

BRICK HOUSE MEDIA PRESENTS

POWER OF DIY VIDEO



BRICK
HOUSE
MEDIA CO.

BHMEDIA.CO



Santa Cruz County
CHAMBER OF COMMERCE
Creating a vibrant community for 130 years

JARED BRICK
FOUNDING DIRECTOR
BHMEDIA.CO

**GET TO KNOW
THOUGHT LEADER**

JARED BRICK, MBA

**MEDIA • MARKETING
VIDEOGRAPHER • PHOTOGRAPHER**



BRICK
HOUSE
MEDIA CO.




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PHOTOGRAPHER

VIDEOGRAPHER

PRODUCER + EDITOR

VIDEO DIRECTOR

MEDIA MARKETING

MBA STRATEGIST

LIVE SPEAKER

TL COURSE CREATOR

MEDIA EDUCATOR

ZENHUSTLERS.COM

ADJUNCT PROFESSOR

ZHB PODCAST HOST



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GREW UP IN NJ + VT

UNI OF COLORADO, BOULDER

MBA, SUSTAINABLE BUSINESS

FATHER • 2 BOYS

MOUNTAIN BIKER

LOVER OF SNOW SPORTS

ADVENTURE TOUR GUIDE

LIVED AUSTRALIA & THAILAND

NEXT: _____ !

***“THE VIDEO PLAY BUTTON IS THE
MOST COMPELLING CTA...
CALL-TO-ACTION
ON THE INTERNET!”***



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DIY VIDEO SET-UP



- IPHONE 12 • 2020 OR NEWER
- GREEN or BLUE SCREEN BACKGROUND
- BACKDROP IMAGE OR A LIVE SET
- HOME or OFFICE SET
- 1-3 LIGHTS AS LED OR RING
- MICROPHONE OR AIRPODS
- TRIPOD & PHONE HOLDER (Peak Design)
- ** TELEPROMPTER IPAD or NOTES HOLDER



ENGAGING VIRTUAL MEETINGS
BY JOHN CHEN



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***“STOP SELLING
&
START HELPING”***

- ZIG ZIGLAR



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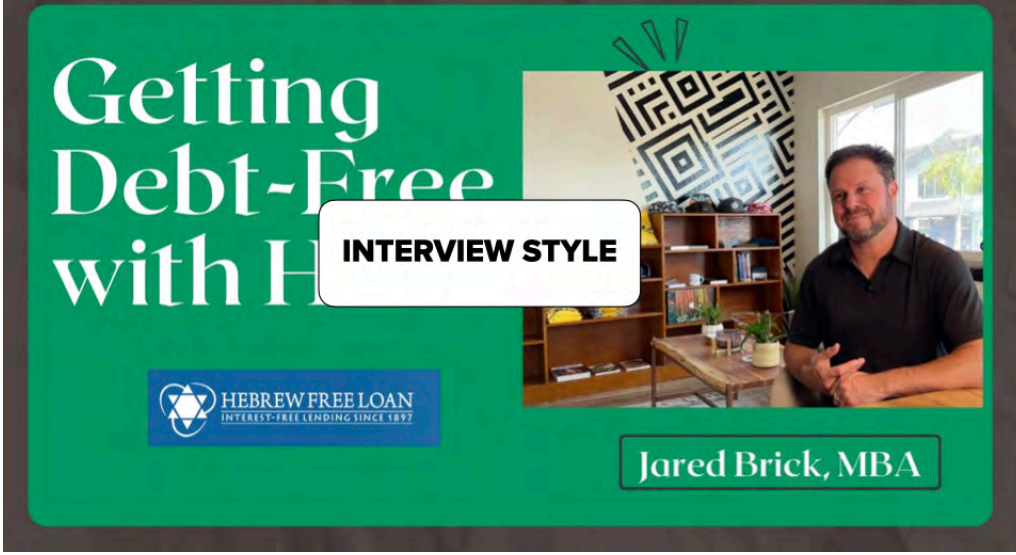


