



# welcome

## How Our Services Can Help You

Affordable Video Marketing For Your Business



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# About Zero One Entertainment



## Company Background

Zero One Entertainment was formed as a video marketing services company in 2010. Since then the company has been guiding clients who want to expand their business with successful online video marketing strategies. The company has been successful in marketing and promoting online videos for clients in various industries. Industries include: entertainment, e-commerce, software, internet, healthcare, jewelry, lifestyle, and other industries.

# About Zero One Entertainment



## Company Mission & History

Zero One Entertainment was created to help businesses of all sizes to help engage their customers through online video. Videos are a strong communication tool. With our affordable video marketing and distribution services; Zero One Entertainment is helping companies realize the potential of online video for there business.

Zero One Entertainment was started in 2002 as a video production company in Phoenix, AZ. In 2005 the company grew and moved into Los Angeles. In 2007 the company began getting involved in the online marketing industry and worked with major e-commerce companies. In 2010 the company was re-organized into a video marketing services company in Philadelphia, PA to better incorporate the companies strength in production & online marketing.

# Services We Offer



## Video Marketing Services

Video marketing is a great way to enhance a website and business. Customers trust websites that have videos. Zero One Entertainment can help any business get started quickly in harnessing the power of online video. Video marketing is the process of creating and promoting a video online so people and search engines can find it. We create a professionally produced motion graphic video customized to your business

### Benefits Of Video Marketing:

- An eye catching way to sell a product or service and grab the visitor's attention. Videos help sell a business/service
- Increase the website's conversion rates/sales & website traffic
- A distributed online video has tremendous reach
- Can be targeted to the specific buyer/customer
- Re-energize the company's dull and boring website
- Helpful for branding and customer loyalty
- Online videos are able to get top search engine rankings
- Are more cost effective than any other form of media

# Services We Offer



## What You Get With A Video Marketing Campaign



A free 30 minute phone consultation with one of our video marketing experts to discuss the business & objectives so we can organize the video marketing plan



A professionally produced video with text, images, your logo, music, and your websites address (call to action) and phone number. (1 minute long/1 free edit)



Video SEO/Optimization. We do keyword research to find out what your target customer is searching for so they will find the video in search engines, & on YouTube. Next we create unique titles/tags/descriptions for the video, plus unique channel tags/descriptions on each video site we distribute the video to



Video distribution of the online video on up to 15 of the most popular video sites & social networking sites such as YouTube, Facebook, Myspace, Vimeo & more

# Services We Offer



## What You Get With A Video Marketing Campaign

(continued)



As part of the campaign, we also include an integrated YouTube marketing campaign which helps boost the rankings of the video in the major search engines & on YouTube. We include 10,000 YouTube views



Each month for the first 3 months we send a report outlining the YouTube video campaign, plus a report of where all the videos are distributed too. Plus a report showing what keywords in the search engines the video is being ranked on



Also included are Free extras, such as a Google video sitemap, YouTube channel creation (using the company branding, plus video profile creation & bookmarking)



Whether you need 1, or more video's produced we offer pricing that can fit any budget. Our video marketing services start as low as \$297

# Services We Offer



## Video Distribution Services

Our video distribution services contain everything outlined in our video marketing services plan, except for client's that already have a produced video

### Benefits Of Video Distribution:

- Increase your business reach. YouTube exceeds 2 billion views/day
- More than 70% of consumers watch online videos once a month
- Target visitors who are looking for your business, product/service
- Increase your website's SEO and rankings for targeted keywords
- Increase branding and customer loyalty

### Pricing:

Our video distribution plans start at only \$247

# Services We Offer



## Video SEO Services

Our video SEO services are designed for clients who already have a produced video, & already have the video distributed but are not seeing results. Our Video SEO services can help optimize online videos so search engines can find it

### Benefits Of Video SEO:

- According to Forrester research, a video listing is 53 times more likely to receive a top search ranking on Google than using traditional techniques
- Target visitors who are looking for your business, product, or service
- Properly optimized online videos help consumers find out about your product or service
- Increase your website's SEO and rankings for targeted keywords
- Increase branding and customer loyalty

### Pricing:

Our video SEO plans start at only \$147

# Services We Offer



## YouTube Marketing Services

Our YouTube Marketing services provides businesses with a cost effective way of targeting there exact audience on YouTube. A YouTube Promoted video campaign allows businesses to promote there existing video and match it to there target audience by bidding on categories & keywords on YouTube similar to a Google Adwords campaign.

*(client must have an Adwords campaign with their billing info)*

### Benefits Of YouTube Marketing:

- Increase your business reach. YouTube exceeds 2 billion views/day
- Target visitors who are looking for your business, product, or service
- More than 70% of consumers watch online videos once a month
- Target customers using keywords & categories

### Pricing:

Our YouTube marketing services start at only \$97

# Services We Offer



## What You Get With Our YouTube Marketing Campaign



A free 30 minute phone consultation with one of our YouTube marketing experts to discuss the business and objectives and to form our strategy



The best way to get visitors to watch video is with a promoted video campaign on YouTube. Target users based on what their searching, interests, demographics, and more. We setup your YouTube campaign and make fine tuning and optimizations for the first month.

