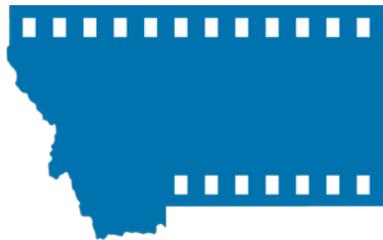


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LEVERAGING THE POWER OF VIDEO

Deryn Staggs Film Commissioner
Nik Griffith Public Relations and Multimedia

Montana Governor's Conference on Tourism | March 23, 2015



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UNDERSTAND

Understanding Video

VIDEO ASSET

- Hero | Hub | Hygiene
- Owned vs. Leveraged
- Commercial vs. Content

Utility

- 2/3 of people use search engines before engaging sites
- 70% of the top search listings have video somewhere
 - On a front page or landing page
- YouTube is one of the most popular search engines
 - Second only to Google

PLATFORMS

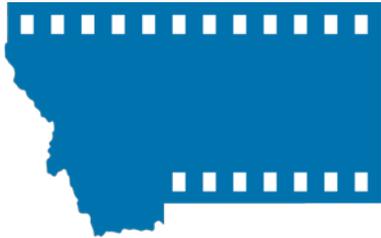
- Vimeo
- Daily Motion
- YouTube
- Personal Sites

vimeo



Daily*motion*

YouTube

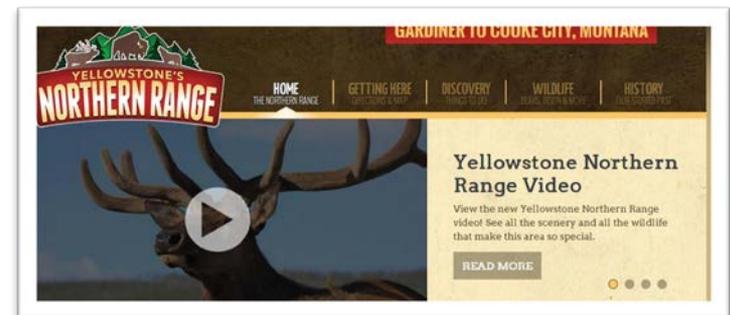
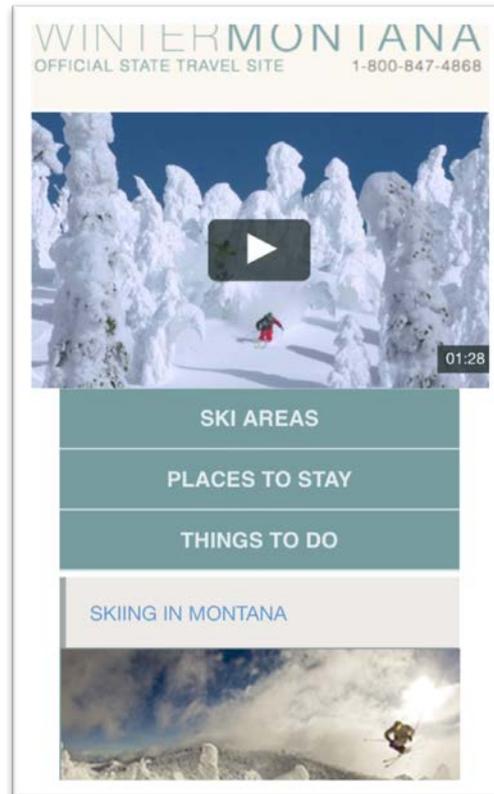


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CREATE

When You Need Video

- Seasonal
- Events
- Campaigns

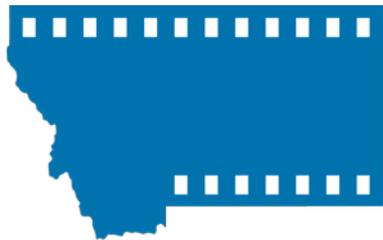


Strategy

- Budgeting
 - Cost effective approach
- Outside Assistance
 - Community partners, 3rd party partnerships, agencies
- Asset Collection
 - Owned, leveraged, created

When is video worth it?

- Anti-travelogue
 - Find your point of difference
- Storytelling vs. simply selling
 - Authenticity deepens your brand
 - Over-marketing weakens your brand
- Quality
 - Campaign
 - Content



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LEVERAGE

How to get started

- Sourcing video
 - Sites, partners, current assets
- Assessing video
 - When quality matters
 - When timing matters
- Promoting video
 - The Social circle vs. paid promotion
 - Share, share, share

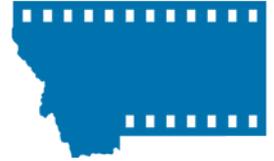
Who's worth leveraging?

- Businesses
 - Seasonal or event focused
- Filmmakers
 - Authentic storytellers
- Public Resources
 - MFO, MTOT, other state departments, Chambers, CVBs

QUESTIONS?

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