



2025 GUIDE

enclavepost

How to Maximize ROI with Stock Footage

01.

Define Your Strategy and Campaign Format

Everything starts with clarity. Determine the purpose of your campaign-brand awareness, lead generation, product launch, or internal communication.

This shapes tone, pacing, and format. Common stock-powered formats include social media reels, explainer videos, sizzle reels, and testimonial videos.





02.

Curate and Source the Right Stock

Finding high-quality stock is an art. Enclave Post curates footage aligned with your brand tone, audience expectations, and messaging which eliminates hours of manual searching.

We also avoid overused visuals and recommend symbolic clips to represent abstract ideas like innovation or global connectivity.



03.

Advise Production Needs for Post

Not everything can be told with stock alone. If your product or story needs something specific—a demo, spokesperson, or branded office scene—then we'll help identify what's missing and recommend trusted production partners to help make your post-production experience run smoothly.

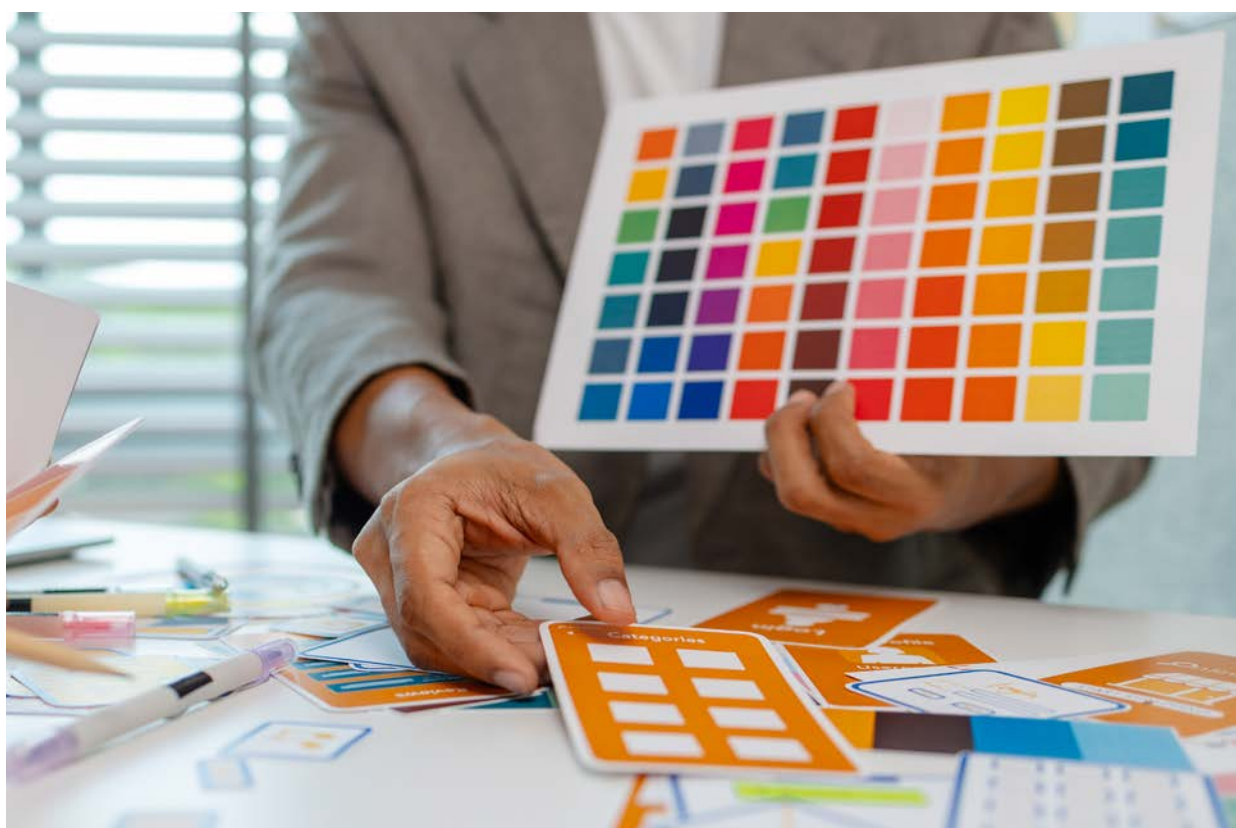
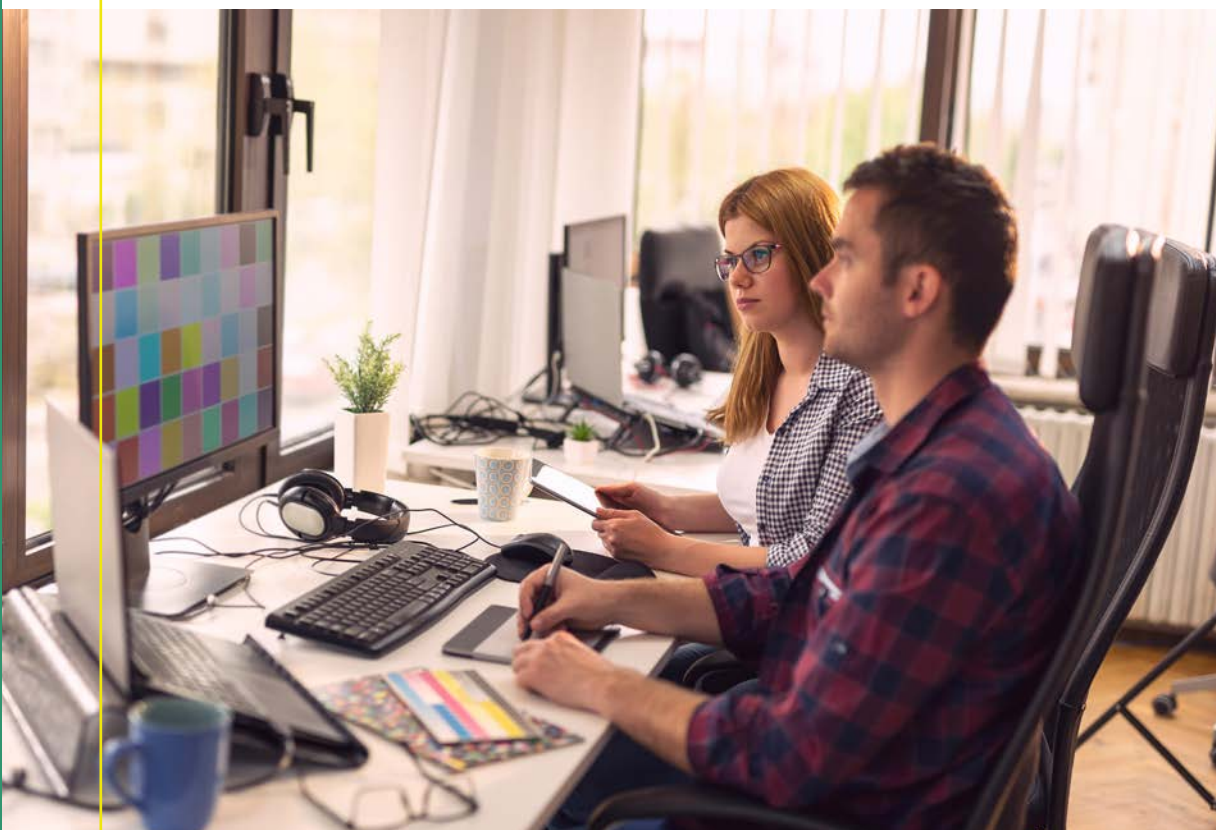


