

Promotional videos made easy

Traditional, social media & animation videos for a reasonable price.



Spend your time wisely.
Visit fileroom.com

fileroom 
Content creation made easy

Welcome to fileroom

We write, edit, design, format, illustrate, animate and produce print, digital and video communications for small, medium and large enterprises.

A simple, quick way of working has magnificent benefits

Fileroom is a secure, online content creation agency, not a freelance marketplace. We do it all for you – the fileroom platform brings our team and services directly to your desktop or mobile when you need us.

The sky is the limit

Our experience is genuinely extensive. We have an incredible team of experienced business consultants, screen writers, copywriters, content writers, technical writers, journalists, editors, graphic designers, videographers, video editors, directors and producers, animators, motion graphics artists and colour grading specialists. We can work on a wide range of print, digital and video communications meant for any purpose. Our team has created a broad range of communications for business and marketing initiatives across a multitude of industries.

Our point of difference is that we make it convenient and easy for you to create content. Our team is world-class, and our skills speak for themselves.

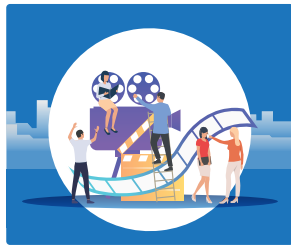
Your One-Stop Content Creation Services



Promotional video services

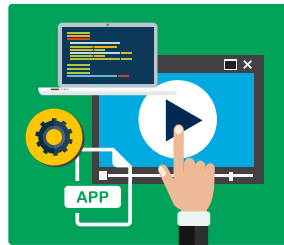
Put life into your business and marketing communications

We are all about your video content production. When you need a promotional video, a character animation video, an animated motion graphic, a training video or a marketing video to name a few - we are right at the end of your desktop to help you create content quickly, at a reasonable price.



Live-Action

Bespoke, custom video production. Live people present your story, products or services. We use motion graphics, animation, professional voiceovers, music, stock images and videos to engage your viewers effectively.



Screencast

Fabulous for instructional and training videos. We can produce screen recordings of your software, app, website or processes mixed with dynamic text and motion graphics to boost engagement.



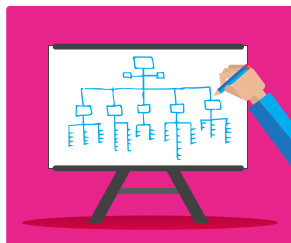
Character Animation

A great option if you are looking to tell a story with illustrated motion characters. Select from 2D animation, which focuses on creating characters, storyboards and backgrounds in two-dimensional environments; or 3D animation where characters can also move toward or away from the viewer.



Motion Infographics

These are a popular way to communicate facts, figures, data and messages in an attractive visual format. They breathe life into your communications in a colourful and memorable format. They are often combined with audio to build audience engagement.



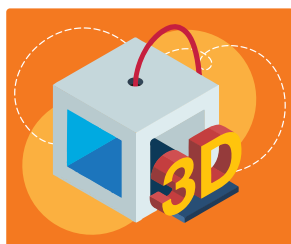
Whiteboard Sketch

A hand visually illustrates on a whiteboard background. These videos are a popular way to communicate complex ideas, processes or products.



Blended Media

Tell your story professionally with pre-made video stock edited with text, motion graphics, voiceover and special effects. A cost-effective alternative to live-action videos.



3D Animation

Growing in popularity, 3D animation is the process of generating three-dimensional moving images in a digital environment. These videos are great for communicating complex business processes and ideas, as well as showcasing virtual environments.



Video Commercials

Affordable, short form video ads. Build your brand through great video commercials and digital advertisements.

Working with fileroom brings you many great advantages



Competitive Rates



Improved Productivity



Plentiful Revisions



Streamlined review process to ensure change requests are not missed.



Experienced Team



Collaboration tools to reduce time spent writing and reviewing communications content.



Express delivery options for those urgent jobs.



Great Service



Peace of Mind

"Storytelling is the most powerful way to put ideas into the world."

Robert McKee



Our end to end production process

Standard production timeframes for custom-made videos are four to six weeks, or we can deliver sooner through our express service if you need it faster.

Short form social media ads using pre-made videos or your own uploaded footage can be turned around in one to two weeks, or two days using our express service.










**“Marketing is no longer about the stuff that
you make, but about the stories you tell.”** *Seth Godin*

Types of videos we can create for you

Ways to use video in your content marketing strategy

 Attract Entertain	 Engage Persuade	 Nurture Convert	 Delight Educate
<ul style="list-style-type: none">▶ Commercials▶ Educational▶ Explainer▶ How to Vlogs▶ Industry & Research▶ Product or Service	<ul style="list-style-type: none">▶ Day in the Life▶ Brand Storytelling▶ Facts & Research▶ Before & After▶ Interview or Testimonial▶ Product or Service	<ul style="list-style-type: none">▶ Event▶ FAQs▶ Case Studies▶ Product or Service Review▶ Tips & Tricks▶ Video Series	<ul style="list-style-type: none">▶ FAQs▶ Thank You▶ Tips & Tricks▶ Tutorials▶ Video Series▶ Welcome

Ways to use video communications as part of your internal communications strategy

 Recruitment	 Welcome & Induction	 Training & Compliance	 Corporate Strategy & Leadership Values	 Stakeholder Communications
 Change Management	 Safety Management	 Policies & Procedures	 Internal Announcements	 Annual Reports & Performance Highlights

Ready to discuss your project with us?

