

»»» Sauk Prairie Story Telling Campaign «««

Are you looking for employees? Have you shared your brand through digital marketing? The Sauk Prairie Area Chamber of Commerce is looking to share stories in 2020, and we want to share YOUR STORY!

Keep your story **short**, but make sure it is **IMPACTFUL**.

Your product and your people are the **core of your brand**.

Be visual. People believe what they **SEE**.

DON'T PANIC.
You **CAN & NEED** to do this.

Assemble **your TEAM**.

Define your target **AUDIENCE**.

Assemble a team of creative, diverse employees who are enthusiastic about bringing your company's talent brand to life through video.

Who are you trying to recruit with your video? Why would someone want to work for your company? Why have people failed at your company in the past?

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Know your **APPS**.

It is time to **FILM**.

Begin to create your **STORY**.

Movie Pro, Instagram Hyperlaspe, iMovie, Windows Movie Maker and others!

Shoot horizontally. Shoot b-roll. Keep your interview short. **DO NOT SCRIPT.** Natural is best. Sound quality is very important.

Begin to layout your story using ideas for what you will speak about and pictures. Your outline should not turn into a script, rather ideas that you want to touch on when telling your story.

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Don't forget your **CALL TO ACTION**.

Now is **YOUR Time**.

Your final shot should tell your viewer what to do next. Apply Now, Follow Your Company on LinkedIn, Visit Your Website, etc.

Grab your smartphone, your creative team and get to work. Your next hire is waiting to start work.

Email your final video link to **spacc@saukprairie.com**

The winner will be determined by a social media vote in October.

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ONE WINNER will receive 3 videos filmed and produced by the Chamber in 2021.