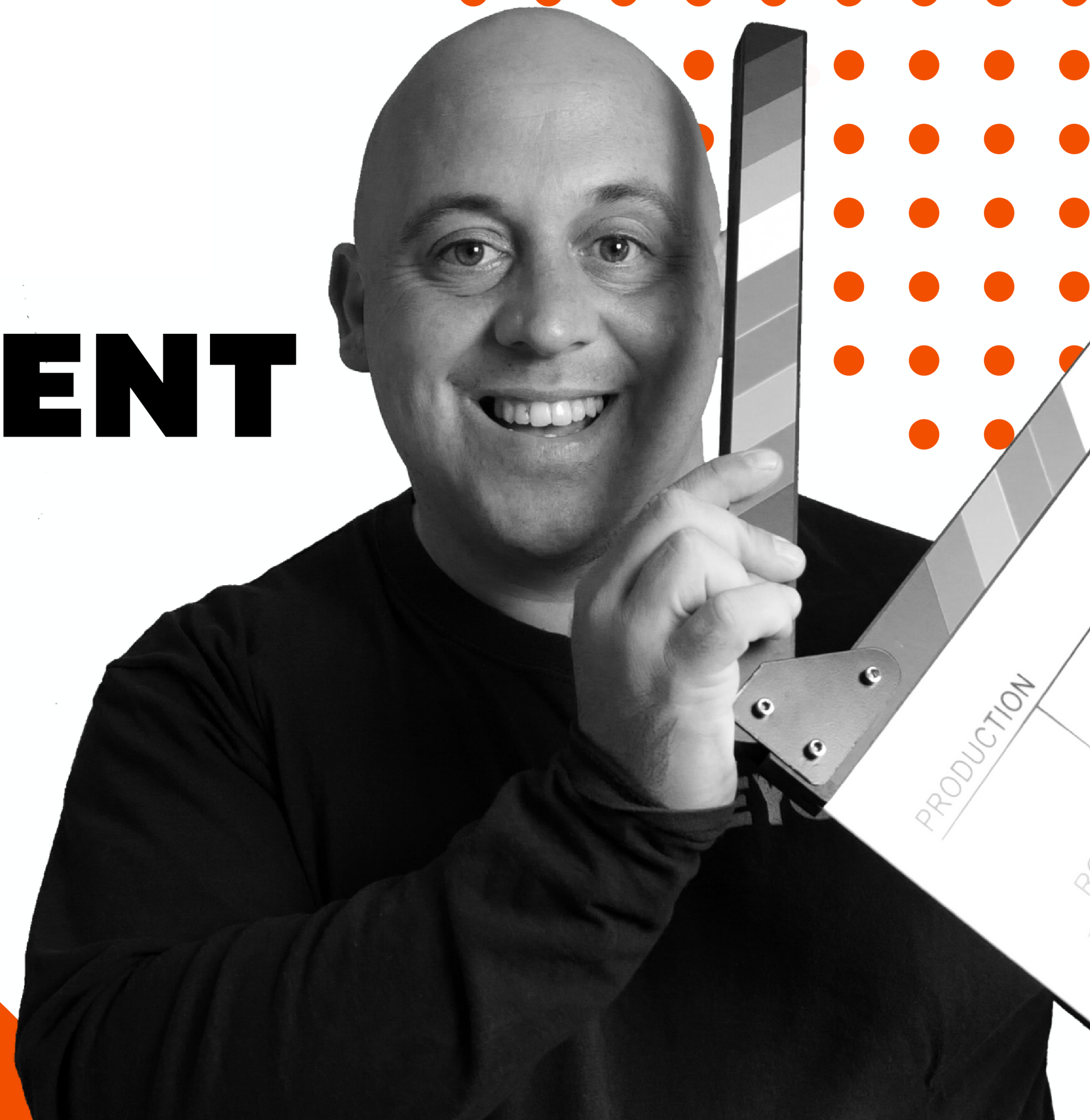




# EVENT CONTENT STRATEGY

VIDEO AND PHOTOGRAPHY  
STRATEGY FOR BUSINESS



# Overview

1. What we achieve
2. Research
3. Brand Awareness
4. The Funnel
5. Content Shoot
6. Case Study: FICPI
7. Case Study: @4
8. About Beyond Films







## WHAT WE ACHIEVE

**We'll strategically enhance  
your marketing using video  
and photography to resonate  
with your desired audience!**



# RESEARCH

How we create content that aligns with your goals  
and resonates with your target audience



## Your Event

Our first approach is to understand your goals, what outcomes does your event need from a content strategy.

