



**ZOCC  
MEDIA**



**PROCONNECT  
VIDEO PRODUCTION SYSTEM**

**EXPERT SHORT FORMAT & SOCIAL MEDIA  
VIDEO PRODUCTION**

*GET MORE CLIENTS & HAVE A BIGGER IMPACT  
IN 2024 WITH DIGITAL MARKETING*



Dear Friend, I'm not going to try to sell you on this...

It's not for everyone, with that said...

This booklet will lay out everything you will receive when you join the ProConnect Video & Photography Program, then you will need to decide for yourself if we are the right fit for each other.

But for those who it is for, it will make all the difference.



**Michael Hatcher**

I'm passionate about people and business.

My mission is to help you succeed!

## THE PROCONNECT VIDEO MARKETING STRATEGY



### What we will be helping you do:



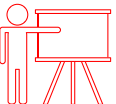
Clarify your marketing message to attract your ideal clients and inspire them to take action with you!



Engage your audience through storytelling in a way that builds authentic connection and trust (so you can finally stop trying to convince people to work with you! They ask you how to buy!)



Creating a system that allow you to speak with new clients on-demand and does the heavy lifting for you



Convert your audience in a way that makes people feel comfortable buying from you (without feeling salesy or pushy towards your audience)

# ProConnect Video System

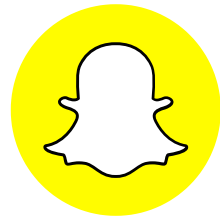
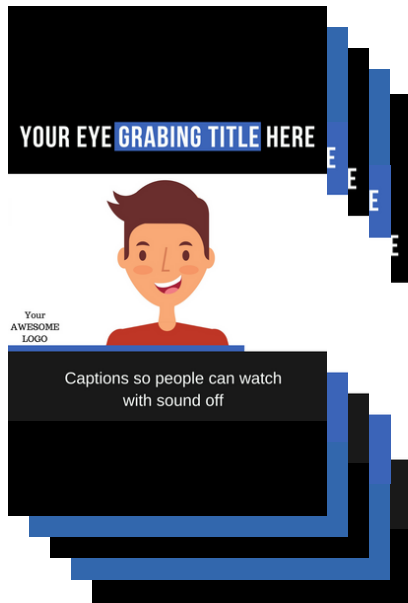
## *Facts and Things to Consider about Video for your Business*

- 1. Visibility and Brand Awareness:** Websites with video content are **53 times** more likely to rank on the first page of Google search results, enhancing online visibility.
- 2. Engagement:** Social video generates **1200% more shares** than text and image content combined, leading to higher engagement rates.
- 3. Explaining Complex Products or Services:** Viewers retain **95% of a message** when they watch it in a video compared to 10% when reading it in text.
- 4. Building Trust:** 57% of consumers say that videos gave them **more confidence** to purchase online.
- 5. Increasing Conversion Rates:** Including a video on a landing page can increase **conversion rates by over 80%**.
- 6. SEO Benefits:** Video content increases the time spent by visitors on a site by **2.6x**, a factor that positively impacts SEO rankings.
- 7. Cost-Effective Marketing:** Small businesses that use video grow revenue **49% faster** than non-video users.
- 8. Social Media Engagement:** On social media platforms, video content is **10 times** more likely to engage users than other forms of content.
- 9. Mobile User Engagement:** Over **90% of consumers** watch videos on their mobile devices, aligning well with the increasing trend of mobile internet usage.
- 10. Feedback and Customer Insights:** Videos on social platforms generate **12 times** more shares than text and images combined, providing valuable feedback and insights.

# ProConnect Video System

*High Quality and Consistent Content*

*DONE* for you



## WHAT CAN WE DO?

### Reel Impact

Production of dynamic, high-engagement Video Reels for Instagram, Facebook, LinkedIn, TikTok, YouTube, and Snapchat, crafted with unique custom and stock footage to captivate your audience.

### Scripted Success

Comprehensive ideation and/or scriptwriting services for all video content, ensuring a compelling narrative and strong brand messaging.

