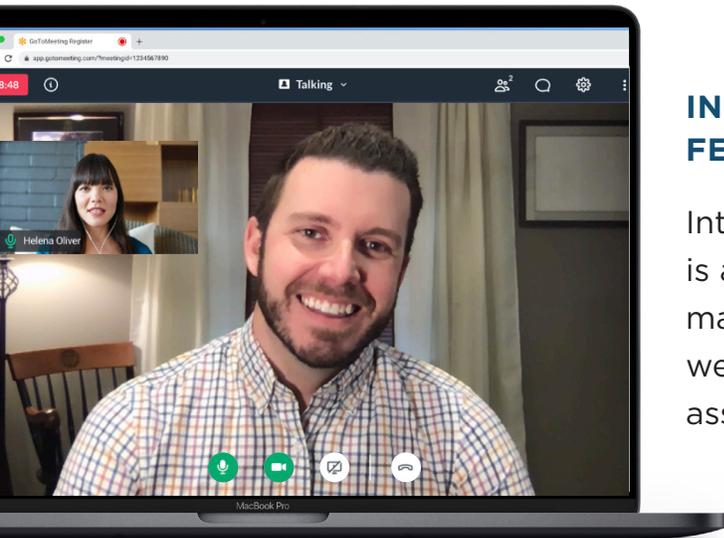


introducing

INTERVIEWBOOST



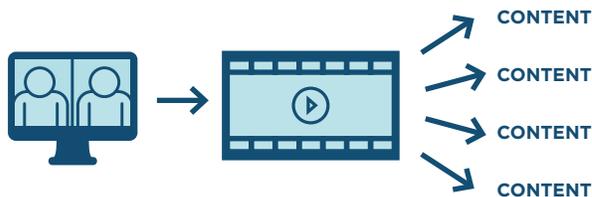
INCREASE ENGAGEMENT WITH VIDEO CONTENT FEATURING INDUSTRY EXPERTS

Interviewing industry subject matter experts is already a key element in developing your marketing content. But what if those interviews were captured with video to provide high-value assets to leverage for creating additional content?

Fast, Impactful Video Marketing Content

Stoner Bunting is now offering **INTERVIEWBOOST**, a new **cost-efficient and quick-to-produce content vehicle** for your marketing tactics: **video interviews with product experts and thought leaders** about relevant industry topics.

We conduct dozens of interviews with internal and external industry experts as a regular part of client marketing campaigns. Subjects range from smart solutions for the latest industry challenges to fascinating brand histories to behind-the-scenes processes in product development.



With **INTERVIEWBOOST** we'll leverage those interviews in new ways to create fresh, compelling content to add to your brand story.

THE POWER OF VIDEO MARKETING IS UNDENIABLE.

- » **81%** of users have been **convinced to buy a product or service** by watching a brand's video
- » **1,200% more shares** are **generated by video** than text and images combined on social platforms
- » **76%** of marketers say video has helped them **increase sales**
- » **97%** of marketers say video has helped **increase user understanding** of their product or service

SEE HOW INTERVIEWBOOST WORKS 

Interested? Contact your Stoner Bunting account executive to get started.

One Content Source, Multiple Platforms

We offer two production options to suit a range of in-house video capabilities:

Produced Content

Videos can be edited together with additional brand assets and music for a more polished feel. Stoner Bunting handles all content, start to finish.

OR

Unedited Footage

A raw recording of the interview, uninterrupted and unedited. This option requires internal video editing resources.

Produced Content Options

Our content team can create additional assets around the interview recordings optimized for the platforms that work best for your budget and marketing strategy. Choose from these additional support options:



Owned Digital Content

We'll provide the full-length videos as polished, engaging target webinar content for your website.



Organic Social Media

We'll isolate select clips or optimize the full interview for engaging posts on the social channels of your choice.



Email Marketing

We'll create email campaigns that drive traffic to the interviews on your site and gain additional audience touchpoints in the process.



Industry Media

We'll pitch video content to industry media for online publication with short articles to reach an even wider target audience.

Special Package Deal

Sign on for a 3-interview set and receive a 10% discount.

The reality of video production in today's climate is that marketing teams are in the position of having to produce more content faster and with fewer resources.

INTERVIEWBOOST offers an efficient new source for immediate, authentic, high-value video content.

Interested? Contact your Stoner Bunting account executive to get started.