



GingerDigital

**HELPING YOU WIN MORE BUSINESS WITH
VIDEO AND DIGITAL CAMPAIGNS**

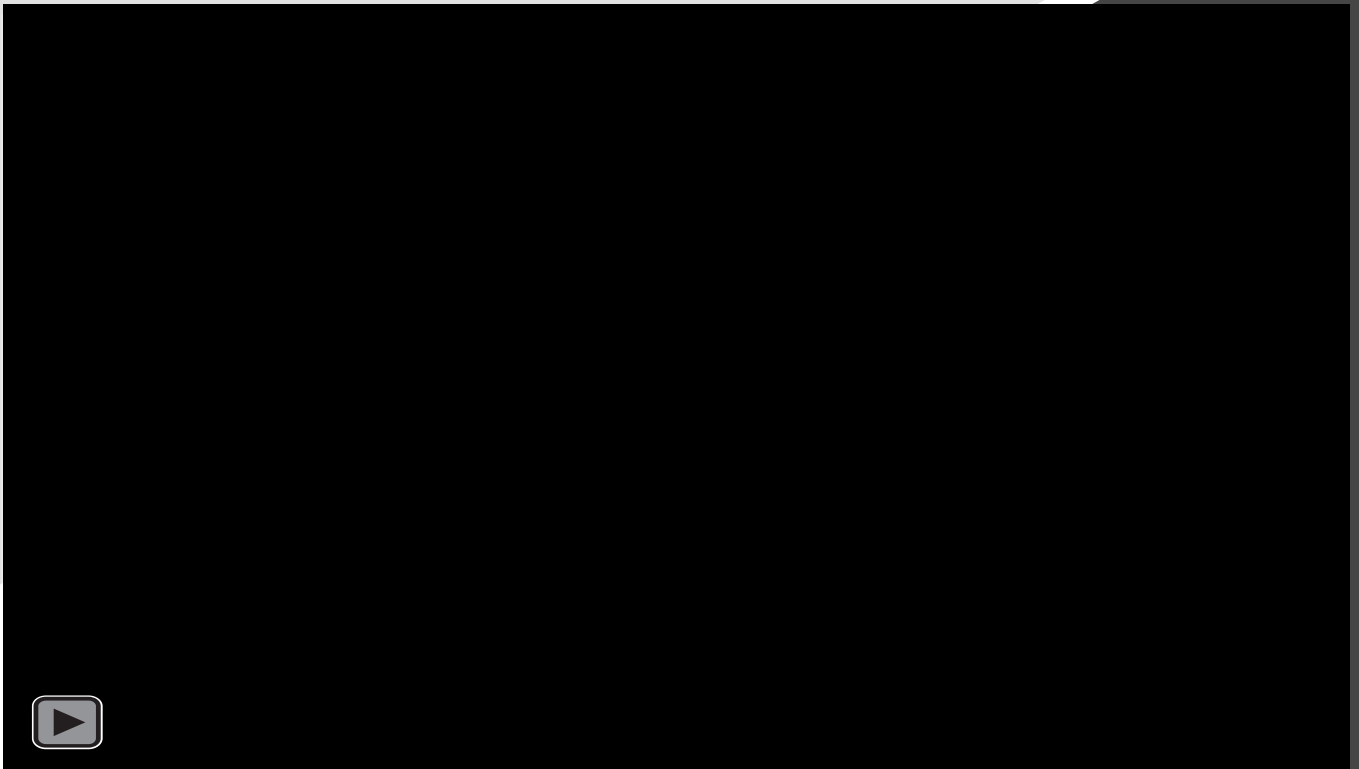
GOOGLE AD
CAMPAIGNS

SOCIAL
MEDIA AD
CAMPAIGNS

VIDEO
CAMPAIGNS

VIDEO
PRODUCTION




AT GINGER IT IS OUR MISSION TO HELP YOU WIN NEW BUSINESS WITH VIDEO AND DIGITAL CAMPAIGNS



Here at Ginger we have a unique and incredibly effective service, which includes creating digital marketing campaigns with video at the heart of those campaigns.

