

# Marketing Video

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# Title: "Beauty Unveiled: Your Ultimate Makeup Beauty Basis Guide by AuroraMakeup"

## Overview

The purpose of this marketing video is to promote and sell an exclusive eBook titled "Makeup Beauty Basis." This comprehensive eBook is tailored to females between the ages of 20 to 40 years old, providing them with a comprehensive solution to enhance their beauty from the comfort of their own homes. The eBook includes video tutorials, making it a valuable resource for anyone looking to master the art of makeup application and achieve a flawless look.


## Key Message

"Unlock Your True Beauty: Your All-In-One Makeup Beauty Basis Guide!".

## Description

Are you tired of struggling with your beauty routine? Do you wish you had the skills to enhance your looks effortlessly at home? Look no further! Introducing "Makeup Beauty Basis," your go-to guide for mastering the art of makeup and unleashing your true beauty potential.

This captivating marketing video aims to capture the attention of our target audience: females aged 20 to 38 years old. We understand the challenges and time constraints modern women face, and that's why we've crafted this exclusive eBook with their needs in mind.



Throughout the video, viewers will be immersed in a visually stunning journey, showcasing the power of makeup to transform one's appearance and boost confidence. From eye-catching before-and-after shots to real-life testimonials from happy users, we'll highlight the transformative impact of "Makeup Beauty Basis."

Our key message revolves around empowerment and the idea that every woman possesses unique beauty, waiting to be unveiled. The eBook is more than just a makeup guide; it's a journey of self-discovery and embracing one's individuality.

The video will showcase snippets of the eBook's video tutorials, providing a sneak peek into the easy-to-follow steps for achieving various makeup looks. Whether it's a natural everyday glow, an elegant evening glam, or a trend-setting statement style, "Makeup Beauty Basis" covers all the essential techniques and tips.

With a friendly and relatable tone, the video will assure our audience that mastering makeup doesn't have to be intimidating. The eBook is structured to cater to all skill levels, from beginners seeking a strong foundation to seasoned enthusiasts eager to refine their techniques.

## In conclusion

Our marketing video seeks to ignite curiosity and inspire action among our target audience. By presenting "Makeup Beauty Basis" as the ultimate solution for all their beauty woes, we encourage them to take the first step toward a more confident, beautiful self. Empowerment, simplicity, and accessibility will be the pillars of our message, as we invite our viewers to embark on a transformative journey to discover their full potential with "Makeup Beauty Basis."



## KEY STEPS


### I. Define our Goal and Audience

**Increase Brand Awareness:** The video should introduce the brand and its values to a wider audience. By showcasing the transformative power of inner beauty and self-confidence, the video can establish a strong emotional connection with viewers.

**Drive Sales of the Product or Service:** The marketing video should highlight the unique features and benefits of "Unveiling Your Inner Beauty" product or service. It can demonstrate how the offering can positively impact the lives of customers and address their specific needs.

**Educate Customers:** The video should offer valuable insights and information about the product or service. By demonstrating how it can help customers in their journey of self-discovery and growth, the video can position the brand as an authority in the field.

**Empower and Motivate:** The video should evoke positive emotions and motivate viewers to take action. By conveying a message of empowerment and self-acceptance, the video can inspire viewers to invest in themselves and embrace their inner beauty.



**Engage and Build Relationships:** A captivating video can encourage viewers to engage with the brand through likes, shares, comments, or signing up for newsletters. Building relationships with the audience is vital for long-term customer loyalty and advocacy.

## II. Summary of the Storyboard: Marketing Video for "Unveiling Your Inner Beauty"

The marketing video follows the journey of Sarah, a woman who struggles with her self-confidence and inner beauty. The video aims to showcase the transformative power of "Unveiling Your Inner Beauty" product or service, inspiring viewers to embrace their true selves and find self-acceptance.

### **Scene 1:**

Sarah is seen preparing for an important event, but her frustration with makeup leaves her feeling disheartened. She searches for makeup artists but finds them either unavailable or beyond her budget.

