



# Video Content to Tell Your School's Story/Social Media

Engage higher quality prospective students [and legislators]  
with video via your social media channels.

Presenter: Glenn Kalison, Founder, Chief Content Officer  
[gkalison@studioenterprise.com](mailto:gkalison@studioenterprise.com)

The logo for Studio Sidecar Productions, featuring a stylized white 'L' shape to the left of the text 'STUDIO SIDECAR PRODUCTIONS' in a bold, sans-serif font.

# STUDIO SIDECAR PRODUCTIONS

Studio Sidecar Productions leverages strategic partnerships, production infrastructure, and emerging talent via its training programs to develop and produce innovative content.

We specialize in servicing colleges and universities.





**47 % of all  
Millennials and  
Gen Xers are  
“unreachable” –  
either cord-cutters  
or cord-nevers**

Source: Greenberg/Google research (2018)



**Video** in 2019 in the US is  
forecasted near **85% of**  
**all internet traffic**  
(Cisco VNI Study, 2018) with the  
surge in mobile consumption  
continuing.

**70 % + OF VIDEO IS CONSUMED ON MOBILE**

## Quibi Hits \$100 Million in Ad Sales Before 2020 Launch

Early advertisers on the short-form streaming service include Procter & Gamble, AB InBev and Google

By *Benjamin Mullin and Erich Schwartzel*

Updated June 19, 2019 2:05 pm ET

CANNES, France—Quibi has already taken a bite out of the world’s largest advertising budgets.

The short-form streaming service led by former Hewlett-Packard Co. Chief Executive Meg Whitman has booked \$100 million in advertising revenue months ahead of Quibi’s launch, she said in an interview, adding that amounts to two-thirds of the company’s available inventory for the first year.

# SHIFT TO CONTENT-FIRST MARKETING

Drive CPLs down, conversion rates up

Phase out lead aggregator dependency

Engage a **purposeful, high intent audience** with your brand experience

Glenn Kalison, Chief Content Officer  
gkalison@studiosidecarproductions.com





*Instagram*

**OPPORTUNITY TO ENGAGE IN A  
CONVERSATION WITH YOUR COMMUNITY**

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# **OPPORTUNITY FOR LONGER FORM COMMUNITY-DRIVEN CONTENT**



# ITS ALL ALREADY THERE FOR YOU

Student, faculty, administration, community sourced material aggregated by a centralized team

Student-centric content development with local flavor, capturing the essence of the local markets and communities that define each school

Volume and diversity that will represent the variety of programming and students we intend to attract

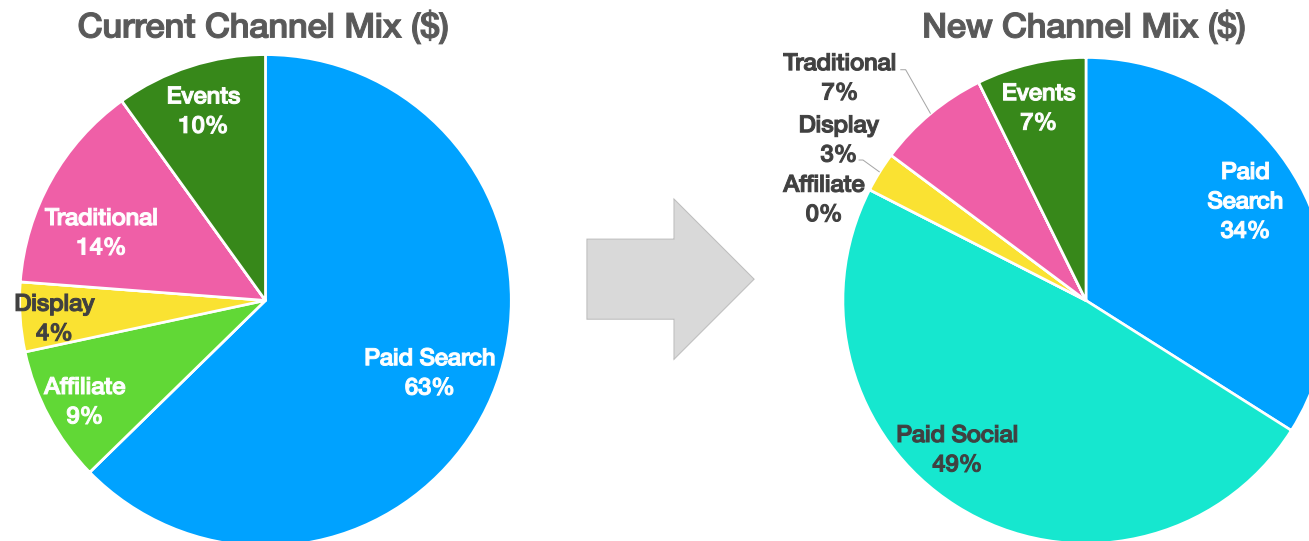
Cultivate engagement of student population, employment community, improve conversions and retention

