

# **MOVEO** **PRODUCTIONS**

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**PRODUCTS CATALOG 2024**

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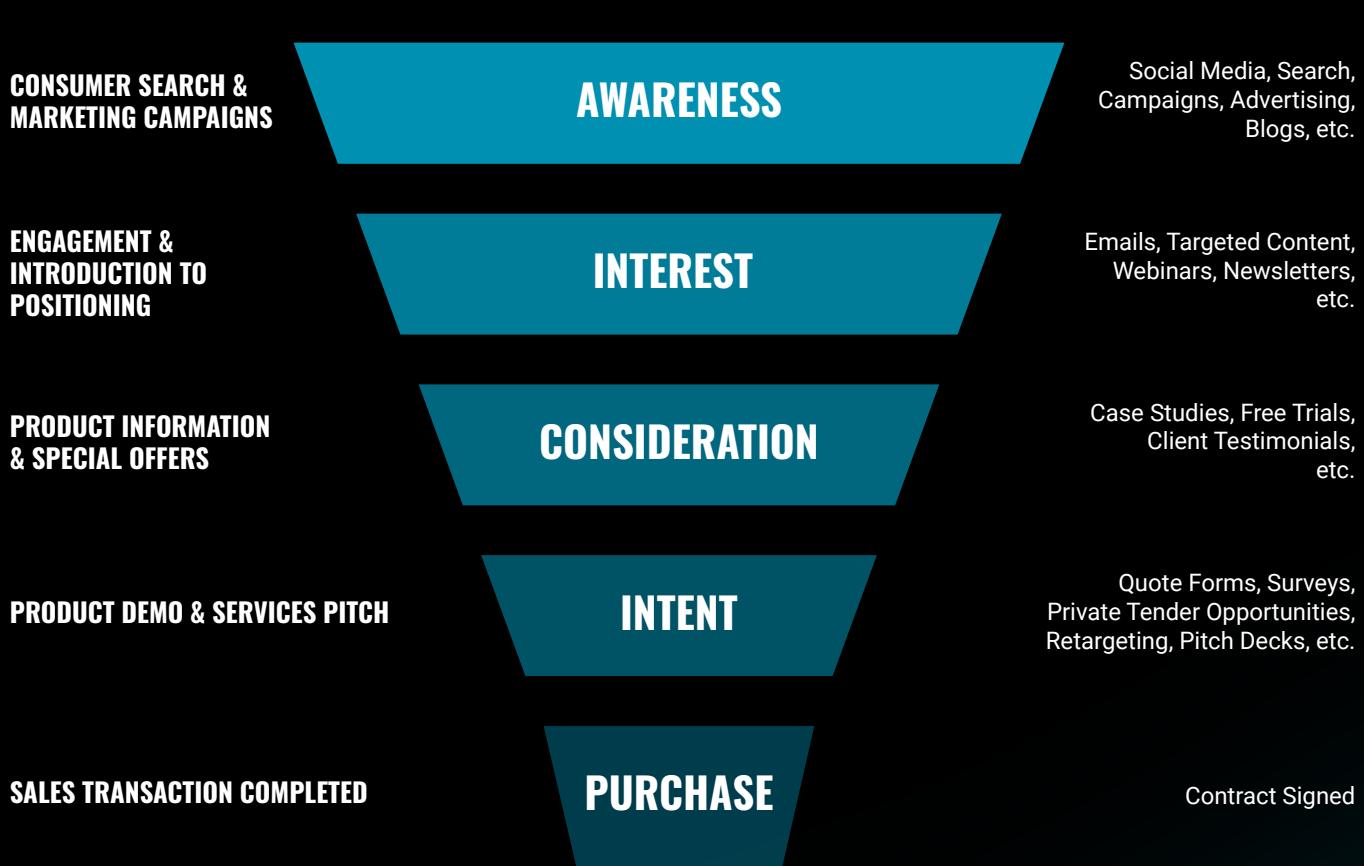
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# SALES & MARKETING REMINDER

## SALES FUNNEL

If you have a good understanding of the sales funnel concept, proceed to the next page.

