We live in a post-text era for communication. And yes, I realize that makes this presentation deck ironic. So for a video presentation, click the computer below.



Or just keep reading...

The way people engage with communication has changed radically. Have you changed with them?



Old broadcast habits die hard, but die they must. Web technologies ushered in a new era for digital video, making it work in entirely new ways. Consider these findings:

When given the choice between text or video to learn about a topic, 60% of C-suite executives prefer video. Forbes "Video in the C-Suite, 2016"

Viewers recall over 90% of a message after watching it on video versus 10% from reading text. Insivia Report, 2015

By 2019, 80% of global internet traffic will be video. Cisco Visual Networking Index, 2016–2021

It's not enough to develop video content; you must make it work.



I'm Dennis Ryan. I help companies make their video content **WORK**.

After a successful advertising career, including dozens of high profile campaigns and Super Bowl ads, I've turned my focus to social/mobile/digital video content. Unlike TV ads, digital video has become today's preferred way to communicate because it's active; it can compel specific audiences to *do* things:

- generate leads and drive sales
- drive recommendation, expanding influence and reach
- create alignment and share values
- enhance training and knowledge sharing
- supercharge SEO and social media effectiveness

The breadth of any organization's interests offers endless storylines. By focusing on where your company's wants and needs overlap with the wants and needs of your key audiences, digital video can persuade far more personally and effectively. And that radically improves outcomes.

HOW I HELP

DEFINING YOUR MESSAGE PLATFORM: As an ad agency leader, I've defined brands and organizations for decades. Some make this a long, involved process, but approached practically, you can define strategic video platforms in weeks, not months. Companies need one distinct voice and POV, particularly when speaking to multiple audiences.

IDENTIFYING YOUR AUDIENCES, MESSAGES, AND MESSENGERS: Knowing to whom you should be speaking and what will truly engage them is key to making content work. And enlisting the right internal people to share your content across their own networks leverages their personal recommendation, greatly enhancing its impact.

REPURPOSING & CREATING VIDEO CONTENT: Random, disorganized corporate videos with low view counts litter too many online channels. Start by making those work with rewrites and re-edits, then start producing new, more purposeful, harder working content.

PROMOTING & MEASURING: Content must first reach its ideal audience then earn their attention. A smart social strategy and the right resources to measure and optimize effectiveness are critical to making content really work. Those experts are in my network.

WHY I HELP

EXPERIENCED: I've built brands by telling stories on video for decades. I've led creative groups both small and large, and work well with everyone from interns to the C-suite. I've redirected my career from broadcast to narrowcast and every new digital platform.

STRATEGIC: Knowing new platforms isn't enough; the challenge is finding platforms and content that best engage your audiences with your messages. Without specific, strategic objectives, video content does not work.

NETWORKED: After managing offices in Chicago, Los Angeles, Seattle, and Minneapolis, my personal network is deep with experts in all disciplines. With the gig economy, this talent can be brought to bear on any project without incurring heavy staffing investments.

PROVEN: I will provide an extensive list of references upon request.



MAY I HELP?

I take great joy in collaboration, creative thinking, and making things. I play well with others and align my clients' and company's success with my own. That's how I've always worked.

But the world has clearly changed; between the availability of information, the demand for transparency, and the power of personal recommendation, the opportunity has never been greater to build brands and sales through digital video content and begin the evolution away from mass marketing and into relevant communications. Most companies have yet to recognize this, but those that do will set themselves years ahead.

I hope to work with an organization that shares this perspective, on a contract or full-time basis, reporting to the CMO or Head of Corporate Communications. I could serve as a *Creative Narrative Director*, developing work myself, guiding internal creatives, or leading teams of freelance experts from my network.

If this might make sense, let's talk. I'd find working for a forward-thinking company to be so inspiring. Because working for a company that inspires you isn't a job, it's a privilege.

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