



WE MAKE MOVIES CREATIVE SERVICES



You're probably used to the disjointed process of working with separate agencies for branding, marketing, content creation, SEO, blog writing, graphic design, website creation, and all the other aspects that go into a modern marketing campaign.

Your product and solution deserve better.

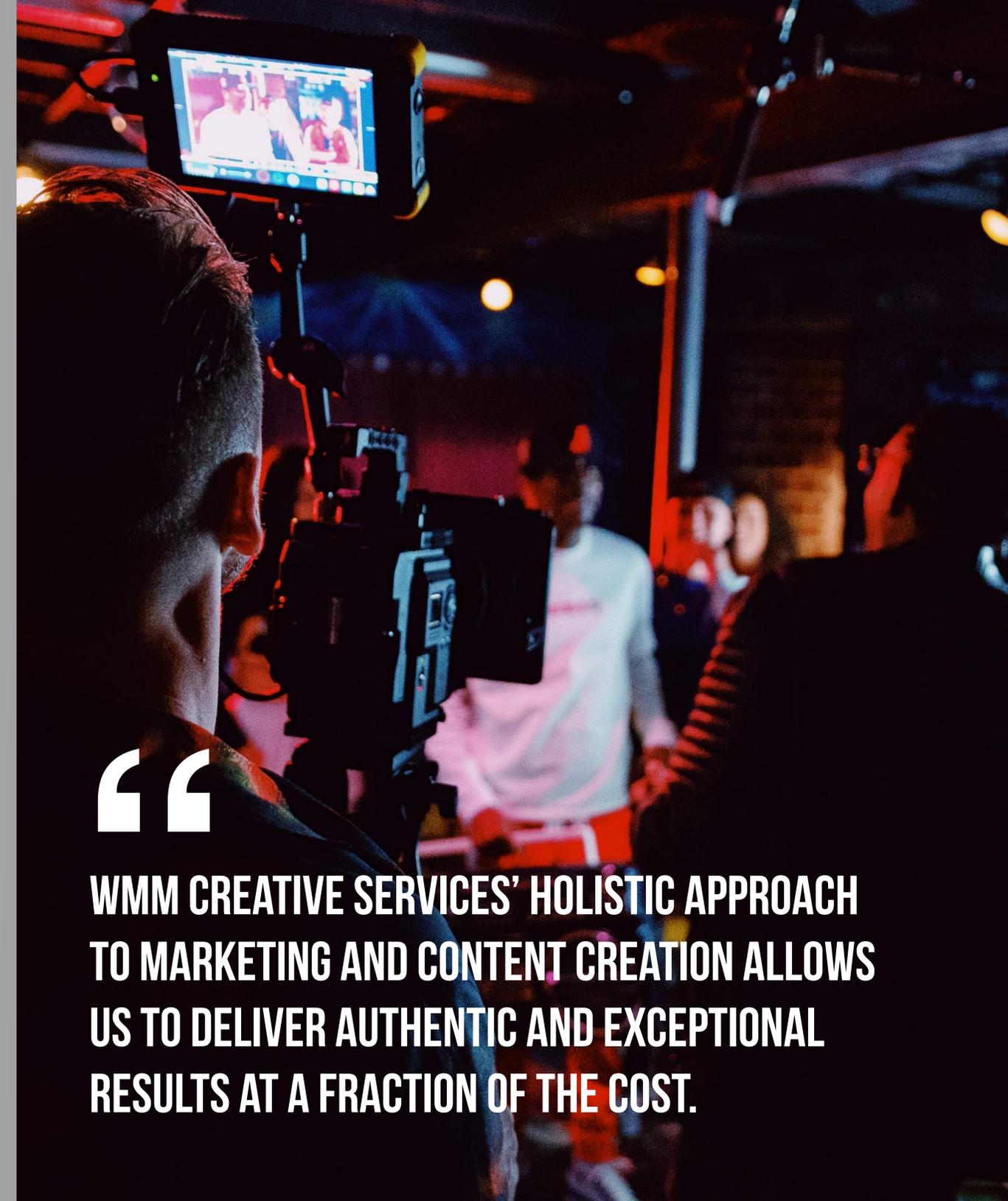
“

FROM DESIGNING THE BRANDING AND MARKETING STRATEGY TO CREATING ALL OF THE NECESSARY CONTENT TO HANDLING THE ROLLOUT OF THE CAMPAIGN, WE MAKE MOVIES CREATIVE SERVICES IS THE TRAILBLAZING, COMPREHENSIVE VIDEO AND DIGITAL MARKETING AGENCY YOU DESERVE.



