertaining to online exposure, relevancy, frequency, engagement and authority.

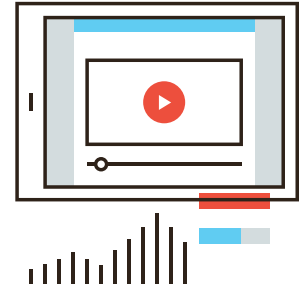
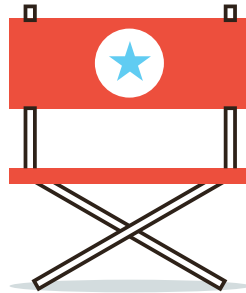
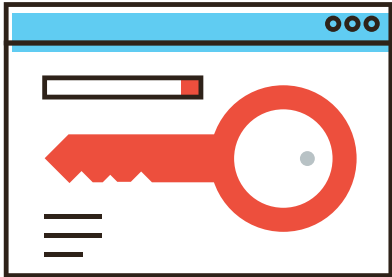
*Be Seen! Be Heard!  
Be Remembered!*



# IN THIS FULL DAY HANDS-ON PROGRAM

## YOU WILL LEARN:

(WILL BE TAUGHT USING AN IPHONE, BUT SIMILAR PRINCIPLES APPLY)



### PRE-PRODUCTION:

- **Pre-Video Prep:**  
Determining the Intention of your Videos
- Conducting Keyword Research
- Creating a “Shot List” out of 30 (at least) targeted keywords
- Developing Your Big Picture Strategy
- Online Success “Teaching Video” Formula
- YouTube Video Presentation Template / Scripting Outline

### PRODUCTION:

- Important Controls/ Settings on your iPhone
- **Videotaping Techniques:**  
How to get quality filming out of your iPhone
- Steady Filming/Tripod Options (a mini tripod will be included)
- **Audio:** Accessories that will allow you to capture crisp audio on your iPhone using an external microphone (Brando Mini-Mic will be included)
- **Lighting:** What to watch for and how to add sparkle to your videos
- Video Presentation Techniques for Filming Your Content

### POST VIDEO TRAFFIC OPTIMIZATION:

- Uploading/Optimizing/ Ranking and Driving Traffic to your videos
- Discover Google’s Zero Moment of Truth & Understand its Relevance to your Content
- The Three Touch Points of Customer Engagement
- The Four Pillars of YouTube Success (Content, Optimization, Traffic, Engagement)
- Learn how to Analyze the Impact of your Brand Online
- Tips & Techniques using Online Video to Generate Leads
- Strategies to Grow your Email List using Video
- How to Find Meta Tags for any YouTube Video



### PROGRAM PLACES

Programs will take place at MS2 Productions Studio  
**Located At:** 1235 Eagletrace Court, London,  
ON N6G 0K8 CANADA  
**Call Us:** (519) 276-0006

# NOW START *YOUR* ENGINES

Contact Melissa Schenk at MS2 Productions  
for more information.

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