



# The Power Of Video Marketing

---

How to transform your business with video...

*Peter Hartzell*  
peterhartzell.com

# **The Power Of Video Marketing**

How to transform your business with video...

**Peter Hartzell**

Peter Hartzell Copyright © 2023 All rights reserved.

Please do not sell or distribute this book without prior written consent from Peter Hartzell.

If you're reading this book, you likely run or manage a business. You are aware that you should be utilizing video content as an important element in your marketing strategy. You feel overwhelmed or unsure where to start. You simply want to understand how you can use video to transform your business.

My hope is that this book will give you a push in the right direction, and help you maximize your efforts as you create engaging and valuable video content to serve your clients at the highest level.

For more, please visit [www.peterhartzell.com](http://www.peterhartzell.com)

Thank you for purchasing this book.



*Peter Hartzell*  
peterhartzell.com

Peter Hartzell

# Table Of Contents

---

<b><u>Introduction</u></b>	<b>6</b>
<b><u>Chapter 1 : The Rise of Video Marketing</u></b>	<b>7</b>
<b><u>Chapter 2 : The Benefits of Video Marketing</u></b>	<b>11</b>
<b><u>Chapter 3: Creating Your Video Marketing Strategy</u></b>	<b>14</b>
<b><u>Chapter 4 : Types of Video Content</u></b>	<b>18</b>
<b><u>Chapter 5 : The Production Process</u></b>	<b>22</b>
<b><u>Chapter 6 : Creating Your Video Marketing Strategy</u></b>	<b>25</b>
<b><u>Chapter 7 : Measuring Your Results</u></b>	<b>28</b>
<b><u>Chapter 8 : Overcoming Challenges</u></b>	<b>31</b>
<b><u>Chapter 9 : Case Studies</u></b>	<b>35</b>
<b><u>Chapter 10 : Conclusion</u></b>	<b>39</b>
<b><u>Chapter 11 : Resources</u></b>	<b>42</b>
<b><u>About the Author</u></b>	<b>44</b>

# Introduction

---

**I**n today's digital age, video has become an essential tool for businesses looking to increase engagement, reach new audiences, and ultimately grow their bottom line.

Many business owners and marketing managers understand the power of video marketing, but it can feel overwhelming to try and determine the most effective strategies to use.

In this book, we'll explore the importance of video marketing and how you can use it to transform your business.

# Chapter 1

## The Rise of Video Marketing

---

**W**e'll start by looking at the boom in video marketing and how it has evolved in recent years. We'll examine how businesses are using video to reach new audiences and engage with their existing customers.

Video marketing has been on the rise for several years, with more and more businesses recognizing the power of video to engage audiences and drive sales. According to a recent study, over 80% of businesses are using video as a marketing tool.

The rise of video marketing can be attributed to several factors, including the increasing popularity of social media platforms like Facebook, Instagram, and YouTube, which have made it easier than ever to share and consume video content.

Additionally, advances in technology have made it more affordable and accessible for businesses to create high-quality video content, even with limited resources.

Video marketing has also become an essential tool for businesses looking to stand out in today's crowded marketplace. With so much competition for consumers' attention, businesses need to find new and creative ways to engage their audiences and build brand loyalty.

One of the biggest advantages of video marketing is its ability to tell a compelling story. Video content can be used to showcase products and services, share customer testimonials, and highlight company culture, all of which can help to build a strong emotional connection with your audience.



Video marketing is also incredibly versatile, allowing businesses to create a wide variety of content to achieve their marketing goals. From product demos to explainer videos to live streams, there are endless possibilities when it comes to video marketing.

The rise of video marketing has also had a significant impact on the way consumers make purchasing decisions. Studies have shown that consumers are more likely to make a purchase after watching a video about a product or service.

Additionally, video marketing can help to improve brand awareness and reach new audiences. By creating engaging and shareable content, businesses can attract new customers and build a loyal fan base.

The rise of video marketing has had a significant impact on the advertising industry. Traditional advertising methods like television commercials and print ads are becoming less effective as consumers increasingly turn to online platforms for entertainment and information.

Overall, the rise of video marketing is a testament to the power of visual storytelling. As businesses continue to look for new and innovative ways to connect with their audiences, video marketing will undoubtedly remain a crucial tool for engaging, inspiring, and converting customers.

## Chapter 2

### The Benefits of Video Marketing

---

**I**n this chapter, we'll explore the many benefits of incorporating video into your marketing strategy. We'll look at how video can increase engagement, improve brand awareness, and ultimately drive sales.

