

videoBlastr.com
Proposal



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To: General
From: Henry R. Dunnick
Date: Monday, April 17, 2017
Subject: *videoBlastr, the newest online video email and video text communications tool*

Thank you for your interest in the newest and most powerful internet communication's tool available today. As you already know, video is the future of internet communications and now through *videoBlastr* you have the ability to send your own video email and video text messages.

With custom branded graphics, informational video, images and text, video email and text messages can be sent and received by computers, iPads, and even mobile devices. With the added benefit of full-response tracking, the *videoBlastr* reports page can even tell you who opened and who viewed your video email or video text message.

Stop sending boring and un-read text emails and start letting your current and future clients knows just what your company has to offer. Resource Communications is looking forward to bringing the potential of *videoBlastr* to your company. Enclosed is a *videoBlastr* proposal and pricing information on how to get started.

Send for Success, start telling your story today!

Sincerely,



Henry R. Dunnick
President
Resource Communications, Inc.

Overview

After six years of development and testing, the third generation of *videoBlastr*, Resource Communication's exclusive video email and video text communications program with full-

response tracking, is now available. *videoBlastr* offers the recipient an engaging video email and video text message with up to six personalized buttons within a custom branded graphic layout. This technology recognizes both Microsoft and Apple products for added usability. Video-email is the next step in online communication.

Potential Outlook

Invest today, video-emails tomorrow. *videoBlastr* is convenient and offers great potential for profitable results. This video email and video text program has proven to be the most effective lead generation and communications tool with results that far exceed any traditional text email or direct mail program. Now with the convenience of *videoBlastr*, you can set up a program in minutes and send a video email and video text message that will be both seen and heard. Engaging your audience becomes easy and effective. By 2015, global internet video traffic will be 62% of all consumer internet traffic compared to 40% in 2010.

Online reporting made simple. Through *videoBlastr's* online program, tracking statistics are accessible and relevant. Once your video-email message has been sent and received, tracking statistics are available online immediately. The user summary report page provides an activity report for each email address.

Ready to get started?

Video-email is the new online communication tool. Give us a call at 616-233-0779 for more information.

videoBlastr's purpose is to expand and strengthen relationships through easy and effective methods of online communication. With this program the following features will become assets to your communication methods:

- **Greater Capabilities**—Other forms of communication such as direct mail, radio, or TV, have a limited message and require the recipient to take initiative to get involved. *videoBlastr* offers customizable buttons and versatile video and image options combining the message and the decision in one trackable video-email message. Personalize your message; use your webcam to create 'one-to-one' or 'one-to-many' video-emails.
- **Cost Effective**—With no hidden fees, your sales, recruitment, training, fundraising, and other communication objectives can be completed at a reasonable price with clear results.
- **High Response Rates**—Open view-video rates as high as 72% and a full tracking system make *videoBlastr* a successful program for lead generation, event announcements, staff training, and a variety of other communication purposes.
- **Motivates Target Market**—A call to action message drives recipients towards as many as six links or buttons. Destinations, such as an URL, PDF, donation form, training schedule, or any other attachable file, directly connect the recipient to your purpose.
- **Portable and Accessible**—Because your *videoBlastr* account is functional from any online connection you are able to take your online communication tool everywhere you go and use it with any of your Apple and Microsoft products.

Features

Common Questions

Am I a good candidate for *videoBlastr*?

If you are looking for a more effective way to communicate then *videoBlastr* is for you. *videoBlastr* has successfully supported several industries including: banks, universities, hospitals, insurance agencies, foundations, and marketing companies.

I do not have resources to film a video, will Resource Communications help?

Yes. Our *videoBlastr* team can help you create, film, and edit your videos.

Can I send the video as a text message to a cell numbers?

Absolutely, Now you can send your video message right to a cell number.

Will I be able to send something other than a video?

Yes. In addition to the six personalized button links, you are able to upload an image and even insert text.

Can I use an existing video?

Of course. If you encounter problems we can assist you in uploading the video.

