

Getting started with

vloggi

Powerful **video content** from your community

Create authentic branded UGC video in seconds



Nothing is more powerful than customer advocacy videos

**If content is king, then
UGC video is emperor**

Video has four times the recall of images
and user-generated video has 7x the
conversion power of paid creative

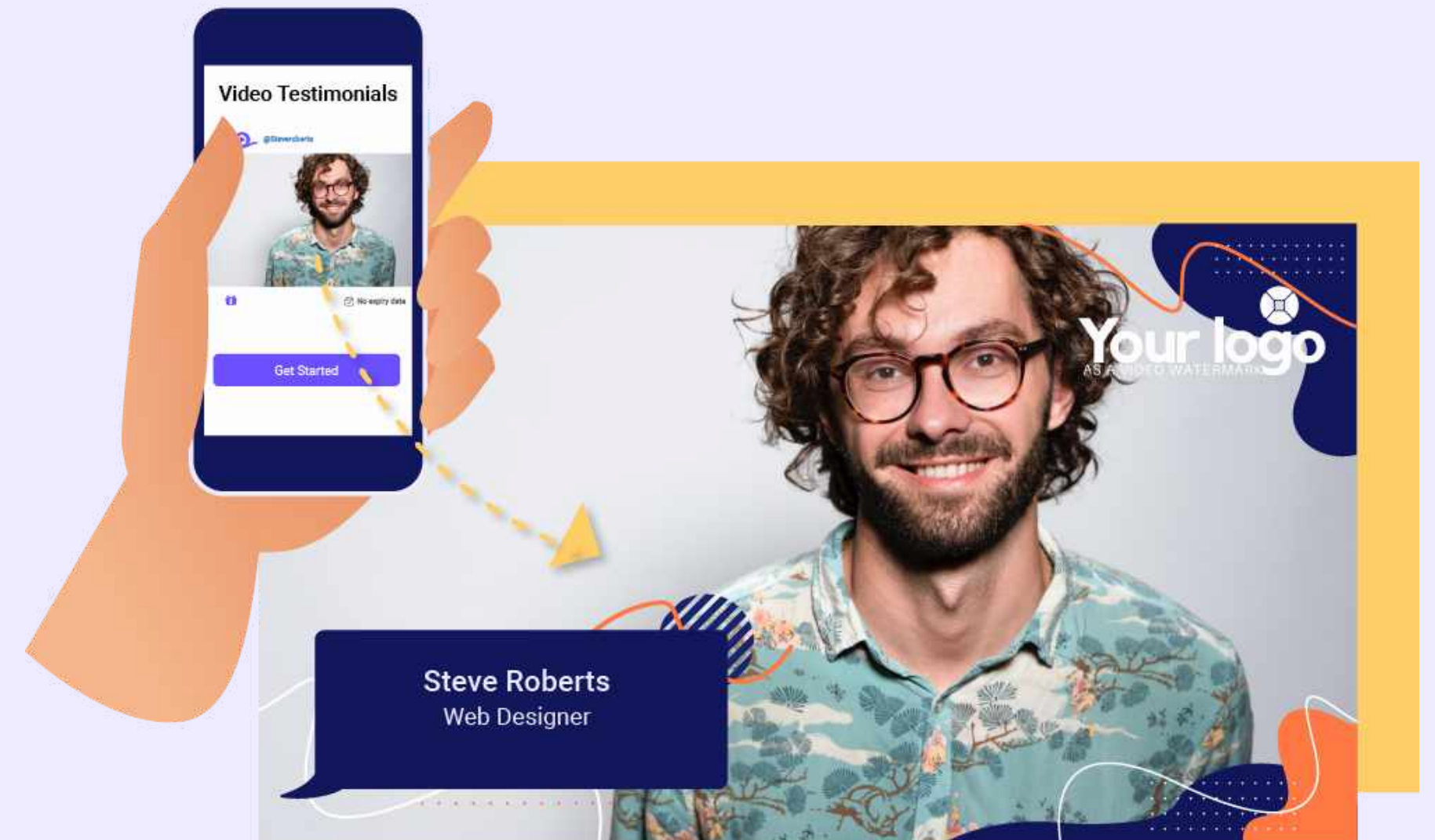
**Referrals from customers are the
most trusted form of social proof**