Your company's sales funnel is essential to your sales & marketing strategy. Giving you a better understanding on how & where to interact with your target audience in the sales process. Building your sales & marketing strategy around a sales funnel will help you pinpoint where you should be putting more efforts or reallocate resources to generate more sales. At Moveo Productions, we build tools that improve specific parts of your sales funnel, solidifying your strategy.



# FOR SALES & MARKETING

## CORPORATE BRAND

### MOST POPULAR ★

Watch an Example :  
<https://youtu.be/WLJ1vPIYPTo>

Starting at 4 000\$

### AWARENESS & INTEREST

- ↗ Strengthen Brand Positionning
- ↗ Strengthen Brand Notoriety
- ↗ Increases Credibility
- ↗ Attracts Larger Clients



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## CLIENT TESTIMONIAL

### TOP PERFORMER #1

Watch an Example :  
<https://www.youtube.com/watch?v=AA6CFM7My00>

Starting at 2 500\$

### CONSIDERATION & INTENT

- ↗ Best Tool to increase Credibility
- ↗ Showcases Products & Services
- ↗ Answers Client's FAQ
- ↗ Uses Both Parties' Communication Channels



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## COMMERCIALS

### BEST AWARENESS TOOL ▼

Watch an Example :  
[https://www.youtube.com/watch?v=2EYH7\\_7pPsc](https://www.youtube.com/watch?v=2EYH7_7pPsc)

Starting at 4 000\$

### AWARENESS & INTEREST

- ↗ Attracts Many Clients
- ↗ Strengthen Brand Notoriety
- ↗ Scalable
- ↗ Specific to your Target Audience



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## PRODUCT/SERVICE DEMO

### BEST CONSIDERATION TOOL ▼

Watch an Example :  
<https://www.youtube.com/watch?v=OEp3HZsHwr0>

Starting at 1 750\$

### CONSIDERATIONS & INTENT

- ↗ Increases Sales
- ↗ Helps Clients Compare Products/Services
- ↗ Helps to Grasp Complicated Concepts
- ↗ Showcases Key Features



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## TUTORIAL/EXPLAINER

### AFTER PURCHASE TIME SAVER ⏰

Watch an Example :  
[https://youtu.be/SajQe3\\_iLA8](https://youtu.be/SajQe3_iLA8)

Starting at 2 000\$

### PURCHASE (AFTER)

- ↗ Increases Client's Autonomy After Sale
- ↗ Increases Brand Loyalty
- ↗ Ease the Learning Curve
- ↗ Reduces Customer Service Solicitations
- ↗ Limits Liability Related to Unintended Use



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# HR & PSYCHOMETRY

## KEY TAKEAWAYS

In order to attract & retain talents for the long run, we need to make sure that they are a good fit with your team. At Moveo Productions, we have tested & observed specific styles of video that attract precise profiles using principles of psychometry. We set the employer's expectations by demonstrating how targeted candidate should behave in their workplace. The target audience then understands, by association with the characters in our video, what the employer is expecting from it's employees. In this example, we are using the DISC personalities for simplicity sake, but this method can be adapted to any tests such as MBTI, Big5, NPO, 16PF, Eysenck, etc.