Not finding an answer?

Contact us! We would love to pair you with our video-email program and answer any questions you may have. Give us a call at 616-233-0779.

Do I need to install program files for *videoBlastr* to work?

No. *videoBlastr* is an online program with no downloads, you log on through an online connection with a provided username and password.

Do I need to involve my IT department to get started?

No. The *videoBlastr* program is completely supported by our own server and will not interfere with your network. You decide the when and to whom you would like to send your video-email message to and we manage the necessary bandwidth to power *videoBlastr*.

If I have no experience in script writing what should I do?

The *videoBlastr* team can help with script writing. It's similar to writing a brochure but with a lot more interaction.

Is this spam?

videoBlastr is not spam. Spam is the use of electronic messaging systems to send unsolicited bulk messages, especially advertising indiscriminately. For the past six years, our users have sent video messages to a targeted audience that have some interest in the product or service being offered while the sender represents a credible individual or company.

How do we build and send a *videoBlastr* Email?

Our turn-key system includes a *videoBlastr* Manual with assistance from our staff. Once established, this easy to navigate process should take minutes.

I already have videos, why would *videoBlastr* help me?

videoBlastr has complete back-end reporting and is a direct email program. Not only can you communicate directly with your audience but you can know who opened your email and who viewed your video-email message.

Can my company receive consulting assistance from Resource Communications?

Yes. Please refer to the pricing and consulting pages.

When is my tracking information available?

Once your video message has been sent and received your reports page will update immediately.

What is the best way to pay for *videoBlastr*?

Credit Card is best.

How do I take the next step?

To sign up, email hdunnick@rcigr.com or jamie@rcigr.com, and you will be contacted directly.

Reporting

videoBlastr offers a unique back-end reporting system to capture data instantly after sending your projects. Use both summary pages and in-depth reporting pages to analyze how your projects are being interacted with.

Project Summary

Project Element	Total Emails Sent	Unique Email Addresses	Unique Opens	Unique Opens (%)	Unique Views VIDEO ONLY	Unique Views (%) VIDEO ONLY	Total Opens
Overview	45	18	13	72%	8 Flash: 3 HTML5: 5	44% Flash: 16% HTML5: 28%	81
Button1	--	--	6	46%	--	--	6
Button2	--	--	5	38%	--	--	6
Button3	--	--	0	--	--	--	--
Button4	--	--	2	15%	--	--	3
Button5	--	--	2	15%	--	--	6
Button6	--	--	2	15%	--	--	2

VideoBlastr

Pipeline Report

Email	Mailing List	Viewed	First Name	Last Name	Company	Opens	Buttons Opened	Seconds Viewed	Videos Played
example@rcigr.com	Sample List 1	06/25/2012 12:25:30 PM	Jane	Doe	RCI	2	1, 2, 5	15	1
example@rcigr.com	Sample List 1	04/27/2012 01:46:14 PM	Jane	Doe	RCI	9	1, 2	20	1
example@rcigr.com	Sample List 1	05/25/2012 02:00:13 PM	Jane	Doe	RCI	2	--	6	1
example@rcigr.com	Sample List 1	02/03/2012 11:00:46 PM	Jane	Doe	RCI	1	--	0	0
example@rcigr.com	Sample List 1	04/30/2012 02:57:54 PM	Jane	Doe	RCI	6	6	10	1
example@rcigr.com	Sample List 1	02/03/2012 10:57:47 PM	Jane	Doe	RCI	1	1, 4	10	1
example@rcigr.com	Sample List 1	02/20/2012 01:18:29 PM	Jane	Doe	RCI	2	6	0	0
example@rcigr.com	Sample List 1	05/21/2012 06:47:32 PM	Jane	Doe	RCI	3	2, 5	0	0
example@rcigr.com	Sample List 1	04/23/2012 07:14:00 PM	Jane	Doe	RCI	2	--	0	0
example@rcigr.com	Sample List 1	02/02/2012 08:15:44 PM	Jane	Doe	RCI	1	1, 2	40	2
example@rcigr.com	Sample List 1	04/22/2012 06:23:27 PM	Jane	Doe	RCI	3	1	15	1
example@rcigr.com	Sample List 1	04/13/2012 07:33:04 AM	Jane	Doe	RCI	1	4	0	0
example@rcigr.com	Sample List 1	05/21/2012 10:35:21 AM	Jane	Doe	RCI	2	1, 2	6	1

