

Pitch Deck



The Video marketing consulting company that offers strategic marketing for clients in the healthcare & high ticket sales field.



PROBLEM

- 1.) Do you not have an internet presence ?
- 2.) Do you want to increase your google score?
- 3.) Do you not have the time to create video content? ➔

Solution 1

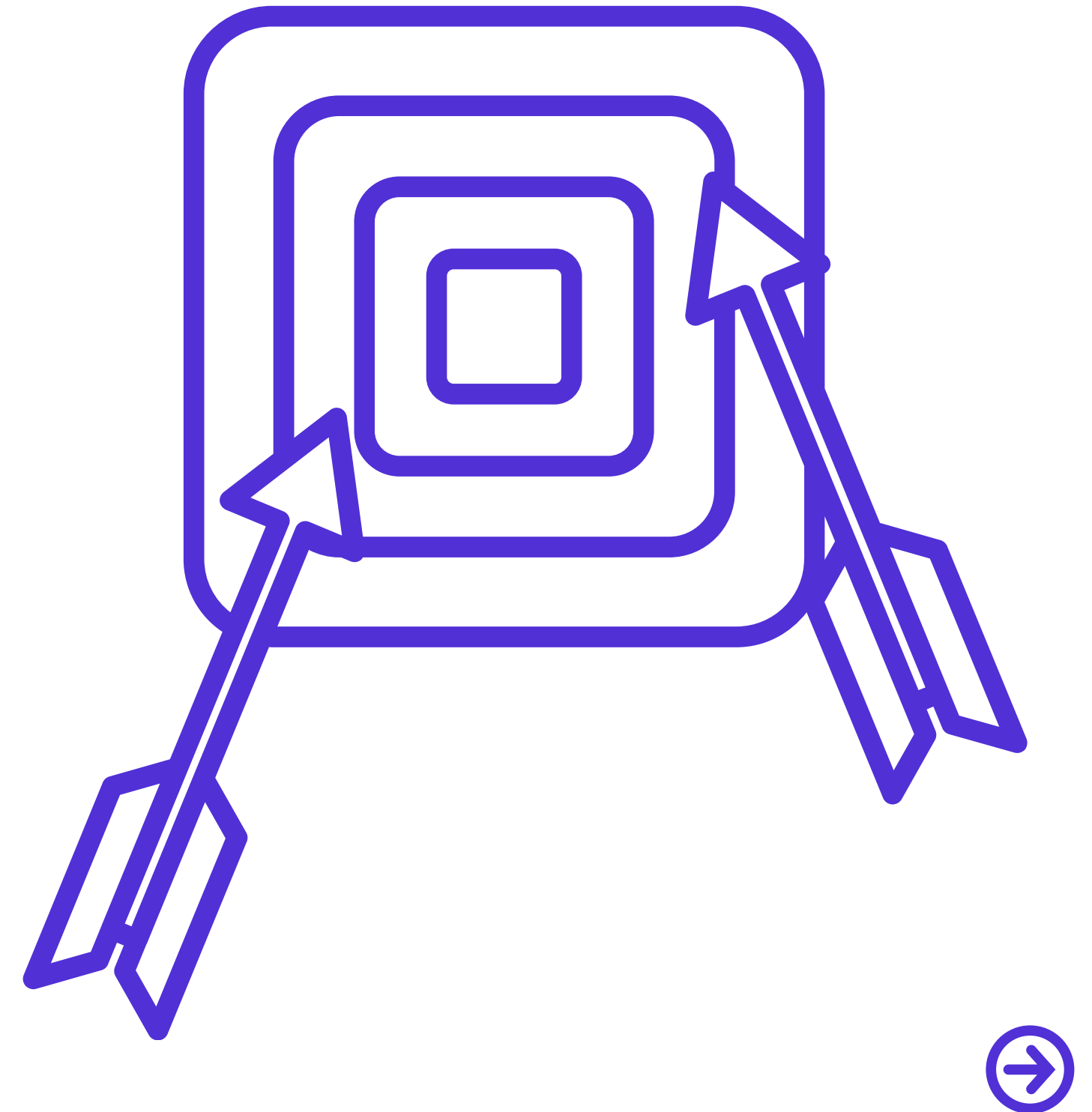
We fix your internet presence when you have none by the use of social media outlets.