7 in 10 consumers want to see people
like them reviewing or using products as
part of their decision process

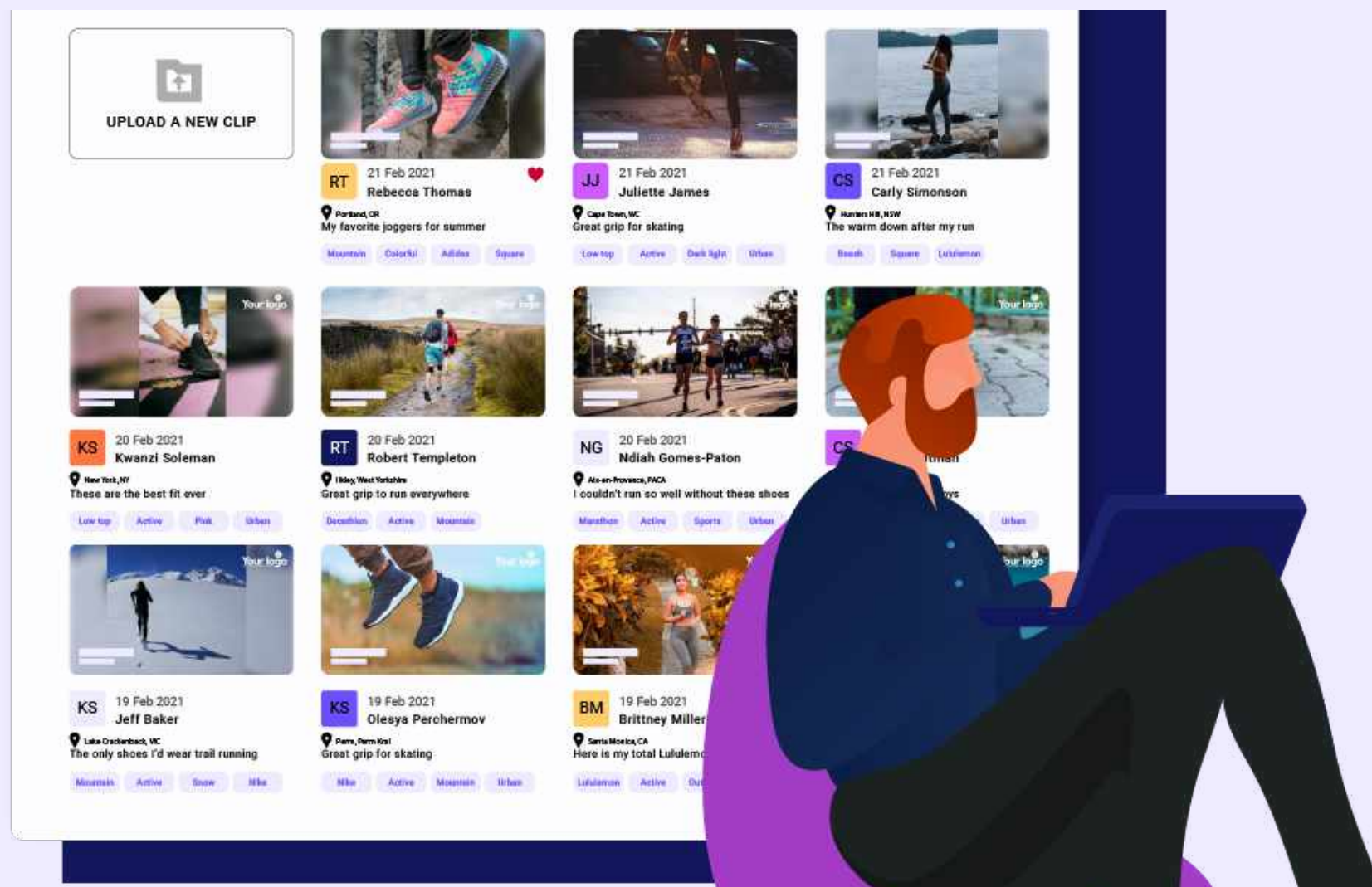
Source, curate and publish user-generated video easily

Vloggi is a tool that gives you the power to create authentic branded videos at scale

The platform converts your community's uploaded clips into professional, branded videos instantly