Please note: Google AdWords fees are an *additional charge*



Up to 3 hours of campaign optimization for the first month (keyword/bid/budget changes) Plus as part of the campaign, each week for the first 4 weeks we will send a report outlining the YouTube video campaign results



After the first month we offer up to 60 mins. of free training for the client so they can manage the campaign themselves



Whether you need 1 or more YouTube videos promoted, we have a plan to fit your budget. Pricing starts at only \$97

# Services We Offer



## PPC Marketing Services

Our Pay per click (PPC) marketing services are a great way to get traffic and increase sales for any website. Our paid search engine marketing services can help a business generate leads and sales using Google Adwords. PPC marketing is the process of bidding on targeted keywords in Google & Yahoo/Bing in the sponsored links section.

Benefits of PPC Marketing:

- Immediate simultaneous exposure of your ads to viewers around the world or just in your local area. You can geo-target local, regional, or national customers.
- Your ads may be placed in the top positions where they can be easily viewed increase your traffic. This helps websites that don't have any good SEO or have poor organic rankings get top search engine results so customers can find it

Our experienced PPC marketing experts have over 6 years of PPC marketing experience and can help your business even if you already utilize PPC marketing, we can help:

- Reduce your PPC ad spend
- Increase your PPC clickthrough rate (CTR)
- Lower your PPC cost per conversion
- Increase conversions/sales & traffic

# Services We Offer



## What You Get With Our PPC Marketing Services



Consult with client to understand their business, objectives, and goals for their website



- Start keyword research to determine relevant and appropriate PPC keywords
- Examine competitor's PPC ads, budgets, and CPC (cost per click data)
- Create a spreadsheet for preliminary keywords and ads submit for client approval
- Create a spreadsheet for preliminary NEGATIVE keywords and submit for approval



- Upon approval, create necessary campaigns, adgroups, & ads in Google.
- Setup campaign and adgroup bids and budgeting to stay within the client's preset monthly "Google-spend"



- Define Adwords "Goals" and create conversion tracking code
- Place conversion code on "Thank You" page of site to track any leads/sales conversions for any purchase or lead form. If no page exists, a page may need to be created by the client
- Setup a weekly report in Adwords with performance stats to client via email.
- Prior to launch, a final client coaching call (1 hr) to explain what was done and why will be needed

# Services We Offer



In order to apply PPC best practices, our PPC analyst must be allowed to:

- Ability to access the client's Adwords and Analytics account
- Ability to install Google Adwords conversion tracking codes on 'Thank You' pages.
- Ability to communicate with a specific client contact (IT, tech or webmaster.)
- Client must own the Google Adwords account and is responsible for adding their credit card

PPC Marketing Fees/Costs:

- If client is local/regional (city/state-wide targeting) the fee to create, organize and optimize the Adwords account is \$400
- If client is national (U.S) the fee to create, organize and optimize the Adwords account is \$1250
- Fees include 1 hr of coaching time just prior to campaign launch
- Fees will also cover 3-5 hrs in the first month after launch, for further campaign optimization
- 50% of each campaign setup fee is payable in advance, 50% when the campaign launches
- Coaching /consulting /additional campaign work following the initial 30 day post-launch PPC optimization period will be billable separately at a rate of \$30 hr.
- For local/regional accounts: maximum of 1000 keywords, 5 campaigns, and 10 adgroups
- For national campaigns: maximum of 5,000 keywords, 10 campaigns, and 50 adgroups
- Client must budget at least \$300-\$500 month for local/state campaigns (payable to Google)
- Client must budget at least \$1000-\$1500 for national campaigns (payable to Google)

# Client Results



## Birkat Elyon

Birkat Elyon is an online jewelry store that focuses on cubic zirconia products. They wanted a way to promote their most popular cubic zirconia products. We helped them with a video distribution strategy to promote 22 product videos. We also edited their existing videos to add call to actions to the end of the video. Within 2 months we helped to get high rankings on the first page on Google and on YouTube for multiple keywords. Here is a screenshot in Google on one of the keywords. This promotion helped increase traffic to their website and also helped to increase sales.

### 3.5 carat cubic zirconia ring

About 482,000 results (0.30 seconds)

#### ▶ [CZ Rings - Up to 78% Off](#)

Discount Prices on **Cubic Zirconia Rings**. Bonus Gift with Every Order.

PalmBeachJewelry.com is rated ★★★★★ (161 reviews)

[PalmBeachJewelry.com](#)

#### [Zirconia Ring](#)

**Cubic Zirconia** in Fine Metals, Even Jewelers Can't Tell the Difference!

[www.Ziamond.com](#)

#### [Cubic Zirconia Jewelry](#)

Sparkling Style, Fabulous Prices! 30-Day Returns, Get Free Shipping.

