

# Photo & Video Production

PITCH DECK



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www.zoomshoot.com



**ZoomShoot**

Photo & Video Production



# Creating Amazing Content Since 2012

ZoomShoot is an innovative photo and video production agency. We create affordable, high-quality content for small businesses, charitable organizations, and government entities. Our team of photographers, videographers, and live-streaming experts are dedicated industry professionals.

Smart techniques and technologies including AI enable us to deliver projects quickly and affordably. A marketing specialist works to ensure your projects meet your goals and budget. Based in Southfield, MI.

Experienced. Reliable. Professional. Established.

ZoomShoot produces results you can depend on.



Photography



Videography



Live-Streaming



Marketing





Established in 2012, ZoomShoot, LLC has evolved into one of the fastest growing small business photo and video production companies in metropolitan Detroit. With over 100 years of expertise between the leadership team members, we are uniquely qualified to help small businesses and startups advance to the next level.

Our knowledge of marketing communications along with our experience in information technology makes the value we deliver unmatched. Producing measurable results is how we build trust and earn business for lasting partnerships. We work tirelessly to see the visions and goals of our clients come to fruition.

For more than twenty years, our managing partner, Mark Marden has worked professionally in the roles of Marketing Manager, Director of Photography, Producer, Director, Camera Operator, and Website Designer. His passion for business development and technology started as a teen and continues to this day.

## **Our Mission**

We are working to revolutionize the photo and video production industries by solving the problem small businesses face in obtaining affordable content production services.





# Professional Photography

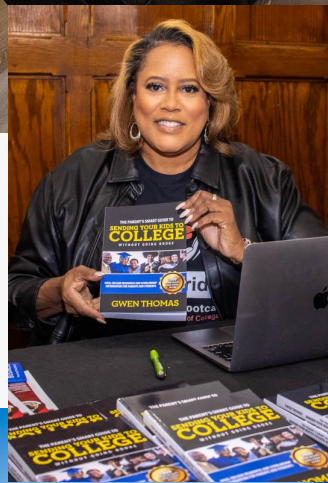
## When The Photos Have To Be Great

Visual content is one of the most important elements in marketing. Today's savvy shoppers are scrutinizing brands online before making a buying decision.

Keeping your web presence up to date with fresh content prevents your brand from looking dormant. Advanced features like aerial drone photography and 360 degree virtual tours are sure to impress shoppers.

Talent, creativity, and years of experience is what you get when you book us for your photography project.







# Video Production

## People Love Video-based Content

A professionally produced video will effectively communicate your message, mission, and values. As a promotional tool, it can be used on websites, social media platforms, and television ads. Profile videos are also powerful when presented during fundraising events. Training videos foster efficiency and ensure consistency.

Tell your story and convey a huge amount of information in a short time. Video commercials, how-to videos, interviews, testimonials, and shots of your business in action builds trust and credibility. Videos rank higher on search engines and increases traffic.







# Live Stream Broadcast

## Live stream video production is the new normal

The beauty of live video streaming is that you can conduct digital marketing campaigns and monetize your broadcast. Immediately see the analytics of your traffic and track the effectiveness and success of your presentation.

The in-person/online hybrid format creates a more personal connection between the people in the room and the people online. Event planners who add live video streaming in their live events have seen drastic increases in attendance, as well as engagement.

 Increased Audience Reach

 Instant Analytics

 Additional Revenue Opportunities

 Decrease Travel Expenses



# Consulting

## Design a Winning Strategy

**Branding** - The first step in marketing is branding. This is the process of setting up your company image. Your logo, website, photos, videos, and communications must have a unified message. A savvy style and intriguing selling proposition will set you apart from your competition.

**Campaign** - The next step is to launch a campaign with specific goals and targets. Leveraging small business guerrilla marketing with virtual events, social media, and paid ads will garner the best ROI. Your content should have high production value to convey superior quality.

**Measure** - The last step is to track results. Monitor the metrics for key performance indicators that demonstrate the campaign's health. Revise the verbiage, tweak the SEO, or realign targets. Google Analytics enables us to see trends and make fast adjustments.







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