One of the biggest benefits of video marketing is its ability to increase engagement. Video content is more engaging than text or images alone, capturing the viewer's attention and keeping them engaged for longer periods of time.

Additionally, video marketing can help to improve brand awareness by making it easier for businesses to communicate their brand message and values. Videos can

be used to showcase a company's products or services, highlight its unique selling points, and create an emotional connection with the viewer.

Video marketing is an effective way to build trust and credibility with your audience. By providing valuable information and demonstrating your expertise, you can establish yourself as a thought leader in your industry.

Videos can be used to educate your audience, providing them with valuable insights and information that can help them make informed purchasing decisions.

Video marketing is incredibly versatile, allowing businesses to create a wide variety of content to achieve their marketing goals. From product demos to explainer videos to live streams, there are endless possibilities when it comes to video marketing.

Effective video marketing can help improve your search engine rankings. Google and other search engines prioritize video content in their search results, meaning that businesses that incorporate video into their marketing

strategy are more likely to appear at the top of search results.

Another key benefit of video marketing is its ability to reach a wider audience. With social media platforms like Facebook and YouTube, it's easier than ever to share and promote video content, allowing businesses to reach new audiences and attract more customers.

Personalize your brand and build relationships with your customers. By creating content that speaks directly to your target audience, you can establish a deeper connection and build brand loyalty.

Videos can showcase customer testimonials, providing social proof and demonstrating the value of your products or services to potential customers.

Finally, video marketing can help to increase conversions and drive sales. By creating compelling video content that showcases your products or services and demonstrates their value, you can inspire viewers to take action and make a purchase.

## Chapter 3

### Creating Your Video Marketing Strategy

---

**I**n order to succeed with video marketing, you need to have a solid strategy in place. We'll explore the key components of a successful video marketing strategy, including setting goals, identifying your target audience, and creating compelling content.

**Start by defining your goals.** Before you start creating video content, you need to have a clear understanding of what you want to achieve with your marketing strategy. Whether it's to increase brand awareness, drive sales, or improve customer engagement, having a clear goal will help you create targeted and effective video content.

**Know your audience.** In order to create video content that resonates with your target audience, you need to have a deep understanding of their wants, needs, and pain points. This will help you create content that speaks directly to their interests and motivates them to take action.

**Choose your video format.** There are many different types of video content you can create, including product demos, explainer videos, customer testimonials, and more. Choose the format that best aligns with your goals and resonates with your target audience.

**Create a production plan.** Once you have a clear idea of the type of video content you want to create, it's time to create a production plan. This should include details on the shooting schedule, equipment needs, and post-production requirements.

**Set a budget.** Video production can be expensive, so it's important to set a realistic budget before you start creating content. This will help you make smart decisions about where to allocate your resources and ensure that you get the best possible return on your investment.

**Focus on storytelling.** One of the keys to creating effective video content is to focus on storytelling. Use your video content to tell a compelling story that resonates with your target audience and creates an emotional connection.

**Optimize for search engines.** In order to maximize the reach and impact of your video content, it's important to optimize it for search engines. This includes using relevant keywords in your video titles and descriptions and making sure your content is easy to find and share.

**Promote your video content.** Creating great video content is only the first step. To get the most out of your video marketing strategy, you need to promote your content across all relevant channels, including social media, email, and your website.

**Monitor and analyze your results.** In order to measure the success of your video marketing strategy, you need to track key metrics like views, engagement, and conversions. Use this data to refine your strategy and create even more effective video content in the future.



**Finally, be patient and persistent.** Video marketing is a long-term strategy that requires patience, persistence, and a commitment to creating high-quality content. Don't expect overnight success, but stick with it and you're sure to see results over time.

# Chapter 4

## Types of Video Content

---

**T**here are many different types of video content that you can create to achieve your marketing goals. We'll explore the most popular types of video content, including explainer videos, product demos, and customer testimonials.

**Product demos:** Product demos are videos that showcase the features and benefits of a particular product. These videos are often used to introduce new products to customers or to highlight the unique selling points of an existing product.

**Explainer videos:** Explainer videos are a type of video content that provides an overview of a particular topic, product, or service. These videos are designed to educate viewers and provide them with a deeper understanding of the subject matter.

**How-to videos:** How-to videos provide step-by-step instructions on how to complete a particular task or achieve a specific goal. These videos are often used by businesses to provide customers with valuable information and to demonstrate their expertise in a particular area.