GREENSCREEN

House Maintenance with HomeSmiles.com



VIDEO WEBINARS



INTERVIEW STYLE

Getting Debt-Free with H



Jared Brick, MBA



TELEPROMPTER



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DIY VIDEO OPTIONS



- ✓ BRAND AWARENESS CONTENT
- ✓ SCRIPTED or BULLET POINT TIPS
- ✓ ON-LOCATION FOR EXPERIENCES
- ✓ FOUNDERS TALE: "YOUR WHY STORY"
- ✓ DEMOS & CLIENT TESTIMONIALS
- ✓ NEWS • UPDATES • TIPS • LAWS
- ✓ EDU-TAINMENT FUN • SERIES CONTENT
- ✓ EXPERTISE CONTENT • THE DEEPER DIVE
- ✓ VOICE-OVER IMAGES SLIDESHOWS • AUDIO PODCASTS TO VIDEO



MAHMUT ALTUN- REALTOR
ENGLISH AS A SECOND LANGUAGE

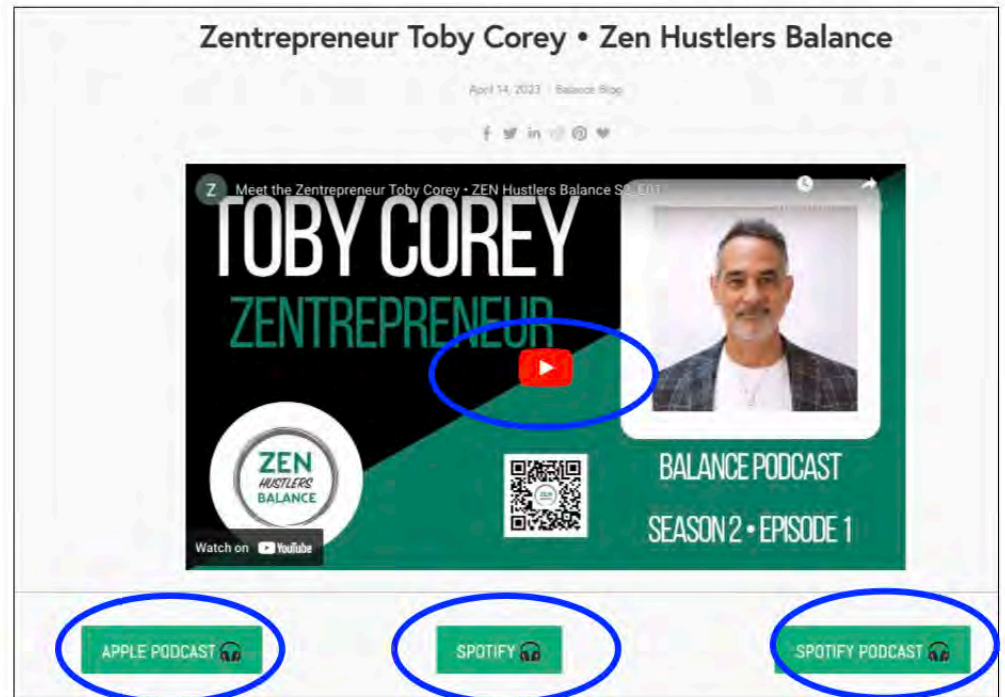


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SHARING CHANNELS

- ✔ Youtube Channel aka Google's #2
- ✔ LinkedIn Profile & Company Pages
- ✔ Facebook Profile & Pages & Groups
- ✔ Instagram for Business & Video IG Reels
- ✔ Others: Twitter, TikTok, Pinterest, Twitch
- ✔ Website Pages, Blogs, Forums, Quora
- ✔ Emails & Texts Messages with Links
- ✔ WOM = Word of Mouth • Colleagues & Friends
- ✔ Snail Mail Postcards with QR code Links