### **Scene 2:**

Sarah and her partner, Alex, attend the event, and Sarah's discomfort with her makeup is evident. Alex is concerned about her well-being and wishes he could help her feel beautiful.

### **Scene 3:**

Back home, Sarah discovers the "Unveiling Your Inner Beauty" brand on Instagram. She becomes excited upon learning about their revolutionary eBook with video tutorials, seeing it as a potential solution to her beauty struggles.

**Scene 4:**

Sarah purchases the eBook online with a smile of excitement on her face. Alex encourages her to explore the eBook's video tutorials, recognizing how important this is for her.

**Scene 5:**

A montage of close-up shots shows Sarah following the eBook's video tutorials, experimenting with various cosmetics on her face. She enjoys the process and finds it easy to follow.

**Scene 6:**

The next important event arrives, and Sarah unveils her newfound confidence with flawless makeup. Alex is amazed by her beauty, and their bond grows stronger.

**Scene 7:**

In her daily life, Sarah exudes happiness and confidence, embracing her inner beauty wholeheartedly.

**Scene 8:**

The marketing video concludes with the "Unveiling Your Inner Beauty" eBook cover displayed, along with the website URL and a call-to-action, inviting viewers to embark on their own transformative journey.

Throughout the video, the focus is on empowering and motivating the audience to embrace their inner beauty and self-confidence. Sarah's journey serves as an inspiration, demonstrating how the "Unveiling Your Inner Beauty" product or service can positively impact one's life, leading to increased brand awareness and a desire to experience the transformation for themselves.

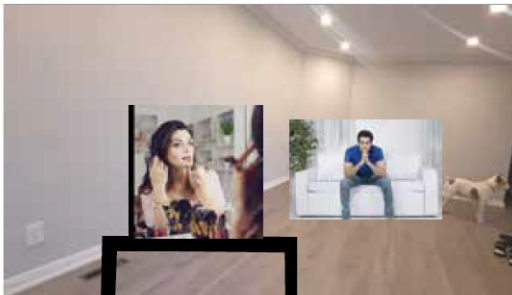


### III. Plan Your Production

"In a world where inner beauty often remains hidden, join us on a journey of self-discovery and empowerment. Meet Sarah, a woman seeking to embrace her true beauty, and witness the transformative power of 'Unveiling Your Inner Beauty.' Through a captivating tale of self-acceptance and growth, this marketing video invites you to unlock your potential and radiate confidence from within. Embark on an inspiring voyage where beauty transcends appearances, and self-love becomes the most radiant accessory of all."

PROJECT Unveiling Beauty: From Frustration to ConfidencePAGE 1 / 4

SCENE #: 1
SHOT #: 1
SHOT TYPE: Medium Shot
CAMERA MOVEMENT: Static



SET PLAN:  
**Location:** Living Room  
Sarah sit in front of the mirror looking her self. In the background is Alex sit on the sofa blurry crossing the legs, the focus is on Sarah gettin ready. The camera will be at eye level with Sarah and Alex.  
**Details:** First Fancy clothes

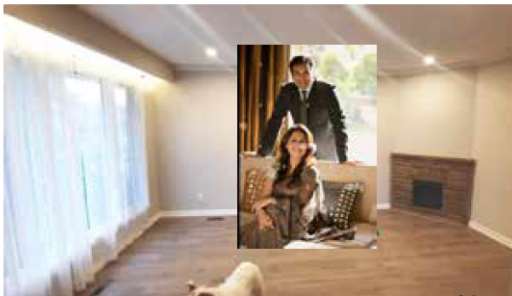
Description: A medium shot of Sarah and Alex standing in front of her boudoir mirror, getting ready for the event. Sarah is struggling with her makeup while looking frustrated.

Voiceover (V.O.): "Meet Sarah and Alex, a happily married couple, preparing for a special occasion.