We are resourceful, practical, independent filmmakers who realized our process could be game changing in the marketing world. We know how to stretch budgets, deliver on tight deadlines, stay ahead of the latest technology, build audiences, work with influencers, and find organic ways to bring art and creativity to any story. We specialize in customer-focused, solutions-oriented, hyper-targeted campaigns that are designed from the ground up specifically for the people you are trying to reach, the way they want to be reached, on the platforms they want to be reached through.

WMM CREATIVE SERVICES solves marketing, branding, and content creation challenges for businesses and organizations of all sizes by delivering aspirational, eye-catching new media content produced at Hollywood and modern marketing standards. We meticulously design content that's adaptable across all digital and social platforms, then boost visibility through organically growing audiences around content.



WMM CREATIVE SERVICES' HOLISTIC APPROACH TO MARKETING AND CONTENT CREATION ALLOWS US TO DELIVER AUTHENTIC AND EXCEPTIONAL RESULTS AT A FRACTION OF THE COST.



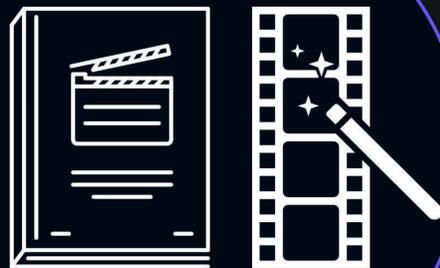
1 **STRATEGY**

- Branding Consultation
- Marketing Approach
- Product Launches
- Target Customer Profiles
- Influencer Game Plan
- Sales Tactics
- Scripting
- Logo/Graphic Design
- Content Creation Strategy
- Social Media Blueprint

2

CONTENT CREATION

- Targeted Ads
- Branded Content
- Micro-Docs
- User Generated Content
- Tutorials & Explainers
- Social Media Optimization



3 **CAMPAIGNS**

- Search Engine Mktg (SEM)
- SEO
- Social Media Growth/Mgmt
- Blog Writing
- Graphic Design
- Websites



