



# SEARCH ENGINE SOCIAL & VIDEO OPTIMISATION

The Business Strategy for Generating Leads  
on Search Engines & Social Networks

[www.ccjays.co.uk](http://www.ccjays.co.uk)

# SEO & Social Problem:

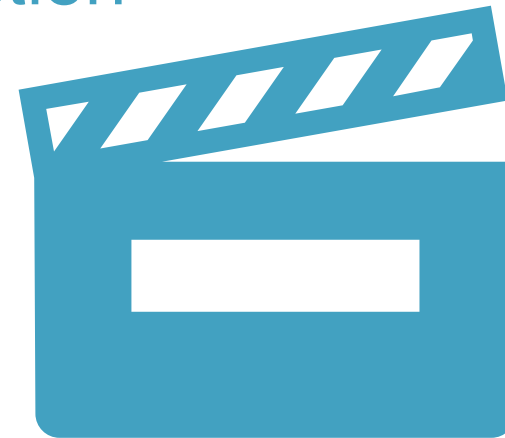
- 50% of Your Audience Doesn't See Your Promotion
- You Are Wasting Time and Money
- Text & Image Promotions Are Ignored
- Old Promotion Formats Repel Buyers
- You're Losing .50 Pence on The Pound



*Your Competition Is Using Video Promotions To Steal Your Leads **Right From Under Your Nose...***

# A Big Solution:

- Video Lead Promotions & Advertisements;
- Videos That Compel A Lead Form Action
  - *Sign Up*
  - *Get Info*
  - *Book Appointment*
  - *Make Purchase*



*Companies That Use Video Lead Promotions  
See 30 to 60% More Engagement...*

# All About **The Video**

- Buyers Prefer Video Content Over All
- Half of Your Buyers Ignore Non-Video Content
- Video Content is More Likely To Be Shared
  - *Acted Upon*
  - *Sent To Family & Friends*
  - *Triggers Action And Compulsion*
- 60% of People Who Watch Video Take Some Kind-of-Action



*A Video Engages With The Prospect,  
**Answers Questions, and Handles Objections...***

# Facebook Will Be All Video

- FB Chairman says FB Will Mostly Cater To Video Consumers
- Having Video Content Will Be Key To Engagement
- No Video Content?  
*- You'll Be Left In The Dust*

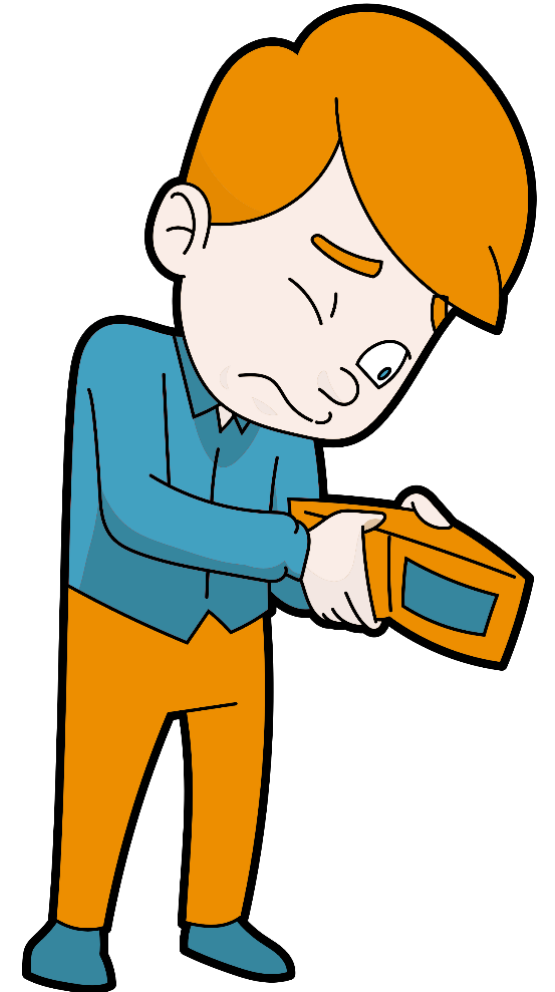


A screenshot of a web page from Popular Science. The page features a navigation bar with categories: SCIENCE, TECH, DIY, HEALTH, VIDEO, ROLL THE DICE, and SUBSCRIBE. A red button labeled 'WANT MORE?' is visible. The main article title is 'Mark Zuckerberg: Within Five Years, Facebook Will Be Mostly Video' under the 'TECHNOLOGY' category. A sub-headline reads 'Facebook Live goes global with new features'. There is also a promotional banner for 'More From Your Gummies' with a green arrow button.

# But There's A Problem!

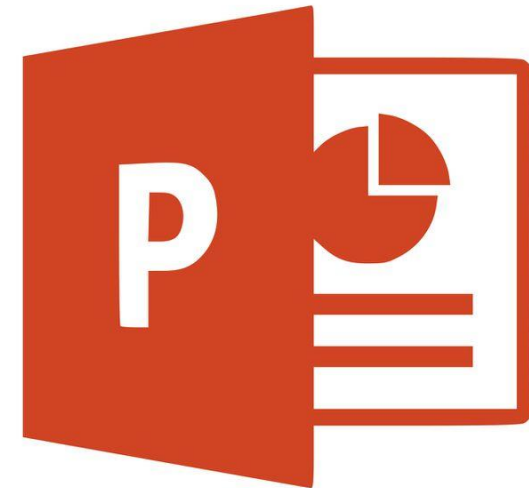
- Video Production Can Be Expensive!
- Custom Video Can Exceed £2,000!
- In Person Video Shoots Up To £9,000!

But luckily, *it's not a problem anymore!*  
*In fact, it's quite opposite!*



# PowerPoint Driven Solution

- PowerPoint Produces Engaging Videos Quickly
- Slideshows With Images, Text, Music and/or Voice Over
- You Supply Images and ***I Produce Videos***
  - *Can Use Stock Images (Often Free)*
  - *Make Your Promotion Ideas A Reality*
- Call-to-Action Sales Message
- Action Messages Get Results!!



**PowerPoint Production = LOW COST!**

# Video Package:

- ✓ Optimised Lead Video Created
- ✓ Promotion Share Management
- ✓ All Accounts Created/Optimised
- ✓ Supported Accounts



- ✓ Reports
- ✓ Use on [FB Ads](#) & [GOOGLE Ads](#)

# Promotions:

1 Video per week £80

2 Videos per week £160

3 Videos per week £240

4 Videos per week £320

5 Videos per week £400



# About Me

## Andrew Dyson

WordPress - Woocommerce - Developer  
Social Marketing Solutions  
SEO - Lead Generation

## C&C. Jays Marketing

CCJAYS is an established company that provides expertise in search marketing solutions for business on a national basis, including website promotion, online advertising and search engine optimization as well as Google My Business listing to improve positioning on the search engines. With ten+ years experience in providing website developing and promotion services.



## CONTACT

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