**Customer testimonials:** Customer testimonials are videos that feature satisfied customers talking about their experience with a particular product or service. These videos are powerful because they provide social proof and demonstrate the value of a business's offerings to potential customers.

**Animated videos:** Animated videos are a type of video content that uses animation to convey a message. These videos are often used to simplify complex concepts or to make boring topics more engaging.

**Live videos:** Live videos are videos that are streamed in real-time, often through social media platforms like Facebook and Instagram. These videos are a great way to engage with your audience in real-time and to create a sense of community around your brand.

**Event videos:** Event videos are videos that capture the highlights of a particular event, such as a trade show or product launch. These videos are often used to create buzz and generate excitement around a particular event.

**Brand videos:** Brand videos are videos that showcase a business's brand message and values. These videos are often used to establish an emotional connection with viewers and to build brand awareness.

**Educational videos:** Educational videos are a type of video content that provides viewers with valuable information on a particular topic. These videos are often used by businesses to position themselves as thought leaders in their industry and to provide value to their customers.

**Vlogs:** Vlogs are video blogs that feature individuals or businesses sharing their thoughts, experiences, and insights on a particular topic. These videos are often used to create a personal connection with viewers and to showcase the human side of a brand.

# Chapter 5

## The Production Process

---

**C**reating high-quality video content requires careful planning and execution. In this chapter, we'll explore the production process and provide tips on everything from choosing the right equipment to editing and post-production.

**Pre-production:** The pre-production stage is where the video production process begins. This is when the concept for the video is developed, the script is written, and the overall creative direction is established.

**Storyboarding:** Once the concept and script are finalized, the next step is to create a storyboard. A storyboard is a

visual representation of the video, which includes shot-by-shot illustrations of each scene.

**Casting:** If the video requires actors or on-screen talent, the casting process will take place during pre-production. This involves auditioning actors and selecting the right people to bring the script to life.

**Location scouting:** Location scouting is the process of finding the right locations to shoot the video. This may involve visiting potential filming locations and assessing factors like lighting, sound quality, and accessibility.

**Equipment setup:** Before filming can begin, the production team will need to set up the necessary equipment, including cameras, lighting, and sound equipment. This is typically done during pre-production to ensure that everything is in place before filming begins.

**Filming:** Filming is the process of capturing the footage for the video. This may involve multiple takes to ensure that the shots are perfect and the performances are just right.

**Post-production:** After filming is complete, the post-production stage begins. This is where the raw footage is edited, sound and music are added, and special effects are incorporated.

**Video editing:** Video editing involves selecting the best footage and assembling it in the correct order to tell the story. This may involve adding transitions, text overlays, and other visual elements to enhance the final product.

**Sound editing:** Sound editing involves enhancing the audio quality of the video. This may include adjusting levels, removing unwanted noise, and adding sound effects and music.

**Final delivery:** Once the video is complete, it's time to deliver the final product. This may involve exporting the video in the appropriate format and delivering it to the client or publishing it on a website or social media platform.



## Chapter 6

### Creating Your Video Marketing Strategy

---

Once you've created your video content, you need to get it in front of your target audience. We'll explore the most effective ways to promote your video content, including social media marketing, email marketing, and paid advertising.

**Social media:** Social media platforms like Facebook, Instagram, and Twitter are powerful tools for promoting your video content. Share your videos on these platforms and encourage your followers to share them with their networks.

**Email marketing:** Email marketing is another effective way to promote your video content. Send out a newsletter to your subscribers with a link to your video and encourage them to watch and share it.

**Influencer marketing:** Partnering with influencers who have a large following in your target market can be an effective way to promote your video content. Reach out to influencers who align with your brand and offer to collaborate on a video project.

**Paid advertising:** Paid advertising on platforms like YouTube and Facebook can help you reach a wider audience and promote your video content to people who may not have otherwise seen it.

**Guest blogging:** Writing guest blog posts for other websites in your industry can be a great way to promote your video content to a new audience. Include a link to your video in your bio or within the blog post itself.

**Online communities:** Joining online communities like forums and Facebook groups in your industry can help you

connect with like-minded individuals who may be interested in your video content.

**Influencer outreach:** Reach out to influencers in your industry and ask them to share your video with their followers. Offer to feature them in a future video in exchange for their promotion.