### DOMINANT

Look & Feel : Inspiring & Task Oriented

Pacing : Medium / Fast

Character : Decisive, Serious, Go getter

Priority : People (4) / Tasks (6)

Watch an Example :

[https://youtu.be/6UfjhfNY7RU?si=RaaaQPe4Mq3729\\_f](https://youtu.be/6UfjhfNY7RU?si=RaaaQPe4Mq3729_f)



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### COMPLIANT

Look & Feel : Smart & Under Estimated

Pacing : Medium / Slow

Character : Calculated, Cautious, Achiever

Priority : People (1) / Tasks (9)

Watch an Example :

<https://youtu.be/kfoC-4xUVlw>



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### INFLUENTIAL

Look & Feel : High in Emotions & Colorful

Pacing : Fast

Character : Leader, People Person, Interactive

Priority : People (8.5) / Tasks (1.5)

Watch an Example :

<https://youtu.be/04e7VnPd8aE?si=B-vpp7w0OzVNo-On>



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### STEADY

Look & Feel : Human & Nurturing

Pacing : Slow

Character : Deep, Supportive, Protector

Priority : People (8) / Tasks (2)

Watch an Example :

<https://youtu.be/mjFd0j0ZpT4?si=AOFIJ35ty975YPml>



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# FOR HUMAN RESOURCES

## EMPLOYER BRAND

### MOST POPULAR ★

Watch an Example :  
<https://youtu.be/0k2v4V55Rlc>

Starting at 3 000\$

- ↗ Attracts Qualified Candidates
- ↗ Promotes Business values
- ↗ Increases Employee Retention
- ↘ Reduces Recruitment Workload
- ↘ Reduces Recruitment Cost



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## RECRUITMENT

### TOP PERFORMER 🏆

Watch an Example :  
<https://www.youtube.com/watch?v=W3fqR1KHmhE>

Starting at 2 000\$

- ↗ Attracts Specific Profiles
- ↗ Promotes Business values
- ↗ Increases Employee Retention
- ↗ Clarifies Employer's Expectations
- ↘ Reduces Recruitment Workload



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## TRAINING

### BEST RETURN ON INVESTMENT 💰

Watch an Example :  
[https://youtu.be/86\\_e98kBAEE](https://youtu.be/86_e98kBAEE)

Starting at 1 750\$

- ↗ Increases Training Speed
- ↗ Standardizes & Simplifies Training
- ↗ Eases Access to Shared Knowledge
- ↗ Free Valuable Employees
- ↘ Reduces Training Costs by 20% +



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## HEALTH & SAFETY

### TOP LEGAL COMPLIANCE TOOL ⚖️

Watch an Example :  
<https://youtu.be/YSlbGo9NSGU>

Starting at 2 000\$

- ↗ Complies with CNESST Obligations
- ↗ Promotes Healthy Work Environment
- ↗ Promotes Positive Values
- ↗ Helps to Avoid Lawsuits
- ↘ Prevents Negative Behaviours



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## ONBOARDING

### MUST HAVE FOR GEN Z EMPLOYEES 📞

Watch an Example :  
<https://www.youtube.com/watch?v=XJZNlx5vmsk>

Starting at 1 500\$

- ↗ Facilitates New Employee Onboarding
- ↗ Proximity Between the Direction & Employees
- ↗ Sets Expectations
- ↘ Reduces Anxiety by Informing
- ↘ Limits the Volume of Information to Read



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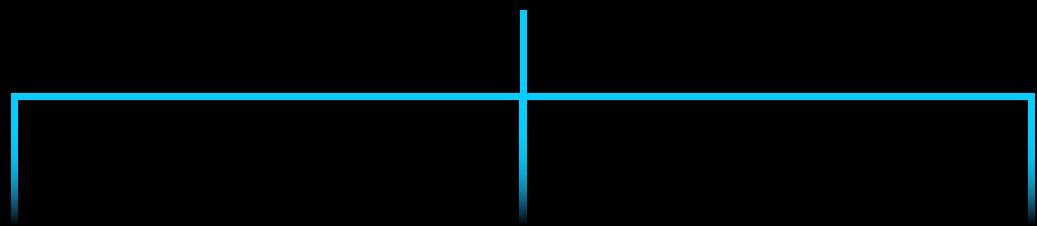
# CONTACT

**TALK TO AN EXPERT**  
B2B VIDEOS THAT DRIVE BUSINESS



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**MEETING**



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