Build your **customer video library** effortlessly



All your contributors' clips in one place

Add tags, likes and categories to help you manage video content across your team

Simply merge the best into video stories

How Vloggi works - simply

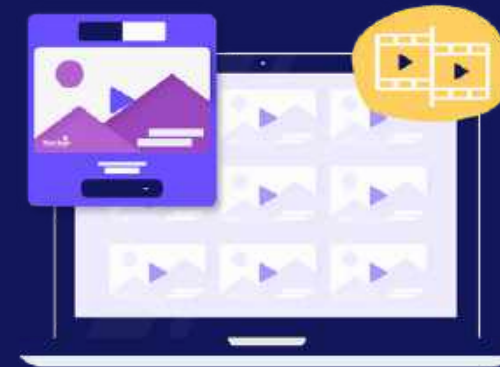
Plan, Upload, Merge & Publish



Style your visuals,
pose your questions
and set your audience



Customise your upload
landing page and invite
contributors



Manage your content
and merge the best
clips into montages



Download your
finished videos and
publish everywhere

How others have used Vloggi in their UGC **video** campaigns



JAXTYRES™ & AUTO

sources **product-in-use** videos from customers



NSW GOVERNMENT | Education Standards Authority

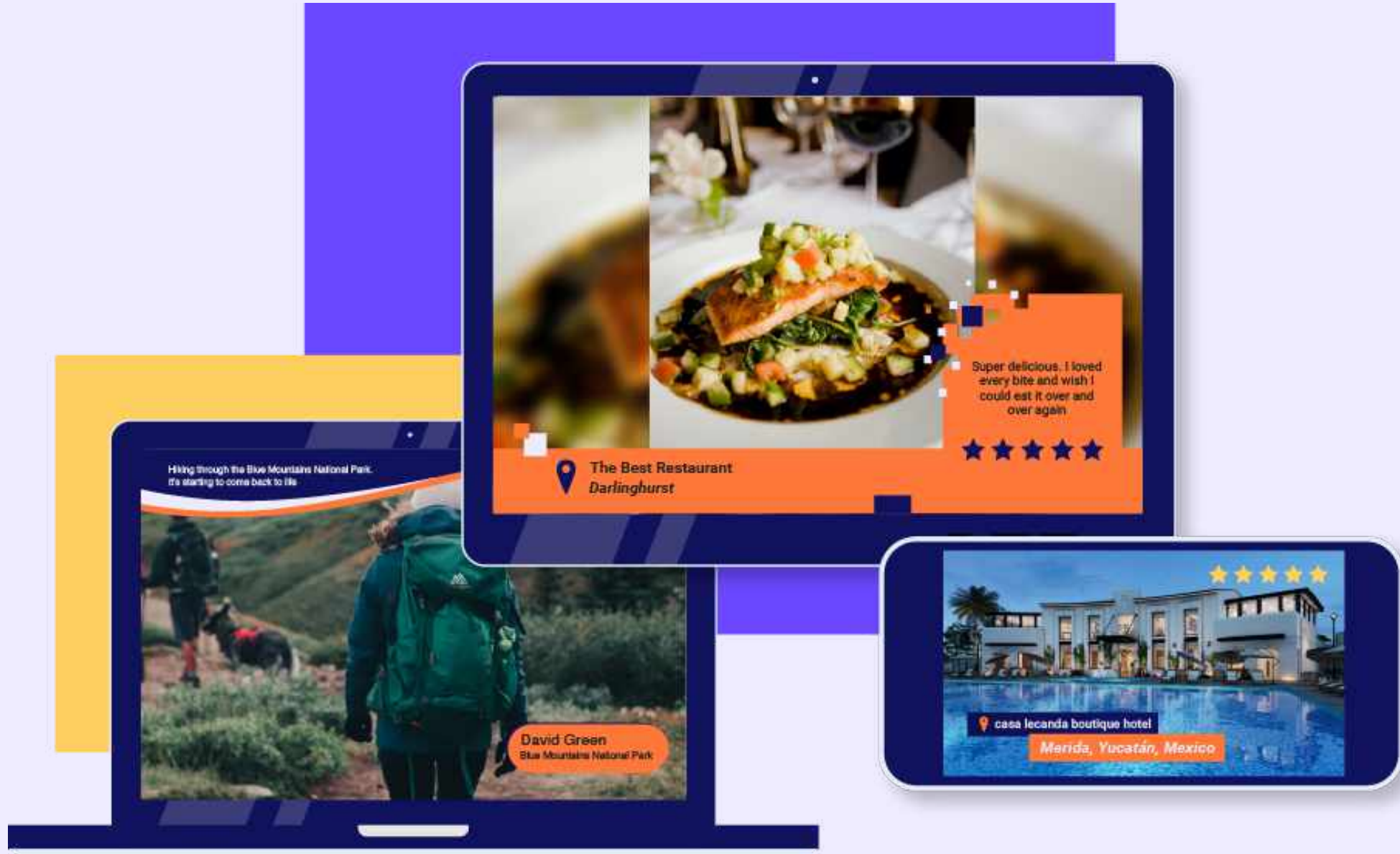
crowdsources student **reaction videos**