**Video SEO:** Optimizing your video for search engines can help it rank higher in search results and attract more views. Include relevant keywords in the video title, description, and tags.

**Internal promotion:** Promote your video content within your own organization. Share it with employees and encourage them to share it with their networks as well.

**PR outreach:** Reach out to journalists and bloggers in your industry and pitch them your video content. Offer to provide them with exclusive access to the video or an interview with the video's creator.

# Chapter 7

## Measuring Your Results

---

**I**n order to determine the success of your video marketing efforts, you need to track your results. We'll explore the most important metrics to track, including views, engagement, and conversions.

**View count:** One of the most basic ways to measure the success of your video marketing campaign is by tracking the number of views your video receives. This metric can help you determine the overall reach of your video.

**Engagement rate:** Engagement rate refers to the number of likes, comments, and shares your video receives. This metric can help you determine how well your video

resonates with your audience and how likely they are to share it with others.

**Conversion rate:** Conversion rate refers to the percentage of viewers who take a desired action after watching your video, such as making a purchase or filling out a form. This metric can help you determine how effective your video is at driving specific business goals.

**Time spent watching:** Measuring the average time spent watching your video can help you understand how engaging your video is and whether viewers are watching it all the way through.

**Click-through rate:** Click-through rate refers to the percentage of viewers who click on a link within the video, such as a call-to-action or a link to a landing page. This metric can help you determine how effective your video is at driving traffic to your website.

**Brand awareness:** Measuring brand awareness can help you determine how well your video is helping to increase brand recognition and recall among your target audience.

**Social media reach:** Tracking the number of shares and retweets your video receives on social media can help you understand the overall reach of your video beyond just views.

**Sales revenue:** Measuring the revenue generated from your video marketing campaign can help you determine the overall ROI of your investment in video production and promotion.

**Cost per acquisition:** Calculating the cost per acquisition (CPA) of a new customer or lead generated through your video marketing campaign can help you determine the overall effectiveness of your campaign.

**A/B testing:** A/B testing different versions of your video or different promotional strategies can help you identify which approaches are most effective at achieving your desired outcomes.

# Chapter 8

## Overcoming Challenges

---

**W**hile video marketing can be incredibly effective, it's not without its challenges. We'll explore some of the most common challenges businesses face when implementing a video marketing strategy and provide tips on how to overcome them.

**Budget constraints:** One of the biggest challenges of video marketing is the cost associated with producing high-quality videos. To overcome this challenge, businesses can consider investing in lower-cost options like animation, user-generated content, or repurposing existing video content.

**Lack of experience:** Many businesses may not have the expertise or experience in creating video content. To overcome this challenge, businesses can consider partnering with a video production agency or hiring a freelancer with expertise in video production. I recommend [www.treehousemediaco.com](http://www.treehousemediaco.com) to find help.

**Limited resources:** Small businesses may not have the resources to produce a high volume of video content. To overcome this challenge, businesses can prioritize the most impactful video content and create a content calendar to plan ahead and manage resources.

**Lack of audience engagement:** Even with high-quality video content, businesses may struggle to engage their target audience. To overcome this challenge, businesses can conduct research to better understand their audience and tailor their video content to their specific needs and interests.

**Platform limitations:** Each video platform has its own set of limitations in terms of video length, format, and resolution. To overcome this challenge, businesses should



plan ahead and create different versions of their video content optimized for each platform.

**Measuring success:** Measuring the success of video marketing campaigns can be difficult. To overcome this challenge, businesses can track and analyze key performance indicators (KPIs) like view count, engagement rate, and conversion rate.

**Keeping up with trends:** Video marketing trends and best practices are constantly evolving. To overcome this challenge, businesses should stay up-to-date on the latest trends and seek out industry resources like conferences and webinars.

**Brand consistency:** Maintaining a consistent brand voice and messaging across multiple video campaigns can be challenging. To overcome this challenge, businesses can create brand guidelines and ensure all video content adheres to these guidelines.

**Technology limitations:** Technology can be a barrier for businesses looking to produce high-quality video content. To overcome this challenge, businesses can invest in the

latest video production technology or partner with a video production agency that has access to the necessary equipment.

**Legal considerations:** There are legal considerations to keep in mind when creating and sharing video content, such as copyright laws and privacy regulations. To overcome this challenge, businesses should consult with legal experts and ensure all video content complies with relevant laws and regulations.