STRATEGY

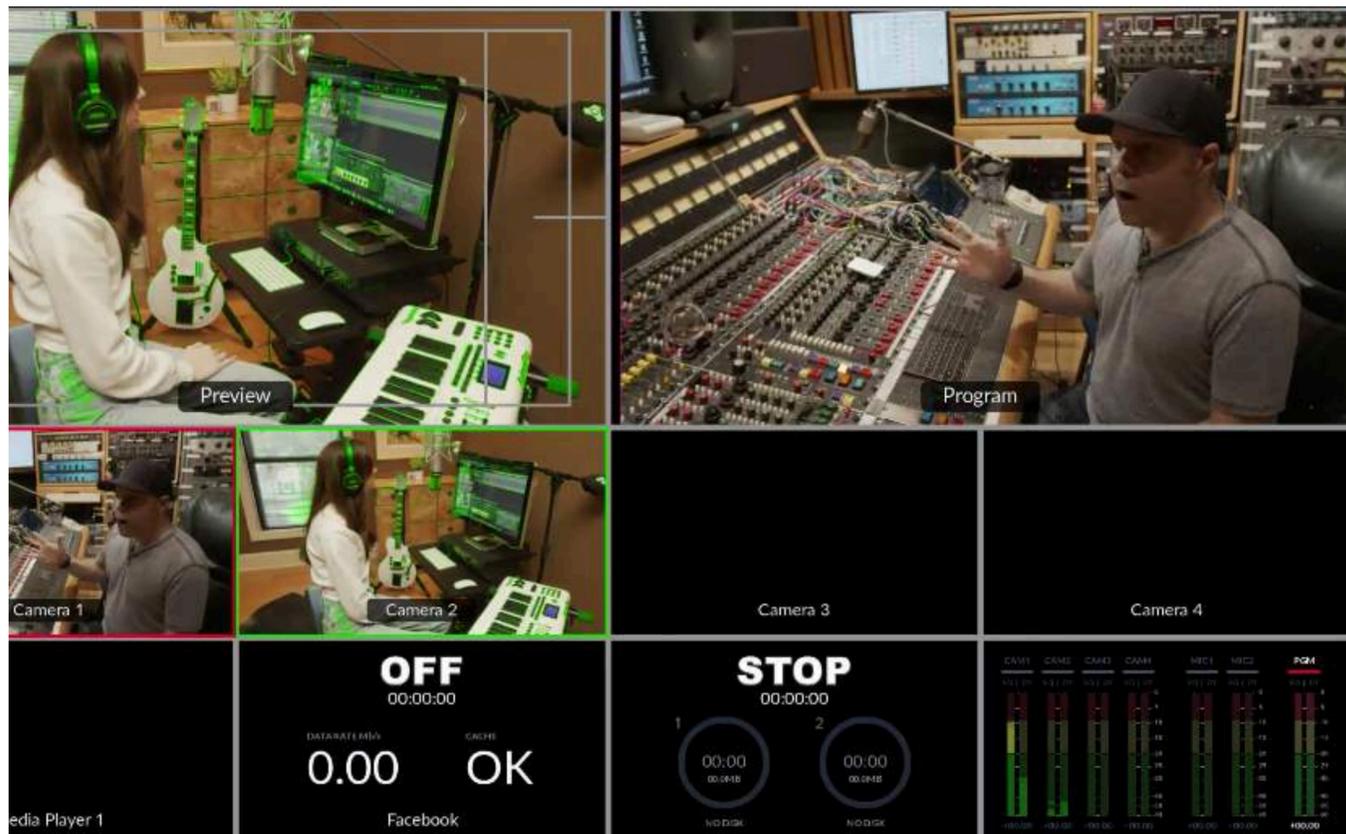
It starts with “why”. In order to create authentic content or manage an effective campaign, you have to know *what problems* your product / service / organization solves, *how* it does that, and *who* is going to benefit. Together, we’ll identify what types of customers you’re going after, prioritize what order, and discern how best to educate them vs. the competition. From there, we’ll determine the optimal way to approach the various platforms you want to reach them on and construct a big picture strategy that is going to help your target market find your solution in an organic way which will lead to sales / awareness / donations or any other metric that may be important to you.

wmmcreative.com

We Make Movies Creative Services helps you conceive and chart how to break through the noise and reach your target audience(s) by designing an actionable marketing strategy specific to the needs and budget of your product, service, or organization. Once you have this blueprint in place, you can work with WMMCS to carry the plan out through our content creation and campaign arms. No matter what your needs or budget, WMMCS can help you figure out the big marketing picture approach to your Brand through the following:

- + **BRANDING CONSULTATION**
- + **MARKETING APPROACH**
- + **PRODUCT LAUNCHES**
- + **TARGET CUSTOMER PROFILES**
- + **INFLUENCER GAMEPLAN**
- + **SALES TACTICS**
- + **SCRIPTING**
- + **LOGO/GRAPHIC DESIGN**
- + **CONTENT CREATION STRATEGY**
- + **SOCIAL MEDIA BLUEPRINT**





WE MAKE MOVIES

SPEED CHANGES IN FCPX

SMARTPHONE STUDIO TUTORIALS



WE MAKE MOVIES

LUMAFUSION MEDIA MANAGEMENT

SMARTPHONE STUDIO TUTORIALS





CONTENT CREATION

We Make Movies Creative Services' secret sauce is our content creation. We make Hollywood caliber content at Indie film prices, and we make your product / service / organization look like a million bucks in a variety of tangible ways. We offer a range of standard products and types of videos that we use to do this and they are all designed to solve modern marketing challenges for your marketing, sales, and social media teams.

wmmcreative.com

+ TARGETED ADS

A modern take on the traditional television ad, to get to the heart of what you're about and help explain who you are to the world. From casting to scripting to location selection, we design the ads from scratch and tailor them to the trends of social media audiences, short attention spans, and the exact customer that you define with us. These become part of a surgical, hyper-targeted ad spend that ensures the targeted audience sees the ad and is given a clear directive or call to action (CTA).

