

61%



Marketing leaders plan to increase their marketing investment in content.

– COGNITO

80%



Of web traffic projected to be attributed to video by 2019.

– CISCO

157%



Increase in organic search engine traffic from video.

– BRIGHTCOVE

60%



Millennials surveyed prefer watching a video over reading a newsletter.

– ANIMOTO



WHAT IS YOUR CONTENT STRATEGY?

The increased importance of compelling content and the emergence of video as an accessible and impactful medium is clear. To maximize opportunities and ROI for clients, En Route has expanded written, photo, and video content capabilities and services.

En Route provides content strategy, planning, creation and distribution expertise to tourism, cultural and civic clients throughout Philadelphia and beyond. **Contact us today** to tell your story through vibrant content that will engage your audiences.

“As one of the fastest-growing and most in-demand forms of marketing out there, video marketing stands out as the one thing all marketers should be using right now.”

– FORBES

En Route now offers a range of content creation capabilities, including in-house, professional video and photo services for digital marketing.

We're known for developing innovative and effective campaigns that drive engagement, traffic, visitation and sales – our expanded capabilities will increase your brand's presence and messaging across websites, social media, e-mail marketing and digital advertising.

Content Strategy Development

Pre-Production Storyboarding and Planning

4k Video Production (stabilized)

High-resolution Photography

Post-Production

Audio Mixing

Distribution Planning

Paid Media Planning and Management



Review these sample packages and **contact us today** to discuss your specific goals and needs.

Social Media Video Content

FOUR HOURS OF SHOOT TIME FOR VIDEOGRAPHY/PHOTOGRAPHY

DELIVERABLES

- One 15-30 second edited video shot in 4k
- Two live videos on two of the following platforms:
 - Facebook Live
 - Instagram Live
 - Instagram Stories
 - Snapchat Stories
- Four high-resolution photographs curated to accompany video content
- Distribution consultation
- Copy for social media posts to accompany video content

PRODUCTION

5-10 business days

Video Content Series

8-12 HOURS OF SHOOT TIME FOR VIDEOGRAPHY/PHOTOGRAPHY
(up to three shoots at the same location)

DELIVERABLES

- Three 30 second edited videos shot in 4k
- One 15 second edited teaser video featuring the entire campaign
- 8-12 high-resolution photographs curated to accompany video content
- Distribution consultation
- Copy for social media, website, e-mail marketing to accompany video content

PRODUCTION

10-15 business days