jucy runs ongoing video contests to source tribal **lifestyle videos**

vloggi

Accept video clips **from** **anywhere** simultaneously



Vloggi standardises video formats and orientations across all submissions

Your customers, colleagues or community upload via a customised landing page

Thousands can upload simultaneously

Affordable packages for any size of marketing team

Casual
- Free

Ideal for small businesses getting started in UGC video

Community
- A\$129/mo.

Bring your team with you and unlock HD video downloads

Campaign
- A\$499/mo.

For larger teams running multiple UGC video campaigns

Corporate
- contact us

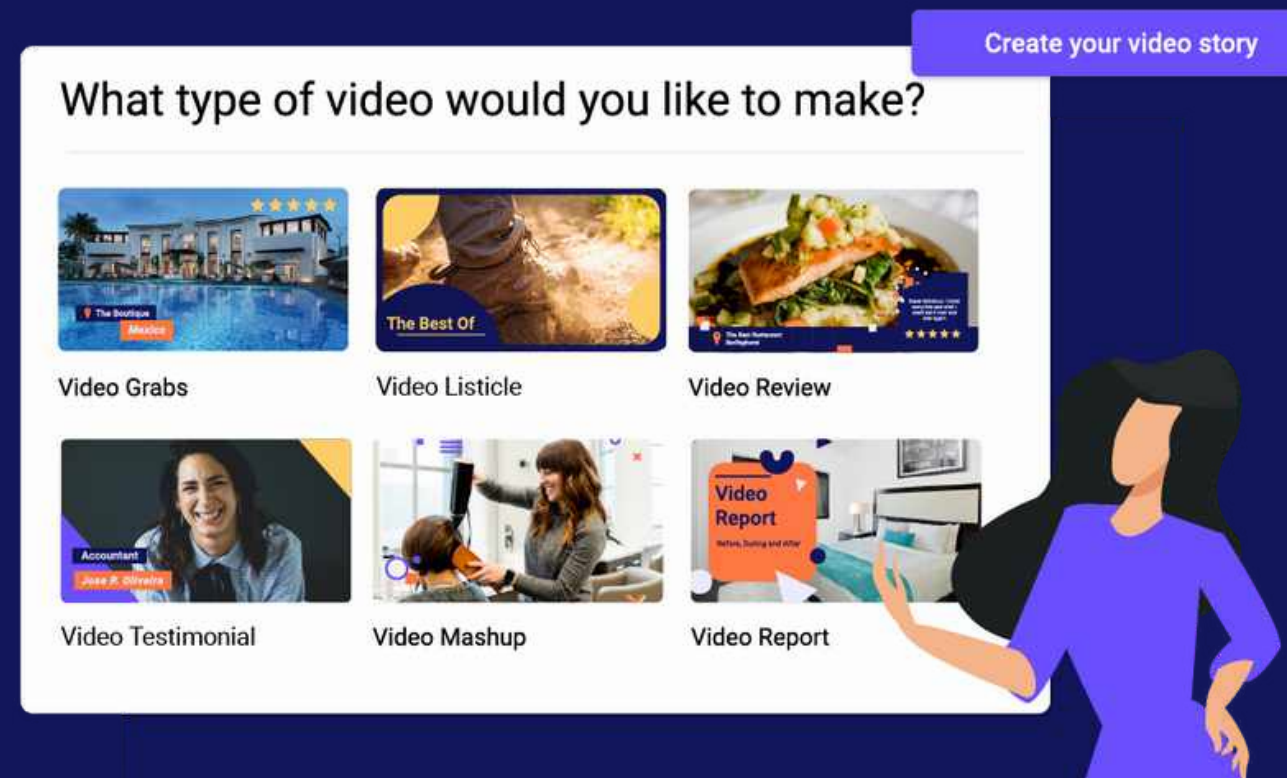
Integration via API into existing customer review workflows

