



THE SPLASH MAKERS EDGE

Every Business Challenge. Every Video Solution.
One Resource.





READ THIS FIRST

HOW TO USE THIS GUIDE

At Splash, we don't want you to think of this as just a service list—This is a strategic framework.

As you review this catalog, ask yourself:

- ✓ Which departments are underutilizing video?
- ✓ Where are we losing deals that video could save?
- ✓ What manual processes could video automate or scale?
- ✓ Which customer touchpoints need more engagement?

Each section represents an opportunity to accelerate growth, reduce friction, or optimize operations.

Circle what matters most. We'll build a plan around it.

💡 If you know what you're looking for, we have a [video index](#) and a [business challenge index](#) at the end of this presentation.

HOW TO USE
THIS GUIDE



READ THIS FIRST

THE HIDDEN COST OF VIDEO GAPS

Most mid-market companies use video for 1-2 things *but smart ones* use it for 10+.

What's the difference?

WITHOUT strategic video:

- ↓ Sales cycles 30-50% longer
- ↓ Higher CAC on cold traffic
- ↓ Talent acquisition costs 2x higher
- ↓ Customer onboarding takes weeks
- ↓ Support tickets cost \$15-30 each

WITH strategic video assets:

- * Objections handled before the call/sale
- * Ad performance up 40-60%
- * Candidates apply pre-sold on culture
- * Onboarding automated at scale
- * Support deflection saves thousands monthly

Every gap in your video strategy is a gap in your efficiency.

REVENUE GENERATION





COMMERCIAL PRODUCTION

- * TV commercials (15s, 30s, 60s)
- * Streaming platform ads (Hulu, YouTube, etc.)
- * Pre-roll video ads
- * Connected TV (CTV) commercials
- * Radio spots with visual elements
- * Radio voice overs & scriptwriting
- * Cinema advertising

COMMERCIAL
PRODUCTION



DIGITAL AD CREATIVES

- * Meta/Instagram ad creatives (Reels, Stories, Feed)
- * TikTok ad content
- * YouTube ad variations
- * LinkedIn sponsored video ads
- * Spotify video or audio ads
- * Twitter/X video ads
- * Snapchat ad creative
- * Pinterest video pins
- * Display ad video units

DIGITAL AD
CREATIVES



PERFORMANCE MARKETING VIDEOS

- * A/B testing creative variations
- * Hook-focused short-form ads
- * Direct response video ads
- * Retargeting video content
- * Carousel ad videos
- * Collection ad videos

💡 Strategic Impact:

A/B testing creative variations typically improves conversion rates 25-40% in the first 30 days.

PERFORMANCE
MARKETING VIDEOS



PRODUCT LAUNCH VIDEOS

- * Cinematic product reveals
- * New product announcement videos
- * Product feature breakdowns
- * Lifestyle product videos
- * Tech specs and benefits videos
- * Product comparison videos
- * Product evolution stories

PRODUCT
LAUNCH VIDEOS



PRODUCT SHOWCASE CONTENT

- * Hero product films
- * Product demonstration videos
- * 360° product tours
- * Lifestyle product videos
- * Product in-use scenarios
- * Unboxing experiences
- * Product photography (stills + motion)

PRODUCT
SHOWCASE CONTENT



EXPLAINER VIDEOS

- * How-it-works videos
- * Product tutorial videos
- * Technical explainer content
- * Process explanation videos
- * Feature walkthroughs
- * Livestream shopping experiences



LEAD GENERATION & SALES ENABLEMENT

- * Lead magnet videos
- * Gated content videos
- * Consultation invitation videos
- * Assessment or audit videos
- * Video proposals and presentations
- * Personalized video outreach
- * Free resource videos

LEAD GENERATION &
SALES ENABLEMENT



Study Case

Dr. Baron's Shop – Jennifer Baron, M.D.



Challenge:

A growing skincare brand needed to scale customer acquisition through paid advertising but had zero video assets — forcing them to compete with established brands using static images alone.