Sarah: (Frustrated) "Ugh, I can't get this makeup right. I want to look perfect tonight."

Alex: (Supportive) "You always look beautiful, Sarah."

SCENE #: 2
SHOT #: 1
SHOT TYPE: Close up
CAMERA MOVEMENT: Static



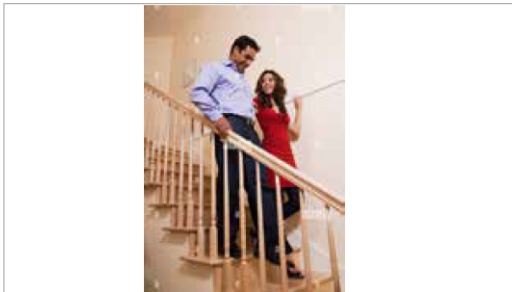
SET PLAN  
**Location:** Living Room  
Sarah will be sitting on the sofa, checking her phone for available makeup artists. Alex will be nearby, standing beside her worried. The camera will be positioned close to Sarah, capturing a close-up shot of her face as she looks at her phone.  
**Details:** Firts Fancy clothes

Description: A close-up shot of Sarah checking her phone, looking for available makeup artists. She appears disappointed as she scrolls through the options.

Voiceover (V.O.): "Sarah is desperate to look her best, but all the makeup artists are unavailable or beyond their budget."

Sarah: (Disheartened) "All the makeup artists are booked, and we can't afford the ones available."

SCENE #: 3
SHOT #: 1
SHOT TYPE: Two-shot
CAMERA MOVEMENT: Static



SET PLAN  
**Location:** Entrance of the house  
Alex hold the hand of Sarah while she go of the house. Sarah look uncomfortable trying to hide her face and Alex has concerned expression. One camera go for Sarah and the other camera for Alex .  
**Details:** First Fancy clothes

Description: A two-shot of Sarah and Alex at the entrance. Sarah looks uncomfortable with her makeup, and Alex appears concerned about her well-being.

Voiceover (V.O.): "Sarah feels self-conscious and embarrassed, and Alex wishes he could help her feel beautiful."

Sarah: (Nervous) "I feel like my makeup is a disaster. I wish there was something I could do."

Alex: (Comforting) "You look beautiful to me, Sarah, but I understand how important this is to you."

PROJECT Unveiling Beauty: From Frustration to ConfidencePAGE 2 / 4

SCENE #: 4
SHOT #: 1
SHOT TYPE: Medium Shot
CAMERA MOVEMENT: Static



SET PLAN:  
**Location:** Coach of living room Sarah's phone (a prop phone or a real phone with a mock-up "AuroraMakeup" Instagram account opened). Sarah will be sitting on the sofa, browsing her phone. Alex is beside her. Camera capturing her face on the screen phone.  
**Details:** Both in Relax clothes, lights are low and discrete

Description: A medium shot of Sarah sitting on the couch, browsing her phone. The focus is on her face as she discovers the "AuroraMakeup" Instagram account.

Voiceover (V.O.): "But then, a ray of hope: Sarah stumbles upon 'AuroraMakeup' and their revolutionary eBook."

Sarah: (Excitedly) "Wait, I've been following 'AuroraMakeup,' and she has a new eBook with video tutorials! This could be my solution!"

Alex: (Encouraging) "Go for it, Sarah! It might be just what you need."

SCENE #: 5
SHOT #: 1
SHOT TYPE: Close-up
CAMERA MOVEMENT: Static



SET PLAN  
**Location:** Coach of living room Sarah's phone (a prop phone or a real phone with a mock-up "AuroraMakeup" Instagram account opened). Sarah will be sitting on the sofa, browsing her phone. Alex is beside her. Camera capturing her face on the screen phone.  
**Details:** Both in Relax clothes, lights are low and discrete

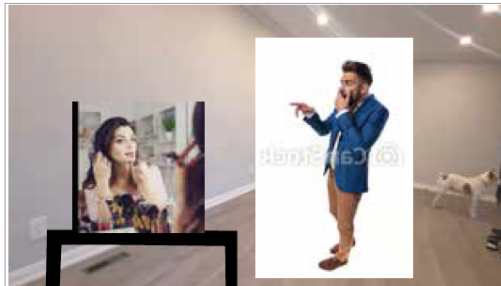
Description: A close-up shot of Sarah's fingers tapping on the screen as she purchases the eBook set online. A smile of excitement appears on her face.