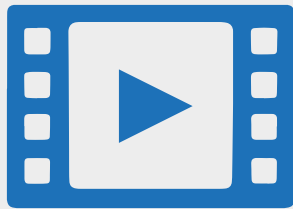
Call us anytime on **1300 345 376** or schedule a call with our Customer Care team at a time that works for you by visiting the following link.
info.fileroom.com/call

Why video communications are essential to your business



If video communications are not part of your business and marketing communications strategy, then you are already behind the eight-ball. Here are some interesting facts and figures to consider.

Interesting Facts



81%

of businesses use video as a marketing tool
Up from 63% over the last year.

Source: HubSpot



25%

of companies publish videos every week.

Source: HubSpot



is the **SECOND MOST POPULAR** website after **Google**.

Source: Alexa



95%



10%

Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text.

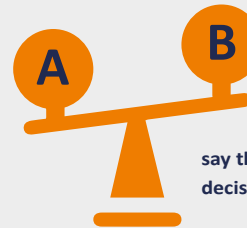
Source: Insivia



People are **1.5 TIMES** more likely to watch video on their mobile phones.

Source: Facebook

Conversion



90%
of viewers

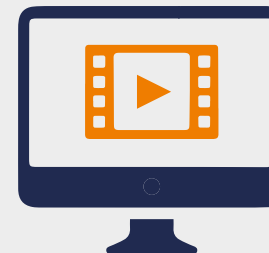
say that product videos are helpful in the decision-making process. Source: HubSpot



49%

Marketers who use video grow revenue 49% faster than non-video users.

Source: Wordstream



Including a video on a landing page can **increase** conversion rates by

80%

Source: Unbounce

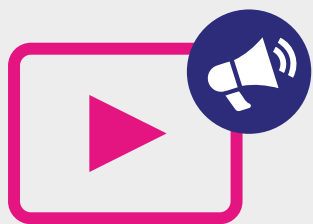
Video in an email leads to a

200-300% increase

in click-through rates. Source: HubSpot



Engagement



56%

of decision-makers in medium-sized Australian businesses prefer corporate and marketing videos to other types of content. Source: Fileroom

80%



of viewers recall a video ad they viewed in the past 30 days. Source: HubSpot

Top 4

The top four most effective video content types are:

- ▶ TESTIMONIALS
- ▶ EXPLAINERS
- ▶ PRODUCT DEMOS
- ▶ HOW-TO VIDEOS

Source: Vidyard



72% OF CUSTOMERS

would rather learn about a product or service by way of video.

Source: HubSpot

59% OF SENIOR EXECUTIVES

agree that if both text and video are available on the same topic on the same page, **they prefer to watch video.**

Source: Digital Information World



Social Media



YouTube

65%

of people use YouTube to help them solve a problem.

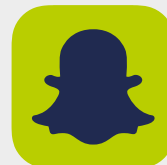
Source: Google



8 BILLION VIDEO VIEWS

Facebook generates 8 billion video views on average per day.

Source: TechCrunch



Snapchat users watch 10 billion videos each day.

Source: Mashable

10,000,000,000



Social video generates 1200% more shares than text and image content combined.

Source: G2Crowd



Video posts on Instagram increase by 80% each year.

Source: Hootsuite



75 million

people visit Facebook's video platform every day.

Source: Adweek

How filerroom works

We can be involved in the whole process with you from pre-production through to post-production, or any specific step you need help with along the way.



Today is the beginning of whatever you want." *Shape*

Enjoy peace of mind with filerroom

You can breathe and focus your time where it matters most,
while you leave the fiddly work to us.



Experienced Team

We have an incredible team of experienced business consultants, copywriters, content writers, technical writers, journalists, editors, graphic designers, video editors, directors and producers, animators and document specialists.



Secure Platform

Filerroom operates on a highly secure cloud application platform. We apply security best practices and manage platform security proactively, so our clients can use our online services with confidence.



Trust & Safety

Count on peace of mind when you sign-up, upload and develop content in the filerroom platform. We automatically issue you with a non-disclosure agreement. Keeping your content safe is our priority.



Brand Asset Management

Upload, manage and store all your brand assets and master files in your very own brand room. Any content we produce for you will be added to your brand room for you to access and use as you need. We create it, you own it.



Order Tracking

Accessed from your filerroom dashboard, our live job tracker monitors your jobs and makes it easy for you to confirm they are on schedule. You can track from order through to delivery.



Pay When You Approve

We believe that happy clients are long-term clients. We hold payment authorisation when you place an order. Payment is only processed once you have reviewed and approved your order. Your job is then delivered to your filerroom delivery box.

Frequent File Program

When you register, you can select to join our frequent file program where you can earn points to redeem against future orders.



Satisfaction Guarantee

We want you to be happy with our Services. We will only hold authorisation for payment on receipt of your order. Final payment will be processed once you have approved and accepted your job.



What sets us apart

Working with filerroom is a great way to embed a full-service content production team into your business, enabling time savings and improved productivity. We take away the pain and frustration from the content creation, production and review process.

We achieve this by integrating our management consulting experience into a unique and seamless strategic execution of your business objectives through our service delivery model.



Working with fileroom is easy.

Sign-up for free today and receive
25 frequent file points to use
for your first job. That's \$25.

Try something new.
Nothing ventured, nothing gained.

Visit fileroom.com to get started