For more details head to vloggi.com/pricing

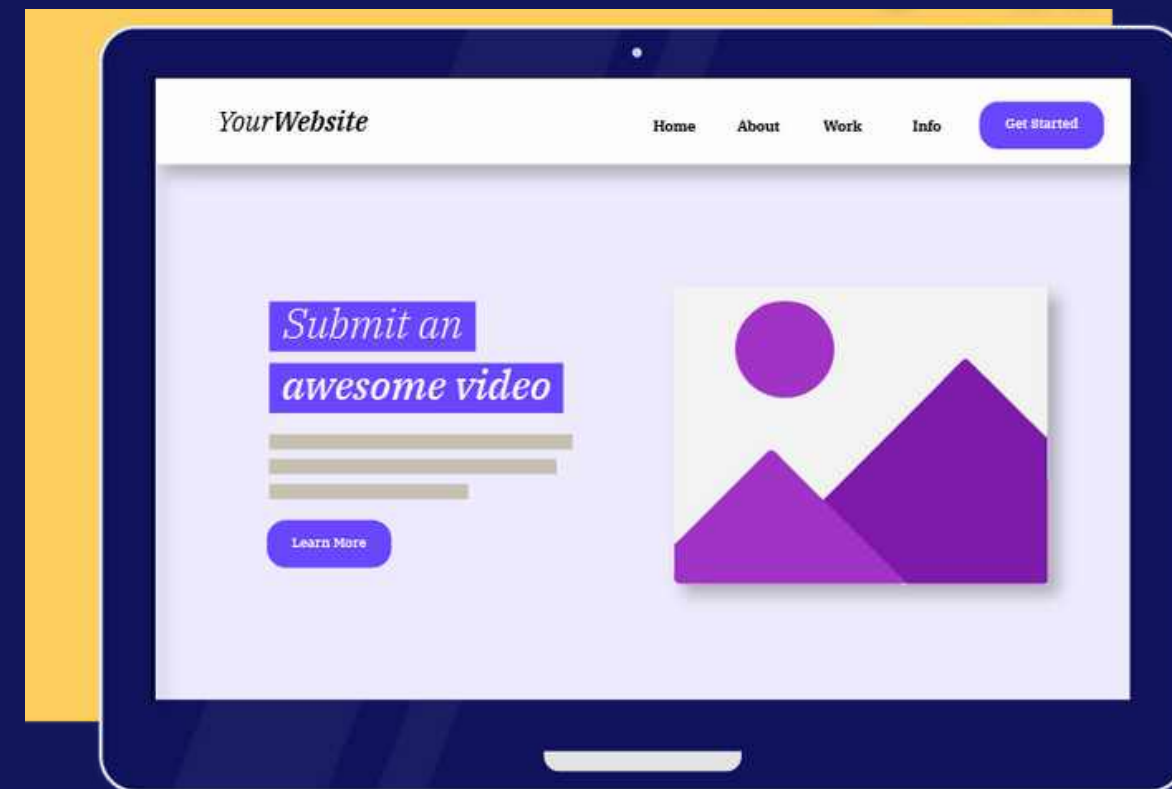


Getting started with Vloggi

Plan and share your project



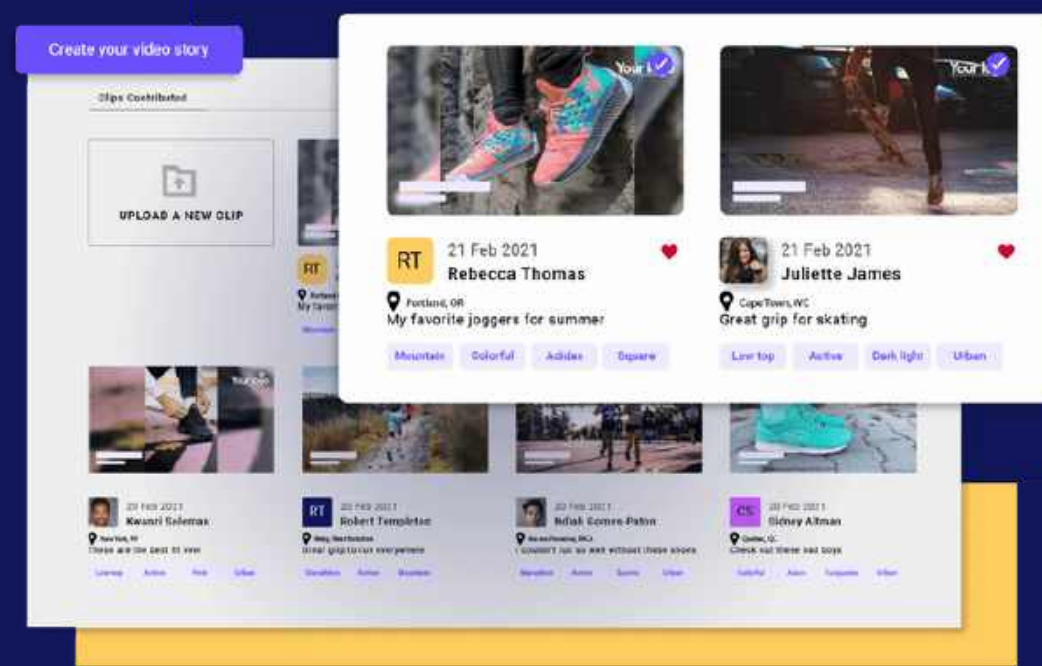