Solution 2

We help drive traffic to your website to increase your google score by using search engine optimization techniques and new proven ways.

Solution 3

If you do not have the time or expertise we come by once a month to create a calendar of videos for you or turn your current videos into more!!!



PROBLEM SOLVED

3 ways that we aim
to fix these issues are:

1.) We use social media outlets such as
pinterest, youtube and tik tok to grow your presence.

2.) With repetitive use of blogs and
youtube we are able to increase your site ranking.

3.) We stop by your office once a month
and film enough content to cut up
and use for tik tok (9-12 secs) and youtube (1-3min). Or
use your current content to make multiples.



Video Marketing

When trying to reach new prospective patients,
Social Media Video marketing is the key to success.



Birth of Video Marketing Service

A simple timeline on how your product or service came to be is a helpful way of visualizing your origin story. What frustrations or ideas led to this?



Step 1

2008 we worked on myspace marketing with photos generating 40k followers in 1 year.

Step 2

2018 we started learning the ins and outs of video.

Step 3

2019 we started using video with Tik tok & YT and began to see major success.

Step 4

2021 we started using User generated content to increase engagement.



Reason 1

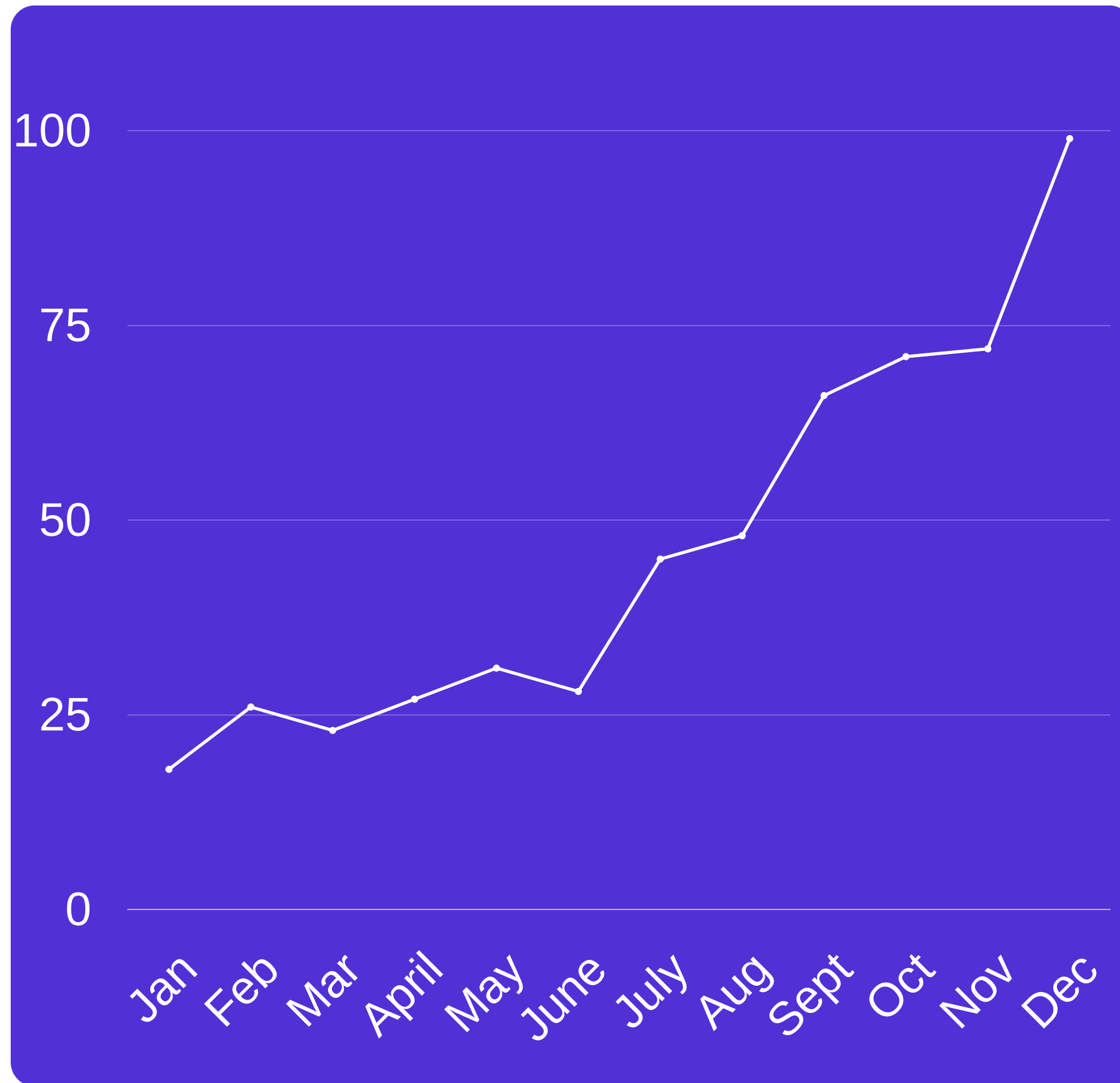
Right now is the best time for your company to rise up and go to the next level with video marketing because attention span has shifted toward short form videos .