Our aim is to help you gain more business.

WE DO THAT IN ONE OF 3 WAYS:

-  **PAID ADVERTISING** – PPC (pay-per-click) without video
-  **VIDEO MARKETING** – We can help with video strategy and video production
-  **VIDEO CAMPAIGNS** – PPC (pay-per-click) with video

We work with all types and sizes of businesses and budgets. Much of what we do is bespoke and so a conversation is a great starting point.

THERE ARE **3** DIFFERENT WAYS YOU CAN WORK WITH US



PPC – PAID ADVERTISING

Although we are an amazing video marketing company, we also specialise in helping clients with paid advertising campaigns (PPC) that don't always include video. Our team are Google certified, and we can help you with advertising on any digital platform.

You can find out more about pay-per-click campaigns in this brochure.

[See more about PPC campaigns.](#)



VIDEO MARKETING

Video is the heart of all we do. We are extremely versatile and produce many types and styles of videos.

Whatever the size of your project, strategy is the key to producing videos that achieve your goals. These can include studio or location filming, drone video and animation videos. If you'd like help building a video marketing strategy just let us know.

[We can help you with video marketing.](#)



VIDEO CAMPAIGNS

Here's where the magic happens! We all know video grabs attention! We use video in paid advertising campaigns to directly target your audience. This is an affordable option for all types and sizes of business. We achieve some incredible results for our clients.

[Find out more here.](#)

However we work together, our aim is to work with you to achieve your goals.

OUR **7** STEP VIDEO SUCCESS STRATEGY

We understand that a video project can seem like a daunting experience, but our unique process takes all of the uncertainty away. This strategy guarantees you an outstanding video production every time.



1. RESEARCH

We meet with you to discuss your video requirements and your business, and to define the aims and objectives for your video



2. SCRIPTING

We write a keyword driven script with a strong call to action that will engage your target audience



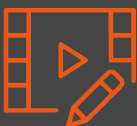
3. STORYBOARD

We create an overview of how the video will unfold, which helps the creative process run smoothly



4. PRODUCTION

Filming takes place either on location or in our green screen studio, or for animation videos we produce the drawings



5. EDITING

Your video comes to life as the creative team edit the video. We'll send you edits to review along the way



