

TYPE OF VIDEO:

Podcast Episodes & Short Videos

What type of video production did you produce?

- 1)** Multiple live podcast episodes, where we filmed and recorded episodes
- 2)** Several Marketing videos, typically 2-3 minutes in length, designed for our website and social media platforms.
- 3)** Customer case study recordings, including one instance where the speaker participated remotely via video conference.

In your opinion, was the video successful and why?

Every asset that Dakota has produced for our team has been a success. Being able to have a high-quality, highly-produced video sets us apart from our competitors. We routinely receive compliments on the professionalism and overall quality of our video assets.

Where did you market the video and which platforms does it live on?

We strategically distributed the videos across multiple platforms to maximize their reach:

- We created dedicated landing pages for each video on our website as well as embedded them directly onto other relevant features and solutions pages.
- We uploaded the videos to our YouTube channel for broader visibility and accessibility.
- The videos were shared on our company LinkedIn to leverage our professional network and engage with our audience.
- Our sales outreach efforts also integrated the videos into communication with prospective clients to enhance engagement.

What is some feedback you have received around your videos?

We've received positive feedback from various stakeholders regarding our videos, from our senior board members to prospective clients. Our company overview video has led to many prospects engaging further with our team. There's no doubt engagement on our website also increased with the presence of these videos.

What was it like working with the Dakota Studio Team?

Working with the Dakota Studio Team has been an absolute pleasure on every occasion. Their professionalism, engagement, and patience were evident throughout the entire process, from pre-production support to post-production delivery. Not only are they highly skilled, but they also create a fun and collaborative environment for each member of your team. If you have any video production needs, there's no better team to work with than Dakota Studios.