Voiceover (V.O.): "With excitement, she purchases the eBook set, eager to learn the secrets of professional makeup application."

Sarah: (Enthusiastic) "I got it, Alex! The eBook with video tutorials from 'AuroraMakeup.' I can't wait to try it!"

Alex: (Supportive) "I'm sure you'll rock it, Sarah!"

SCENE #: 6
SHOT #: 1
SHOT TYPE: Montage of close-ups
CAMERA MOVEMENT: Static



SET PLAN  
**Location:** Boudoir desk Sarah's phone showing the tutorial and a page of the ebook. Cosmetics on the desk. Sarah in comfortable clothes. Sarah shows excitement. Alex on the couch, impressed and supportive.  
**Details:** Both in Relax clothes, it's day time with whole illuminated.

Description: A montage of close-up shots showing Sarah's hands following the eBook's video tutorials. The camera remains stationary as she experiments with different cosmetics on her face.

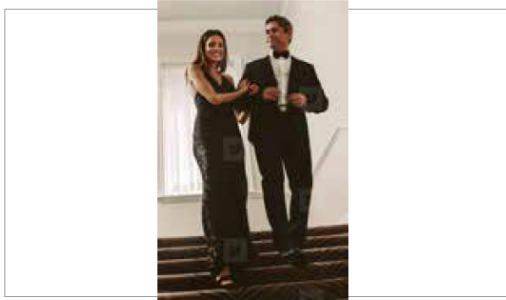
Voiceover (V.O.): "Through the eBook's step-by-step video tutorials, Sarah practices and perfects her makeup skills, gaining confidence."

Sarah: (Excitedly) "Look, Alex, I'm trying her techniques! It's so much fun! and it's super easy to follow"

Alex: (Impressed) "You're getting the hang of it, Sarah!"

PROJECT Unveiling Beauty: From Frustration to ConfidencePAGE 3 / 4

SCENE #:
7
SHOT #:
1
SHOT TYPE:
Two-shot
CAMERA MOVEMENT:
Static



## SET PLAN:

**Location:** Entrance of the house  
Alex hold the hand of Sarah while she go off the house. Sarah look radiant, smiling, empowered. Alex hold her hand so proud and amazed.  
One camera go for Sarah and the other camera for Alex .

**Details:** Second Fancy clothes

Description: A two-shot of Sarah and Alex at the next event. Sarah appears with flawless makeup, radiating confidence, while Alex is amazed by her beauty.

Voiceover (V.O.): "At the next event, Sarah unveils her newfound beauty, and Alex can't take his eyes off her."

Sarah: (Confidently) "What do you think, Alex?"

Alex: (Amazed) "Wow, Sarah! You look absolutely stunning!"

SCENE #:
8
SHOT #:
1
SHOT TYPE:
Multi-Shot
CAMERA MOVEMENT:
Static



## SET PLAN

**Location:** Kitchen, into the car.  
Sarah is confident of her self, doing daily activities with "natural makeup". Alex is around her with an impressed expression and smiling at her .

**Details:** Daily clothes , casual.

Description: A medium shot of Sarah, looking happy and confident, going about her daily activities. The camera remains stationary as she embraces her beauty.

Voiceover (V.O.): "From that day on, Sarah embraces her beauty daily, radiating confidence and happiness."

Alex: (Admiring) "You look beautiful every day, Sarah."

Sarah: (Beaming) "Thanks to 'AuroraMakeup,' I finally feel confident in my makeup skills."