10X MORE CLICKS THAN TEXT ONLY
3X MORE CLICKS THAN IMAGES ONLY



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YOUR PROFILE

Experience



Digital Marketing Director & Content Strategist

Brick House Media Co · Self-employed

Nov 2013 - Present · 9 yrs 7 mos

San Francisco Bay Area

Awarded "Best Social Media Marketing Agencies" by Expertise.com 2022 to 2020

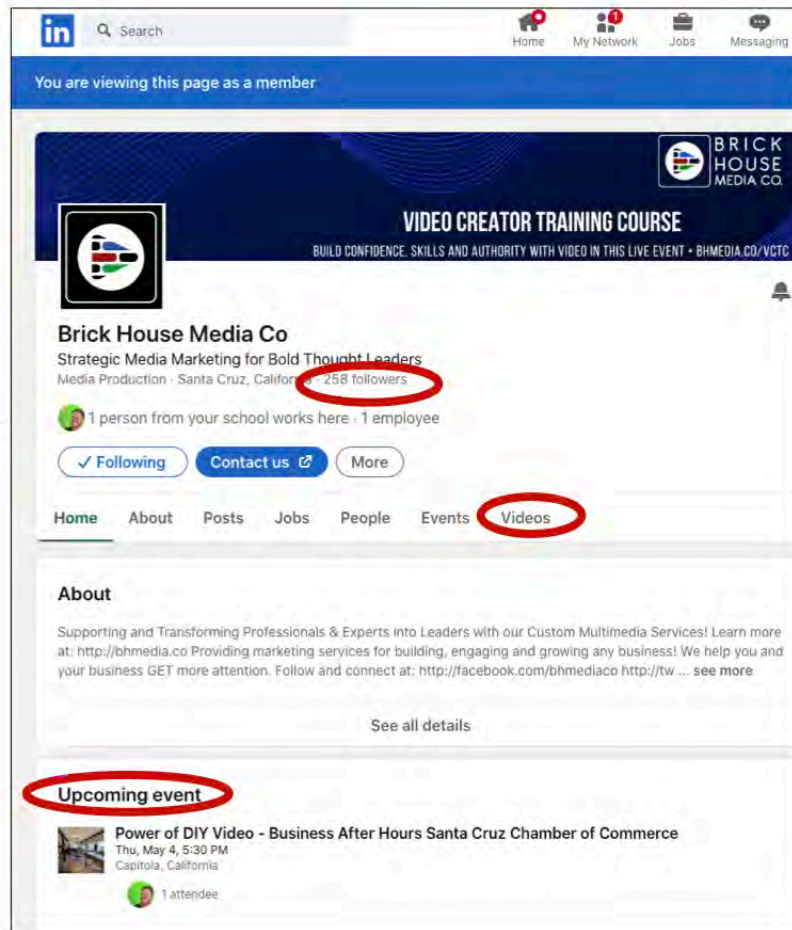
Brick House Media Co offers visual media services for business owners, founders, startups, bold

GAIN FOLLOWERS

POST VIDEOS

PROMOTE EVENTS

COMPANY PAGE



in Search Home My Network Jobs Messaging

You are viewing this page as a member

VIDEO CREATOR TRAINING COURSE
BUILD CONFIDENCE, SKILLS AND AUTHORITY WITH VIDEO IN THIS LIVE EVENT • BHMEDIA.CO/VCTC

Brick House Media Co
Strategic Media Marketing for Bold Thought Leaders
Media Production · Santa Cruz, California · 258 followers

1 person from your school works here · 1 employee

Following Contact us More

Home About Posts Jobs People Events **Videos**

About
Supporting and Transforming Professionals & Experts into Leaders with our Custom Multimedia Services! Learn more at: <http://bhmedia.co> Providing marketing services for building, engaging and growing any business! We help you and your business GET more attention. Follow and connect at: <http://facebook.com/bhmediaco> <http://tw...> see more

See all details

Upcoming event

Power of DIY Video - Business After Hours Santa Cruz Chamber of Commerce
Thu, May 4, 5:30 PM
Capitola, California
1 attendee



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COMPANY CONTENT 🤝

How to create a Company Page

Tell the story of your business

Help new clients find you with a free Company Page. It's quick to set up, and it gives you a place to showcase your leadership and expertise.