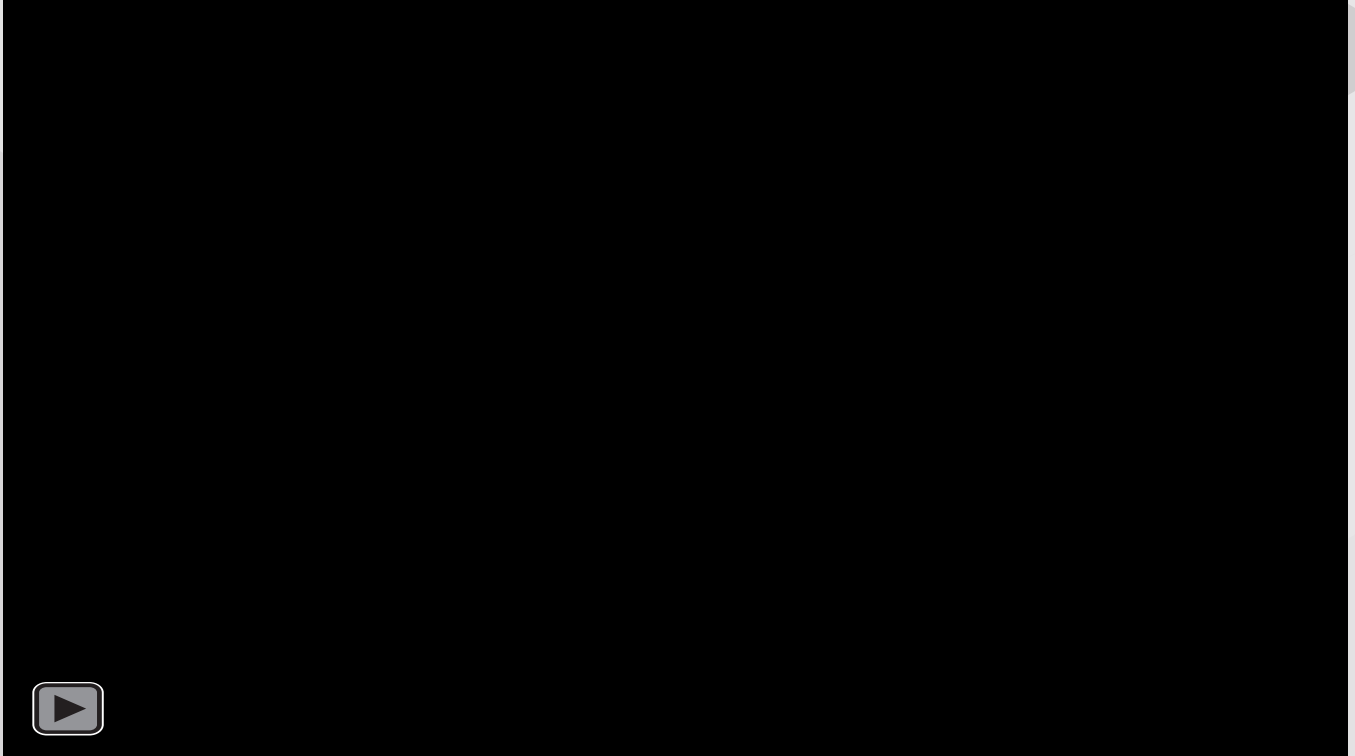
6. DELIVERY

Once you are completely happy with the finished video we deliver it to you in your preferred format



7. OPTIMISATION

If you want the video to be found in search engines we can optimise the video and also help with the distribution if required



DRIVING SALES WITH VIDEO

We make great videos and we make sure they get noticed by your target audience.

How do we do this?

We'll ask you about your business, goals and target market and then build a strategy around the video.

Our friendly, bespoke approach ensures that each video we create is as unique and dynamic as the amazing companies we work with. A simple chat with us is a great starting point.

The range of videos we produce:

- ▶ Location Filming
- ▶ Green Screen Filming
- ▶ Talking Heads
- ▶ Zoom Interviews
- ▶ Drone Filming
- ▶ Animation Videos
- ▶ Social Video Frames
- ▶ Animated Logos
- ▶ Editing your Footage

OUR **7** STEP DIGITAL SUCCESS STRATEGY

We have developed a 7-Step digital success strategy that ensures we are providing the best service possible to all of our clients. We aim to provide you with a smooth-running, hassle-free experience that exceeds your expectations in both service and results. We work **with** you, ensuring you are fully informed with as much information as you need, including regular reports and meetings.



1. OBJECTIVE SETTING

We discuss the aims and objectives of your campaign and define a clear set of goals along with a campaign outline



2. KEYWORD RESEARCH

Our team identifies a list of keywords, sectors and job roles that are relevant to your market and target audience



3. CAMPAIGN CREATION

Once we have finished the keyword research and other key areas our team will set up the campaign



4. LANDING PAGE CREATION

To guarantee campaign success it is important to have a great landing page to link the campaign to, preferably with video on it



5. CAMPAIGN GOES LIVE

Our expert PPC team carry out our final checks, add conversion tracking test everything and then set the campaign live



