

The Video Strategy Playbook

A practical guide to video marketing for high-growth B2B companies

Summary:

Top B2B brands don't just create videos—they use video strategically to drive leads, build authority, and accelerate sales cycles. This class breaks down the core pillars of an effective video strategy, equipping you with exactly how to approach video with clarity, confidence, and results in mind.

Designed for marketing professionals, sales teams, and founders in high-growth B2B companies, this session will show you how to leverage video to strengthen your brand, lead generation, and sales acceleration.

Topics to be covered:

- Why video works for B2B growth
- The three essential videos for any high-growth B2B company
- How to build a sustainable video strategy without burning out

By the end of this session, you'll walk away with:

- A proven framework for integrating video into your sales & marketing strategy
- A clear understanding of the most impactful video types for your business goals
- A step-by-step process for creating a scalable, repeatable video system (without wasting time & money)

Prerequisites:

No production experience needed.

About your presenter:

Misael Rodriguez is the Founder of Sea Island Creative, a leading corporate video production company specializing in video strategy, case study storytelling, and ongoing content partnerships for high-growth B2B companies. With a track record of helping SaaS and professional services firms scale with video, Misael brings deep expertise in what actually works—not just what looks good on paper.

Vitals:

Cost:	\$30 (\$20 CDC members)	Difficulty:	Beginner/strategy focused
Class start time:	9:00am	Computer:	Not Required
Class Length:	1.5 hours	Scholarships:	Available
Class size:	25 persons		

Location: 4 Conroy Street, Suite A, Charleston, SC 29403

Parking: Charleston Tech Center Garage