

Dialogue-on-Demand Videos

What Is A Dialogue-On-Demand Video?

Pre-produced 10-minute Zoom (or Webex) customized video, designed to give you bite-sized snippets of good, substantive content to promote and repurpose across your marketing channels. Featuring 1-2 experts creating a natural exchange of ideas and key concepts, videos include:

- 10-minute dialogue
- 3-4 clips (~60 seconds in length) on specific sub-topics
- 2 social cuts (:15 and :30 seconds in length)

Why Dialogue-on-Demand?

- Simple way to supplement in-person events while showcasing technical experts
- On-demand nature gives asset a life beyond a webinar
- Production requirements make it a good choice for busy SMEs
- Concise nature makes it easy to distribute, promote and repurpose

Optional Core Promotion Tactics

- **LinkedIn Ads:** Advertise conversation with :60-second clip + CTA
- **Targeted Display:** Static creative, traffic-driving through Google Display Network (GDN)
- **Programmatic Pre-Roll:** Advertise conversation with :15-:30-second social cuts
- **Programmatic Email:** 2 sends + 2 redeploys—one pre-event, and one post event
- **Recommended Campaign Length:** 4 weeks

