

47 VIDEOS FOR SUPERCANIC. BUILT FROM REAL JOB PHOTOS.

Supercanic is a mobile mechanic from Hemet, California that now runs a shop, a software product and a pre-purchase inspection brand. Clickflame built its whole video library. Here is what we made, and why each kind of video exists.

47

Videos on the Supercanic YouTube channel

31

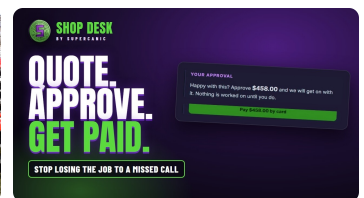
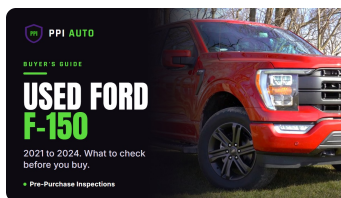
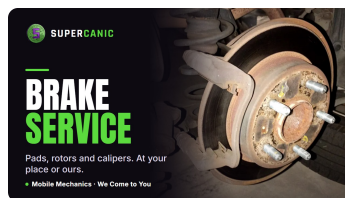
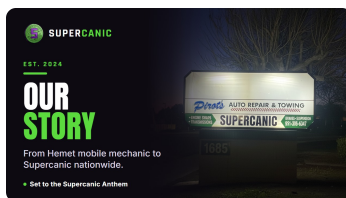
Long videos, each with a designed thumbnail

16

Shorts made for phones

12

Service pages with their own video



WHAT WE MADE AND WHY

Service Videos

12 videos

One for every service page, about a minute each. **Why.** Someone reading about brakes sees real brake jobs from the shop, and the page gets a shot at Google's video results.

Used Car Buyer's Guides

7 videos

What to check on the most bought used cars and trucks. **Why.** They reach car shoppers weeks before they need an inspection.

Software Demos and Ads

5 videos

A 50 second product film, 15 and 30 second ads and more for Shop Desk. **Why.** They sell the app while nobody is on the phone.

Mechanic Interviews

11 Shorts

Shop owners from around the country tell their own story. **Why.** Mechanics trust other mechanics more than any ad.

Brand Story Film

1 video

Our Story, set to Supercanic's own song and cut to the beat. **Why.** People hire people. The film shows who is behind the name.

How It Works Explainers

2 videos

How a pre-purchase inspection works, plus the 122 Point Promise song film. **Why.** They take the worry out of a service most people have never bought.

Training Films

3 roles

Shop Desk walkthroughs for the owner, the service advisor and the technician. **Why.** New staff learn the system without the owner teaching it every time.

Shorts and Cutdowns

5 Shorts

Vertical versions of the best ideas. **Why.** They reach people scrolling on their phones, where the longer videos never show up.

NO FILM CREW NEEDED. JUST YOUR REAL WORK.

Most of the Supercanic library was built from what the business already had. Job photos from the phone, screen recordings of the software, the shop's own song and the words already on its website.

01

Script From the Site

Each script is written from the page it will live on, so every claim in the video matches the website.

02

Real Photos and Screens

We pick the best job photos and screen recordings, then build the scenes, text and motion around them.

03

Voice, Music, Captions

Narration, music and captions go on every video, so it works with the sound on or off.

04

A Thumbnail That Sells

Every long video gets a designed thumbnail with a real photo, a clear title and the brand.

05

Posted the Right Way

Titles, descriptions, chapters and captions on YouTube, written for the search people actually type.

06

On the Right Page

Each video goes on the page it explains, with a fast player and video schema so Google knows it is there.

WHY VIDEO PAYS OFF

- **It proves the work.** A real photo of a real job beats any promise on a page.
- **It answers questions before the call.** Customers show up already knowing what the job involves.
- **It works while you work.** A video explains the service at midnight the same way it does at noon.
- **It shows up in more places.** YouTube, Google video results, your website and social all use the same video.

WANT VIDEOS LIKE THESE?

ONE VIDEO

\$450

One video, 30 to 60 seconds long.

FIVE VIDEOS

\$1,500

Five videos, 30 to 60 seconds each. You save \$750.

CUSTOM PROJECTS

LET'S TALK

Longer films, training series, brand stories. Ask us.

ON LOCATION

ASK FOR PRICING

Want it filmed? A videographer comes to you.

Every video comes with a script written for you, your real photos and clips, narration, on screen text, captions, music and a designed thumbnail.

LET'S MAKE YOURS.

clickflame.com/services/video-production

(562) 568-8305 · support@clickflame.com

Clickflame · Hemet, California · Serving the United States