

What is ERI?

Why is marketing important?



ERI is digital marketing for the digital age.

Marketing is arguably the most important thing for a business nowadays given that everything has transitioned into a digital format. With all of the connectivity in today's world- from leisure use of digital devices, to professional use...whether you like it or not: your devices know everything about you.

And that applies to any of your potential customers as well. If there's anybody who might even be remotely interested in the product or service that you're selling, their internet accounts and digital devices already know about it. And they're trying to sell that product or service. But to do that, they need ads. Luckily, ads are ERI's specialty.

Have you ever been speaking of something, just to see an ad for that same thing pop up on your social media just a little while later? The reality is that this is the world we live in, and sales make our world go round. And it might as well be your sales. Why shouldn't it be? If you don't have sales numbers to back up your business, why should a customer purchase from you instead of one of your competitors?

Making sure that you get the sale comes down to a few things, but the most important is successfully convincing a potential customer that your product or service is superior to others. The best way to make this happen is to inform them that your product or service exists, and make sure it's always in their mind. Having quality ads is what sets apart two businesses that might sell the exact same product or service. So you need to get ahead and start advertising if you're not already doing so.

It's time to take the next step and do for your business what will allow it to reach its full potential. Make the call, let's set up a meeting, and discuss how we can ensure your business dominates the competition.

Marketing means life in the world of modern business.

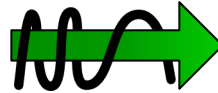
The ERI Advantage

Image Superiority



Your Investment Covers Speed and Quality

ERI's reputation for having quality work in your inbox fast doesn't just come from anywhere. Previous clients will testify to their surprise at how fast they find results in their inbox to review. You won't be disappointed in how far your dollar goes with work from ERI.



No "Rush Fees" - All Projects Are Treated As Priority

Other marketing agencies won't hesitate to charge you for priority treatment. Most times, if you need your project done fast, you'll be paying for it. Not with ERI. The priority of fast work comes with your normal fee, so you can rest assured that once your fee is paid, you don't need to cough up anything else to make sure you actually get your production on time.



Groundbreaking Cinema Cameras on a B2B Level

Blackmagic Design cinema cameras allow ERI to capture image quality only found in professional studio environments. These cameras offer ridiculously high-quality images in a manner that provides extremely quick turnaround times, so you can be sure you won't be waiting for results.



Eyes in the Sky

If you've never seen an aerial shot of your own work or your own business, I can personally guarantee you that 100% of the time, it's better than you're expecting it to be. Drone shots are transformative to the quality of a production because they add a level of authenticity and legitimacy. There's an automatic appreciation that comes with seeing a great drone shot, and it lends itself to credibility in the eyes of a potential consumer.

The ERI Advantage

Image Superiority



Davinci Resolve

All-in-One Stability and Dependability

Davinci Resolve is the standard for all-in-one media production. This software allows producers to organize, edit, add Hollywood-style color, add Hollywood-style sound FX, and export media for all formats. Additionally, DaVinci Resolve boasts a stability advantage over other editing software, meaning you won't lose all your media to a software crash, and your production stays on time.



Extra-Extroverted Communication

Quick, constant, and regular updates to how your production is coming along. No chain of command. No waiting for approval from supervisors. Just quick back-and-forth communication between myself and you.



Skip on Hiring a Dedicated Colorist

Coloring in video production is extremely important. Contrary to what you might believe, the footage that comes out of the camera is very flat and almost looks black and white. This specific type of image allows a colorist to adjust the colors of the video entirely to their liking. I am the colorist, and you get the skills, results, and years of experience that come with my work. With other video production agencies, you wait for them to complete the process of hiring an outside colorist to breath some life into RAW footage. With ERI, you get it built right into the production process thanks to our utilization of DaVinci Resolve.



Rev Up Your Revisions

Other marketing agencies will charge you for revisions to their work that they submit to you- anything to make an extra buck. However, ERI is changing the game by offering 2 free rounds of revisions before any extra fees are introduced. This way, you have plenty of time and opportunity to have anything you think needs correction fixed.



Hits Home, Always Local

If you're holding onto a belief that all the best marketing agencies are up towards LA, I'm here to tell you that you're sorely mistaken. The local area is ripe for marketing work, and your business deserves to stand out with the help of close-to-home talent. ERI is ready to occupy that role because ERI is local, and never more than a 30 minute drive away.



Not Just Field Experience

Ethan Robbins, the founder and operator of ERI graduated from the University of San Francisco with a Bachelor's of Art in Cinema Production. So not only does work from ERI come with practical field experience in the realm of high-quality video production and marketing, but studious, academic experience as well. This ensures a deeper understanding of how the practice works, and why it works the way that it does.



Talented on TV

With plenty of experience producing material for TV broadcast, ERI is more than capable of meeting all TV broadcast requirements should your company require TV broadcasting marketing material.