

## FACTSHEET

Video marketing is on the rise, and for a good reason: according to Adweek.com, 76% of companies who have used video in the past 12 months report a direct business impact, and more than 60% plan to increase their investments in video in the near future.

My-Impacts.org = Content + Strategy + Community Building

### Who we are

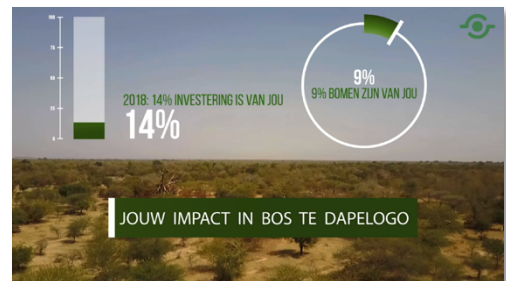
We, Mik Van Bruystegem and Jan Van Parijs are experienced television makers who often filmed for NGOs and CSR programs in Africa, Asia, Europe and South America. Our experience of more than 15 years in this field, has taught us the fundamentals of visual storytelling and the power that video has to inspire people and help the growth of communication strategies.

My-impacts.org, has an unique approach on how to create video content that connect you to your clients and partners, promote business awareness and build your community.

### We show your impact through video

#### Step One: Identify Your Goals & Audience

We will help you figure out what you want to accomplish with your videos and what actions you want the viewer to take. A clear understanding of your goals, will help inform the type of content that needs to be created.



#### Step Two: Create content with Intention

The videos that are created are then tailor made for your needs and expectations. From documentaries, short and to the point videos for social media to effective webinars, it's all possible and will be done to help you achieve your goals.

#### Step Three: Distribute through the right channels

No message is good if not reaching its right audience! Timing is also key! Combined, they can deliver wonderful results and get you the right feedback.