Solution:

We deployed The Splash Makers Framework™ to build a complete video ecosystem:

- ✓ **Educational content library** – Product lineup explainers and skin health education to warm cold traffic
- ✓ **Platform-native ad creative** – Tailored messaging for Meta, CTV, and TikTok with audience-specific hooks
- ✓ **Strategic retargeting system** – Cross-platform sequences triggered by web visits and watch time
- ✓ **Audience segmentation** – Built data-driven segments based on ad engagement for future personalization

Results:

- » **5% average CTR** across all campaigns (industry avg: 1.2%)
- » **4% average conversion rate** across all campaigns
- » **2x online customer LTV** vs. in-store purchasers
- » **Built evergreen video library** now used across all marketing channels

💡 **Video Types Used:** Product Showcase ([Slide 9](#)), Digital Ad Creatives ([Slide 6](#)), Customer Journey Content ([Slide 14](#)), Video Testimonials ([Slide 17](#))

CUSTOMER SUCCESS & RETENTION





CUSTOMER JOURNEY CONTENT

- * Pre-purchase education videos
- * Cart abandonment recovery videos
- * Post-purchase thank you videos
- * Onboarding videos for new customers
- * Upsell and cross-sell videos
- * Loyalty program videos

 Strategic Impact:

Cart abandonment videos recover 8-12% of lost sales.
Post-purchase videos reduce return rates by 15-20%.



CUSTOMER EDUCATION

- * How-to tutorial series
- * Best practices videos
- * Educational webinar content
- * Video knowledge base (reduce support tickets)
- * Certification course videos
- * FAQ video responses

CUSTOMER
EDUCATION



SERVICE EXPLANATION

- * Service overview videos
- * Process demonstration videos
- * Consulting approach videos
- * Methodology explanation videos
- * Competitive differentiator videos



VIDEO TESTIMONIALS

- * Customer testimonial interviews
- * Case study testimonial videos
- * Employee testimonial videos
- * Partner testimonial content
- * Before/after client stories
- * Results-driven testimonials



REVIEWS & SOCIAL PROOF

- * Review compilation videos
- * Rating showcase videos
- * Award announcement videos
- * Certification videos
- * Accreditation content
- * Press mention compilations

BRAND & AWARENESS





BRAND FILMS

- * Company origin story films
- * Brand manifesto videos
- * Values and mission statement films
- * Culture and identity videos
- * Brand refresh/relaunch videos
- * Anniversary or milestone films
- * Founder story documentaries

BRAND FILMS



CORPORATE COMMUNICATIONS

- * Executive messaging videos
- * CEO/Leadership communications
- * Company announcements
- * Town hall presentation videos
- * Investor relations videos
- * Annual report videos
- * Shareholder update films

CORPORATE
COMMUNICATIONS



Brand & Awareness

THOUGHT LEADERSHIP

- * Expert interview videos
- * Industry insights content
- * Trend analysis videos
- * Whitepaper summary videos
- * Research findings videos
- * Speaking engagement recordings

THOUGHT LEADERSHIP



PLATFORM-SPECIFIC CONTENT

- * Instagram Reels (15-90s)
- * TikTok videos
- * YouTube Shorts
- * LinkedIn video posts
- * Facebook video content
- * Stories content (Instagram, Facebook)
- * Twitter/X video posts

PLATFORM-SPECIFIC
CONTENT



SOCIAL CONTENT TYPES

- * Behind-the-scenes content
- * Day-in-the-life videos
- * Team spotlights
- * Office tour videos
- * Product teasers
- * Trending audio adaptations
- * Challenge videos
- * Q&A video responses
- * Carousel post videos
- * Pinned profile videos



Brand & Awareness

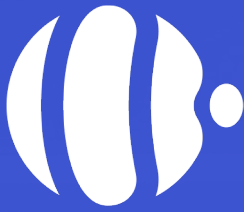
ONGOING CONTENT SERIES

- * Weekly/monthly video series
- * Educational content series
- * Interview series
- * Executive thought leadership series
- * Tips and tricks series
- * Customer spotlight series
- * Tv shows / playlists content

ONGOING
CONTENT SERIES

OPERATIONS & EFFICIENCY

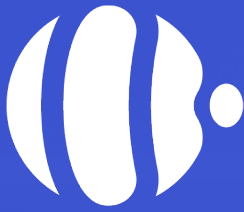




HIRING & RECRUITMENT

- * Employer brand videos
- * Company culture videos
- * "Why work here" videos
- * Day-in-the-life employee videos
- * Benefits and perks videos
- * Office tour videos
- * Team introduction videos
- * Recruitment campaign videos
- * Job posting videos

HIRING &
RECRUITMENT

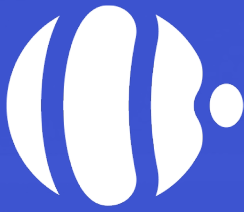


INTERNAL TRAINING

- * Employee onboarding videos
- * Process and procedure training
- * Safety and compliance videos
- * Day-in-the-life employee videos
- * HR policy videos