## Your target audience

It is easy to assume what your client wants to see but that doesn't always align with what they really need. We don't leave it to chance. Beyond Films research who your ideal audience is and work back to understand the content they are looking for.

## The right language

How should this content be presented? We study who your target audience is and begin to tailor the content in away that resonates with them. Ensuring your message is heard and understood everytime.

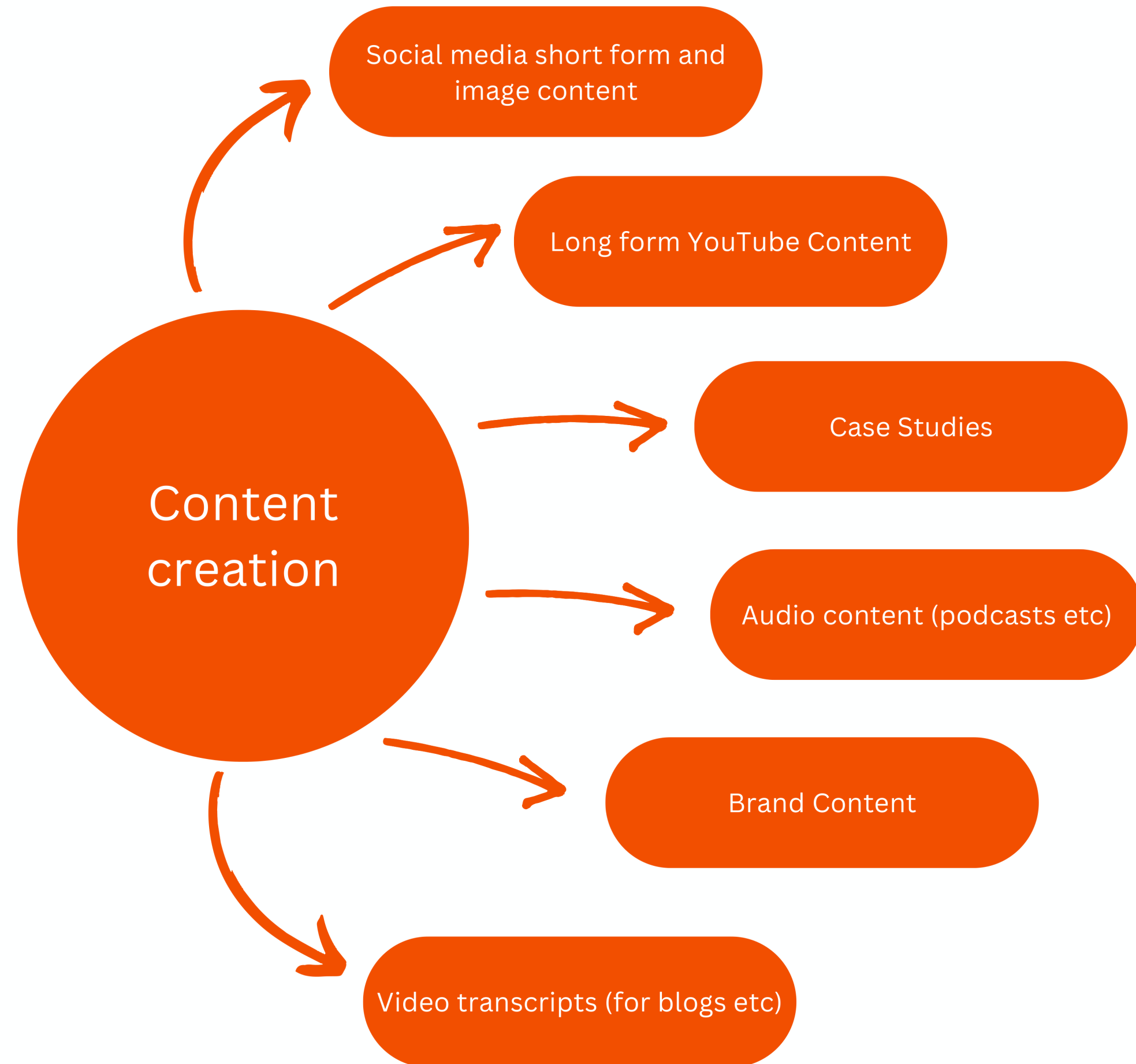


# BRAND AWARENESS

Beyond Films believes consistent representation across your digital platforms is key to event awareness and lead generation.

