# Additional Resources

## Video Strategy Framework

This 36-page workbook will give you all the insights, examples and tools you need to create an effective video strategy.

www.SparcStart.com/videostrategyframework

## Guide to Filming Employee-Generated Video

Learn all the tips and tricks to create engaging and professional looking video. The guide includes tips on lighting, audio, background and calming employee nerves!

www.SparcStart.com/filmingegc

## Why, When and Where Recruiting Videos Work

This information packed webinar provides all the data and options for results-driven recruitment video.

www.SparcStart.com/webinarvideo

Please reach out if you want to discuss your video strategy or take a tour of SparcStart. Having the right video platform can dramatically increase your results and productivity.

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