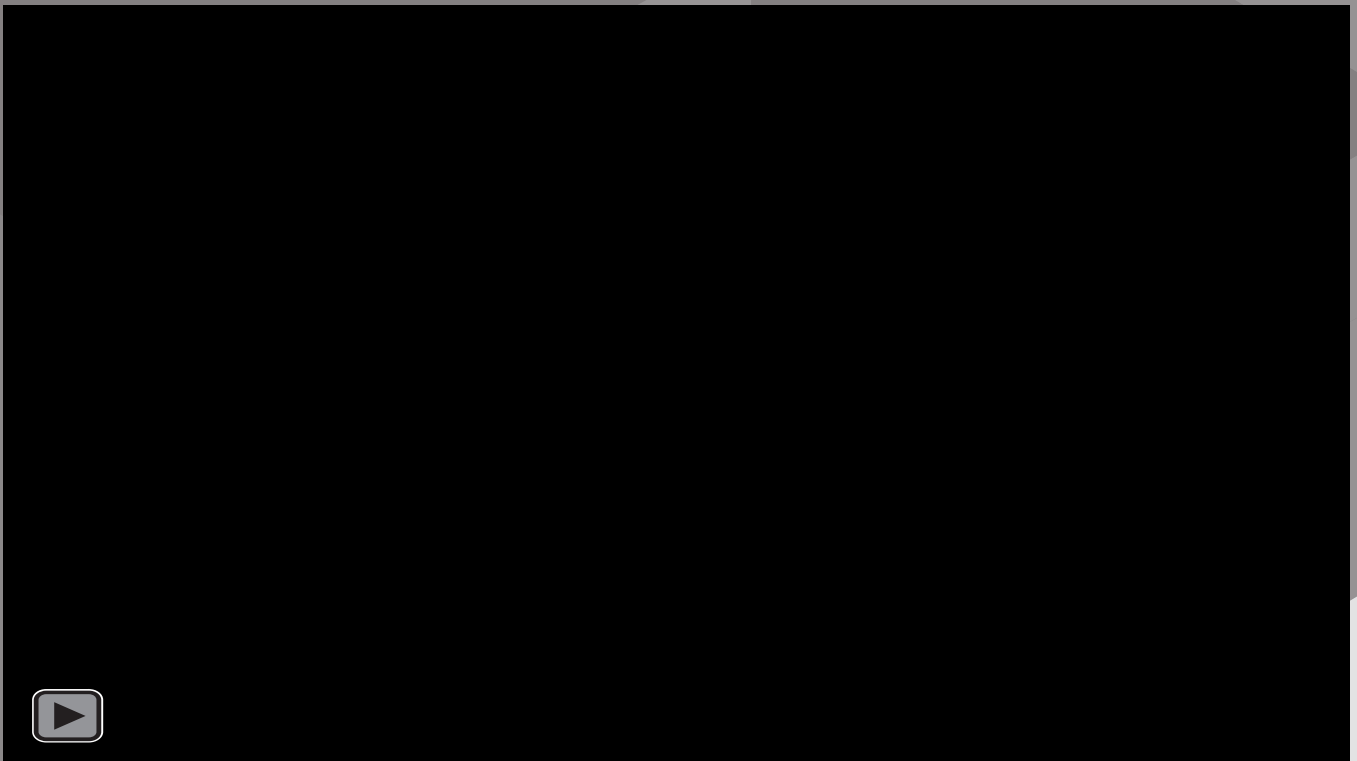
6. OPTIMISATION AND ANALYSIS

We continuously review, monitor, test and measure the campaign performance



7. REPORTING AND REVIEW

We track and measure results and review the campaign regularly with you, reporting at agreed intervals



GENERATING BUSINESS WITH PAID ADVERTISING CAMPAIGNS

Yes, we do also manage paid advertising campaigns without video. However, we're different. Our service is bespoke and we take a proactive approach to your campaigns. Our team personally oversees each individual campaign on a daily, weekly and monthly basis.

Our campaign management includes; making regular optimisations, creating new ads, split testing, updating negative keywords and adding in keywords. We have a hands-on approach. If you're already running paid advertising ask us about doing a performance review.

