



**HVC**

CONTENT MARKETING CAPABILITIES

*HIGH*  
**velocity**  
COMMUNICATIONS INC.

CONNECTING YOU WITH YOUR CUSTOMERS

# HVC DELIVERS CONTENT THAT CONNECTS YOU WITH YOUR CUSTOMERS

For over 20 years, High Velocity Communications (HVC) has provided turnkey solutions across a full range of market-focused content. HVC delivers compelling content that strengthens connections with your customers, influences their purchase decisions and provides measurable results. HVC provides:

- Print & Digital Publications
- Customer Testimonial Videos
- Tutorials and Training Videos
- Recruitment Videos
- e-Newsletters
- Customer & Employee Publications
- Website Content & Social Media Content
- Collateral Projects
- Technical Articles
- Hardcover & Softcover Books
- Archived Content

Whatever your content marketing needs—HVC is your proven resource. On the following pages, you'll find information to assist you in evaluating and selecting the right-focused custom content that helps you achieve your communications, marketing and sales objectives.

To learn more, please visit: [HighVelocityCommunications.com](https://www.HighVelocityCommunications.com)

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CONNECTING YOU WITH YOUR CUSTOMERS



## INDUSTRY EXPERTISE

No matter what type of content marketing tools you need—from customer testimonial videos and stories with high-quality photography for your web pages, social media and online publications to in-depth articles about technology, new products and product support—HVC can help right now.

HVC has the creative firepower, expertise and industry experience to work with you and your team to develop content that supports any marcom need.

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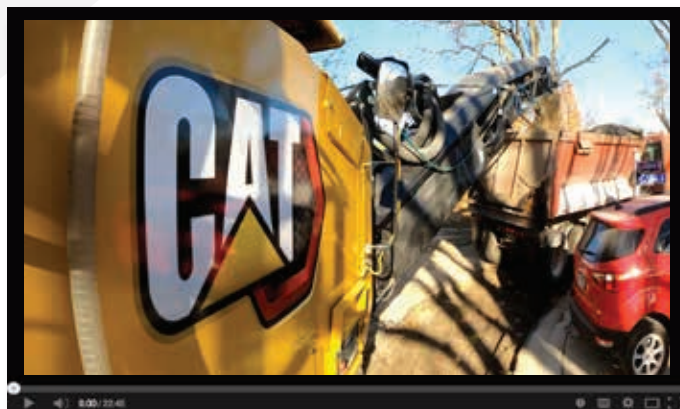
*“High Velocity Communications’ team can be summed up in two words: **Quality. Professional.***

***Quality.** Top quality writing and video result in communication pieces Ring Power wants to share with its customers and potential customers.*

***Professional.** Tim and his team are the epitome of professionalism and do what they say they’re going to do.*

*Ring Power **will continue** looking to HVC to produce excellent videos, stories and full-color print magazines.”*

— MARK PEARSON  
Marketing Manager  
Ring Power Corp.



# CUSTOM CONTENT FOR EVERY MEDIA PLATFORM

HVC develops content, you choose delivery

Customers and prospects access information from a wide variety of sources.

Whether it's on their smart phones, iPads, laptops, videos, e-magazines, print publications, social media, billboards, television, radio spots or direct mail—compelling content is the key.

HVC prepares high-quality, high-impact content across a wide variety of delivery platforms, since no one medium alone will effectively reach all your customers and prospects.

With the vast array of choices available, how do you select the most cost-efficient means of communicating with your customers and prospects, while achieving the greatest possible ROI for your marketing communications investments?

Considerations include:

- Which mediums should you use, and for what messages?
- How do you reach customers and prospects with pinpoint accuracy at the most efficient cost per contact?
- How do you measure effectiveness?



**CUSTOM PUBLICATIONS**



**SALES PROMOTION PUBLICATIONS**



**SOFTCOVER AND HARDCOVER BOOKS**



## IT ALL STARTS WITH **A PLAN**

The essential first step is to align your communications messages with your sales and marketing goals and your target audience segments. Some basics include:

- State your marketing objectives and strategies
- Support sales goals for all your specific products and divisions and extending to specific product support programs to help you establish priorities

- Identify your target audience segments and secure customer/prospect email addresses
- Allocate budget by product or product family/business unit/event/market segment
- Select media vehicles based on cost/reach/impact/timing
- Motivate a predetermined response; set metrics/measurable ROI
- Establish a budget and timeframe

With knowledge of these basics, we can help you build a content marketing plan for all your media platforms that align your sales objectives and priorities with customers' information needs.

### COLLATERAL



### CUSTOMER VIDEOS



### CUSTOMER SUCCESS CAPSULES



# HVC—YOUR AFFORDABLE SOURCE FOR CUSTOMER VIDEOS

***Nothing motivates customers and prospects more than highly credible, easy-to-access customer testimonial videos.***

Your salesforce will confirm that nothing is more influential with customers and prospects than personal endorsements from their peers. When respected customers share their personal success stories based on your products and support services—other customers and prospects listen.