# Chapter 9

## Case Studies

---

**L**ets take a look at real-life case studies of businesses that have successfully implemented a video marketing strategy. We'll explore what they did right, what they learned, and how you can apply those lessons to your own business.

## Case Study 1

### How HubSpot Achieved Success with Video Marketing

---

#### - Overview -

HubSpot is a marketing, sales, and service software platform that helps businesses attract, engage, and delight customers. The company has been successful with video marketing, using video to educate and entertain their target audience while driving business growth.

#### - Challenge -

HubSpot faced several challenges with video marketing, including standing out in a crowded market, engaging their target audience, and driving conversions. Additionally, they needed to create high-quality video content on a consistent basis that aligned with their brand and marketing goals.

#### - Solution -

To overcome these challenges, HubSpot developed a comprehensive video marketing strategy that included:

1. **Defining their target audience:** HubSpot identified their target audience and created video content that spoke directly to their needs and interests.
2. **Creating high-quality video content:** HubSpot invested in high-quality video production equipment and hired a dedicated video team to produce professional-grade videos that aligned with their brand messaging and marketing goals.
3. **Diversifying their video content:** HubSpot created a range of video content, including explainer videos, customer case studies, and thought leadership content. They also optimized their videos for different platforms, including YouTube, Facebook, and Instagram.
4. **Leveraging video in their sales process:** HubSpot incorporated video into their sales process, using personalized video messages to connect with potential customers and drive conversions.
5. **Measuring results:** HubSpot tracked key performance indicators (KPIs) like view count, engagement rate, and conversion rate to continually improve their video marketing strategy and drive business growth.

#### - Results -

HubSpot's video marketing strategy has been incredibly successful, with notable results including:

1. **Increased website traffic:** HubSpot's video content has driven a significant increase in website traffic, with videos accounting for 50% of all website traffic.
2. **Improved engagement:** HubSpot's video content has driven higher engagement rates, with videos receiving 5x more engagement than static images.
3. **Higher conversion rates:** HubSpot's personalized video messages have helped drive higher conversion rates, with one campaign resulting in a 36% increase in conversions.
4. **Improved brand recognition:** HubSpot's video content has helped increase brand recognition and awareness among their target audience.

#### - Conclusion -

HubSpot's success with video marketing demonstrates the power of creating high-quality, engaging video content that aligns with your target audience's needs and interests. By developing a comprehensive video marketing strategy and continually measuring and improving their results, HubSpot has been able to drive business growth and stand out in a crowded market.

## Case Study 2

### How Dollar Shave Club Stood Out In A Crowd

---

#### - Overview -

Dollar Shave Club is an online retailer that specializes in selling razors and other grooming products for men. The company was founded in 2011 and quickly became known for their humorous and irreverent marketing campaigns.

#### - Challenge -

When Dollar Shave Club launched, they faced a challenge of competing with established brands in the razor industry. Additionally, the company had a limited marketing budget and needed a cost-effective way to increase brand awareness and attract new customers.

#### - Solution -

To address these challenges, Dollar Shave Club created a low-budget video marketing campaign that went viral. The campaign featured the company's CEO, Michael Dubin, standing in front of a plain white background, delivering a humorous pitch for the company's razor subscription service.

The video was intentionally low-quality and unpolished, which added to its authenticity and humor. The video was promoted on social media platforms like YouTube, Facebook, and Twitter.

#### - Results -

The video quickly went viral, generating over 12,000 orders in the first 48 hours after its release. The video also received over 4.75 million views in the first month and helped establish Dollar Shave Club as a major player in the razor industry.

The success of the video marketing campaign allowed Dollar Shave Club to expand its product offerings and marketing efforts. The company continued to produce humorous and engaging video content that resonated with its target audience and helped grow its customer base.

#### - Lessons learned -

The success of Dollar Shave Club's video marketing campaign highlights the power of humor and authenticity in video content. The low-budget, unpolished video helped the company stand out from its competitors and appeal to its target audience.

Additionally, the success of the campaign demonstrated the effectiveness of social media platforms in reaching and engaging with consumers. By leveraging social media to promote its video content, Dollar Shave Club was able to generate a large following and establish a strong brand identity.

## Case Study 3

### How Blendtec Became a Video Marketing Success Story

---

Blendtec, a manufacturer of high-end blenders, became a video marketing success story with their viral "Will it Blend?" video series. The series featured the company's founder, Tom Dickson, blending various objects in their blenders, including iPhones, golf balls, and even a crowbar.

