



The HCS Video Process

HCS can work with your existing video and still images, as well as shooting new material at your facility, at trade shows, or onsite with your clients, to create a range of engaging video content, including:

- Client testimonials about your products and services
- Facility tours
- Case studies
- Tutorials/How-To videos
- Introduction to new equipment/applications/services
- Presentation videos
- YouTube channel creation and management
- Overall video messaging strategy

Why Choose HCS for Your Video Execution

HCS has been producing great content for our clients for 10 years. We can deliver:

- Purpose-built video that aligns with your marketing goals
- Outstanding speed to market
- Drone capability for impressive facility shots
- Video landing pages with tracking that will capture all engagement activity
- Customization for your You Tube channel
- Analytics for all channels



7 Steps to a Great Finished Video



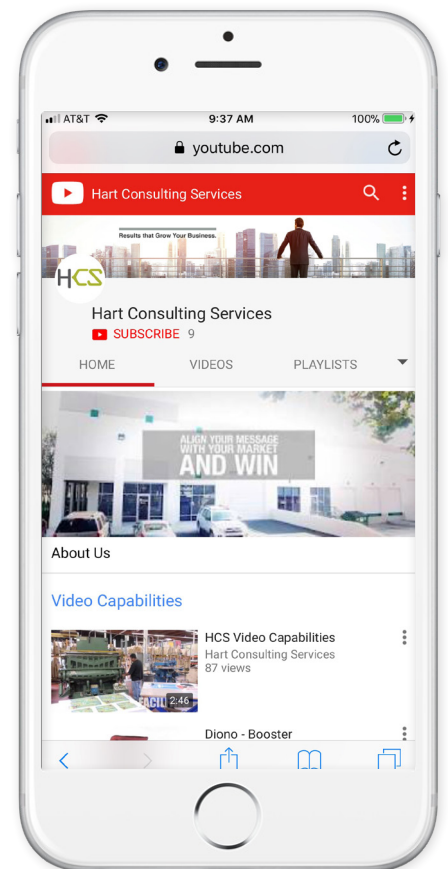
1. Together we will set project parameters (for example, a client testimonial)
2. You provide any necessary assets to HCS* (for example, your vector logo, YT login in, and client contact information)
3. HCS shoots video and organizes material into one or several linear cuts (for example, if we interview 3 different people on your client's team, we will show you the unedited cuts of those three interviews in Vimeo). If voiceover is to be used, we will provide the script for your review at this stage.
4. You provide feedback on what parts you want to use in the finished piece (we ask that you use the video timestamps, for example: Keep 1:05-2:20, Cut 2:21-2:45)
5. We deliver the edited piece, with still images, professional voiceover (if applicable), music, and your brand for final review
6. You provide final edits or approve the video
7. HCS uploads it onto your YouTube channel (for example, in a playlist of client testimonials) or a branded landing page for sharing.

* Sending Video Assets to HCS

Due to the size of the average video file, we request that you send us images or footage via our Big Files Transfer link, which allows you to upload 20GB at a time: <https://www.transferbigfiles.com/dropbox/BrianH27579>

Notes:

- Footage you supply to use should be shot horizontally.
- If we use still images delivered to us as JPG files, we usually hold them on screen for 4 seconds, which means it takes about 10-15 images to build 60 seconds of film.
- Everything we shoot is in 4K resolution, which is high enough to crop and retain a quality look in online video or still images.
- We use Adobe Creative Cloud for film editing
- HCS keeps a video archive of the video files you provide us, so we always have content from years earlier available to work with when needed.



CONNECT

19058 10th Avenue Northeast
Shoreline WA 98155
T. 1 + (206) 669.2650
info@hartconsultingservices.com
www.hartconsultingservices.com