



2018

EZ FLEET EXPLAINER VIDEO PROGRAM



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I. How to select an EZ Fleet Explainer Video for Use

- A. Watch the 3-minute EZ Fleet corporate video and all the short (20 – 40 second) vignette videos
- B. Determine whether you want to:
 - 1. Use the corporate video as is
 - 2. Use the corporate video with changes
 - 3. Create your own corporate video by selecting 3 – 6 of your favorites vignettes
 - 4. Use individual vignettes for social media
- C. Select the editing options that apply
- D. Gather information to submit to StratGrow™, digital marketing agency for video editing (see Section III: Information to Submit for Video Editing)
- E. Submit video editing request via email to ezfleet@stratgrow.com
- F. Verify details with StratGrow, receive invoice, submit payment
- G. Receive video

*Turn-around time for editing will take between 1-5 business days depending upon edits requested.

II. List of Editing Options

- A. Option 1: change only contact information of EZ Fleet corporate video - \$150
 - 1. Change contact information at end of video
 - a) Add / change phone number
 - b) Add / change email address
 - c) Add / change web address
- B. Option 2: multiple changes to EZ Fleet corporate video - \$400
 - 1. Script changes – change name from EZ Fleet to distributor name
 - 2. Voiceover changes – change name from EZ Fleet to distributor name
 - 3. Logo change – removal of EZ Fleet logo & addition of your logo
 - 4. Contact information – email address, phone number, web address, etc.
- C. Option 3: create new 2-3-minute video from vignettes - \$800
 - 1. Choose 3 - 6 vignettes
 - 2. Script change - name from EZ fleet to distributor name
 - 3. Logo change
 - 4. Contact information
 - 5. Same Intro & outro as corporate video

D. Option 4: Customize individual vignettes. Price per vignette - \$150 (for use in social media, blogs, sales aides, etc.)

1. Script change - name from EZ Fleet to distributor name
2. Logo change
3. Contact information

III. Information to Submit for Video Editing

- A. Name of your company as you want it to appear in the video
- B. Your location / address as you want it to appear in the video
- C. Company contact information as you want it to appear in the video
- D. A high-quality vector file of your logo. *If you don't have a high-quality file of your logo, and feel you need one, then StratGrow can create one for you at an additional cost.*
- E. Identify the vignettes you would like to use if creating your own custom video. Please list vignettes in the order you want them displayed in the video.

IV. How to use your Explainer Videos for Maximum Effect

- A. Use as a traditional explainer video on your website – host on your website, set meta tags and keywords to attract searchers through search engines, Google, Bing, etc.
- B. Use as a traditional explainer video on your Youtube channel – host on our Youtube channel as a series of videos to support potential new customers in the buying process
- C. Use vignettes on social media for social promotion – post on social platforms as high quality and informative content that will attract the attention of your audience
- D. Use vignettes for pay per view, video advertising on Facebook, LinkedIn, and Google platforms

In association with Strategic Growth Advisors, LLC www.stratgrow.com, ezfleet@stratgrow.com.



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