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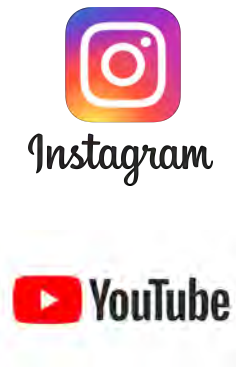
# MARKETING CHANNEL STRATEGY: A NEW MIX

- Shift marketing spend to Social Media, leveraging platform to deliver fresh content
- Manage Paid Search down to an optimization point, increasing conversion rates
- Create a predictable pipeline of high quality prospective students



# CRM ALIGNED WITH CONTENT STRATEGY

- Continues the journey with specific content from campus
- Showcase student work, present events prospective student can attend, and create a dynamic experience



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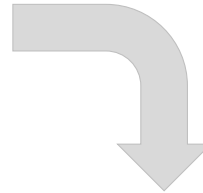
CONSIDERING YOUR COLLEGE/UNIVERSITY CHOICES? VISIT & DOWNLOAD OUR FREE GUIDE TO UNDERSTAND YOUR OPTIONS.

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# HIGH VALUE PROSPECTS VALUE DIGITAL VIDEO

# 9x

Students that enroll are 9x more likely to cite digital video as the most influential resource in their decision process vs. dropouts from the process

Source: Greenberg/Google research (2018)

# **CREATIVE MATTERS... A LOT**

**50 – 70% OF CAMPAIGN ROI IS DUE TO  
CREATIVE**

*SOURCE: NIELSON CATALINA RESEARCH VIA THE ADVERTISING RESEARCH  
FOUNDATION MAY 2017*

# CONTENT *FORMAT*

Mobile-first and channel-appropriate edits critical to engagement

Visual assets and written material edited and prepared specifically to optimize engagement for each channel

In aggregate, this will tell our story and make our content “sticky”

Sweet spot is :15 - :30 videos made with mobile in mind - highly consumable and engaging.

Other format opportunities: Vertical Video for SnapChat, Squares for Instagram Stories; Live Video; 360 degree video, podcast