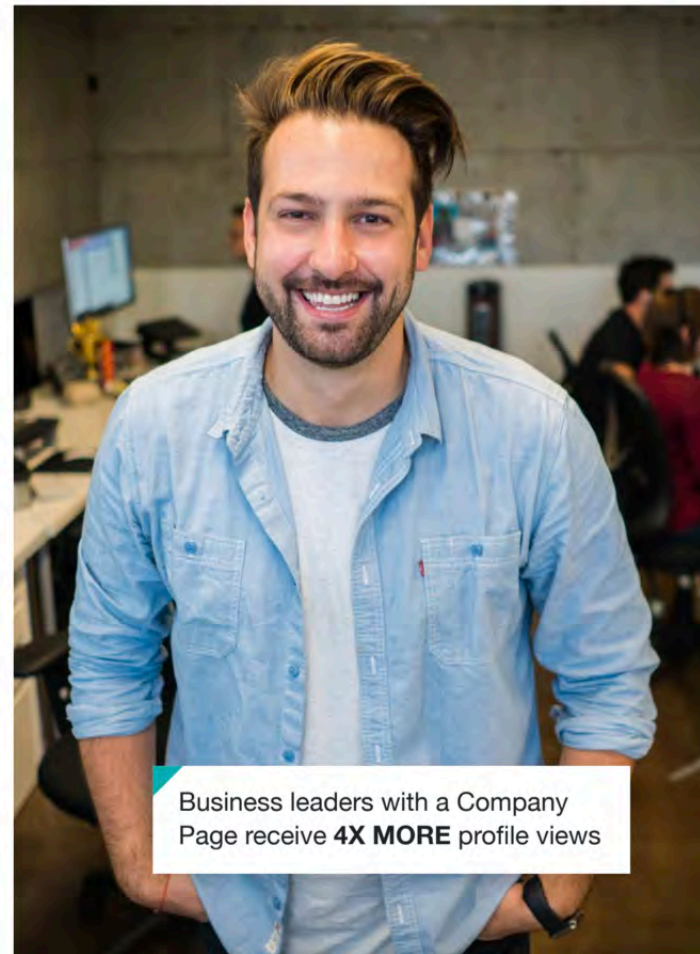
1. Select **“Work”** in the top navigation bar
2. Click **“Create a Company Page”**
3. Fill in your company name and an initial URL (you can change it later)
4. Click **“Create page”** to publish and save changes
5. **KEY STEP:** On your personal profile, update your work experience to link to this new Company Page



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LinkedIn

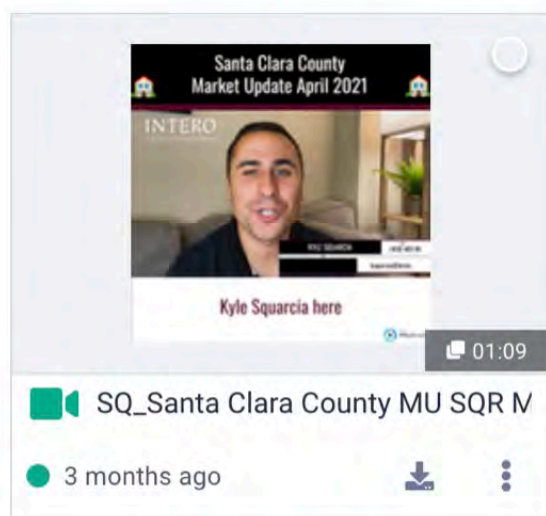
LinkedIn®



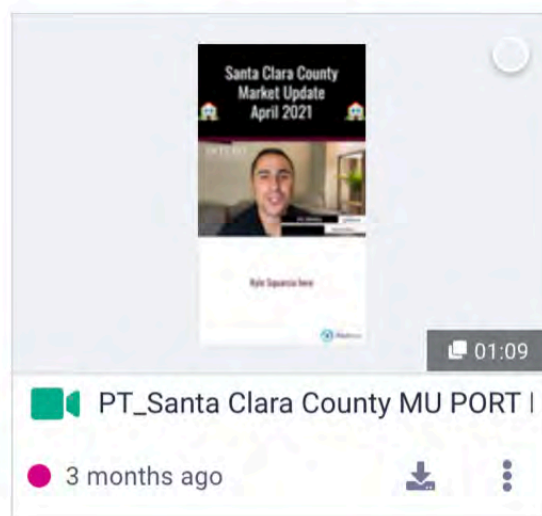
SOCIAL FORMAT OPTIONS 👍



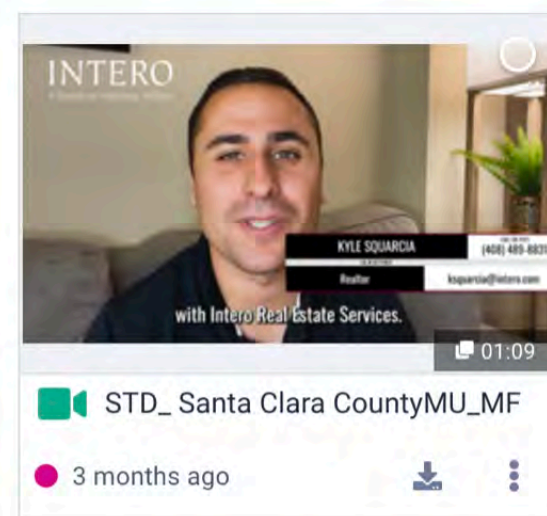
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SQUARE 1:1
FB + IG POSTS



VERTICAL 9:16
FB+ IG REELS



STANDARD 16:9
YOUTUBE + LINKEDIN

PROMOTIONS & ADS

Youtube

Promotion at \$1 day min.

