Fiberglass Pool Marketing Video Content Package

Total deliverables summary (estimates)

- **Core 12 Complete Guides (long-form):** 12 videos
- **Repurposed Shorts (cut from Core 12): 96–180 Shorts** (8–15 per guide)
- **Sales communication videos (per salesperson): 1 video per salesperson**
- **Customer Videos: ~24 videos** (see breakdown)
- **Short Form Organic Content: ~120 Shorts**

IMPORTANT:

1. This is just an estimate of the amount of videos. I suspect the amount of repurposed shorts vs short form organic content will change due to overlapping topics
2. We can sell as a complete package OR sell a package focusing on the Core 12 and repurposed shorts

---

Project overview

This package is a complete filming/editing plan for a fiberglass pool installer's video library.

What we are producing

- **12 long-form "Complete Guide" videos** (the core library)
- **Sales communication videos** used directly in the selling process (recorded by each salesperson)
- **Customer Videos** (project stories, testimonials, and proof filmed with customers and at their properties)
- **Short-form vertical

Section 1 — Core 12 long-form "Complete Guide" videos (12 total)

Overview for the team

- **Format:** Structured, chaptered, proof-heavy.
- **Typical length:** ~12–30 minutes each.
- **Deliverables:** 12 edited long-form videos + thumbnails + chapter markers.

Filming/editing notes (applies to all 12)

- Capture clean **A-roll** (audio priority) + supporting **B-roll** (jobsite/process/finished pools)
- Use on-screen **chapter titles** and minimal, consistent lower-thirds
- Use cutaways whenever technical points are made (avoid long talking-head stretches)
- Capture a clean **thumbnail frame** for each video

The 12 Complete Guides (with example reference links)

1. **Cost & Price Complete Guide:** How much does a fiberglass pool cost installed?
    - Example: https://www.youtube.com/watch?v=1k9q_zHrTDc
2. **Before You Buy Complete Guide (The 80% Video):** Everything you need to know before buying.
    - Example: https://www.youtube.com/watch?v=mMYu4Y_OkBw
3. **Fit Complete Guide:** Who fiberglass is for (and who should NOT buy).
    - Example: https://www.youtube.com/watch?v=9yZlW09-QXo
4. **Service Area Complete Guide:** Fiberglass pool installation in [Your Service Area] — what to expect.
    - Example: https://www.youtube.com/watch?v=MrSupXxya9Y
5. **Buying Journey Complete Guide:** Quote → dig → set → deck → swim (how the process works).
    - Example: https://www.youtube.com/watch?v=Lek8IqNuC2w
6. **About Us Complete Guide:** Who we are, standards, how we install.
    - Example: https://www.youtube.com/watch?v=aa5qL8POrFE
7. **Claims + Proof Complete Guide:** The claims we make (proven with visuals and standards).
    - Example: https://videolibrary.riverpoolsandspas.com/watch/WJK2oyRpDXkKFMriep9AHv
8. **Cost Control Guide:** Same pool, different price (what changes cost + budget control).
    - Example: https://www.youtube.com/watch?v=6qtYft89fsE
9. **Problems Guide:** What can go wrong and how to prevent it.
    - Example: https://www.riverpoolsandspas.com/swimming-pool-videos
10. **Comparisons Guide:** Fiberglass vs vinyl vs concrete/gunite.
- Example: https://www.youtube.com/watch?v=eCn0uxG1cLc
11. **Reviews/Regrets Guide:** Real surprises, regrets, and owner perspectives.
- Example: https://www.instagram.com/reel/DT8q-WxlRSZ/
12. **Best Options/Features Guide:** What's worth it (and what isn't).
- Example: https://www.riverpoolsandspas.com/blog/hottest-inground-pool-options-accessories

Repurposed Shorts (cut from Core 12) — included deliverables

Overview for the team

- **Format:** 9:16 vertical; hard captions; 1 idea per Short
- **Typical length:** 20–45 seconds (some proof/testimonial clips can be 60–90 seconds)
- **Quantity: 8–15 Derived Shorts per guide → 96–180 total**
    - Treat **8 per guide** as the baseline deliverable set; **up to 15** per guide is the expanded set.
    - **Micro-questions/FAQs are handled here** via **Set B (Objection/FAQ)** by clipping the specific answers from each Core Guide.