# TAILOR YOUR VIDEO FOR DIRECT RESPONSE

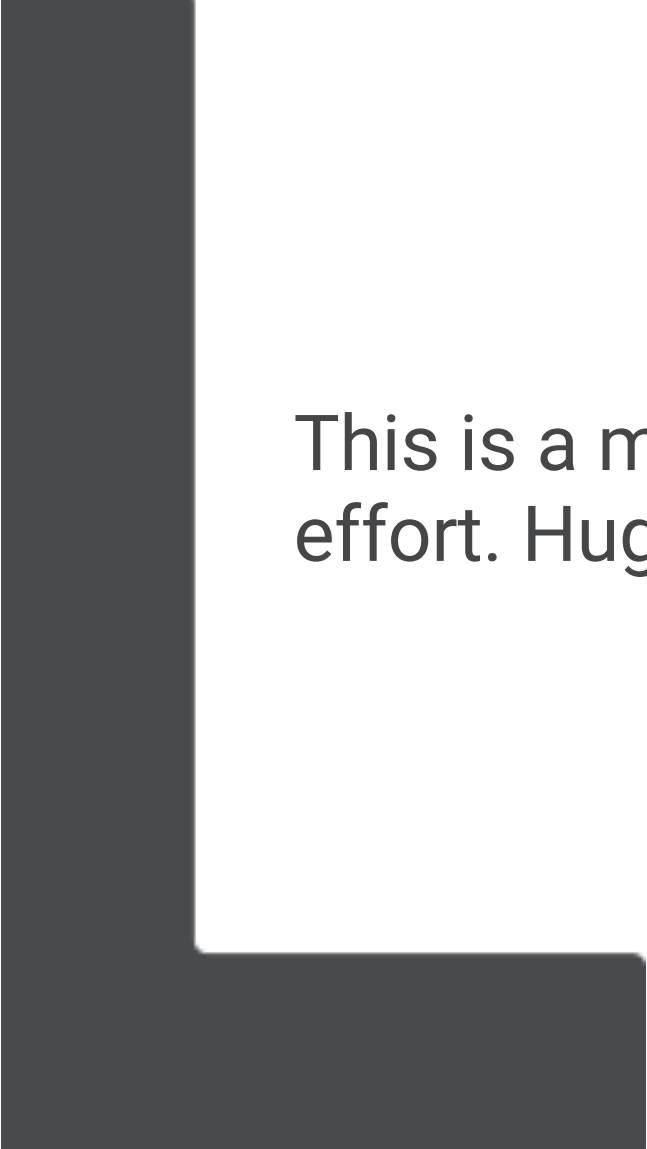


... A COUPLE OF EXAMPLES



# **BTW, THAT WAS A DIGITAL ASSET MANAGEMENT SYSTEM (DAM)**

Everyone needs one or you need a partner that manages your media on your behalf.



This is a marketing effort *AND* a PR/regulatory effort. Huge value.

# CONTENT CAPTURE PLAN

*PROJECT: HIGHER ED CHOICE*

*PHASE I VIDEO SERIES*

*AUDIENCE: LEGISLATORS AND CONSTITUENTS*

**#HIGHEREDCHOICE**

**#EDUCATION2EMPLOYMENT**

**#CAREERDEVELOPMENT**

**#VETERANS**

# PROJECT HIGHER ED CHOICE

In an effort to communicate the amazing stories that lie within our school community, and to help legislators better understand the importance of career-focused schools like ours that are focused on preparing students for successful employment outcomes within their chosen fields, we are seeding a video series.

One way to share the truth is to let our students, staff and faculty tell the story. We need all of our community members to rally to tell us their story, *succinctly in no more than 60 seconds.*

# PROJECT: HIGHER ED CHOICE

What's needed:

**20 – 30 videos per school**

How do we get there?

# VIDEO SERIES – 10:10:10

Aim to shoot video of:

- 10 students (ideally 5 vets and 5 other),
- 10 staff/faculty members (also a few vets and others if possible)
- 10 (or as many as possible) from the employment community

answering the following questions:

# THE SCRIPT (*STUDENT SPOTLIGHTS*)

- What is your name?
- What school do you attend?
- What programs are you enrolled in?
- Why did you pick this school?
- How do you feel about this school?
- Please tell us a bit about your educational experience prior to attending this school.
- What is different about this experience?



**THEN YOU GET THIS...**





# THE SCRIPT (*STAFFSPOTLIGHTS*)

- What is your name?
- Where do you work and what do you do there?
- What programs are taught there?
- How do you feel about this school?
- Please tell us a bit about working in education prior to attending this school.
- What is different about this school?

**AND THIS...**



## THE SCRIPT (*EMPLOYMENT COMMUNITY SPOTLIGHTS*)

- What is your name?
- Where do you work and what do you do there?
- What types of technical career programs do you teach or support at your organization? (clinical partners)
- What career technical graduates do you hire at your organization?
- How do you feel about the student capabilities and training?
- Why do you work with career education institutions like \_\_\_\_\_ rather than exclusively with community colleges or other programs?

**OR THIS...**



# BEST PRACTICES FOR INTERVIEWS

Objective:

Optimize Social Media Engagement Opportunities

- Conversational, lead with the heart interviews
- Follow scripted questions
- Follow production guidelines
- Use hashtags when posting
- Student, faculty, administration, employment **community** captured on campus and uploaded
- Volume and **diversity of material** will represent the variety of students we serve
- Raw content that will be fresh **engaging**
- The more the merrier, not limited at all

# VIDEO INTERVIEW GUIDELINES

- You can shoot it on an iPhone or similar.
- Subject should be about 4-6 feet away from camera, center of frame
- Keep a natural light source behind the camera when shooting so that your subject is facing the light.

# VIDEO INTERVIEW GUIDELINES

- Pay attention to what is behind the frame. Make it somewhat interesting as opposed to dreary white walls.
- Ideally you are in a quiet place, or ask those around you to be quiet while capturing the video.
- Shoot in "landscape mode" - flat left to right.

# VIDEO INTERVIEW GUIDELINES

- Keep fingers at 4 corners of phone so you don't obstruct camera or microphone.
- Camera level with eyeline or slightly above
- Eyeline: A 2nd person should be standing next to the camera asking the questions. The subject should be looking at that person and connecting with them in the conversation. Subject should NOT look at camera - but to the one asking questions.



**EMAIL ME. WE WILL HELP YOU.**

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