SCENE #:
9
SHOT #:
1
SHOT TYPE:
Wide Shot
CAMERA MOVEMENT:
Static



## SET PLAN

**Location:** Living room , coach.  
Sarah and Alex are sitting on the coach. Happy, smiling , laughing , holding hands, giving their testimony.

**Details:** Daily clothes , casual.

Description: A wide shot of the eBook cover with the website URL and a prominent call-to-action. The camera remains stationary to display the information clearly.

Voiceover (V.O.): "Unveil your beauty with 'AuroraMakeup's' eBook and experience the transformative power of self-confidence."

Alex: (Narrating) "With 'AuroraMakeup's' eBook, Sarah discovered her true beauty and embraced it, making every moment special."

Sarah: (Narrating) "Now, I feel confident and beautiful every day, thanks to 'AuroraMakeup.'"

PROJECT Unveiling Beauty: From Frustration to ConfidencePAGE 4 / 4

SCENE #: 10
SHOT #: 1
SHOT TYPE: Medium Shot
CAMERA MOVEMENT: To out vanishing



## SET PLAN:

**Location:** Living room , coach.  
Sarah and Alex are sitting on the coach.  
Happy , smiling , laughing , holding hands, giving their testimony.

**Details:** Daily clothes , casual.

Description: Visual: Sarah and Alex smiling together, holding hands.

Voiceover (V.O.): "Start your journey to empowerment with 'AuroraMakeup's' eBook and unveil your true beauty."

(Note: The closing scene's visual description is provided here, but the Shot Number and Camera Movement are omitted since it's the closing shot of the video.)

## IV. Musicization Plan for the Video

The music for the video plays a crucial role in enhancing the emotional impact and overall storytelling. The chosen music should complement the narrative, evoke the desired emotions, and create a memorable experience for the viewers. Here's a musicization plan for the video:

### 1. **\*\*Intro:\*\***

- Soft, gentle instrumental music with a hint of mystery and curiosity.
- The music gradually builds anticipation, setting the stage for Sarah's journey of self-discovery.

### 2. **\*\*Scene 1 - Frustration:\*\***

- A subtle, melancholic melody to reflect Sarah's feelings of frustration and dissatisfaction with her makeup.



- Light piano or strings can be used to create a somber mood.

### **3. *Scene 2 - Concern and Support:***

- Warm and supportive background music, emphasizing the emotional connection between Sarah and Alex.
- A gentle acoustic guitar or soft orchestral score can convey their bond.

### **4. *Scene 3 - Discovery:***

- A bright and uplifting tune to represent the excitement and hope Sarah feels upon discovering "Unveiling Your Inner Beauty."
- Upbeat, modern music with a touch of whimsy can be fitting for this scene.

### **5. *Scene 4 - Empowerment:***

- Energetic and inspiring music as Sarah purchases the eBook and embarks on her journey of self-improvement.
- A motivational track with strong beats can evoke a sense of empowerment and determination.

### **6. *Scene 5 - Montage of Learning:***

- Upbeat, catchy music that complements the montage of Sarah following the eBook's video tutorials and experimenting with cosmetics.
- The music should match the pace of the montage, conveying Sarah's enjoyment and progress.

### **7. *Scene 6 - Transformation:***

- A poignant, uplifting melody as Sarah appears at the next event with flawless makeup.



- Emotional instrumental music or a powerful ballad can enhance the impact of her transformation.

#### **8. *Scene 7 - Daily Confidence:***

- A confident and joyful tune to accompany Sarah's daily life, exuding happiness and self-assurance.
- Upbeat, modern music with a positive vibe can fit well here.

#### **9. *Closing Scene - Call-to-Action:***

- The music should build up to a crescendo, creating a sense of anticipation for the call-to-action.
- An inspiring and uplifting melody, reinforcing the message of embracing inner beauty, can be used.

#### **10. *Outro:***

- The music softly fades out, leaving a lasting emotional impact on the viewers.