Repurposed Shorts sets (repeat per guide)

- **Set A — Core cutdowns (3–5 per guide):** The direct answer + one supporting proof visual
    - Example: https://www.youtube.com/shorts/GjuZox7iShQ
- **Set B — Objection/FAQ (2–4 per guide):** One objection → honest answer → evaluation rule
    - Example: https://www.youtube.com/shorts/AMlDBlu4QOw
- **Set C — Proof/Reviews (2–5 per guide):** Evidence that supports claims and reduces risk
    - Example: https://www.youtube.com/playlist?list=PLX8aOaXkDykRD_vUynWyhXTYp7bCBCqp0
- **Set D — Owner education (1–3 per guide):** Practical owner tips pulled from Problems/Options/Reviews
    - Example: https://videolibrary.riverpoolsandspas.com/watch/j66zzXM4hYDJKbiTYsLd7f

---

Section 2 — Sales communication videos (recorded by salespeople)

Overview for the team

- **Format:** Direct-to-camera; minimal edits; personalized by each salesperson.
- **Typical length:** ~45–120 seconds.
- **Deliverables: 1 video per salesperson**.

Salesperson Introduction video (1 per salesperson)

Title pattern: “Meet [Name] — Your Fiberglass Pool Consultant at [Company]”

Required beats (in order)

- Intro: who you are + your role
- What the consultation will accomplish
- What the homeowner should do to prepare (access points, decision-makers present, questions ready)
- One expectation-setting line (site conditions can affect scope/cost)
- Close: confirm next step + invite questions

Section 3 — Customer Videos

Overview for the team

- **Format:** B-roll forward; light narration/interview; specifics + visuals.
- **Typical length:** ~2–6 minutes each.
- **Estimated total: ~24 videos** (adjustable)
- **Includes:** Anything filmed with the customer, at the customer's property, or showing finished results and real-world proof.

3A) Customer case studies (project stories) — ~12 videos

What it is: One finished project per video: constraints → decisions → install highlights → final result.

3B) Customer testimonials (owner interviews) — ~6 videos

What it is: Short interviews capturing why they chose you, what they feared, what surprised them, and whether they'd do it again.

3C) Proof-of-standards (show the work) — ~6 videos

What it is: Visual proof that supports your claims: base/backfill, plumbing support, drainage/groundwater plan, equipment standards.

Proof/Reviews capture list (use for both Section 3 videos and Short-form proof clips)

1. **Customer testimonial soundbites** (1–2 sentences) + B-roll overlay
2. **Regret-prevention clips** ("I wish I knew…", "My surprise was…") tied to Reviews/Regrets
3. **Installation standards proof** (show the step most people don't see: base/backfill/plumbing support/drainage)

4. **Before/after reveal + one lesson** (“This worked because…”)
5. **Problem avoidance / red-flag proof** (normal vs call-us-now)
6. **Transparency clips** (who it’s NOT for + why)

Example reference links

- Testimonial style reference: https://www.youtube.com/playlist?list=PLX8aOaXkDykRD_vUynWyhXTYp7bCBCqp0
- Standards/proof style reference: https://videolibrary.riverpoolsandspas.com/watch/WJK2oyRpDXkKFMriep9AHv

---

Section 4 — Short Form Organic Content

Overview for the team

- **Format:** 9:16 vertical; hard captions; hook in first 1–2 seconds; 1 idea per Short
- **Typical length:** 15–45 seconds (some testimonials can be 60–90 seconds)
- **Estimated total: ~120 Shorts** (adjustable)
- **Non-overlap rule:** Do **not** re-answer generic Core Guide questions here. If it’s covered in a Core Guide, we clip it as a **Derived Short** instead. Standalone Shorts are for **fresh moments** (jobsite reality + customer/property proof) that won’t exist inside the studio-style Core Guides.

Standalone Shorts categories (what to film + estimated counts)

1. **Proof / Reviews Shorts (highest priority)** — ~40 Shorts
    - Use the **Proof/Reviews capture list** in Section 3
    - Examples:
        - https://www.youtube.com/shorts/PXOTFolfRFk
        - https://www.youtube.com/shorts/A6oRkWEbyug
2. **Jobsite process moments** — ~30 Shorts
    - “What’s happening today?” (dig day / set day / plumbing / backfill / collar)
    - “Why we do this step” (one step, one reason)
    - Example: https://www.youtube.com/shorts/M_3pFqldSLM
3. **Pricing truth clips (single point, no fluff)** — ~30 Shorts
    - “The biggest driver of price on this job is ___”
    - “What’s usually not included in a base quote”
    - Example: https://www.youtube.com/shorts/AMIDBIu4QOw
4. **Fit / not-a-fit truth clips** — ~10 Shorts
    - “Not a good fit if ___” / “If you want ___ consider ___ instead”
    - Example: https://www.youtube.com/shorts/A6oRkWEbyug
5. **Owner micro-tips (prevent problems)** — ~10 Shorts

- One maintenance/chemistry tip per Short
- Example: https://videolibrary.riverpoolsandspas.com/watch/j66zzXM4hYDJKbiTYsLd7f