Summary

videoBlastr offers you great potential to reach out to current and future clients to expand your overall base. Specific and detailed reports will give your department organized feedback for each video message you send. This reporting feature captures email addresses or cell numbers that have been forwarded providing you with an additional list of email addresses or cell numbers for future video messages.

Through *videoBlastr* your message will be both seen and heard! This new, more effective communication tool is a perfect excuse to stop sending those boring text emails and start sending something that your clients prefer.

Send for success, start telling your story today!

resourcecommunications^{INC}
videoBlastr.com

engaging fun effective strategic creative

0:01

VideoBlastr is a video-email communication tool with full back-end reporting. Our patent pending video-email program has proven to be the most effective lead generation and communications tool with results that far exceed any traditional text email or direct mail program. It's not uncommon to see open rates of 20-30%.

Resource Communications Website
Why Video instead of text
VideoBlastr Website

Sample Video Programs
Contact Us
Forward

videoBlastr.com

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PATENT PENDING

Pricing

We are confident *videoBlastr* is going to be a fantastic addition to your communication methods. Below is your personalized quote for your fully customizable program. If you have any questions, please feel free to contact us. Again, thank you for this opportunity. We will be in contact with you soon to review this proposal.

Full Program

videoBlastr Online Program	\$850.00/company
<p>Get ready to send your message today! Includes the video-email system and set-up support including:</p> <ul style="list-style-type: none"> • Customizable Templates • Up To 6 Customizable Buttons • Secure username/password • Design & Upload of one custom template • Upload of (1) video and one send list • 100,000 Email Sends • Complete Back-End Reporting System • <i>videoBlastr</i> Operational Manual • <i>Enter text and button links</i> • <i>Send or schedule your first video blast</i> <p style="text-align: center;"><i>Annual Renewal Fee: \$800.00/company</i></p>	

*Your program set up includes 100,000 sends and another 100,000 will be added for each annual renewal.

* To add video texting program is a one-time charge of \$450.00 to indicate it is coming from Sentry Cloud Security or sister companies and not videoBlastr.com. Each video text sent to a cell number is \$.03/ea.

Buy Sends

If needed, you may purchase additional email sends— the cost will be \$.01 for each email address that is sent a video message. *For example, if you were to send a video email to 100 different email addresses it would count as 100 sends for a cost of \$1.00.* Please order additional sends online in your VB program. If you would like to purchase over 50,000 sends, please contact us at contact@videoblastr.com!

Additional email sends/company	
1-50,000	\$.01/each
50,001+	CUSTOM QUOTE

Consulting Services

From the moment you choose *videoBlastr*, you have hired a team that will make your company and communication tools far more effective. Our website, videoBlastr.com, is set up to be user friendly and to allow for video email and video texting be uploading and sending within minutes. However, if you would like additional support on your video email and video texting, we offer a variety of consulting options.

videoBlastr offers the following services:

- Set up program services
- Video Production
 - › Script Writing
 - › Photo editing with voice over
 - › Voice over services
- Video Production and editing
- Script Editing
- Video Talent
- Photography
- Social Media Marketing
- Corporate Branding and imaging
- Website Design
- Marketing Consulting
- QR Code Marketing
- Promotional products
- Presentation Management

videoBlastr offers the following video package:

- Video Production package includes:
 - › Script Writing
 - › Photo editing with professional voice over
 - › Utilizing rolling photos
 - › Each video package \$250.00— 60 seconds or less!
 - › Consulting fee of \$100.00/hr.