DON'T PAY FOR VIDEO CONTENT.
PAY FOR RESULTS.

Why pay for video content that may not achieve anything, and provides zero ROI?

Why not try our completely new model? At Big Button, we start with a clear understanding of your business objectives, and set KPIs to increase click-through-rate and dramatically reduce cost-per-click.

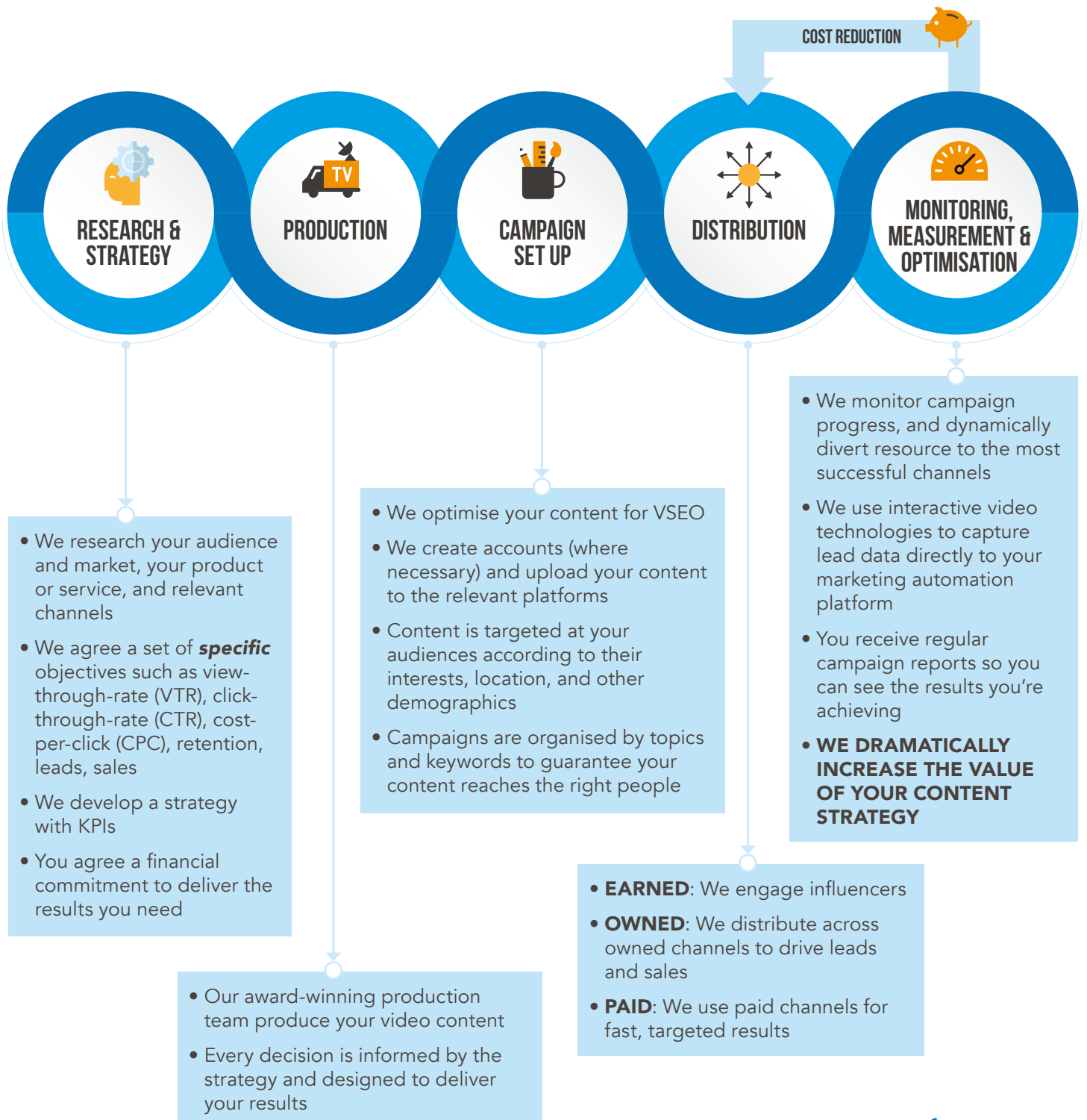We then produce the right video content to GUARANTEE those results.

