

Conversa⁺

Conversations to Video. **Amplified.**

Remote podcast production: We send you pre-configured recording equipment, assist during recording and do all post-production.

ConversaSM is a Quo Agency 360° Solution.

www.quo.agency/conversa

360° SOLUTION

Opportunity

Companies can use video conversations in the forms of podcasts and interviews to interact with their audience in a valuable manner. An example of this can be seen in Nothing, a smartphone manufacturer that creates content around conversations with its CEO and other invitees. Yet another brilliant example is YCombinator, hosting conversations with founders and key personalities and sharing useful experiences around entrepreneurship and venture capital. This allows them to achieve an engagement level that is atypical of traditional brands and is more similar to that of influencers.

Just as important, those conversations can be done remotely in the form of podcasts or interviews: quite convenient and cheaper than bringing everyone to the recording place.

However, there are difficulties for companies in trying to produce a video conversation series:

- Companies' CXOs and directors have very limited time. They will appreciate if all of the process "just works" so they only have to do the talking and care about nothing else.
- Marketing teams find it expensive to hire in-house all the areas of expertise required to tackle these kinds of projects (video editor, audio engineer, color grading person, copywriter, and content publisher). It could quickly escalate to \$13,500/mo for a small production.
- Trying to outsource these areas of expertise separately and orchestrating them all to work in harmony requires knowledge (and time).
- Content expansion takes even more time: Companies often struggle to maximize the value of their existing content by re-purposing it for different channels. This includes shorter videos, transcribed web versions, blog articles, white papers, and more.

Missed opportunities when not producing video conversations:

Low Engagement:

- Impersonal content fails to connect with audiences on an emotional level. People are more likely to engage with content that feels authentic, relatable, and speaks to their specific challenges.

Limited Reach:

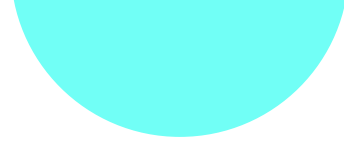
- Impersonal content often blends in with the noise of generic B2B marketing.

Difficulty Building Trust:

- Audiences are more likely to trust information shared by real people with expertise.

Here are some additional missed opportunities to consider:

- **Reduced Lead Generation:** Unengaged audiences are less likely to convert into leads or potential customers.
- **Wasted Marketing Budget:** If content is impersonal, it may not yield the desired results, leading to wasted resources.



There is also a valuable missed opportunity when not re-purposing videos to create shorter videos, articles, and more:

Basically, you would leave considerable ROI on the table (Return Of Investment):

You would have no articles, no transcriptions, no hero content for lead generation campaigns, not shorter videos for social media, ... and the list goes on. What's the value of these? It's huge. What if these could be produced as a byproduct of simple video conversations?

Let's look at this from another angle:

Imagine now that you are in the need to produce highly valuable social media posts and written publications. Who would possibly be able to bring valuable content to the table? A "super duper expert blog writer"? An external cosultor? No. **No one bout the CEO, CXOs, or employees from within the organization have the knowledge and experience in the field of matter that's necessary to craft articles and publications.** But, CEOs and other employees don't have the time to craft such articles and publications. How can this be solved?

Introducing ConversaSM

Our bundled service, ConversaSM, takes care of A-Z in the video production for remote conversations that engage, such as podcasts and interviews. CEOs, CXOs, employees, partners, clients, and other invitees can share their valuable experiences or interesting inquiries on camera. Then, these casual video conversations turn into shorter video clips of different lengths, transcribed content for SEO, short social media posts, blog articles, eBooks, reports, and more, amplifying the final ROI.

Brief explanation of the process:

1st step: Sending you pre-configured equipment

We will ship pre-configured camera equipment for you and your team to record, so you can simply unbox it, plug it, and start playing with it.

2nd step: Recording

We will remotely monitor the technical aspects of the recording, while you just focus on your conversation, which occurs in a familiar video-call-like environment.

3rd step: Post production

We manage all post-production (footage backups, editing, color grading, audio engeniering, captions) and get the final video that can be used for YouTube and Podcast platforms.



4th step: Publication

We push the videos live on the different platforms they are meant to be at, such as Youtube, Spotify, Apple, and others.