EvesAddiction.com is rated ★★★★★ (1,859 reviews)

[www.EvesAddiction.com/CubicZirconia](#)

#### Videos for 3.5 carat cubic zirconia ring



**3.5 Carat Designer-Inspired**

**Cubic Zirconia CZ Ring** 🔍

1 min - Oct 25, 2010

Uploaded by  
CubicZirconiaJewelry  
[youtube.com](#)



**3.5-Carat Designer-Inspired**

**Cubic Zirconia ...** 🔍

1 min - Oct 25, 2010

Uploaded by  
CubicZirconiaJewelry  
[youtube.com](#)

#### [Antiqued 3.5 Carat Topaz RECTAGNULAR Cubic Zirconia Ring | Body ...](#) 🔍

Antiqued **3.5 Carat** Topaz RECTAGNULAR **Cubic Zirconia Ring**.

[www.bodycandy.com/cgi-bin/item/18389](#) - Cached

#### [Inspired by Tiffany Solitaire 3.5 ct. CZ Bridal - Overstock Jeweler](#) 🔍

This dazzling NY Fifth Ave Designer inspired engagement **ring** is set in solid .925 sterling silver. This silver jewelry features a **3.5 carat** center diamond ...

[www.overstockjeweler.com/inspired-by-tiffany-solitaire-35-ct-cz-bridal-engagement-ring-p-50.html](#) - Cached

# Client Results



## Life Coach Paula Michele

Paula Michele is a Philadelphia based life coach who needed help promoting her life coaching services. We helped her develop a video marketing strategy. We produced her a short 60 second video, and also distributed it to various online video websites.

Within 1 month, her email leads on her website increased 40%, and her traffic increased 25% because of the first page rankings for the video results. On the right is a screenshot of one of the results.

philly life coach services

About 607,000 results (0.25 seconds)

[How Life Coaching Works | Certified Professional Life Coach Paula ...](#)  
Request your free consultation. About **Philly Life Coach** Paula Michele ... Paula Michele offers affordable **life coaching services** for all ages.  
[lifecoachphilly.com/life-coaching-services.html](http://lifecoachphilly.com/life-coaching-services.html) - Cached

**Paula Michele Philly Life Coach**  
[Place page](#)  
7715 Dorcas Street  
Philadelphia, PA 19111  
(267) 888-7677  
[Get directions](#) - Is this accurate?  
1 review

[Certified Professional Philadelphia Life Coaching by Philly Life ...](#)  
Info about **life coaching services** and how people can benefit from it. ...  
[lifecoachphilly.com/](http://lifecoachphilly.com/) - Cached  
[Show more results from lifecoachphilly.com](#)

[Paula Michele Philly Life Coach - Rhawnhurst - Philadelphia, PA](#)  
★★★★★ 1 review  
1 Review of Paula Michele **Philly Life Coach** "I went to Paula because of I was ... By clicking the button below, you agree to the Yelp Terms of **Service** and ...  
[www.yelp.com/biz/paula-michele-philly-life-coach-philadelphia](http://www.yelp.com/biz/paula-michele-philly-life-coach-philadelphia) - Cached

**Videos for philly life coach services**

	<a href="#">Life Coach Paula Michele Life Coaching Services</a> 59 sec - Sep 28, 2010 Uploaded by lifecoachphilly youtube.com		<a href="#">Life Coach Paula Michele Life Coaching Services</a> Jan 6, 2011 vimeo.com
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[Philadelphia Life Coach: Find Life Coaches in Philadelphia PA ...](#)  
Looking for a Philadelphia **life coach**? Only Noomii has hundreds of certified life coaches in ... I have used his **services** and am a well-satisfied client." ...

# Client Testimonials



“Thanks for developing a video marketing strategy for my local business. The results have been impressive”

-Paula Michele

“Zero One Entertainment helped me promote my cubic zirconia product videos. The results have been great. Kudos to them for doing an outstanding job. I will use their services again”

-Rebecca Daniel

“Zero One Entertainment has helped to provide video SEO and video distribution services for several of my clients. I have been pleased with the results and am happy to recommend them”

-Joshua Sloan

# Why Zero One Entertainment



## 4 Reasons Why You Should Choose Us



We offer incredible value for the price. No matter what your video marketing or video distribution needs are, we offer many plans & pricing to fit your budget. We want to earn your business and see that your business becomes successful



Our video marketing & video distribution services come featured packed with many free services and extras. Many other companies charge you for these add-ons that we offer free of charge. Free services such as video optimization, free YouTube views, bookmarking, video profile creation, ping service, sets us apart from the competition



Our video marketing experts are here to help your business succeed. Zero One Entertainment has been helping small businesses grow using the power of online video for years and we want to partner with each and every client so we can help them reach there goals



We are a proud U.S. based business located in Philadelphia PA, the city of brotherly love. We never outsource your marketing services to any third parties or to any foreign countries. All of our services are done by a small team of experts that are dedicated to helping your business grow



# Thank You

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