



VIDEO DYNAMO

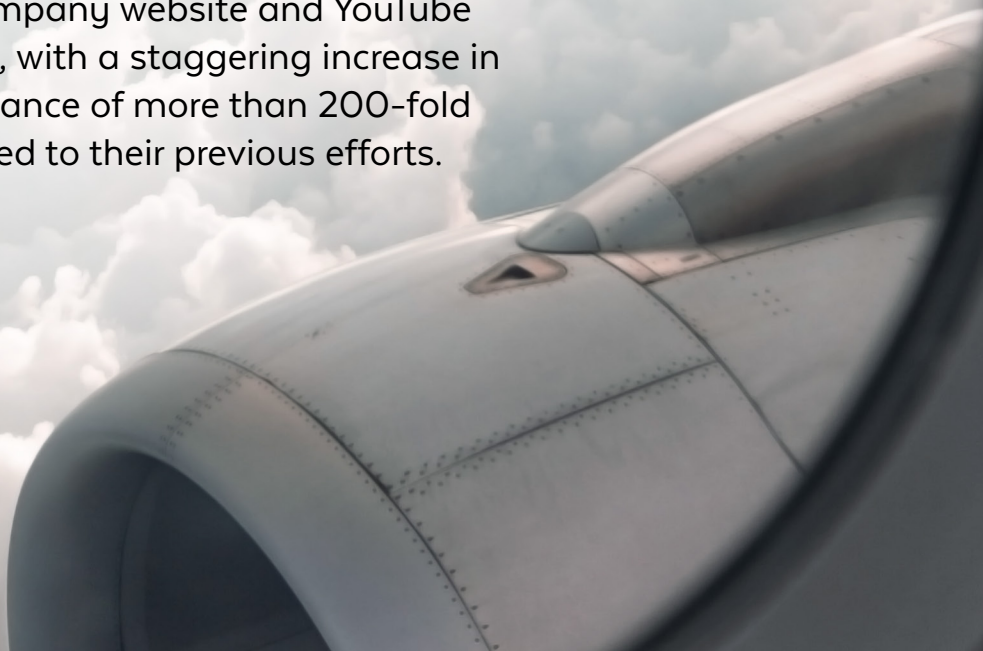
Healthcare Case Study:

Soaring Engagement with 1.1 Million Views

EMS can be challenging to talk about with customers. The subject is inherently complex and its crisis-centric nature produces anxiety in potential customers who are likely going through one of the most difficult times of their lives.

Our team crafted a video campaign for the air ambulance division of a national EMS company. We put human faces to what they're offering to boost sales and resolve potential fears, questions, and concerns around their services.

The campaign quickly outshined not only the division but the entire company's previous four years of video content on their company website and YouTube channel, with a staggering increase in performance of more than 200-fold compared to their previous efforts.



Strategy can revolutionize your engagement metrics

Despite a modest subscriber base, the campaign's flagship video flew high above their previous video efforts without us. The numbers speak for themselves:

4100

Average views per video on the client's channel created before the campaign.

1,156,291

*Views on our video, more than **eight times** their other videos combined.*

That is an increase of **282x** compared to previous videos.



Done correctly, video is a powerful sales tool

Video created for an essential strategic purpose with the intention of solving challenges outperforms video created without a clear strategy. Learn about some actionable ways of accomplishing this in our [free engagement guide](#).

Few other means of online communication produce numbers like the ones the client saw with this campaign. In a segment of the industry where closing one more sale more than pays for the cost of the video campaign, beating previous engagement by more than 200 times makes a real impact on potential business.

Better still, the hero video was only one piece of an overall campaign with a wide array of video deliverables for different targeted use cases, all derived from a single three-day production.

What challenges are you looking to solve in your healthcare business?



Book a strategy session



Whether you're looking to focus on business development sales, recruiting, or boost other engagement metrics in your healthcare business, we'd love to take a high-level overview of your business together.

Our strategy sessions typically cost upwards of \$1000 to begin planning a new video campaign. If you've gotten this far you're likely working in healthcare and the type of person we'd like to meet, so we're offering your first strategy session for free.

In this first session, we'll explore:

- Understanding your ideal customer or recruit
- Current marketing and video implementation: what is working and what isn't
- Challenges you're looking at right now and whether video is a part of solving them
- Potential ROI for a video campaign and what you'd like to accomplish
- Actionable tips to make improvements right away

Our goal is to provide you with ways to implement video-related improvements quickly. To get started, you can email us directly at philip@vdynamo.com