

TONY GNAU, FOUNDER & CHIEF STORYTELLING OFFICER AT T60 HEALTH

**LIGHTS! CAMERA!
MEH.**

Creating a consistent video marketing strategy that actually performs.

Does this
sound familiar?



And what do
you do?!





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Social media posts that contain videos generate 1200% more shares than text-based and image-based posts combined. (G2)

91.4%

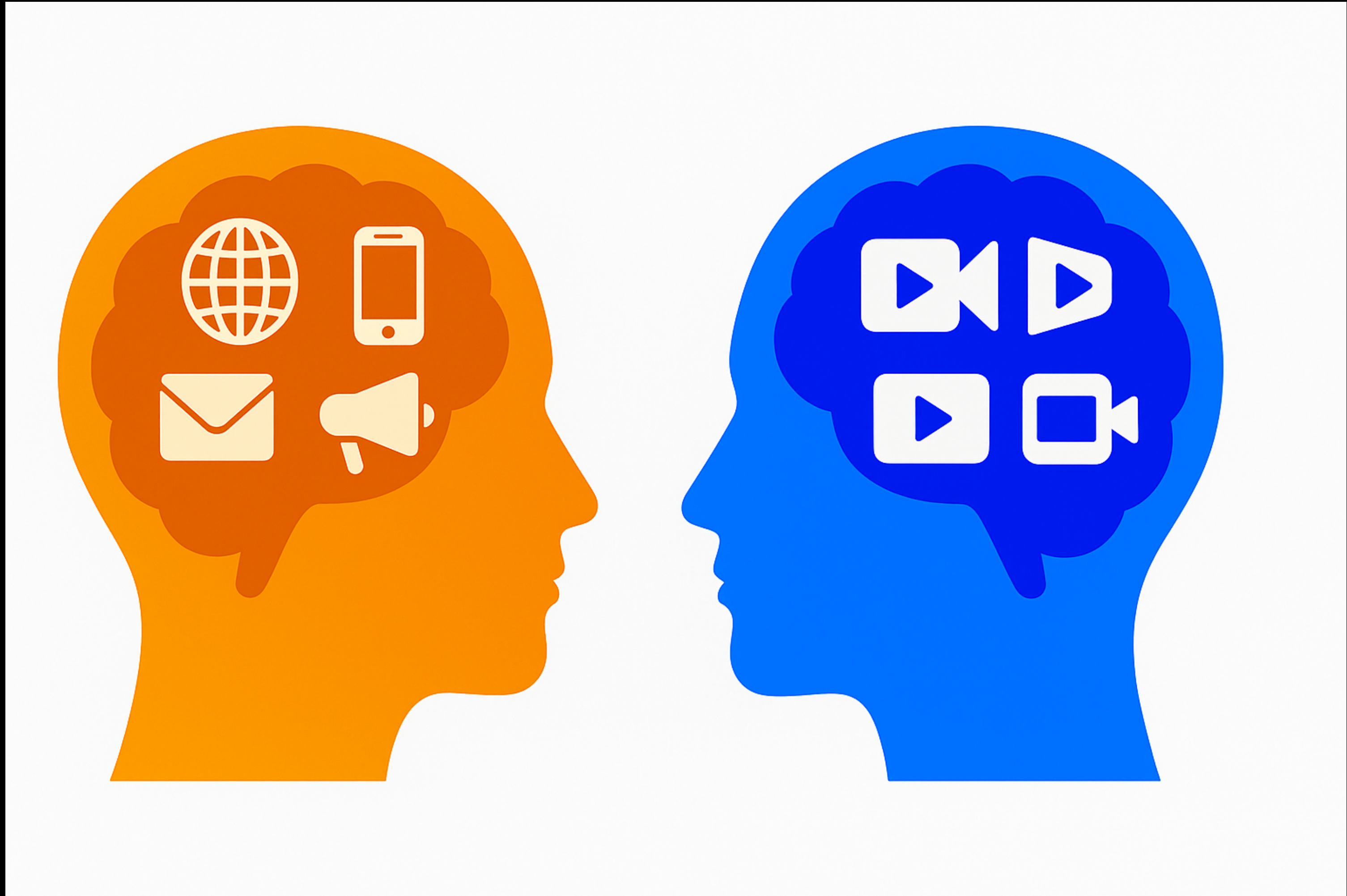
WYZOWL'S STATE OF VIDEO MARKETING 2025 SURVEY