### Strategic Sync-Ups

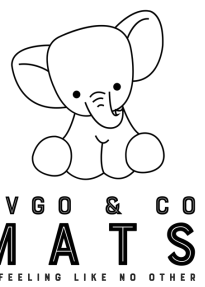
Regular monthly strategy sessions to align on goals, review progress, and adapt tactics for optimised performance.



"ZOCC Media & Michael have been an excellent resource for the Stockland Aura project, ZOCC have filmed some incredible testimonials with our local businesses that have been shared nationally as an exemplar piece of content, they have produced excellent interviews with Stockland team members & external stakeholders and some awesome lifestyle videos that have helped us promote the stunning Sunshine Coast lifestyle that people look for at Aura. The ZOCC team are always happy to go above and beyond to make sure that the output is the best it can be and we are so happy to continue to support the growth of such an excellent local business." Tully Kuss-Patterson - Marketing Manager, Stockland Aura



Stockland



# **ProConnect Video Package**

***EXPERT CONTENT AND SOCIAL MEDIA SOLUTIONS***

**Idea/Script Generation**

**Up to a full day monthly shoot**

**Production of 15 x Horizontal/Vertical Reels approx 30-60 sec each per month**

**Subtitles on Vertical Reels**

**Photography Package (Minimum 15 edited photos)**

**Expertly Produced**

**Monthly Production Meeting**

**INVESTMENT \$4,495 + GST  
Per Month\***

\*Minimum 3 month Commitment



# Welcome to the team! Here is what happens next...



## Expectations for Onboarding and Email Communication:

We will be reaching out to you shortly with a welcome email that includes the details of the onboarding process, as well as a set of questions to help us tailor our approach to your needs. Additionally, the email will outline our expectations for the project so you'll be fully prepared for what's ahead.

**Client Service Agreement and Billing:** To ensure mutual success, we will send you a copy of your client service agreement from FloJo. This will confirm our commitment to your satisfaction.



## Kick-Off Call Preparation:

To ensure a successful partnership, we will arrange a bonus kick-off call with one of our team. During the call, we will set the stage for our collaboration by discussing shoot dates, key milestones, and any other important details so that we are all aligned.

## Let's Get Your Project Started!

This is the phase where we create your video and photo content, develop your Grand Slam Offer (if you have one), and work on the ideas, scripts and pre-production.



## Communication and Progress Updates:

We value clear communication throughout the project and will maintain an open dialogue with you. Expect monthly check-in meetings to keep you informed on our progress.



## Why is it so expensive?

If you think our package is too expensive, then you may be thinking in terms of the collection of videos and simple information, not in terms of what our package can do for you, the positive impact on your business's income, and ultimately, for you personally, not having to worry about what you are going to post.

The reason you would purchase this package is not just to get a set of numbers for specific videos but for the **results** you can generate for you and your business.

## How do I know this will work for me?

That's a fantastic question. This is different from just getting videos edited; your social media content development is going to be fully managed and a **proven strategy** rolled out in your business.

We designed the **ProConnect System** specifically to help people who are ready to scale up fast and stand out from the competition. If you are after an easy way to get more clients, this is definitely going to help! We are looking forward to your testimonial in the next 90 days.

So the answer to your question, how do I know this package is the right fit for me? Well if you're a beginner or you are someone who's looking for that edge, we meet you on all levels to make sure this is done in such a way that your business isn't just posting content for the sake of it but posting with a purpose to become the **authority figure** in your industry, leading to more leads and sales.

## I can't afford this... is there anything you can do for me?

Some of my most successful clients have had their backs against the wall financially when they started (as did I). So I want you to eliminate the thought "I can't afford this" and instead replace it with "How can I afford this".

If you're serious about this opportunity, I'd encourage you not to use finances as an excuse but to get creative and start thinking of ways to make it work.

Many of our clients just put it on their Visa or MasterCard, so they can start right away and pay it off as they go.

## Ok, So how do I move forward?

If you've read the above and you want to move forward send me an email to [michael@zocc.au](mailto:michael@zocc.au) and say **"I'M IN"** and I'll contact you asap so that we can get started on your content as soon as possible!

I'd love to work with you, and **WE CAN'T WAIT** to help you get some quick wins and massive results as we help you land more clients using videos and photos in your business.

Michael  
Founder of ZOCC Media

