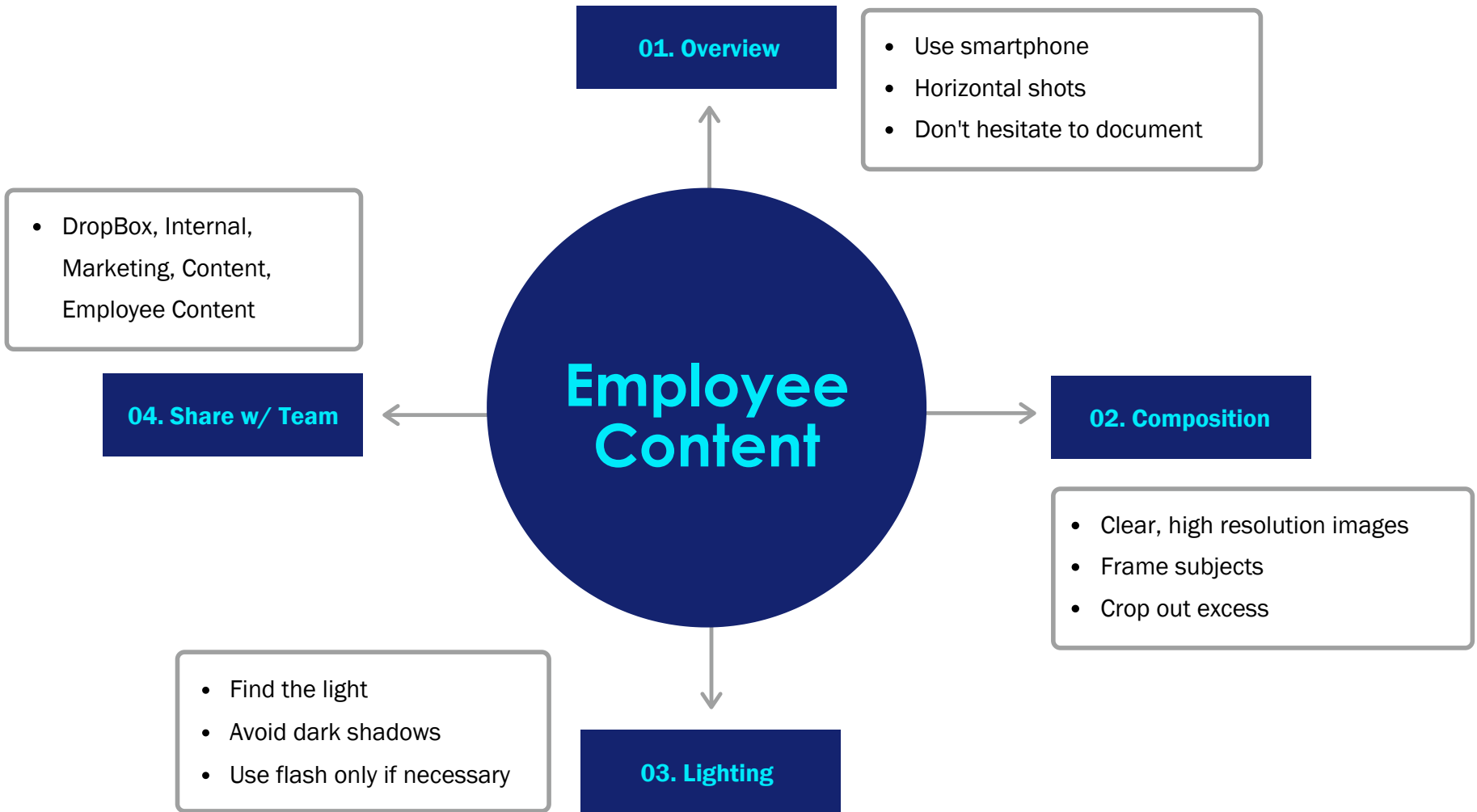


Visual Content

Content documentation and creation is key to marketing our company. CleanSpace content ranges from final project content to personal content. Using different groups, like closest clients or our new connections, we can specialize what information we are delivering to each outlet in order to best optimize our content.





Content Outline

Capturing good content for CleanSpace Marketing comes down to seeing the vision before taking the picture or video. We want to showcase our design skills through our photography and videography. Whether capturing a project or a team picture or a video of a site, all images and videos need to be artfully taken. This is a guide that will help employees learn how to create content like our professionals.



Day to Day

- Short clips
- Travel
- Office

Internal

- Interview Style Videos
- Educational Videos

EMPLOYEE VIDEOS

CONTENT

Gathering content and documenting is crucial to the marketing efforts.

Our plan is to rely on internal employee images/videos paired with professional images/videos from our content creation team.

PROFESSIONAL PICTURES

Team

- Headshots
- Group Photographs

Projects

- Final Pictures
- Products Pictures

Projects

- Drone Videos
- Walk-through Videos
- Interviews/Testimonials

CleanSpace

- Office tours
- Announcements
- Product Videos

PROFESSIONAL VIDEOS

EMPLOYEE PICTURES

Progress

- Projects being worked on
- Team working

Team

- Events
- Meetings
- Informal Team Pictures