Platforms we work on:

- ▶ Google
- ▶ YouTube
- ▶ Instagram
- ▶ Snapchat
- ▶ LinkedIn
- ▶ Facebook
- ▶ Twitter
- ▶ TikTok

WHAT OUR CLIENTS SAY ABOUT US

“

In just over a month
Ginger have generated
over 300 qualified leads
for us

*James Bryan, Commercial Director
Golf Escapes*

“

The process with Ginger
was really easy and
every team member had
the same ethos. I felt like a
genuinely valued customer

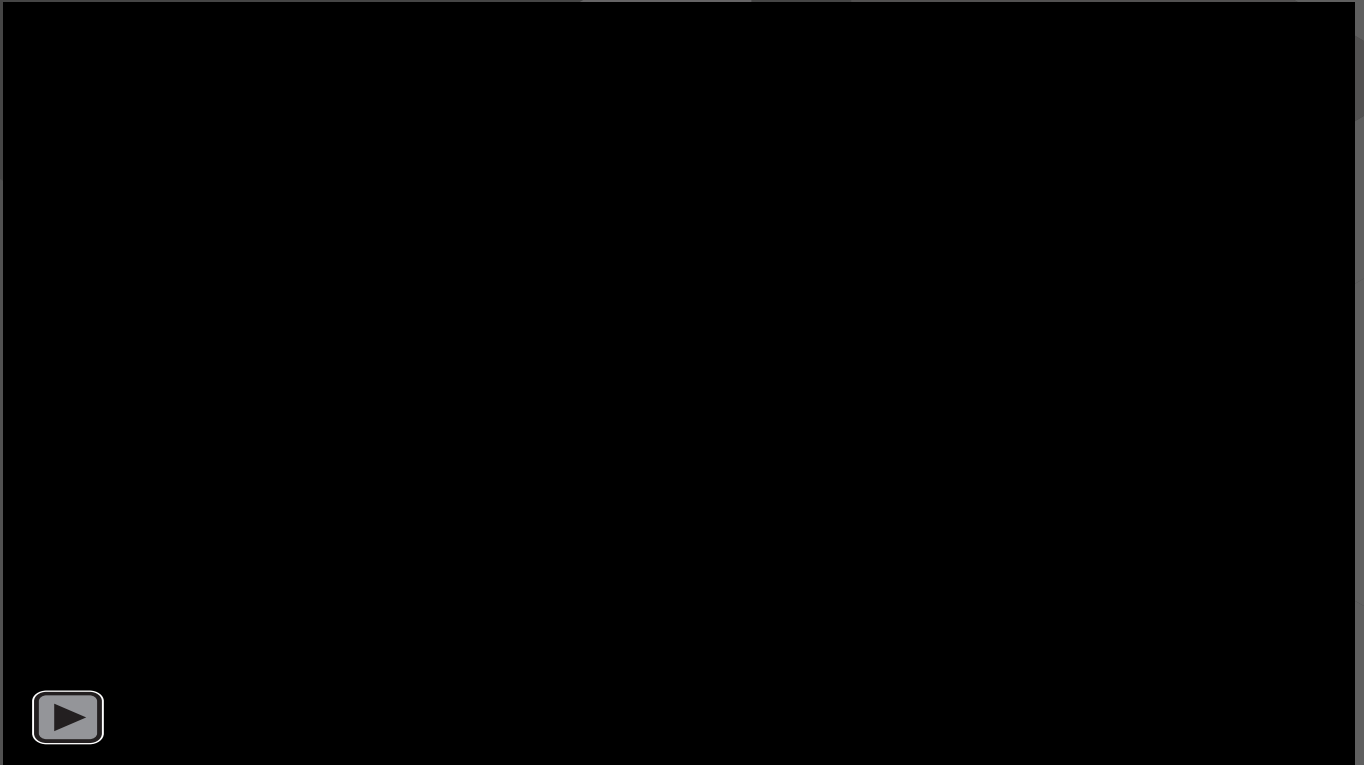
*Ruth Inglis, Marketing Manager
Titania*

“

The video had over
200,000 views. Our sales
increased by £1.3m with
a 9.25% increase in
profitability

*Stuart Devoil, Group Head of Marketing
James Latham*





BRINGING PPC AND VIDEO TOGETHER

Are you looking to run a video campaign?