Reason 2

We have close ties with people at tik tok, Instagram and YouTube. We also research the Trends that are bringing engagement numbers up and implement them into your marketing plan.

TIMING[®]





TRACTION

Where is your company currently at?

We will have a Sit down
and Visualize to highlight important
developmental areas.



A woman with dark, curly hair is smiling and looking down, possibly at a laptop. She is wearing a light-colored top. The background is slightly blurred, showing a patterned curtain and some indoor plants. A solid blue rectangular overlay covers the bottom half of the image, featuring the text 'TARGET MARKET' in bold, yellow, sans-serif capital letters.

TARGET MARKET

Target Market 1

High ticket businesses
who do not have an internet presence
, are patient with the process that it
takes to get results (7 months - 1 year) .

Target Market 2

High ticket businesses
who are not reaching their sales goals,
have a marketing spend of \$4- 9k a month
and have an internet presence
but do not have the time it takes to film ,
market and upload content.

Who is Our Target Audience?



Target 1

Google search engine .

The best way to find who is searching for you is to get onto google and find the most searched for words .
We do this through multiple softwares to get the best audience possible.

Target 2

Competitor Social Media channels.

We take hours upon hours every week to research who your competition is interacting with and use our creative ways to get you to pop up on their page and their friends .

**Proven Organic
Ways that we
find your target
Audience.**



Direct Competitors



Indirect Competitors



Competitive Advantages



Advantage 1

We use techniques that are weeks if not months ahead of the curve.

Advantage 2

While other businesses are hiring others to do the work for them, we are constantly repurposing your videos, scouring the net for new content ideas and ways to advance .

Advantage 3

Every week we are looking at the numbers to see how we can move them with sources such as reddit , fb groups, quora and pinterest which in turn will allow your campaigns to survive in the long term.





Competitor Approach

Approach 1

How will you set your company
apart from the competition?

Approach 2

What path are you using right now to reach your audience?
Who are your potential patients?
Where does your audience hangout online?

Approach 3

The use of ads , Live Video Events
and the use of trends.





Business or Revenue Model

Future Roadmap



What are your next steps and goals?
We sit down and map this out with you.



Whether through a Graph, Timeline, Spreadsheet or Chart, we present the viability of your product or service and tell how your company will and achieve goals set at the beginning of the month.



With the use of viral trends and your recent comments on social media we curate content that will be engaging and shareable that way we pull the patients in who have already done reasearch.



Once the content has made its rounds we are now able to take the metrics and build upon them so that you have a fanbase that has a Life Time Value (LTV) and Customer Acquisition Cost (CAC).