04.

Seamlessly Blend with Branded Assets

Stock only works when it feels like part of your brand. We apply your color grade, motion graphics, typography, and logo systems to create cohesion.

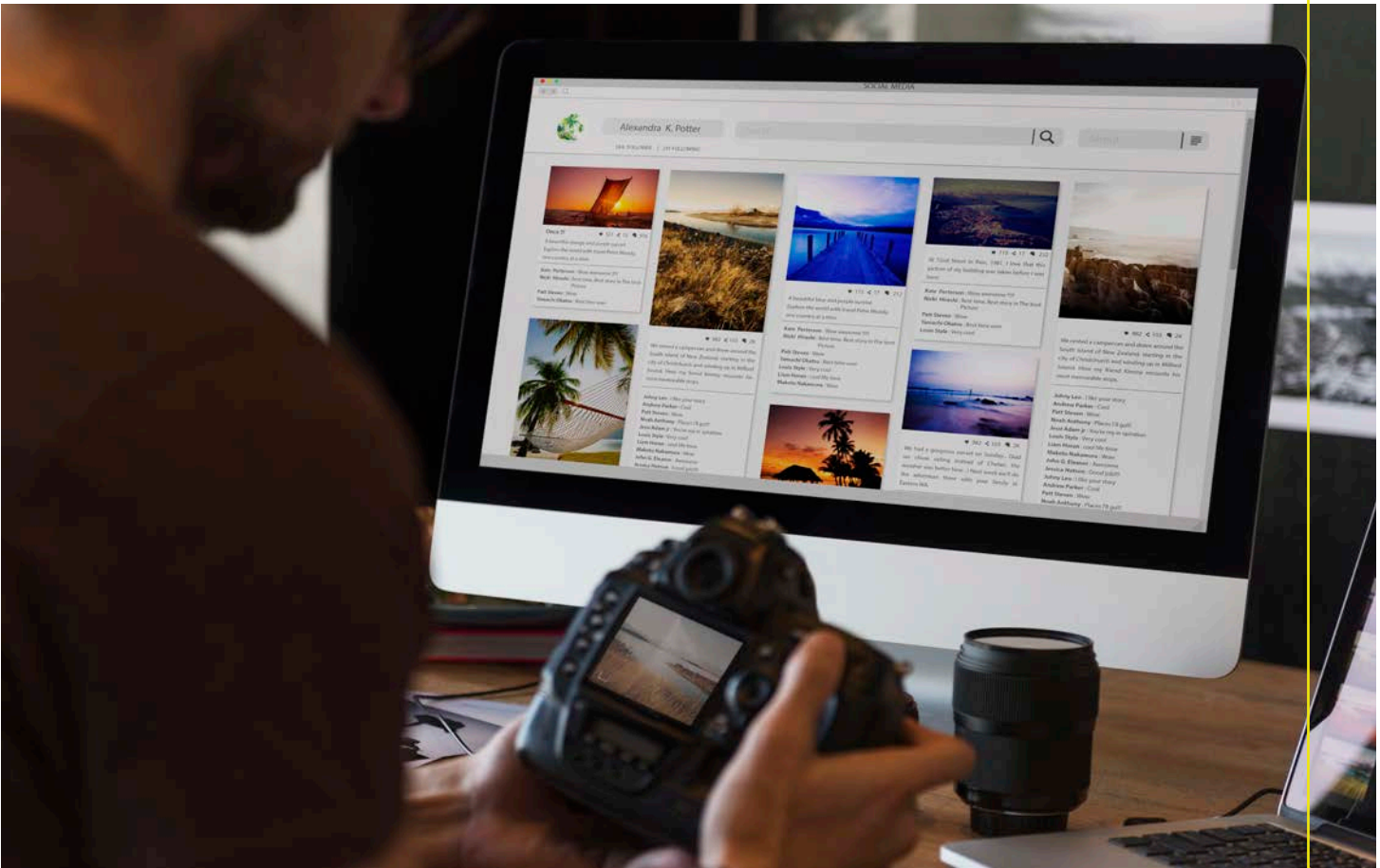
Our editors ensure technical consistency-frame rates, resolution, tone, and motion match across all sources.



05.

Build Modular, Scalable Content

A well-executed stock campaign creates more than one output. From one script, we generate reels, display ads, social cutdowns, internal comms clips, and landing page videos, so your investment scales in many formats and across multiple platforms.



06.

Ensure Technical and Legal Best Practices

We enforce strict creative and technical standards: licensing, usage rights, visual guidelines, and QA.

Everything we deliver is license compliant, export-ready, and platform-optimized. You get worry-free videos, no matter where it's published.



07.

Optimize Using Data and Feedback

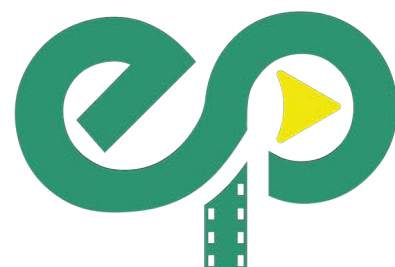
We support clients in post-campaign review.
What visuals performed? What needs tweaking?

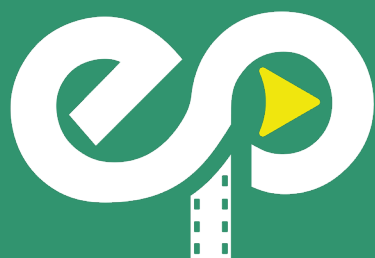
This feedback loop improves future creative endeavors and turns stock usage into a measurable performance advantage.



Ready to Build A Campaign?

Whether you're launching fast-turn content or scaling a multi-format campaign, Enclave Post is your creative partner-from visual curation to final delivery.





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Schedule A Creative Consult Today

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