- * Software training modules
- * Sales training content
- * Customer service training
- * SOP specific training

HIRING &
RECRUITMENT



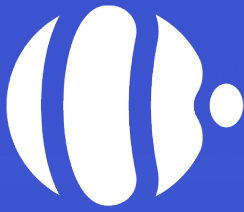
EVENT VIDEO PRODUCTION

- * Conference coverage
- * Trade show recap videos
- * Product launch events
- * Grand opening videos
- * Networking event highlights
- * Gala and fundraiser videos
- * Award ceremony coverage
- * Keynote and speaker recordings
- * Event attendee interviews

💡 Strategic Impact:

Video training reduces onboarding time 40-60% while improving knowledge retention by 65%.

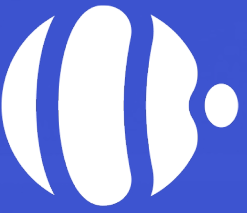
EVENT VIDEO
PRODUCTION



LIVE EVENT CONTENT

- * Live streaming production (coming soon)
- * Multi-camera event coverage
- * Panel discussion recordings
- * Q&A session videos
- * Workshop and breakout recordings
- * Red carpet interviews
- * Event sizzle reels
- * Same-day event highlights

LIVE EVENT
CONTENT

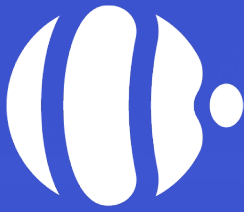


Operations & Efficiency

HYBRID EVENT CONTENT

- * Virtual event production
- * Webinar production
- * Online conference content
- * Hybrid event integration

HYBRID EVENT
CONTENT



COACHING & ONLINE EDUCATION

- * Course content production
- * Lesson module videos
- * Coaching session recordings
- * Student success stories
- * Program overview videos
- * Live teaching recordings

COACHING &
ONLINE EDUCATION

SPECIALIZED SOLUTIONS





PRODUCT CONTENT FOR E-COMMERCE

- * Amazon A+ content videos
- * Shopify product page videos
- * Product listing videos
- * Size and fit guide videos
- * Material and quality showcase videos
- * Product care instruction videos
- * Comparison chart videos



USER-GENERATED CONTENT (UGC) STYLE

- * Creator-style product reviews
- * Authentic testimonial videos
- * Influencer collaboration content
- * Customer unboxing videos

USER-GENERATED
CONTENT (UGC) STYLE



PRODUCT DEMO & ONBOARDING

- * Software walkthrough videos
- * Feature demo videos
- * Platform overview videos
- * Getting started tutorials
- * Advanced feature tutorials
- * Integration demonstration videos
- * API documentation videos

PRODUCT DEMO
& ONBOARDING



CUSTOMER SUCCESS CONTENT

- * Case study videos
- * ROI showcase videos
- * Implementation success stories
- * Customer journey videos
- * Use case scenario videos

💡 **Strategic Impact:**

Case study videos shorten B2B sales cycles by an average of 23 days and increase close rates by 30%.

USER-GENERATED
CONTENT (UGC) STYLE



TECHNICAL & EDUCATIONAL

- * Webinar recordings (edited)
- * Technical deep-dive videos
- * Product update announcements
- * Release notes videos
- * Migration guide videos
- * Troubleshooting videos

TECHNICAL &
EDUCATIONAL



PROPERTY SHOWCASE

- * Cinematic property tours
- * Luxury listing videos
- * Neighborhood and lifestyle videos
- * Property highlight reels
- * Virtual staging videos
- * Architectural feature spotlights



PROPERTY SHOWCASE

- * Investor relations
- * Syndication overview
- * Before and after renovation videos



AERIAL & DRONE CONTENT

- * Drone property overviews
- * Aerial neighborhood tours
- * Landscape and grounds videos
- * Drone photography (stills)
- * Property boundary documentation
- * Coastal/waterfront aerials



AGENT & BROKERAGE CONTENT

- * Agent introduction videos
- * Team profile videos
- * Market update videos
- * Listing launch videos
- * Open house recap videos
- * Sold property celebrations



Study Case

Edri Construction Co



Challenge:

A residential remodeling company was driving quality traffic to their site but conversion rates were stuck at 2%—prospects weren't confident enough to book consultations without first speaking to sales, creating a bottleneck.