You might be wondering ?

How will I bring in new customers from social media that are actually going to book ?

82%

of those those who create on TikTok say other users on TikTok inspire them to create.

Think of this as free promo



Here are 3 ways that we bring you new leads.

The Answer is Simple !
We laser target your audience.

1

Create Educational Videos.

2

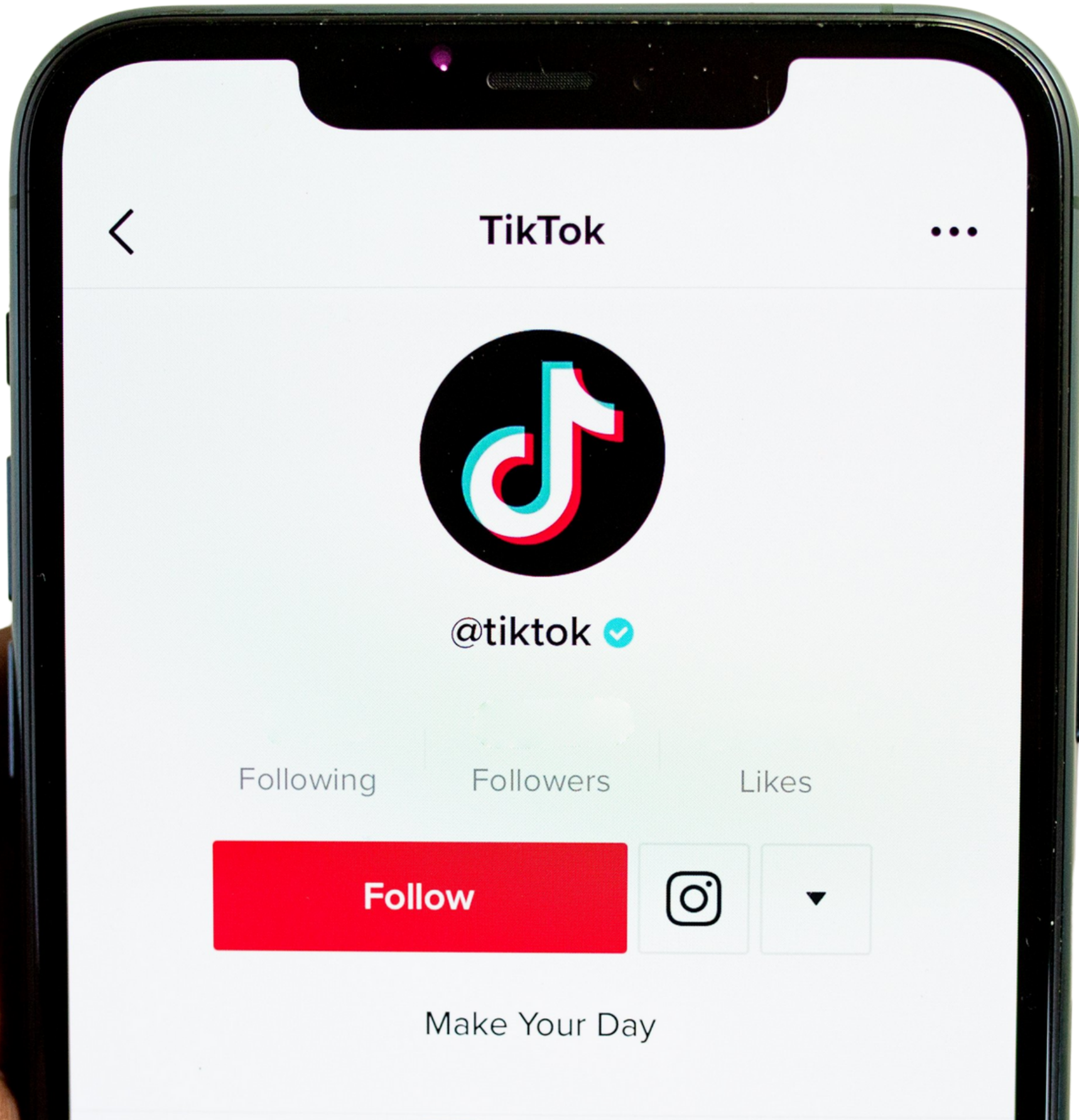
Reply back to comments within 1-3 hrs to help the algorithm push more people to you and create an authority presence .

