



## FTA Electronic Filing Symposium E-File Marketing (And Beyond): Streaming Video

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## Session Overview

- **Business Problem**
- **Getting Started**
- **Next Steps**
- **Staffing – Equipment - Services**
- **Things to consider**
- **Questions**



## **Business Problem**

### **The Business Problem:**

- **Reduced budgets**
- **Traditional Marketing**
- **New Technologies – New Opportunities**



## **Getting Started**

### **On a shoestring...**

- **Get or borrow a camera (training?)**
- **Benefit from the experience of others.**
- **Identify staff who have the interest (and a little technical skill doesn't hurt)...**
- **Reach out for seed equipment**
- **Create a prototype for executive staff**



## Next Steps

- **Create a workable studio**
- **Where does it belong?**
- **Identify staff with hidden talents**
- **Purchase your equipment**
- **Begin marketing (internally)**
  - **Topics**
  - **Talent**
  - **Staffing**



## Staffing - Equipment - Services

- **Staffing –**
  - script and creative development
  - Videography and editing
  - Technical direction
- **Equipment –** MAC, Camera, Tripod/teleprompter, Lighting, Wireless Microphone, Editing Software, Green screen.
- **Services –** Training for your staff, Data Transfer...



## Things to consider

- Closed Captioning
- Multi Lingual Support
- ADA Compliance
- Interactivity
- External Agency Work
- In-house instructional Videos
- CPA Credit



# Thank You

