IAM Film Works
&
Marketing
Who We Are

- IAM is a Marketing and Digital Film Media Company that creates content that effectively reaches targeted and broad audiences with powerful stories, campaigns and marketing material.

- IAM specializes in creating powerful commercials, films and advertisement that reaches the “heart” of the problem and addresses societal issues.
In today’s society, we are inundated with advertising mediums every day. It becomes a challenge for companies to rely on old mediums such as newspapers, flyers, postcards and billboards to help promote and raise awareness about their products.

Videos can make long lasting impressions and invoke emotions that printed materials simply cannot compete with.
The Power of Visual Marketing

“Video has become a critical component in business, politics, communication, and social media and even in music. The use of video is so ubiquitous in our everyday lives; it has become part of our subconscious. We don’t even realize how much we know and learn from video—news, commercials, documentaries, even YouTube.”

- Forbes Magazine
The Best Marketing Tool!

- If you want to gain exposure to a new audience, then advertising on YouTube is a great ad platform to experiment with.

- With more than 1 billion unique visitors each month, you're going to get your message across to your intended target.

- Video increases people’s understanding about a product or service by 74%.

- An average video consumer spends 16 minutes watching video ads each month.

- 80% of Internet users remember the video ads they watch online.
Tips & Tools

- *Be Your Own Superstar...* but know when it’s time to hire talent!

- Keep it short and make it interesting.

- Investigate what platform is best for your audience.

- If possible, hire a production company to film and produce your piece.

- If acting is required, get quality actors…not friends and family!
Lights, Camera, Action!

Top 10 Tips for A Great Corporate Video

- https://www.youtube.com/watch?v=6Tc7LBx7XzE

Creating a 30sec Commercial

- https://www.youtube.com/watch?v=pPHg-2sPeGo
Creating Content

- Increasing YouTube Views: [https://www.youtube.com/watch?v=TdkndQDK0V8](https://www.youtube.com/watch?v=TdkndQDK0V8)
- YouTube Marketing Tips & Tools: [https://www.youtube.com/watch?v=qbSGpTvYkSg](https://www.youtube.com/watch?v=qbSGpTvYkSg)
That’s the value of one minute of video, according to Dr. James McQuivey of Forrester Research.

Do you have the time and energy to write 1.8 million words? That’s the equivalent of 3,600 typical web pages. If you write an average of one web page an hour, it would take you 150 days of writing to achieve the impact of one minute of video.

When you look at it that way, online video marketing is the single most practical use for your marketing time and energy!
Thank You!

Marketing the matters!

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