

# Explainer Videos

## Turn complex issues into easy-to-understand short videos.



Explainer Videos break down complex topics into simple and easy-to-digest short video segments. Typically 30-90 seconds, these videos are perfect content marketing assets that can be leveraged in a variety of ways. They're especially effective for top-of-funnel prospects in discovery and consideration phases.

### DETAILS

- Creation of one custom, 30-90 second video
- End-to-end program management, including concept development, custom storyboards, scripting, production and editing
- Development or curation of the animated graphics, artwork/stock clips, background music, and voiceover that bring your message to life
- Exported to common video formats for use on websites and social media
- Own the video asset and use elsewhere

### USEFUL FOR

- Presenting your elevator pitch
- Bringing your brand and/or solution to life
- Educating buyers
- Developing a connection with viewers