THAT WAY, VIDEO IS ALWAYS AN INVESTMENT, NOT AN EXPENSE.

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BIG BUTTON'S RESULTS-DRIVEN MODEL.

We're only focused on guaranteed results, and that is what you buy from us. And the added bonus? Because the money you spend guarantees results, the video content we produce is effectively *free –* *and* you get to keep it once your initial campaign ends.
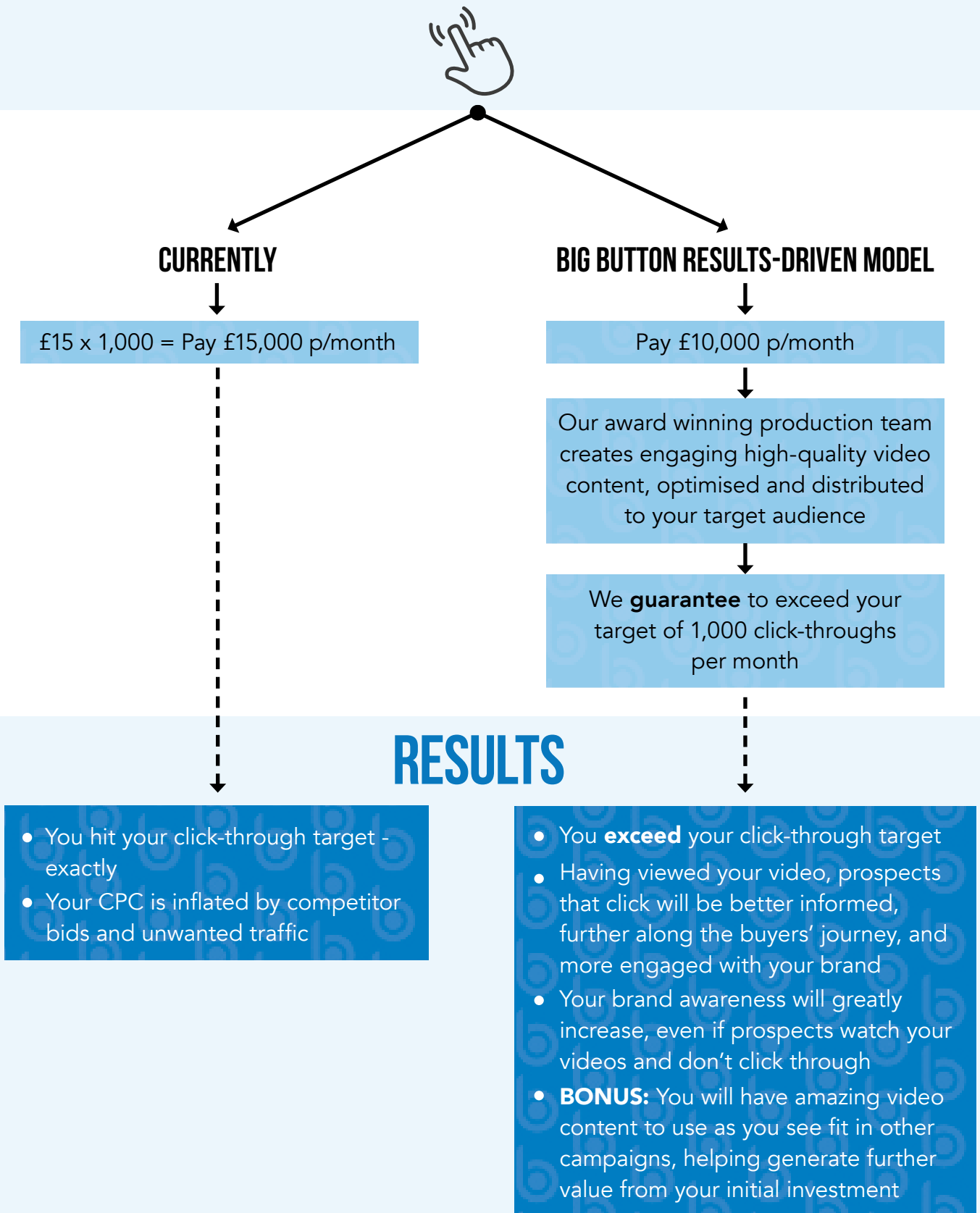
We measure and optimise your channels continually, adjusting production and distribution until we get you where you need to be, and re-allocating resources to reach the agreed KPIs.