It's essential to ensure that the selected music aligns with the brand's identity and resonates with the target audience. Additionally, consider using royalty-free or licensed music to avoid copyright issues and maintain a professional video presentation. The right musicization can elevate the marketing video, making it a memorable and inspiring experience for viewers.



## BRANDING

In the production of the marketing video for 'Unveiling Your Inner Beauty,' we find it crucial to incorporate key elements of the branding. This approach ensures consistency, reinforces our brand's identity, and creates a unified message. We will include our brand's logo in the video, preferably in the opening and closing scenes, and use our brand's colors, fonts, and overall visual identity throughout the video to create a cohesive look and feel.

We will also incorporate our brand's key messaging and tagline in the script and voiceover to reinforce our brand's mission and values. Maintaining a consistent brand voice and tone throughout the video is essential, reflecting our brand's personality and values while resonating with our target audience.

In addition to showcasing the 'Unveiling Your Inner Beauty' product or service prominently, we will clearly highlight its unique features, benefits, and how it can positively impact the lives of customers. If available, we will include testimonials or success stories from real customers to add credibility and authenticity to the video.

Branded graphics and animations will be used to enhance visual storytelling and keep the audience engaged. These graphics can include text overlays, animated elements, and transitions that reflect our brand's visual style.

Throughout the video, we will craft the narrative to align with our brand's overall story and values. Storytelling techniques will be utilized to evoke emotions and connect with the audience on a deeper level.

Finally, we will ensure that our brand's website URL is displayed prominently in the video, encouraging viewers to visit for more information. A clear and compelling call-to-action will be included to prompt viewers to take the desired action, such as signing up, making a purchase, or subscribing.

By involving these essential elements of branding, we create a powerful and impactful visual representation of our brand. The video becomes a potent tool to communicate our brand's values, engage our target audience, and inspire viewers to embrace their inner beauty.

### Brand Logo and Visual Identity:





Typography :

Arno Pro Regular Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rs Tt Vv Ww Xx Yy Zz  
1234567890

Arno Pro Display Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rs Tt Vv Ww Xx Yy Zz  
1234567890

**Arno Pro Bold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rs Tt Vv Ww Xx Yy Zz  
1234567890**

## Color Scheme:

This six-color palette combines the sophistication of rosegold, the versatility of neutral beige, and the creativity of mauve, capturing the essence of "Aurora Makeup" as a brand that embraces individual beauty and encourages artistic expression through makeup.



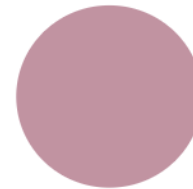
### **ROSE GOLD #E4B7AE**

This soft and elegant rosegold shade represents femininity, sophistication, and allure. It adds a touch of luxury and warmth to the brand's image, making it perfect for accentuating special makeup looks and products.



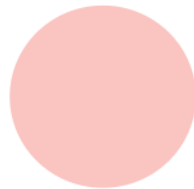
### **NEUTRAL BEIGE #E8DED1**

Neutral beige embodies simplicity, versatility, and timelessness. It complements various skin tones and serves as a base color for the brand, reflecting the practical knowledge and everyday usability of "Aurora Makeup" products.



### **MAUVE #C292A1**

With its dusty lavender undertones, symbolizes creativity, subtlety, and depth. It brings a sense of artistry to the brand's identity, perfect for inspiring advanced learners to experiment with unique makeup techniques.



### **SOFT PINK #FBC4BF**

Soft pink is a delicate and charming color that adds a touch of playfulness and sweetness to the brand. It resonates with younger audiences while maintaining a sense of sophistication, making it suitable for highlighting beginner-friendly makeup products.



### **DEEP PLUM #5A2653**

Deep plum, a richer shade of mauve, adds a sense of mystery, elegance, and drama to the color palette. It can be used for promoting bolder makeup looks and products suitable for special occasions or nighttime glam.



