

# MARKETING

## Video Production

Video is one of the most powerful ways to tell your story, showcase your brand, and connect with your audience. From quick social clips to polished brand videos, the right content helps you stand out and drive engagement.

### Why Video Matters for Small to Mid-Size Businesses:



#### Capture attention quickly

Video stops the scroll and helps your message stand out across websites, social media, & email.



#### Simplify complex messaging

Video makes it easier to explain services, processes, and value in a clear & engaging way.



#### Increase engagement and conversions

Video content often leads to higher click-through rates, longer time on site, & stronger audience interaction.



#### Support your full marketing strategy

Use video across your website, social media, email campaigns, & sales efforts for consistent messaging.

### The Challenge?

Creating effective video content takes planning, time, and the right expertise. Many businesses struggle to produce content consistently or don't know where to start.

### All Packages May Include:

- Initial consultation & concept development
- Creative direction and planning
- Scriptwriting or messaging support (as needed)
- On-site or on-location filming
- Professional video and audio capture
- Editing, graphics, and post-production
- Client review and revision process
- Final video delivery in web and social-ready formats

### Video Capabilities

- Brand story videos
- Customer testimonials
- Event coverage
- Social media video content
- Recruitment and culture videos
- Educational or explainer videos
- Product or service highlights
- Aerial photo and video (drone footage)

# Package Options

Most clients invest between \$2,000-\$4,200+ per project, depending on filming scope, number of videos, and production requirements. Each project is customized based on your goals and timeline.

## Video Essentials

Starting at: \$1,969

Example deliverables may include:

- Up to a 2-hour on-site video shoot (one location)
- One primary video (approx. :60)
- 2 short-form social media clips (:15--:20)
- Basic editing and captioning
- One round of revisions

Best for: Small businesses and first-time video users looking to establish a professional presence.

## Brand Impact

Starting at: \$3,500

Example deliverables may include:

- Half-day on-site video shoot (one location)
- One brand video (approx. 2-3 minutes)
- 6-8 supporting social clips
- Interview-style format with supporting b-roll footage
- Messaging strategy and creative direction
- Enhanced editing, pacing, and overall production polish
- High-resolution photography (up to 20 images)
- Up to 2-3 rounds of revisions

Best for: Established businesses looking to elevate their brand and build trust.

## Social Media

Starting at: \$2,438

Example deliverables may include:

- Half-day on-site video shoot (one location)
- 6-10 short-form videos (:15--:30)
- Up to 3 on-camera participants
- Optional light photography
- Platform-optimized editing (vertical-first for social media)
- Up to two rounds of revisions

Best for: Organizations that want to stay active and visible with consistent video content.

## Optional Add-Ons

Available with any package:

- Additional shoot time or location
- Extra on-camera participants
- Vertical and horizontal format versions
- Additional social videos
- Voiceover recording (professional or AI-assisted)
- Aerial photo and video (drone footage)
- Monthly video content retainer (discounted pricing)

**Prefer a Custom Package?** Some organizations need something more tailored. We can build a package based on your needs!