3

Constant update on keywords to say in your videos and put in the title.

Brands are remembered
40% more on Tik Tok





Real Engaging Audience

82%

**of those those who create
on TikTok say other users on TikTok
inspire them to create.
Think of this as free promo**





Conversion

40-68%

**of the leads that come in from
TikTok convert into an actual sale.**



HOW WE SPEND OUR TIME



ON AVERAGE IT TAKES 2-
6 HOURS OF RESEARCH
PER DAY TO DO FIND THE
RIGHT KEYWORDS.

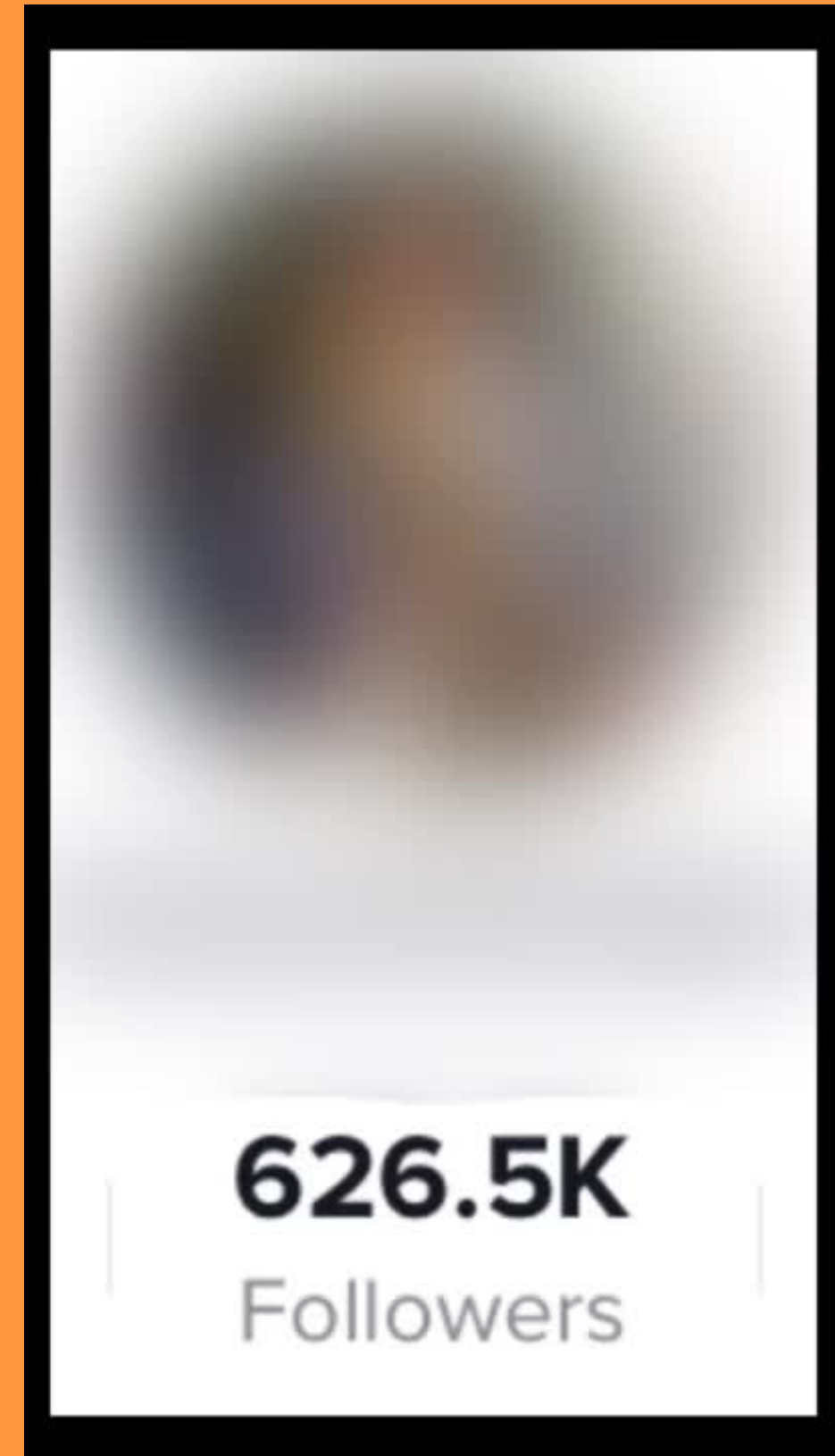
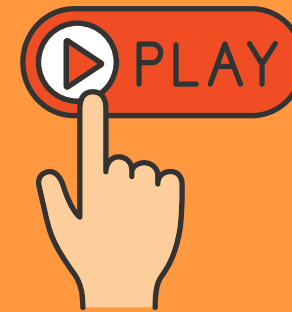
1-2 HOURS PER
VIDEO EDIT