5th step: Repurposing content to multiply its value and your ROI

There are additional benefits of using ConversaSM for content creation, such as increased engagement, improved SEO, though leadership establishment, and links building. A long format video is an input we will use to create content capsules, shorts, articles, eBooks, white papers, guides, reports, and more.

The possibilities of content re-purposing are valuable:

Additional outcomes after re-purposing the initial conversation	Involved areas of expertise	Added value
<ul style="list-style-type: none"> Transcribing the video and pushing it live together with it's transcription on the company's website, for users can read to follow the content, search with keywords, and scan the conversation's headings. 	UI/UX design. Content Management System integration. Transcription. Web content management.	<ul style="list-style-type: none"> Website readers engagement. Traditional and AI. conversational SEO improvement.
<ul style="list-style-type: none"> Creating 1-minute shorts from long format video. Creating burned in transcriptions for the shorts. Creating copy for posting these shorts on different platforms (Twitter, LinkedIn, Instagram, FB, YouTube, TikTok). Posting shorts and linking them to the website. 	Video editing. Copy-writing. Social media content management.	<ul style="list-style-type: none"> Further reach for the main video. Audience engagement. Links building. Traditional and AI conversational SEO improvement.
<ul style="list-style-type: none"> Creating 5 min video capsules, that summarize specific aspects of the long format video. Creating copy write to post it in YouTube, Twitter and LinkedIn. Posting it in YouTube, Twitter and LinkedIn and linking them to the website. 	Video editing. Copy writing. Social media content management.	<ul style="list-style-type: none"> Further reach for the main video. Audience engagement. Links building. Traditional and AI conversational SEO improvement.
<ul style="list-style-type: none"> Creating an article that incorporates the key topics, takeaways and actionable insights discussed. Post the article on the website. Create imagery for the article. Optimize for search engines. Promote the article in social media. 	Copy writing. Illustration / graphic design. Branding. SEO optimization. Web content management. Social media management.	<ul style="list-style-type: none"> Increased content output and reach. Improved SEO and website traffic. Enhanced brand authority. Long term value, since high value articles remain relevant for a long time.
<ul style="list-style-type: none"> Creating hero content, which in inbound marketing refers to high-impact lead magnets like eBooks, white papers, guides, or reports, used to establish leadership. We aim to identify such content every 5-10 articles for high-value hero content creation. 	Copy writing. Graphic design. Editorial design. Illustration. Branding.	<ul style="list-style-type: none"> Establishing leadership. Attracting high quality leads. Expanding brand awareness. Demonstrate comprehensive capabilities.

Backed by Quo Agency Inc

Quo Agency, the brand standing behind ConversaSM, offers outsourced services for busy marketing teams. Our expertise areas range from UI/UX to coding, going through video production. Using a strategic combination of our areas of expertise, **we offer 360° Solutions that tackle niche problems often faced across industries**, making us an extraordinarily convenient solution against what freelancers and other agencies can offer. **One of those 360° Solutions is ConversaSM**, an A-Z solution to record video podcasts and interviews, and amplify such content by re-purposing it into articles, short videos, and more.

Why working with Quo Agency?

First, our 360° Solution cuts on the technical difficulties, by sending to your door pre-configured plug-and-play camera equipment. We will also be your film crew during recording sessions, remotely. And our workflows are unbeatable in efficiency and ROI.

Second, we are a reputable company, with a proven record of positive results for Forbes100 and Fortune5000 clients across The States.

Key highlights: We've helped leading brands like Forbes100 Nielsen, StanleyBrothers (owners of the Charlotte's Web and Performance product lines), global intercultural exchange Intrax (including Ayusa and AuPairCare, \$5M seed-funded DashworksAI, Fortune5000 CardFlight that process transactions for 250K+ clients across The States, rapidly expanding Kunes Auto Group (40+ dealerships nationwide), and the global recognized Immerse Education.



Let's talk about growth



As a CEO, CMO, or marketing director, your time is precious.

And we understand it. Quo Agency offers innovative On-Demand Services and comprehensive 360° Solutions, so you can focus on what matters most – the big picture.

Contact us

You can get in touch with us in any of the below ways:



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Discovery call

<https://quo.agency/meetings/diego366>



Via our website

www.quo.agency