### **CHMPAGNE #E8ADAA**

Champagne gold exudes glamour, opulence, and luxury. It's a perfect accent color that complements the rosegold, enhancing the brand's sense of allure and celebrating the artistry of makeup.



## Brand Messaging and Tagline for "Aurora Makeup":

**Tagline:** Illuminate Your Beauty, Empower Your Artistry.

**Brand Messaging:** "At 'Aurora Makeup,' we believe in the power of makeup to illuminate your natural beauty and unleash your artistic potential. Led by our passionate influencer and makeup artist, Aurora, our platform is a beacon of inspiration and education for makeup enthusiasts of all levels.

Through our engaging content on Instagram, YouTube, and Facebook, we share practical knowledge and expert tips that empower beginners and advanced learners alike. From mastering essential techniques for daily use at home to exploring creative makeup artistry, Aurora Makeup is your trusted guide on this transformative journey.

Our online makeup courses offer comprehensive learning experiences, curated by Aurora herself, to elevate your skills and elevate your confidence. We are dedicated to fostering a supportive community where makeup enthusiasts can connect, learn, and celebrate their unique beauty.

Join 'Aurora Makeup' and illuminate your beauty while discovering the artist within you. Empower your artistry with us as we unlock the endless possibilities of makeup, enriching your life one brushstroke at a time."

## Social media "Aurora Makeup":

INSTAGRAM

<http://instagram.com/auroramakeup>



auroramakeup

Follow

Message

2,258 posts

1.4M followers

335 following

💕 Let Your Inner Beauty Shine 🌟

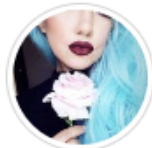
Aprende nuevas técnicas de maquillaje de alta calidad para resaltar tu belleza!  
#auroramakeup #auroraamorporelmaquillaje



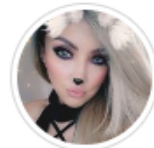
looks



Favoritos



wigs

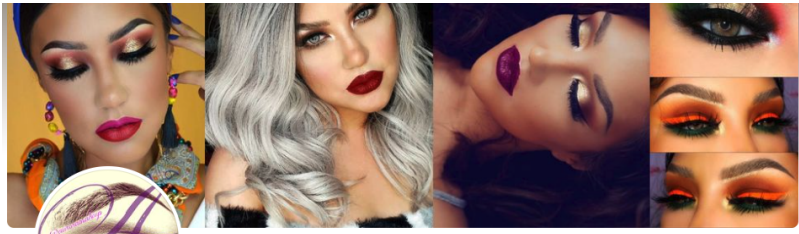


snapchat

FACEBOOK

<https://www.facebook.com/AuroraAmorPorElMaquillaje>

<https://www.facebook.com/AuroraMakeup78>




**Aurora\_Amor por el maquillaje**  
828K followers · 21 following

Posts About Reels Photos Videos

**Intro**  
YOUTUBE MAKEUP ~ MAQUILLAJES  
SUBSCRIBE-TE  
<https://www.youtube.com/user/MaquillateconAurora>

**Aurora\_Amor por el maquillaje**  
March 25 · 🌐

TIKTOK.COM  
**Aurora AmorPorElMa62 on TikTok**  
@auroraamorprelma 3 Followers, 0 Following,



**AuroraMakeup**  
30K likes · 30K followers

Posts About Photos Videos

**Intro**  
Cuenta oficial de @auroramakeup y MaquillateconAurora

**AuroraMakeup**  
March 16 · 🌐

🔥 También curso para Avanzadas ❤️  
Costo de inversión: \$35 DLLS  
Duración: 4 horas... [See more](#)

1 Page - Community

## YOUTUBE

<https://www.youtube.com/user/MaquillateconAurora>

**Aurora Gonzalez B**

@MaquillateconAuroraMakeup 914K subscribers 768 videos

Hola soy Aurora y en este canal encontraras Tutoriales de Como Maquillaj... >

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**Created playlists**

## TWITTER

<https://twitter.com/AuroraGB2>