2-4 HOURS FOR
VIDEO CAPTIONS

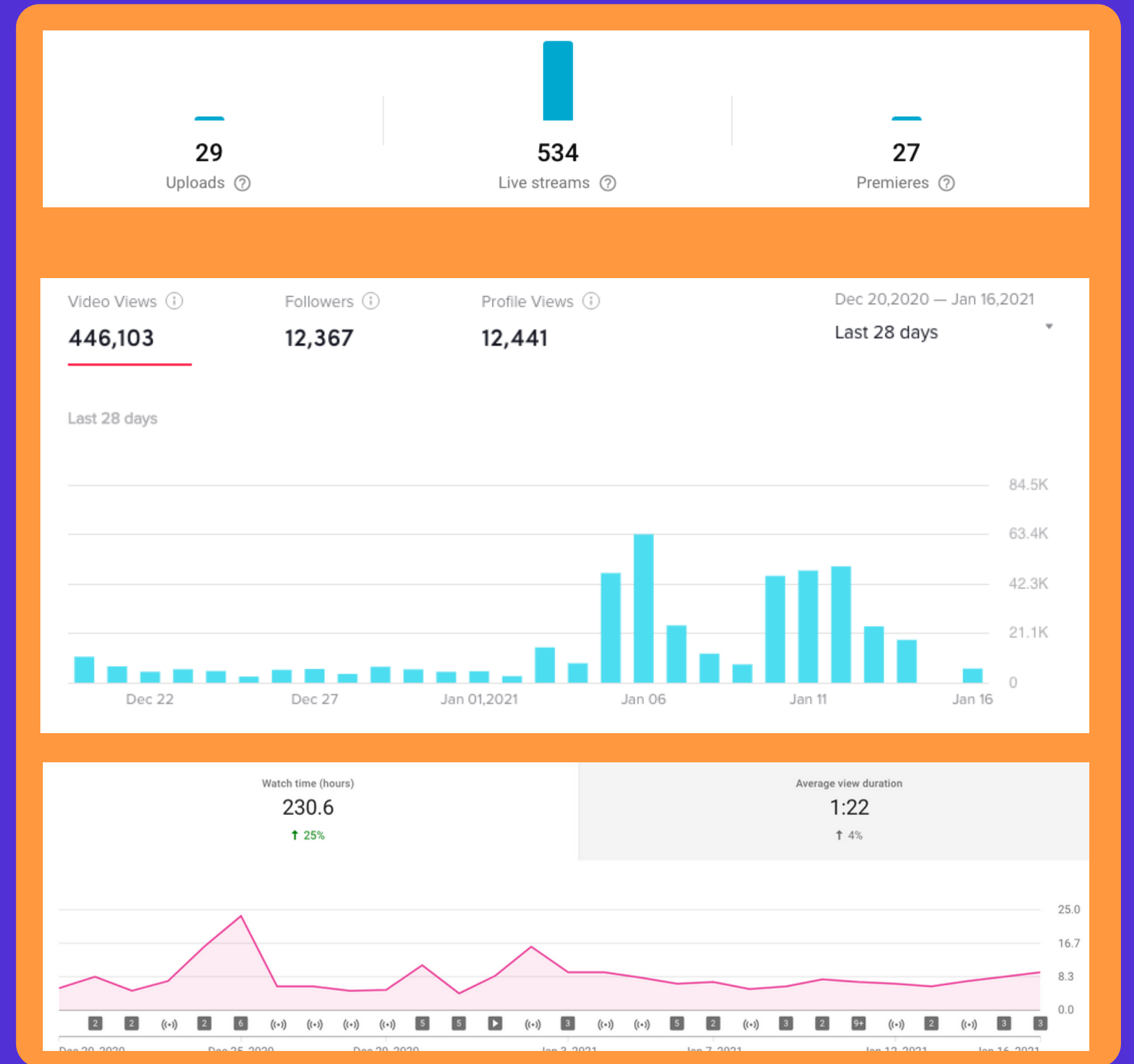
& 4-8 HOURS FOR ADS

WE AROUND THE CLOCK

CASE STUDIES



CASE STUDIES

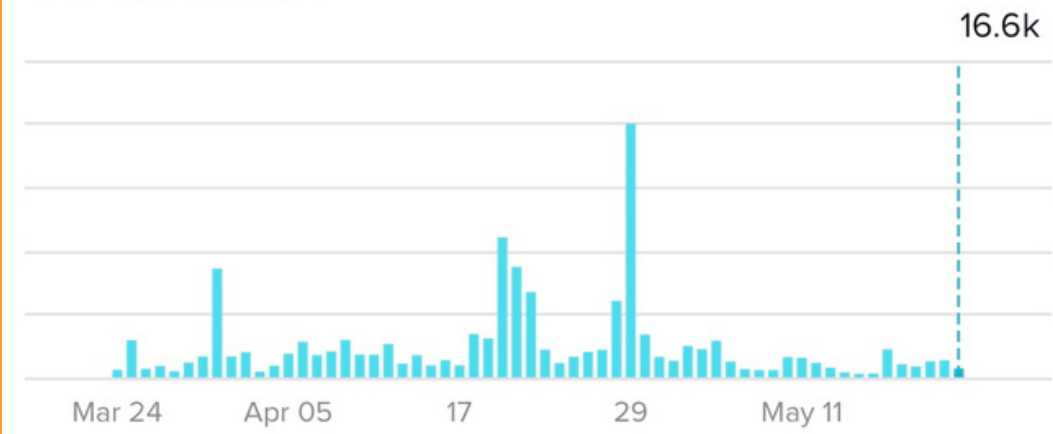


