



AMPERAGE

MOVE THE NEEDLE

AMPERAGEmarketing.com

AMPERAGE is the combined power of ME&V and HRB.



DVRT

Digital Video Rapid Response Team (Pronounced “divert”)

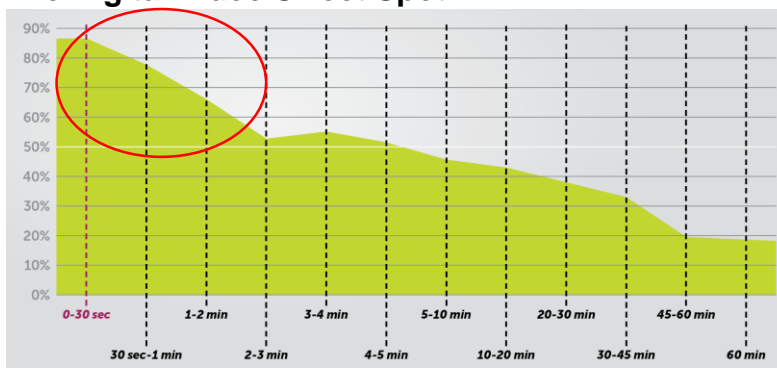
“If it were five years in the future, would you be reading this article or would you be watching it? As online video continues its inimitable rise, it’s an interesting question to ponder.”
Chris Trimble, The Guardian

The purpose of DVRT is to create fast-paced video content for your websites, YouTube channels, social media outlets, email and search engine marketing efforts. We are *diverting* from traditional video uses to enhance your digital communications.

DVRT is:

- Fast-paced video production with approval in less than 36 hours
- Fast in and out—our set up is quick and easy
- Cutting-edge with drone, GoPro and DJI Osmo stabilized technology
- Affordable to help build your digital library

The Digital Video Sweet Spot



Source: Wista YouTube Study 2015

Best Uses:

All videos should be in the sweet spot of 1-3 minutes.

- Interviews, mission statements, speeches
- LIVE events coverage, how-to, behind the scenes
- Testimonials, presentations, demonstrations
- Fundraising messages, emotional appeals, ground breakings

DVRT Videos are \$1,480 each

(This includes travel in a 2-hour driving radius of Cedar Falls.)