Pick a pre-formatted
crowdsourced video project



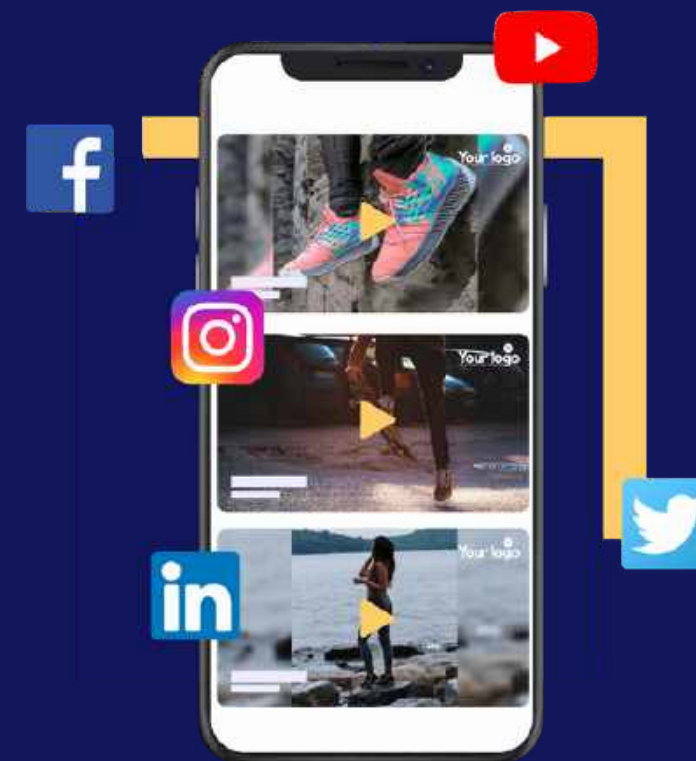
Embed upload link in your
site, share URL, or use QR
code

