

# Orange County Video Production Company, Ricky Zollinger Media, Helps Brands Connect To Customers With Food Marketing

*Fullerton videographer Ricky Zollinger and his team of video advertising experts help brands connect with customers in stunning ways*

FULLERTON, CALIFORNIA, UNITED STATES, March 28, 2023 /EINPresswire.com/ -- With its exceptional video production services, Orange County Video Production Company Ricky Zollinger Media (RZM) is making waves in the industry.

Led by Fullerton videographer Ricky Zollinger, RZM helps brands stand out amongst the competition with its stylish filming style and know-how to garner clicks and views.

With over 1 billion views for its clients online, Ricky and his team prove they can significantly impact a business's bottom line. RZM offers clients quality marketing, content creation, [and social media strategy services](#), helping companies to connect with their customers in new and innovative ways.

RZM's commitment to excellence doesn't stop there. The company also publishes articles about video production, [offering tips on improving YouTube video scripts](#) and crucial tips to help a video attract viewers and attract customers.

"We're thrilled to offer our clients the best in video production services, and we're excited to help businesses stand out in a crowded marketplace," said Ricky Zollinger, founder of RZM. "Our team is dedicated to providing exceptional services that deliver results, and we're looking forward to helping even more businesses succeed in the future."



Ambitious Orange County videographer Ricky Zollinger wants brands to go viral

This commitment to helping businesses from behind the camera or behind a computer screen shows how adaptable and willing to share the secrets of success with old and new clients.

### Marketing Material

One of RZM's strengths is in the world of food marketing. RZM provides creative and effective video production solutions to help brands tell their stories and reach their target audiences.

RZM has a long-standing reputation for producing high-quality videos that tell compelling stories and drive results for clients. One such client is Guayaki, a company that produces organic, fair-trade yerba mate beverages.

RZM created a video campaign showcasing the brand's unique dedication to sustainability and communicates its tone and voice when communicating with its target audience. This campaign helped Guayaki increase its online engagement and reach a wider audience.

Recently, RZM collaborated with reality TV star Johnny Bananas to help promote his merch line. RZM developed a social media campaign that included several short promotional videos highlighting the unique features of Bananas' merchandise. The campaign was a huge success, with increased sales and engagement on all of Bananas' social media platforms.

"We believe in the power of video storytelling, and we are passionate about helping our clients achieve their marketing goals through creative and effective video production," said Ricky Zollinger. "We are committed to understanding our client's needs and delivering exceptional results every time."

### Food Marketing With RZM

Whether it's promoting merchandise or promoting a real estate agent's TikTok account, the RZM knows what it takes to make an impact. That's where food marketing comes in handy. One of RZM's biggest strengths is the intimate knowledge of food marketing and what will get the audiences' attention.

With the rise of social media and digital marketing, food has become one of the most important ways for brands to connect with customers. RZM understands this and has made it its mission to help brands create compelling food-related content that resonates with their target audience.

Ricky Zollinger has years of experience creating high-quality video content for various food and beverage industry clients. His team of talented videographers and editors have a deep understanding of what it takes to create content that not only looks great but also resonates with viewers.

"Food is such an important part of our lives, and it's a powerful tool for brands to connect with customers," said Ricky Zollinger. "We work closely with our clients to create content that showcases their products, tells their story, and connects with their target audience."

RZM's services include food photography, videography, and social media management. Their team of experts can help brands create engaging content for their websites, social media channels, and even commercials and advertisements.

"We understand that every brand is unique, and we take a customized approach to every project we work on," said Zollinger.

In ['How To Market A New Food Product: Ways To Sell Successfully'](#), the RZM team dives into the basics of food marketing, something that everyday consumers may not even think twice about. But for brands dealing in any kind of food product, food marketing is the lifeblood of their business.

As always with RZM, the fundamentals of a good ad campaign, regardless of size, is connecting with one's customer. "It always comes back to the customer," states Zollinger. "When you nail customer engagement and know your target demo, you've already done most of the work. What does your packaging look like? How about your overall designs? Part of knowing how to connect with the customer is through in-depth market research. Numbers and stats are powerful things, and having some raw data can help your food product thrive in the industry," he states.

"A pillar of good food marketing is creating great content," Zollinger states.

"You need to think outside of the box to see how to market a food product successfully. As a video production company in Fullerton, California, we see a ton of great food brands that just need that extra push. We work with innovators in the business and ambitious start-ups all the time, and marketing a new food product can be a ton of fun but also a lot of work. With videos, specifically Instagram Reels and TikToks, brands like Super Coffee, Vacadillos, and even Panda Express made a vast difference in their bottom lines."

Indeed, all of the major clients working or who have worked with RZM came out of the partnership with stylish, effective, and engaging content that spoke not only to their brand's core values but communicated an overall message to its respective customer base. But, in the end, Zollinger and his team are all about crafting engaging content that will convey a message and, through visual storytelling, will captivate viewers.

Zollinger concludes that:

"People love great content, plain and simple. However, knowing you need great content vs. actually creating great content for your food product is easier said than done. With Ricky Zollinger Media, we make it easy, fun, and, most importantly, memorable."

More About Ricky Zollinger Media

RZM's dedication to quality and customer satisfaction has earned the company a reputation as a leading Orange County video production company. With its innovative approach to video production and commitment to helping businesses succeed, RZM is the go-to choice for businesses looking to make an impact in today's digital marketplace.

For more information about RZM's video production services, marketing, content creation, and social media strategy services, please visit their website at [www.rickyzollingermedia.com](http://www.rickyzollingermedia.com).

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