When we design content we design it with all aspects of your marketing and sales funnel in mind.

Here is a typical output from a content production project.





# THE FUNNEL

At Beyond Films we look beyond the single use video and think strategy.

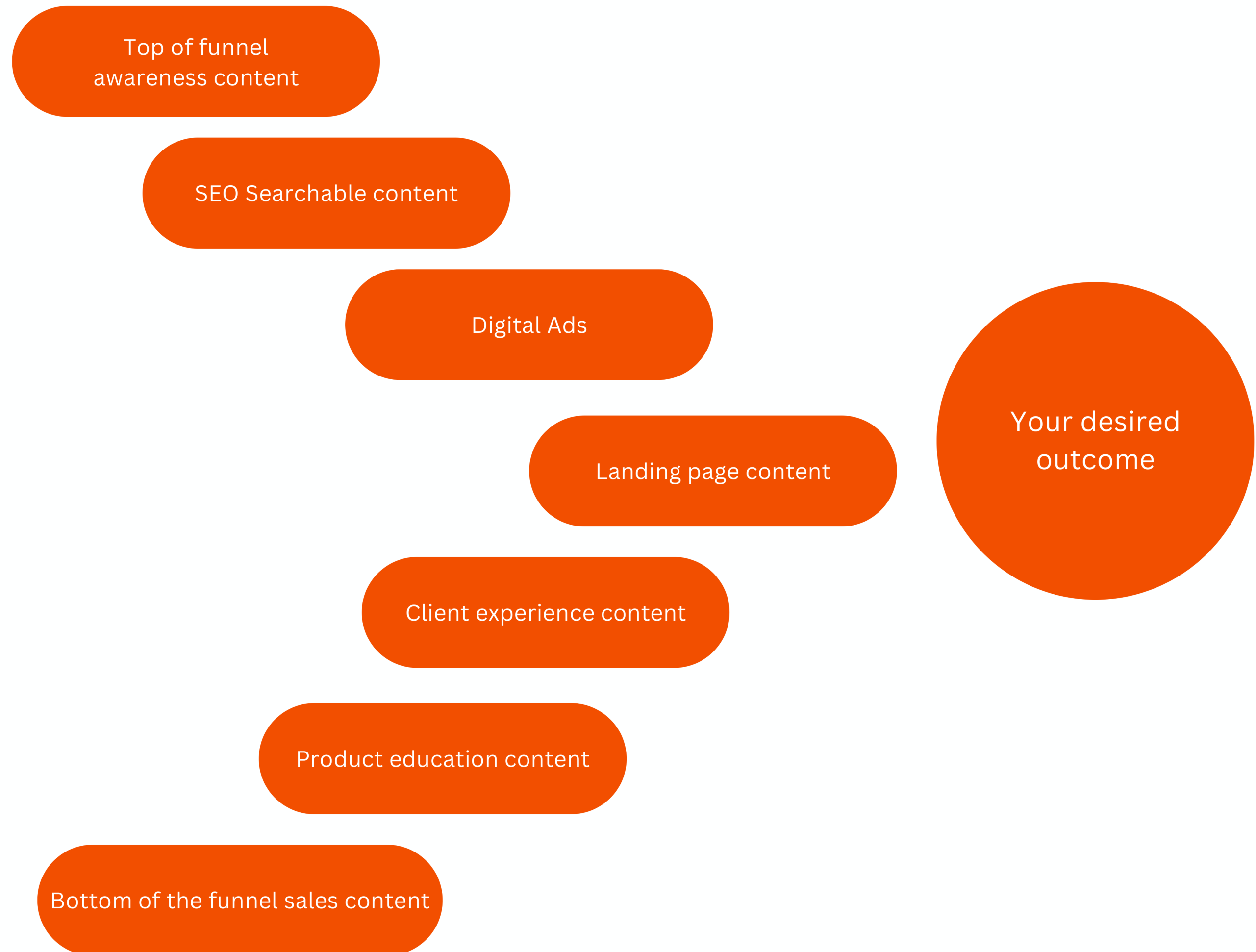
How do you capture leads and walk them through the actions you need them to take?

This means we look at the bigger picture.

Where can video and photography have a greater impact on your funnel?

What is the best content to make that happen?

Here is a typical content output for a funnel.





