



## Affiliate Program & FilmoraPro Campaign



# Content

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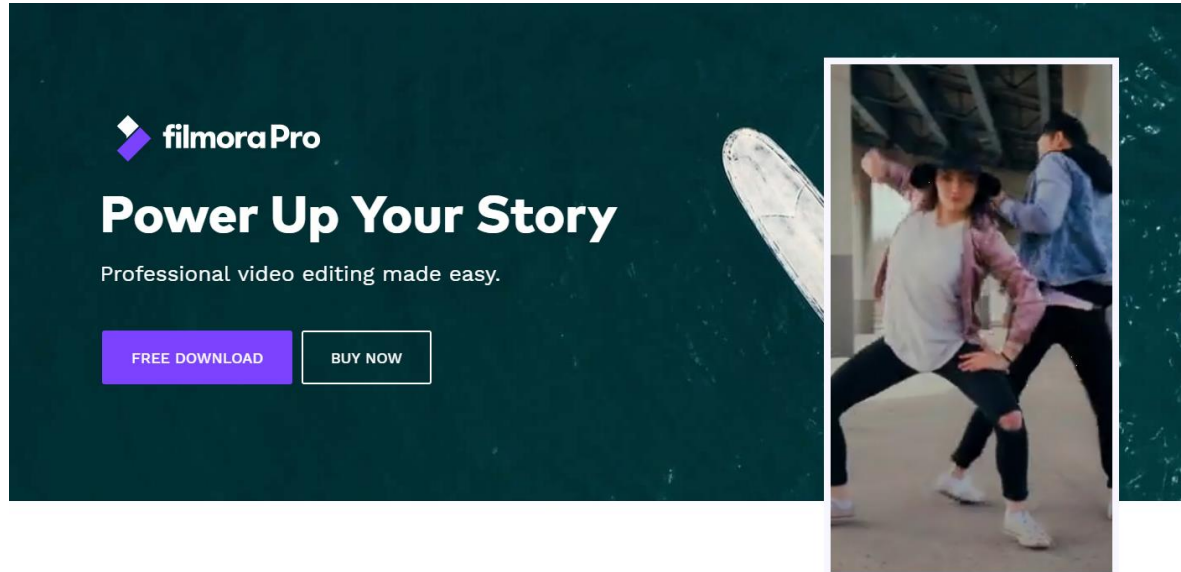
# Purpose of Campaign

## | Purpose of Campaign

- Gain more traffic to Filmora website as FilmoraPro are the most valuable product lines in Wondershare
- With the popularity of video marketing, FilmoraPro needs to be stand out and grow brand awareness, for the global market.
- Transfer potential consumers to FilmroaPro users and buyers, especially YouTube creators.

# | Brand Insights

## 2. FilmoraPro



FilmoraPro -- a professional video editing program designed for creators who are looking for greater productivity, better control, and more ways to flex their creative muscles. FilmoraPro is perfect for YouTubers or anybody who feels like they're outgrowing entry-level video editing software.

Download FilmoraPro (both for Win and Mac): <https://filmora.wondershare.com/filmorapro-video-editor/>

## • Core features of FilmoraPro

- Getting Start with FilmoraPro
- <https://www.youtube.com/watch?v=Ygw5gDMeW9k>
- **Dynamic timeline:** edit more efficiently with unlimited tracks, advanced editing modes, grouped timeline clips, range markers, split edits, and more.
- **Powerful audio editing:** perfect your audio with audio sync, compression, noise reduction, and audio transitions.
- **Keyframing for motion graphics:** create custom animations for text and graphics. There are even ease in and ease out tools to help replicate real life motion.
- **Hollywood-style visual effects:** access a large library of customizable visual effects including lens flares, chroma key, blurs, and distortions.
- **Professional color correction:** transform your clips with sophisticated color tuning tools including color wheels, scopes, and controls for highlights, midtones, and shadows.