THAT'S WHAT MAKES OUR MODEL AGILE, DYNAMIC AND RESPONSIVE — AND GUARANTEED TO DELIVER RESULTS.

COST REDUCTION

RESEARCH & STRATEGY → **PRODUCTION** → **CAMPAIGN SET UP** → **DISTRIBUTION** → **MONITORING, MEASUREMENT & OPTIMISATION**

RESEARCH & STRATEGY
- We research your audience and market, your product or service, and relevant channels
- We agree a set of *specific* objectives such as view-through-rate (VTR), click-through-rate (CTR), cost-per-click (CPC), retention, leads, sales
- We develop a strategy with KPIs
- You agree a financial commitment to deliver the results you need

PRODUCTION
- Our award-winning production team produce your video content
- Every decision is informed by the strategy and designed to deliver your results

CAMPAIGN SET UP
- We optimise your content for VSEO
- We create accounts (where necessary) and upload your content to the relevant platforms
- Content is targeted at your audiences according to their interests, location, and other demographics
- Campaigns are organised by topics and keywords to guarantee your content reaches the right people

DISTRIBUTION
- **EARNED**: We engage influencers
- **OWNED**: We distribute across owned channels to drive leads and sales
- **PAID**: We use paid channels for fast, targeted results

MONITORING, MEASUREMENT & OPTIMISATION
- We monitor campaign progress, and dynamically divert resource to the most successful channels
- We use interactive video technologies to capture lead data directly to your marketing automation platform
- You receive regular campaign reports so you can see the results you're achieving
- **WE DRAMATICALLY INCREASE THE VALUE OF YOUR CONTENT STRATEGY**

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HOW THE MODEL WORKS: AN ILLUSTRATION

Picture the scene: As part of your sales process, you need to generate 1,000 click-throughs per month from paid search. Over a 12-month period, you budget £15 per click-through. Here's how this typical approach compares with the Big Button Results-Driven model.

CURRENTLY

£15 x 1,000 = Pay £15,000 p/month

BIG BUTTON RESULTS-DRIVEN MODEL

Pay £10,000 p/month

Our award winning production team creates engaging high-quality video content, optimised and distributed to your target audience

We **guarantee** to exceed your target of 1,000 click-throughs per month

RESULTS

- You hit your click-through target - exactly
- Your CPC is inflated by competitor bids and unwanted traffic

- You **exceed** your click-through target
- Having viewed your video, prospects that click will be better informed, further along the buyers' journey, and more engaged with your brand
- Your brand awareness will greatly increase, even if prospects watch your videos and don't click through
- **BONUS:** You will have amazing video content to use as you see fit in other campaigns, helping generate further value from your initial investment

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CASE STUDY
GLOBAL TECH COMPANY

Having previously invested significant amounts in video, with hundreds of films on their YouTube channel, our new client had not achieved much from their content. They had delivered only a few hundred views, and were producing no tangible results for the business.