## **Video can be inexpensive**

With today's ever-accelerating technology, high-quality video doesn't need to cost you a fortune. In fact, video is extremely affordable and costs much less than you might think.

To find out how you can strategically utilize video to serve a wide range of communication needs, contact us.

To capture complete customer jobsite stories, HVC uses all the latest video cameras including GoPros and drones. Plus, HVC has complete, in-house video editing resources to produce high-quality, compelling videos.

Talk with HVC about producing videos of your most influential customers, and they will become powerful sales spokespersons for your company.

**The best way to assess the power of videos is to view some of HVC's affordable, effective videos at: [vimeo.com/highvelocitycomm](https://vimeo.com/highvelocitycomm)**

## VIDEO MARKETING STATISTICS

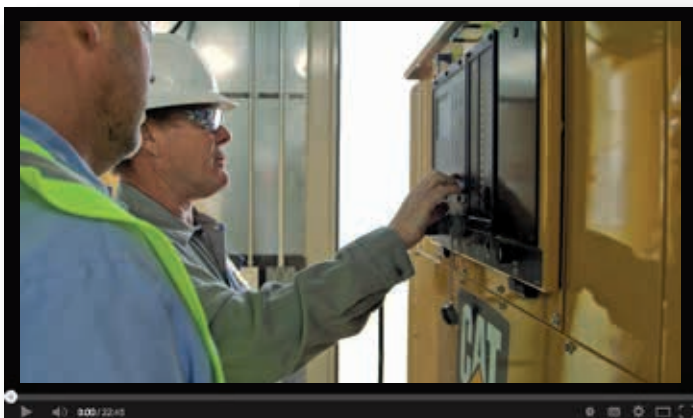


**"In 2020, 82% of internet traffic came from video."**

**"75% of B2B marketers report positive ROI results from video content."**

**"Videos are shared on social media 1200% more than images and text combined."**

Source: rawshorts.com/blog/video-marketing-stats-infographic



## CUSTOM PUBLICATIONS

**HERE'S AN EXCITING NEW WAY TO SELL THE HOUSE AND MUCH MORE!**

HVC has valuable experience producing top-quality custom publications that can complement your staff.

### **Flexible, Cost-Efficient, Turnkey Solutions Available**

Tell us what you would like to accomplish; determine what you handle internally and what responsibilities you wish to delegate to HVC. Then, based on your specifications and quantity requirements, HVC will provide you with a detailed price quotation. It's that easy!



## CUSTOMER SUCCESS CAPSULES

Short problem-solution capsules focus on customer power-generation successes. **Power Profiles** are distributed electronically to customers and prospects. Supported by social media links, and available in an online library. This multi-use content is powered by customer application successes highlighting engineering, hardware, software and customer support capabilities.



## COLLATERAL

**HVC IS AN EXPERT, EXPERIENCED, COST-EFFICIENT RESOURCE FOR YOUR COLLATERAL NEEDS**

Whatever your collateral needs—digital magazines, sales promotions, product brochures, direct mail campaigns, open house materials, billboards, print ads, posters—HVC has the product, market and application experience to help you concept, design and produce your materials on a cost-efficient, turnkey basis.

Contact the professionals at HVC today. We're ready to help!





# SALES SUPPORT LITERATURE

Digital and print product line brochures and specification guides provide vital information for distribution partners to inform, educate and motivate end-use customers and prospects. A wide range of product information, specifications and support capabilities can be disseminated in multiple ways. This valuable content connects with those seeking additional information and motivates them to engage with the appropriate local, regional or national sources.



# HARDCOVER/SOFTCOVER BOOKS

**HVC CREATES HARDCOVER BOOKS** THAT FEATURE PRODUCTS, DELIVER TECHNICAL CONTENT OR COMMEMORATE ANNIVERSARIES.



## CONTACT US

### HIGH VELOCITY COMMUNICATIONS, INC.

1720 Dolphin Drive, Suite D  
Waukesha, WI 53186-1489  
262.544.6600 – Office

[HighVelocityCommunications.com](http://HighVelocityCommunications.com)

#### Kelly Pemper

Director of Client Services  
262.544.6600 – Office

[Kelly@HighVelocityCommunications.com](mailto:Kelly@HighVelocityCommunications.com)

#### Warren Eulgen

Founder  
262.544.6600 – Office

[Warren@HighVelocityCommunications.com](mailto:Warren@HighVelocityCommunications.com)

#### John Rondy

Sr. Editor  
262.544.6600 – Office

[Johnr@HighVelocityCommunications.com](mailto:Johnr@HighVelocityCommunications.com)

#### Jay Blazek

Creative Director  
262.544.6600 – Office

[Jay@HighVelocityCommunications.com](mailto:Jay@HighVelocityCommunications.com)

#### Eric Valk

Sr. Art Director  
262.544.6600 – Office

[Eric@HighVelocityCommunications.com](mailto:Eric@HighVelocityCommunications.com)

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