The campaign began in 2006 when the company's marketing team came up with the idea to create a series of videos showcasing the power of their blenders. The team recognized that their blenders were not just a kitchen appliance, but a powerful tool that could blend almost anything. They decided to leverage this unique selling proposition through a series of entertaining videos.

The "Will it Blend?" series became an instant viral hit, with the first video featuring an iPhone receiving over 6 million views in just a few days. The videos continued to gain traction, and Blendtec's sales increased by over 700% in the first year of the campaign.

The success of the campaign can be attributed to several key factors. Firstly, the videos were highly entertaining, engaging viewers with the thrill of seeing various objects being blended to dust. Secondly, the campaign was highly shareable, with viewers eager to share the videos with friends and family on social media. Thirdly, the campaign was highly relevant to the brand, showcasing the unique selling proposition of Blendtec's blenders.

The campaign also had a long-lasting impact on the brand, with the "Will it Blend?" videos becoming a cultural phenomenon and the company's founder, Tom Dickson, becoming a household name. The campaign also helped Blendtec establish a strong presence on social media, with millions of followers on platforms like YouTube and Facebook.

In addition to the success of the "Will it Blend?" campaign, Blendtec continued to use video marketing to promote their products and engage with customers. They created a series of recipe videos featuring popular food bloggers and chefs, showcasing the versatility of their blenders for creating healthy meals and snacks.

In conclusion, Blendtec's "Will it Blend?" video series is a prime example of how video marketing can be used to create engaging, entertaining, and shareable content that drives brand awareness and sales. The campaign leveraged the unique selling proposition of Blendtec's blenders, while also tapping into the humor and curiosity of viewers. The success of the campaign has continued to have a long-lasting impact on the brand, cementing Blendtec as a leader in the high-end blender market.

# Chapter 10

## Conclusion

---

**V**ideo marketing is an essential tool for any business looking to grow and succeed in today's digital age. By following the tips and strategies outlined in this book, you can create high-quality video content that engages your audience, promotes your brand, and ultimately drives sales.

We can help you to achieve your video marketing goals: **High-Quality Video Production:** Our video production company [www.treehousemediaco.com](http://www.treehousemediaco.com) specializes in creating high-quality video content for businesses of all sizes. With our team of experienced videographers, editors,

and animators, we can produce videos that are visually stunning and engaging.

**Creative Concept Development:** Our team works closely with clients to develop creative concepts that align with their brand messaging and target audience. We take the time to understand our client's goals and vision to produce video content that exceeds their expectations.

**Competitive Pricing:** Tree House Media, LLC offers competitive pricing for our services without sacrificing quality. We understand that video production can be costly, so we strive to provide affordable options for businesses looking to invest in video marketing.

**Personalized Service:** We pride ourselves on providing personalized service to each of our clients. From the initial consultation to the final product, we work closely with our clients to ensure their vision is brought to life and that they are satisfied with the end result.

**Quick Turnaround Time:** We understand that time is of the essence, especially when it comes to marketing



campaigns. That's why Tree House Media, LLC is dedicated to delivering projects on time and on budget.

**Extensive Experience:** With years of experience in the industry, our team has worked with a variety of clients across different industries. This experience allows us to provide valuable insights and advice to our clients throughout the video production process.

**Full-Service Video Production:** Tree House Media, LLC offers full-service video production, from concept development to post-production. This means that clients can rely on us to handle all aspects of the video production process, ensuring a seamless and stress-free experience.

# Chapter 11

## Resources

---

**H**ere are several great examples of effective video marketing projects to help inspire you and spark creative ideas of your own.

If you would like to learn more, visit [www.TreeHouseMediaCo.com](http://www.TreeHouseMediaCo.com)



# About The Author

## Peter Hartzell

---

Peter Hartzell is the founder and president of Tree House Media, LLC and co-founder of Bridge Builder Network, LLC.

He is a certified audio production engineer with over 15 years of professional audio and video production experience. He attended the University of Montana, focusing on Business Administration, Marketing, & Media Arts.

He has worked as video production director on music video sets in Nashville, TN and created countless hours of digital video ads for clients nationwide.

Peter is passionate about connecting with people and understanding the unique characteristics that set their business apart. He's had great success helping organizations of all sizes clearly articulate their message and communicate it in a creative way through audio and video.

If you think Peter and his team may be able to help you level up your video marketing, please visit [www.TreeHouseMediaCo.com](http://www.TreeHouseMediaCo.com) for more.