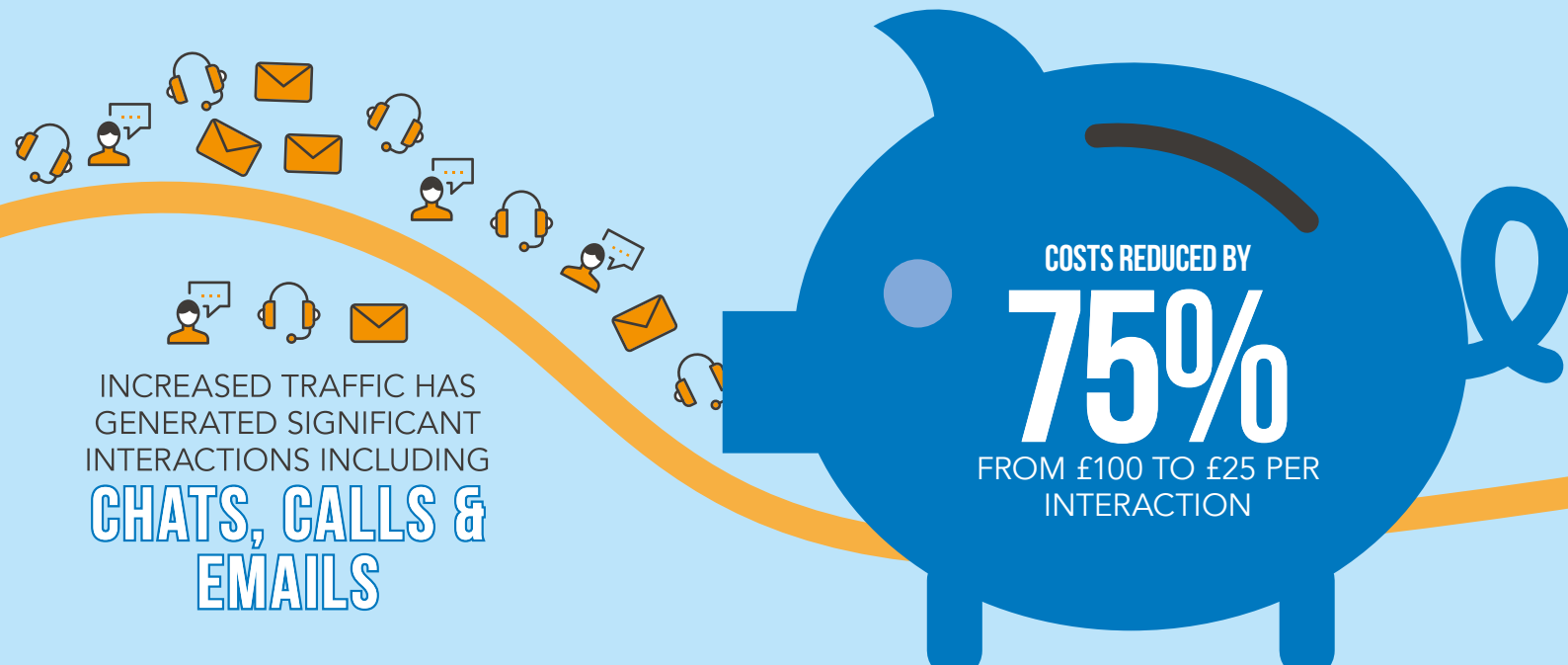We devised a new strategy, and new content, to achieve the following results:

OVER 2 MILLION IMPRESSIONS FOR OUR CLIENT'S VIDEOS

VIDEO ADS GENERATED 27K CLICK THROUGHS TO THE CLIENT'S LANDING PAGES

OVER 158K COMPLETE VIEWS

INCREASED TRAFFIC HAS GENERATED SIGNIFICANT INTERACTIONS INCLUDING **CHATS, CALLS & EMAILS**

COSTS REDUCED BY 75% FROM £100 TO £25 PER INTERACTION

It's a common misconception that video provides low ROI, and is too expensive. Neither is true, and we'd like to prove that to you. Contact us NOW to start a conversation about how we can deliver GUARANTEED RESULTS for your organisation:

SIMON@BIGBUTTON.TV

0207 305 7354 / 0121 309 0340

WE FOLLOW OUR OWN ADVICE.
CLICK HERE TO LEARN ABOUT OUR OWN SUCCESS WITH RESULTS-DRIVEN VIDEO.

REQUEST A CALL BACK

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