CASE STUDIES



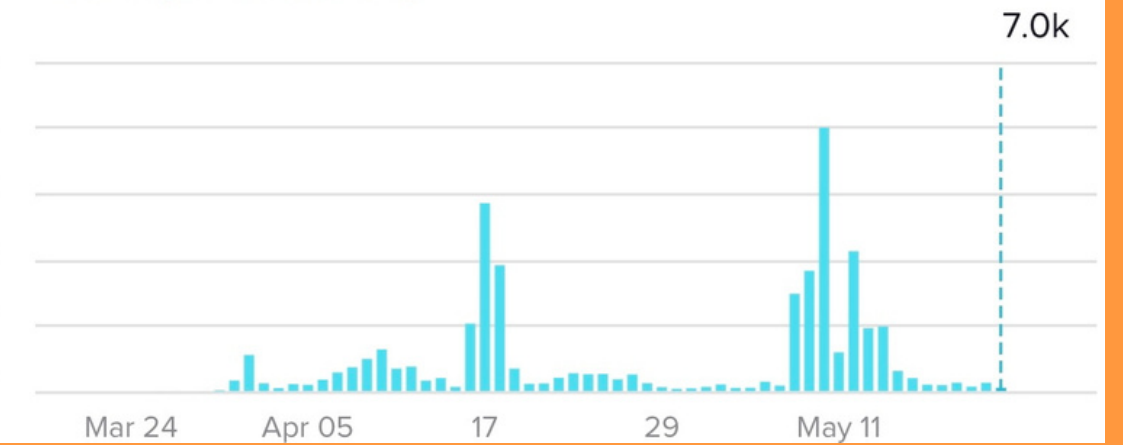
3.5M

+1.8M (104.13%) ↑



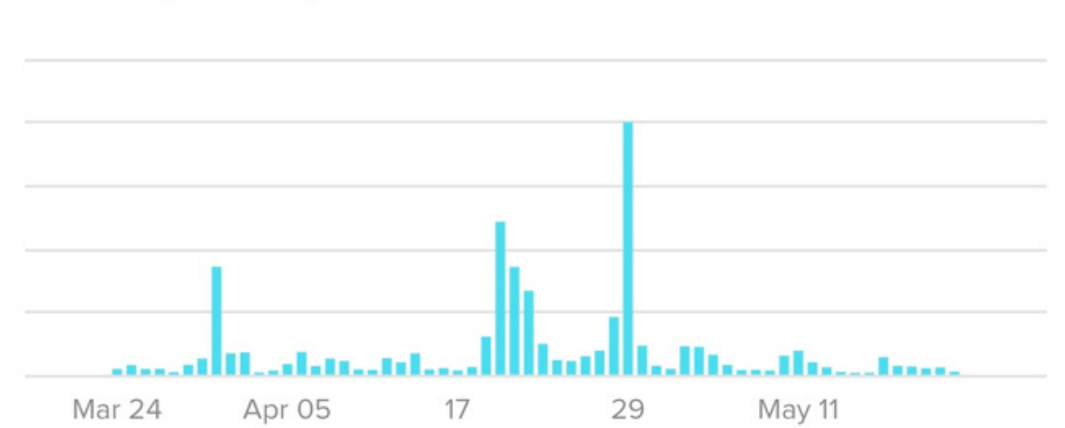
3.6M

+3.6M (209,138.74%) ↑