## Promo Video



## Testimonials



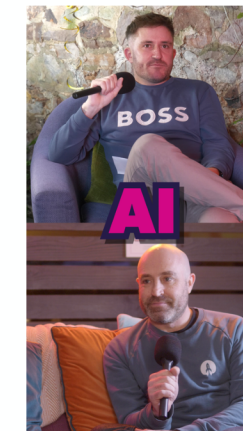
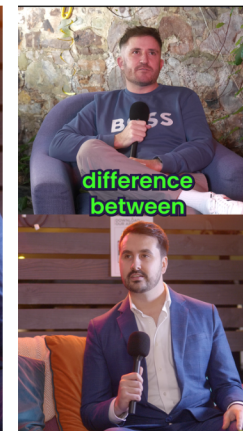
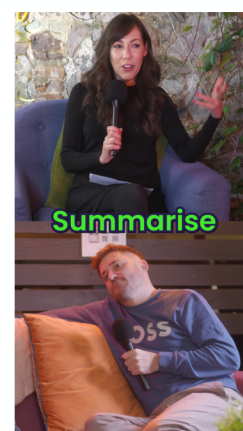
# Content shoot

Here is a content case study for Plugged

## Long form content



## Short form content



+ Transcripts for blog  
+ Audio for podcasts





## FICPI

FICPI brings independent IP attorneys from around the globe together to connect.

FICPI, a valued client of Beyond Films, had been relying on webcams and phone cameras for their global content, limiting their impact. When they needed a solution for creating high quality content at the Cannes event.

We devised and created over seventy impactful videos and hundreds of high-quality images, featuring diverse testimonials, membership promos, and region-specific content.

The outcome? Elevated membership retention and sign-ups, coupled with a remarkable boost in sales for the subsequent event.





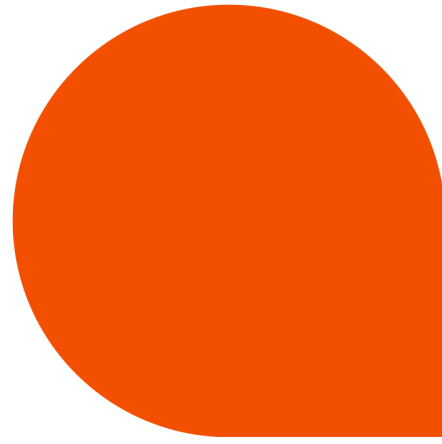
## @4 Networking

A relaxed business network that supports local businesses in the southwest

@4 started with just 6 members, and from those humble beginnings, we've been on a content creation journey since 2018.

We kicked things off with event recap videos and kept the momentum going by recording and producing regular content during lockdowns – sometimes even hosting the events ourselves.

Fast forward to 2024, and we've hit triple digits in sign-ups! Beyond Films is the creative team behind all marketing content, including impactful email marketing campaigns.



# BEYOND FILMS

Beyond Films is brought to you by husband and wife duo Jack & Kate.

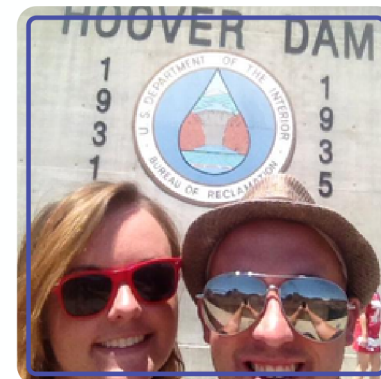
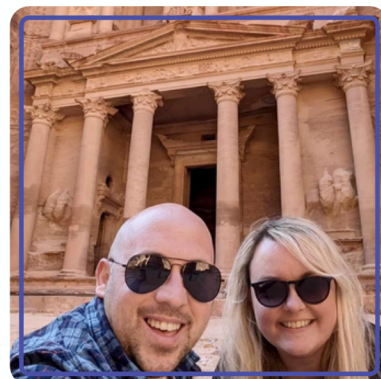
Avid creators, travellers and bucket list tickers.



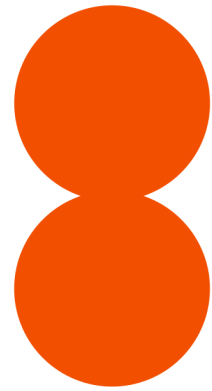
**Kate Smart-Cooke**  
Photographer



**Jack Cooke**  
Founder/ Video production







# ANY QUESTIONS?

**We have the answers, reach out.**



0117 4411 784



Jack@beyondfilms.co.uk