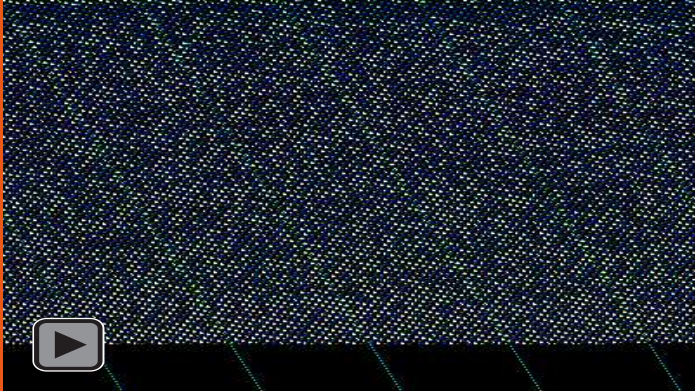
The power comes when video and paid advertising campaigns are used together!

WHY CHOOSE US?

You'll benefit from our team's expertise, as we specialise in both video production and paid advertising. We make it easy as our digital team, video production team and in-house illustrators are all under one roof. The result is a fully integrated video campaign with all key messaging aligned across both the video and digital communications, creating very powerful campaigns.

VIDEO + PPC = QUALIFIED LEADS, IMPROVED CONVERSIONS, INCREASED SALES

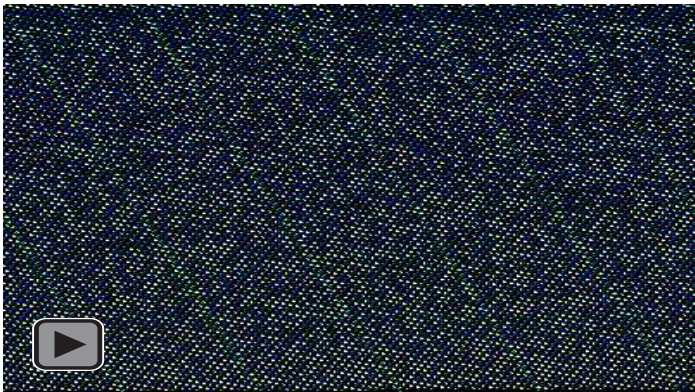
SEE HOW WE'VE HELPED OUR CLIENTS IN THESE CASE STUDIES



Alun Williams

MD, Luna Branding

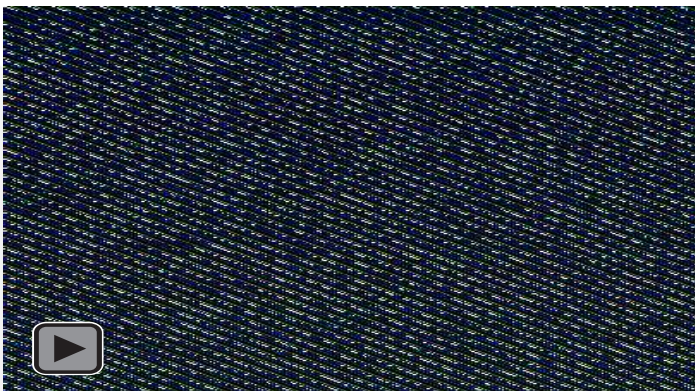
"Ginger really understand video marketing and how that fits with video communications overall"



Stuart Devoil

Group Head of Marketing,
James Latham

"We sold £300,000 of doors in just the first 3 weeks of the campaign"



Chris Jones

COO, Nymad

"Ginger are so much more than just a video production company, they really understand how to market videos"

**IF YOU'D LIKE TO KNOW MORE ABOUT
HOW WE CAN HELP YOU GENERATE MORE
BUSINESS WITH ANY OF OUR SERVICES
PLEASE GET IN TOUCH TODAY.**

Ask about our **FREE PPC PERFORMANCE REVIEW**

Interested in a **FREE VIDEO MARKETING REVIEW?**

Need help with **VIDEO MARKETING STRATEGY?**





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