# | Style & Messaging

## 6. Style & Messaging

### YouTube Influencer Channel

- **Dedicated** tutorial/review video around 5-8 mins
- **Mention** at the first beginning of the video around 5-10s
- Only place **Affiliate Links** in the description
- **Pre-roll or Mid-roll integrated into influencer's relevant video around 30-90s**
- **Series** Integration video generate different tools as a series or a play list on influencer's YT channel
- **Custom video with influencer's creative ideas and virus potential in a native and organic way**
- ...
- **(We encourage creators try Filmora and edit your own footage by Filmora. Empower Your Imagination and Power Up Your Story!)**

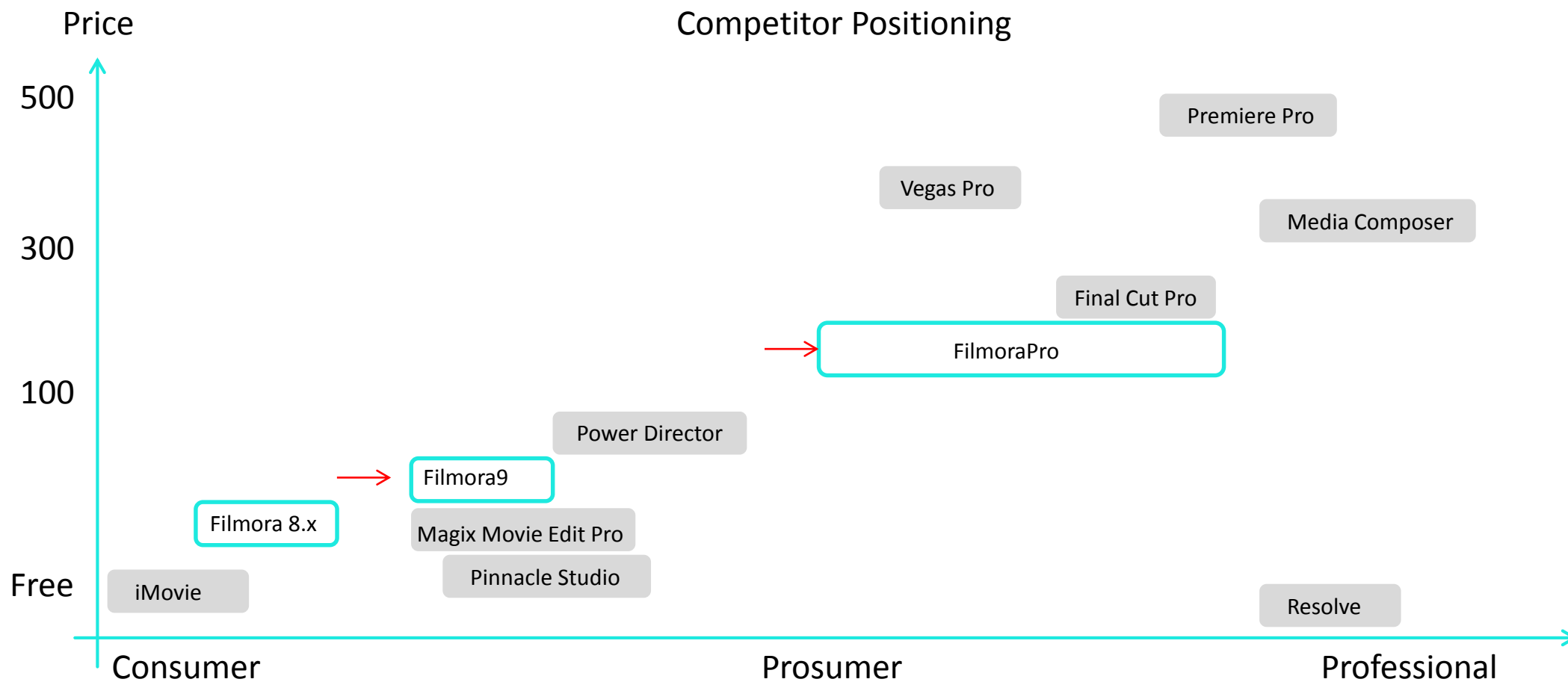
### Social Media Platform

- Extend the life and power of YouTube content on social media like Instagram.

# Filmora9

Filmora9 is a great improvement on quality and user experiences, which boost competitiveness among our main competitors.

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**T h a n k Y o u !**