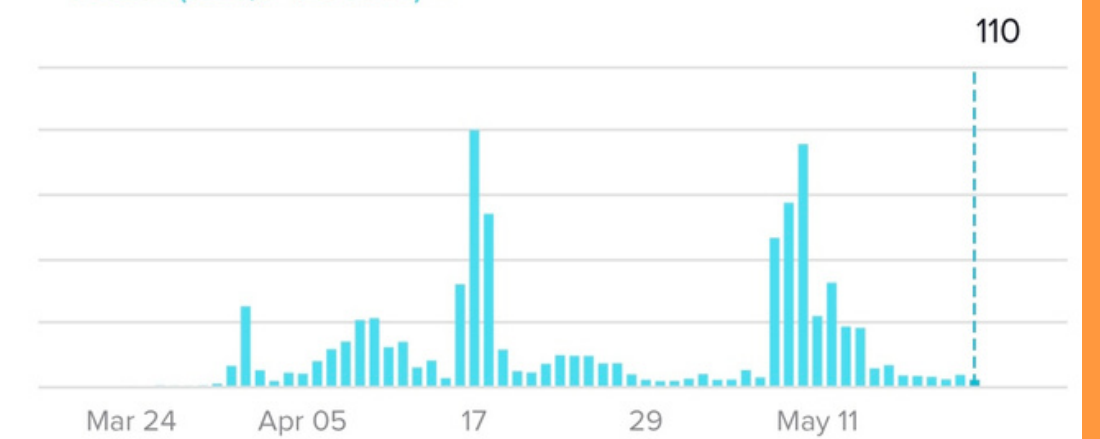
116.3K

+56.6K (94.85%) ↑



40.9K

+40.8K (123,742.42%) ↑



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