+ BRANDED CONTENT MICRO-DOCS

We can make you high quality, authentic, mini documentaries designed to be shareable and tell an aspirational story around your brand, typically through a customer success story. The idea is, that in promoting how your customers succeeded working with you in a way that promotes them, they will then organically share that content with their own audience. These are perfect media segments to embed into a blog or case study, or to provide sales teams to use as real success stories that help generate new business.

+ USER GENERATED CONTENT

Think of these as video testimonials from real customers in demographics, use cases, and professions that you define with us. We have a process that crowdsources authentic content that we then polish to put a professional spin on it so that it still feels on-brand while exhibiting excellence on your website / product page.

+ TUTORIALS & EXPLAINERS

Allow our professional hosts to explain your product, service, how-to's, or anything repetitive that you find yourself or your team explaining frequently to your users or prospective customers. Explainers can be customized to the purpose and tone required (technical, informative, entertaining, or all three). They are also a great way to create educational and shareable content that establishes your brand as a thought leader in your space and helps you rank higher in relevant searches, SEO, and keywords.

+ SOCIAL MEDIA OPTIMIZATION

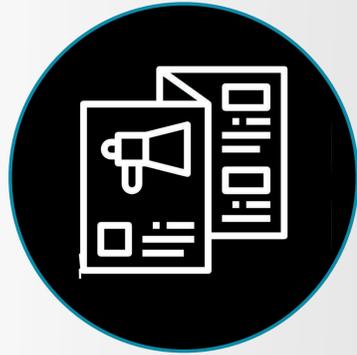
We excel at integrating and optimizing the various forms of video content across social media and digital platforms by taking your existing media (or media we make for you), cutting it, reframing it, and making it social media ready and search engine friendly.



No matter how brilliant your plan is or how sexy your content looks, none of it matters if you can't get the appropriate audience's eyes on it. With various algorithms and the general clutter of the digital space it's even harder to accomplish this now, leaving most brands and organizations with challenges coming up with compelling strategies for how to get audiences to discover what they're doing.

STRATEGY + CONTENT CREATION + CAMPAIGNS





CAMPAIGNS

We Make Movies Creative Services takes an innovative, holistic approach to these efforts and constructs campaigns in ways that are designed specifically around the demands and behaviors of your target customers. We critically think about the ways in which your target markets want to receive content, and work backwards to create the ad spend / video / blogs / case studies in exactly the ways to get maximum impact for whatever your campaign budget is. Whether you're pursuing an influencer strategy, a channel strategy, a direct sales strategy, or looking for donations or views, WMMCS can help you leverage your budget in a way your target audience will recognize and appreciate, and ensure any campaign you run is as effective as it can possibly be.

+ **SEARCH ENGINE MARKETING (SEM)**

Whether it's Google Ads, Youtube, Facebook, or Instagram, we'll make sure your campaigns are optimized for the right audiences, and we'll work with you to dial in your campaigns over time to become increasingly more targeted around real world results. The more you work with us, the better your spends will get, and we'll iterate with you to refine your campaigns and audience searches over time.

+ **SEO**

We can make sure that all of your video and web content is Search Engine Optimized, refined around your chosen keywords, and set up for success in the searches that matter to you.

+ **SOCIAL MEDIA MANAGEMENT AND GROWTH**

Grow your audience and following organically. We guarantee your social media accounts will make an impression and are tailored to reflect the look and feel of your brand and content. Let us help you elevate the presentation for your social media accounts while organically increasing follower counts.

+ **BLOG WRITING**

Our team of content writers will create an engaging, authentic story around your video, product, service, or customer success story that will be shareable and designed around your search engine optimization (SEO) strategy and keywords

+ **GRAPHIC DESIGN**

Allow us to cultivate and/or refine your brand identity with a fresh new logo or supplementary graphic design. We can perfect a project or product pitch deck so it's as palpable and visually captivating as it is on point. Our designers will help you establish an authentic, integrated look and feel for your brand no matter the platform or purpose. We can also design high quality, reusable thumbnail / keynote / sales material templates that will elevate your presentations no matter what you're trying to do.

+ **WEBSITES**

Allow us to build a state-of-the-art, hassle-free website to communicate your brand to the world. No templates or DIY attitudes applied here. Our websites are singular and all encompassing, taking into consideration your distinct business needs





TALK TO US!

SET UP A PRE-CONSULTATION

creativeservices@wemakemovies.org

Visit our website for more info



wmmcreative.com