Solution:

We created a strategic video system designed to pre-sell prospects before they ever contacted sales:

- ✓ **Trust-building homepage video** – Addressed common objections, showcased craftsmanship, and explained their process
- ✓ **Updated Diamond Certification video** – Rebuilt their credibility piece with clearer messaging and stronger proof points
- ✓ **Platform-native ad creatives** – Channel-specific commercials for Meta and Google that matched user intent

Results:

- » **4.2% CTR** (up from 1.6%) across all Meta ads — **163% improvement**
- » **5% conversion rate** on consultation bookings (up from 2%) — **150% improvement**
- » **\$8M in annual revenue — their best year on record**
- » **Sales cycle shortened** by pre-qualifying prospects with video

REPURPOSING & OPTIMIZATION





MULTI-PLATFORM ADAPTATIONS

- * Vertical video reformatting (9:16)
- * Square video formatting (1:1)
- * Horizontal optimization (16:9)
- * Platform-specific edits
- * Subtitle and caption versions
- * Multiple language versions
- * Duration variations (6s, 15s, 30s, 60s cuts)

MULTI-PLATFORM
ADAPTATIONS



ASSET CREATION FROM SHOOTS

- * GIF creation
- * Thumbnail creation
- * Social media stills
- * Email header videos
- * Website background videos
- * Presentation slides from footage

ASSET CREATION
FROM SHOOTS

ADDITIONAL PRODUCTION SERVICES





Additional Production Services

DOCUMENTARY STYLE

- * Company history documentaries
- * Industry documentary films
- * Founder journey documentaries
- * Impact and sustainability stories
- * Community involvement stories

DOCUMENTARY
STYLE



Additional Production Services

ANIMATION & MOTION GRAPHICS

- * Logo animations
- * Data visualization videos
- * Kinetic typography videos

ANIMATION &
MOTION GRAPHICS



Additional Production Services

PHOTOGRAPHY SERVICES

- * Product photography
- * Lifestyle photography
- * Headshots and portraits
- * Event photography
- * Aerial photography
- * Behind-the-scenes photography

PHOTOGRAPHY
SERVICES



Additional Production Services

LIVESTREAMING

- * Multi-platform live streaming
- * Live event broadcasting
- * Webinar production
- * Virtual conference streaming
- * Live shopping experiences

LIVESTREAMING



Additional Production Services

POST-PRODUCTION SERVICES

- * Color grading
- * Sound design and mixing
- * Music licensing and integration
- * Music creation / production
- * Visual effects (VFX)
- * 3D rendering and integration
- * Subtitle and closed captioning
- * Transcription services

POST-PRODUCTION
SERVICES



Study Case

Derby Jacket



Challenge:

Derby Jacket, a heritage outerwear brand with a cult following since the 1970s, was driving strong traffic but struggling to convert younger customers. Their existing video content looked beautiful but failed to communicate why a 50-year-old jacket mattered to Gen Z and Millennials—resulting in high browse rates but low purchase intent.

Solution:

We built a strategic video system that bridged generational relevance:

- ✓ **Documentary-style brand film** – Time-shifting narrative from 1970s to present day, positioning the jacket as both heritage icon and modern essential
- ✓ **Platform-native commercials** – Separate creative executions for Meta (lifestyle/aspiration), TikTok (cultural relevance), and CTV (storytelling/prestige)
- ✓ **Educational content layer** – Product durability, craftsmanship, and styling versatility to justify premium price point
- ✓ **Audience segmentation** – Used the documentary as a nurture asset for cart abandoners and high-intent browsers

Results:

- » **4% increase in conversion rate** among 18-34 demographic
- » **2% lift in average order value** after watching brand film
- » **800,000 views** on documentary film with **1.8% completion rate**
- » **1% reduction in cart abandonment** through retargeting sequence
- » **Documentary continues to perform** after launch as evergreen asset

💡 **Videos Used:** Documentary Style ([Slide 48](#)), Commercial Production ([Slide 5](#)), Digital Ad Creatives ([Slide 6](#)), Brand Films ([Slide 20](#))



YOUR NEXT STEPS

You've just seen 40+ ways video can transform your business.
Now let's identify your highest-impact opportunities.

On our strategy call, we'll:

- ✓ Review your current video gaps and missed opportunities
- ✓ Identify 3-5 high-ROI video applications for your business
- ✓ Map out a 30-90-day implementation roadmap
- ✓ Show you how other mid-market companies are winning with video

No pressure. No sales pitch.

Just a strategic conversation about accelerating your goals.

YOUR
NEXT STEPS



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