LinkedIn Advertising

Highly targeted by \$\$\$ expensive

Facebook Profile & Company Pages

Only Pages can Boost or run Ads \$1 min.

Instagram & Reels

Built in with FB Ads for dual exposure

Google Ads

Keyword Search CCP Campaigns – Complex but powerful

JL_264 LaCuesta_Video Campaign # 1626815137962	Cost \$86.95	Impressions 8.41K	Views 4.05K	Avg. CPV \$0.02
<input checked="" type="radio"/> Active				
View campaign				
June 2021 • Market Update SM+SCC - FK	Cost \$10.92	Impressions 13.3K	Views 206	Avg. CPV \$0.05
<input checked="" type="radio"/> Active				
View campaign				
Home Buying SaS Video1 # 1626913991176	Cost \$35.70	Impressions 3.45K	Views 1.59K	Avg. CPV \$0.02
<input checked="" type="radio"/> Active				
View campaign				
Best Agent 4 You - Duo Video # 1626913476581	Cost \$50.85	Impressions 44.7K	Views 949	Avg. CPV \$0.05
<input checked="" type="radio"/> Active				
View campaign				

YOUTUBE AVERAGE \$0.02 PER VIEW



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METRICS & DATA 🤔

- ✔ Youtube Studio Analytics
- ✔ LinkedIn Company Page Analytics
- ✔ Facebook Page Analytics
- ✔ Instagram Business Analytics
- ✔ Twitter & TikTok Analytics
- ✔ Website Page Views & Time
- ✔ Email click rates • CTA & videos
- ✔ # of Views • Duration • Comments



Your top content in this period

Content	Average view duration	Views
1 Got Laid off? Build Your New Career with Video • VCTC Live Training Mar 21, 2023	1:27 (84.4%)	11,938
2 ManaNalu Kid in Santa Cruz 🌐 🇵🇪 stop using #singleuseplastic to #makewaves ... Apr 23, 2023	0:19 (37.7%)	525
3 Been LAID off? Fired? Quit? Sorry to hear it and now dive into video? Check ou... Apr 13, 2023	0:20 (33.9%)	144



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- ✓ Thu-Fri • May 18-19 • 9am-5pm
- ✓ 10% off for SC Chamber Members
- ✓ Small group learning & hands-on experience



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VIDEO PRODUCTIONS



DIGITAL MEDIA STRATEGY



WEB & CONTENT CREATIVE



BOOK A DISCOVERY CALL TODAY

BHMEDIA.CO
MEDIA CONSULTATIONS • STRATEGY REVIEW
JARED@BHMEDIA.CO • 831-824-4321



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THANK YOU FOR COMING!



QUESTIONS?

POWER OF
DIY VIDEO



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BHMEDIA.CO

JARED BRICK
FOUNDING DIRECTOR
JARED@BHMEDIA.CO
831-824-4321

SOCIAL MEDIA SIZES, RATIOS & FORMATS



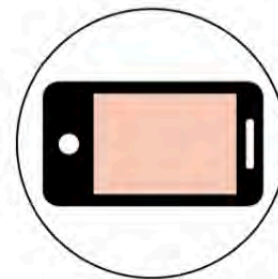
1:1
1200 x 1200
SQUARE



4:5
1350 x 1080
VERTICAL



9:16
1080 x 1920
IGTV



16:9
1920 x 1080
YOUTUBE



820 x 312
FB COVER

- **Standard 16:9 - Youtube & LinkedIn**
- **Square 1:1 - Instagram, LinkedIn, FB**
- **Portrait Vertical 9:16 - Story FB & IG Reels**



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NOTES

- _____
- _____
- _____
- _____
- _____
- _____
- _____



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