78% of people prefer learning about a product or service by watching video

83% of people would like to see more videos from brands

83% of people would like to see more
marketing emails from brands

- SAYS NO MARKETING SURVEY... EVER





THE
GROW
VIDEO SYSTEM

BUILDING A VIDEO SYSTEM

Guide Reach Optimize Widen

BUILDING A VIDEO SYSTEM

Guide

Awareness → Consideration → Conversion ↔ Loyalty



BUILDING A VIDEO SYSTEM

Reach

Website / Blog

Social Media

Email

Events



Optimize

Collect Data

Analyze What's Working and Where

Double-down on What's Working



Widen

Promote, Promote, Promote!
Highlight “Appointment Content”
Use Planning Tools

BUILDING A VIDEO SYSTEM

Guide Reach Optimize Widen



Q&A Time!



Theme Song #1



Theme Song #2

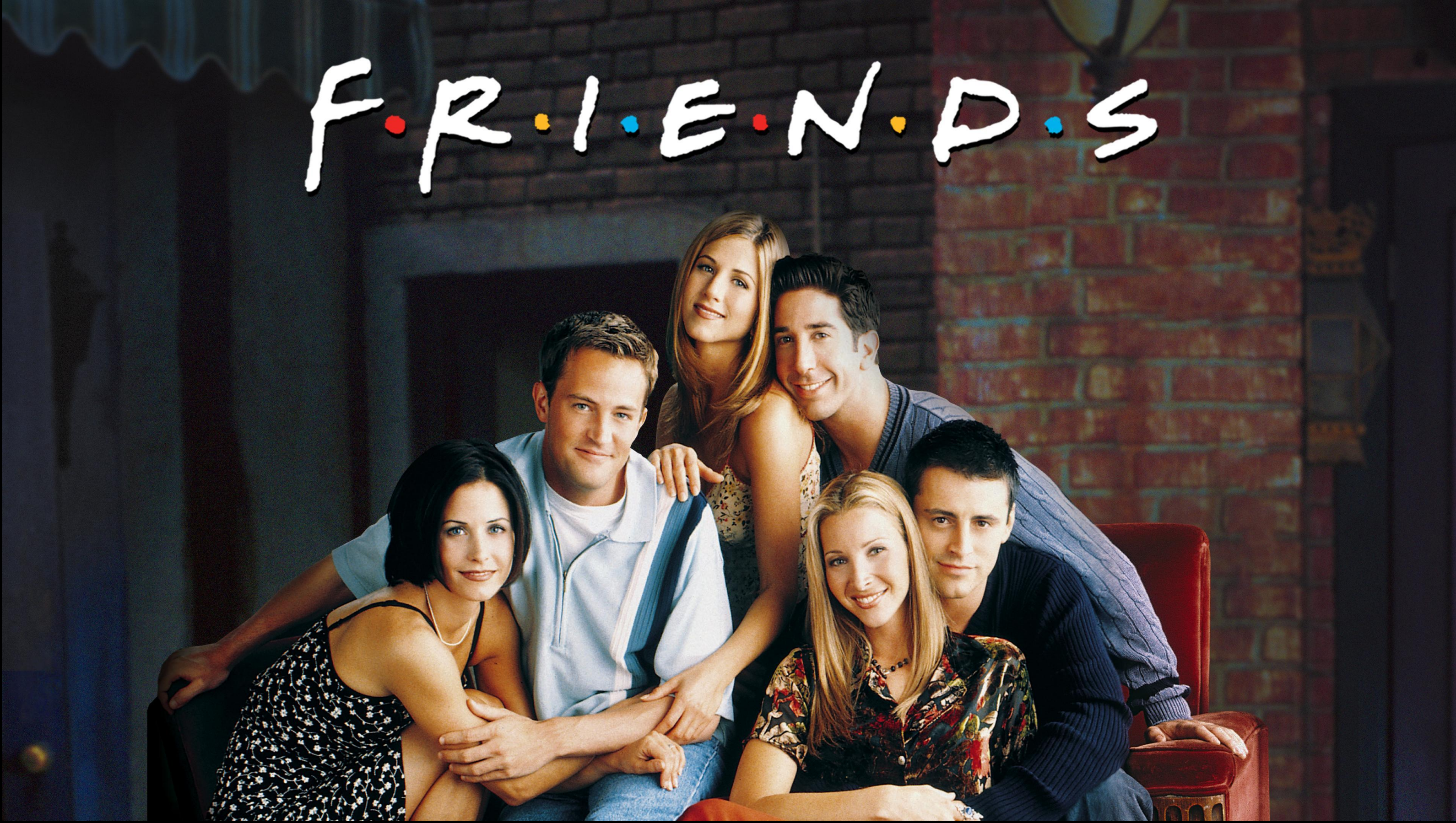


The Sopranos

Theme Song #3



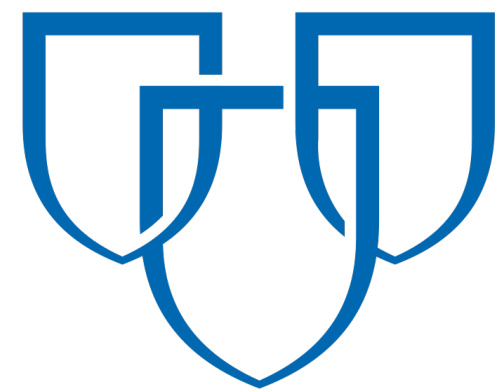
Theme Song #4



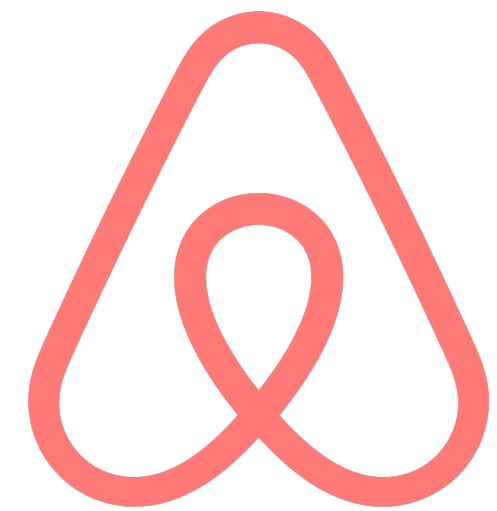
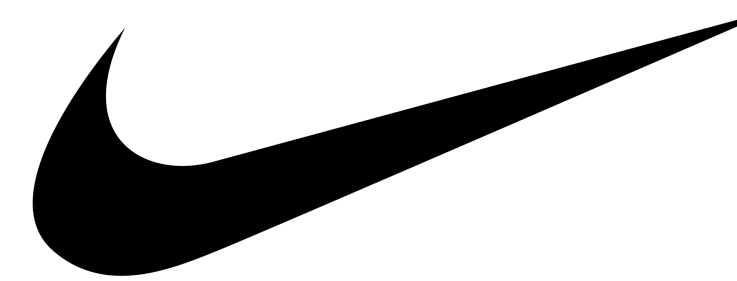




MAYO
CLINIC



duolingo



airbnb



Red Bull®





BUILDING A VIDEO SYSTEM

Awareness

Vertical Videos

How-to Videos

FAQ Videos

Consideration

Product / Service Videos

Case Studies

Explainer Videos

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Conversion

Testimonials

About Us

Proposal Videos

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Loyalty

Educational Videos

New Product Demos

Culture / Fun Videos



DIY vs. Professional Video

	Do-It-Yourself (DIY)	Hire Pros
Vertical Videos	✓ Go for it!	✗ Nice, but not necessary.
Explainers/ Tutorials	✓ Go for it!	✓ Optional, for top-tier polish
Brand Stories	✗ Avoid	✓ Yes, needs a pro's polish
Testimonials	⊖ Risky	✓ Yes, for storytelling polish

91% of consumers say video quality impacts their trust in a brand - Wyzowl



BUILDING A VIDEO SYSTEM

Guide
Reach
Optimize
Widen



Consistency
BEATS
Intensity



Tony Gnau

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Linked 