Getting started with Vloggi

Curate content and publish



Watch as clips come in.
Tag, sort and merge the best

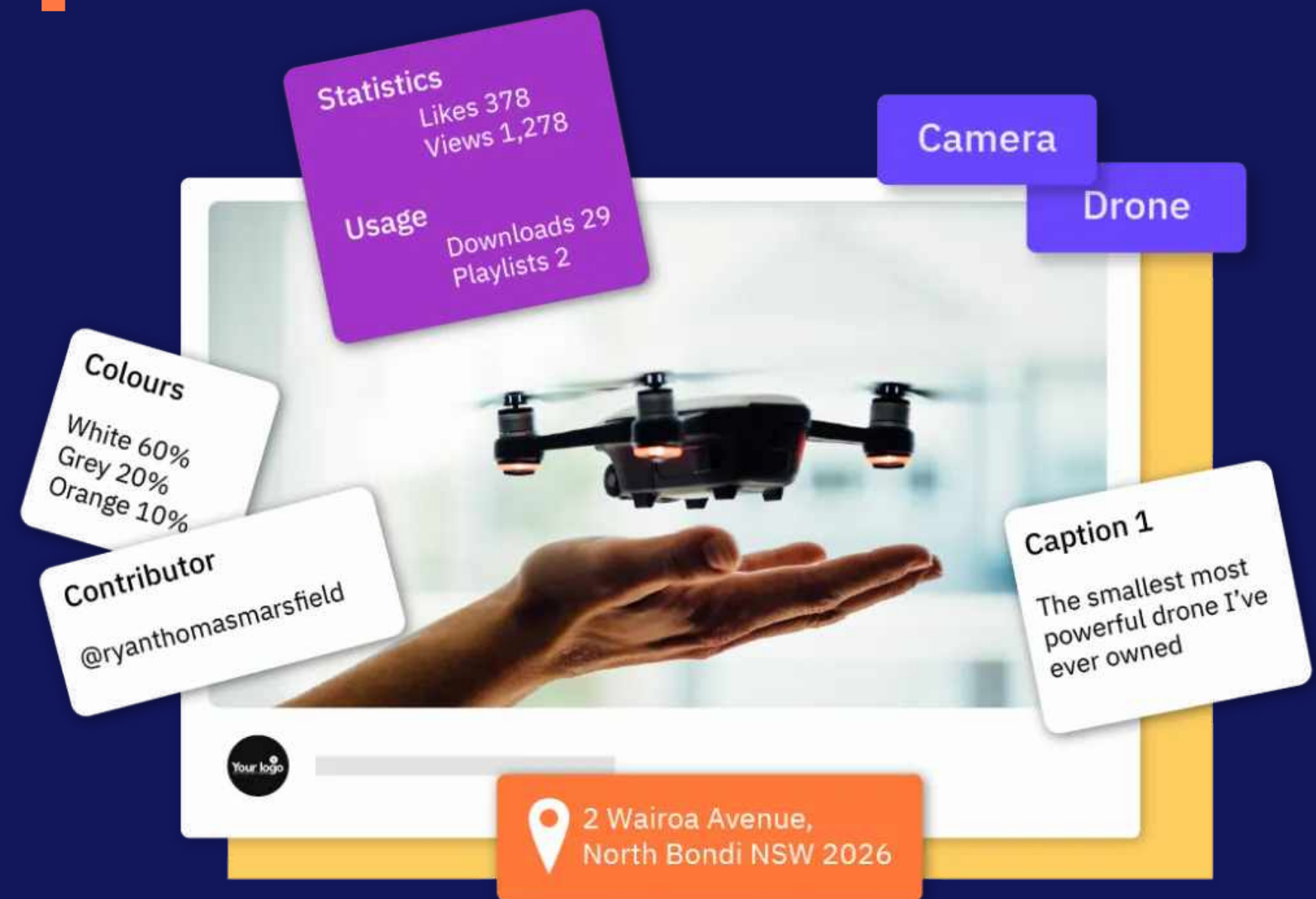


Download formatted clips or
sequenced stories for social

Go further and use data to automate video production

If you have existing feedback workflows **we can integrate via API**

Every video clip uploaded contains data including location, captions and tags. Use our smart workflows to sequence clips.



Frequently-asked questions

How do I incentivize my community to upload their video clips?

By focusing on your biggest brand advocates, most passionate followers or loyal volunteers. You can also add prizes.

Do I need to gain permission to re-use clips uploaded to my project?

No. Your contributors acknowledge the transfer of their clip and IP rights to you for use in marketing. You can add T&Cs

What if someone uploads objectionable content?

Each project owner can set their own content rules. No clips are published until the project owner moderates the content

I still have questions. Where can I read more?

Head to vloggi.com/FAQs

Who to contact at Vloggi



Justin Wastnage

CEO

Ask him any question

jw@vloggi.com



Jérémy Giraudet

CTO

Ask him technical questions

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Tarryn Myburgh

Head of Video

Ask her about video storytelling

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David Taylor-Smith

Growth Marketing Manager

Ask him about digital marketing

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