

YOUTUBE & VIDEO MARKETING RATECARD 2019

What We Mean

The end of the creative process is not the end of the project. Videos are made for an audience. Too often, the act of getting the finished video online is rushed. If it's put on YouTube, it can languish on a poorly branded channel with incorrect admin settings, little keyword optimisation, or worse - we've seen it all. Handing the video to a marketing, social media or web specialist is no guarantee of success - again, we have the examples to prove it. Let us handle the final mile. Many clients have entrusted this task to us, from sole traders to international brands. Why? Because it can truly be the difference between success and failure when it comes to getting your video seen...and the 1,300,000+ views for our clients' videos is testament to that.

What It Involves

We've helped over 50 companies with their YouTube Channels - from setup, improvements and optimisation, or helping them to understand the basics better. There is no 'black art' with YouTube, no constant moving of the goalposts like Google do with their search criteria and algorithms. Understanding what is needed to give the best chance of discoverability for your video is as important as all the effort that goes into 'doing' social media properly for your business. Does it work? We've doubled a client's traffic almost overnight, achieved Google Page 1 rankings for client videos, and turned many YouTube channels from brand embarrassments to harmonised web platforms. So many businesses don't know what results they are getting from their YouTube channel, and many that do just don't know what to do about it. We do.

What You Get

We'll discuss the project with you, by phone or ideally in person. If you're already on YouTube, we'll need your login details to be able to dig around and see where the improvement opportunities are. If you're starting out, we'll agree the approach, new login to use, and get cracking creating and branding your channel. What will feed into all of this is information on keywords which may be sourced from information you already have (website, PPC campaign) or be derived from research. The more groundwork that is done on what Search terms are relevant for your business, products or services, the better the potential outcome. We'll ensure the YouTube channel is tied into any other Google services you have, and social media accounts. Beyond YouTube optimisation, there's lots of mileage in talking about potential video content opportunities, reworking old assets, whether DIY video is feasible, and much more.

PROJECT SPOTLIGHT

The brief from this client was not only to produce a corporate laundry business video that highlighted a specific part of their operation, but which was then well optimised on YouTube so as to deliver maximum SEO benefit. As well as a video that was very well received, the run rate on Views on is 5 times their previous business video. This doesn't happen by accident. The difference is achieved by keeping the video length manageable, the script tight and focussed on benefits and USP, and the visuals illustrative. As a result, Empire Laundry are a very satisfied client. So much so that they invited us back a year later to update the video.



▶ **CLASSIC PACKAGE**

£225

YouTube SETUP or REVIEW

Working remotely or coaching onsite with you, we set-up a new channel, or review your existing setup and portfolio. This includes checking your whole Google account to spot errors or missed opportunities. You'll get immediate visible improvements, knowledge & confidence.

Maximum 2-hour session.

▶ **PRIME PACKAGE**

from £375

YouTube OPTIMISATION

Working remotely, we'll review the existing portfolio and make wholesale improvements - settings, branding, keywords, SEO optimisation. This can include changes to images, Playlists, descriptions, and even basic account-level settings which might be damaging your online visibility.

We'll feedback to you on work completed.

▶ **PREMIER PACKAGE**

£595

MARKETING & CONTENT REVIEW

Meeting with you to discuss existing content & online platform setup, the business aims. Plan for new content, re-purposing old content. YouTube setup or optimisation. Includes initial allocation of edit time for 'quick wins'.

CLIENT TESTIMONIAL

Thank you for the YouTube session today. I have not yet used YouTube for business purposes and this session opened my eyes to what is required to make using YouTube a success - first time round. I was scribbling notes throughout the session - which is indicative of how much information was being given.

Jane Suter, Director, Red Tiger Consultancy Ltd





OTHER RELEVANT WAYS WE CAN HELP

Editing Services

from £175

Whether you are looking for production of a corporate video, content marketing through video, video case studies of your projects, insights into your products or services, we can help with a video editing service.

Need things in a rush? We have a great track record in fast project turnaround. Sometimes we've been on client site within 36 hours of an enquiry. We can produce a video from start to finish the same day. We can edit on location. We've even produced an edit within an hour of finishing the filming.

A few of our video projects have been essentially collages – sourcing library footage and editing together to tell the client's story or showcase a product.

Sometimes an old video needs to be re-branded or have elements changed – something we've done for both existing client projects and new client requirements.

The Content Launchpad

from £595

YouTube performs best for you when it has a slew of related videos - you become a knowledge centre.

Getting on the Content Marketing ladder can be surprisingly quick and easy. Short 'talking head' videos, filmed with or without autocue are technically simple to create and edit. With a uniform approach to branding added, it can be a professional way to get a lot done than is more cost effective than buying your own gear and learning how to edit. If we're handling YouTube for you, then it can be a case of turn up, do some talking, and get back to work. This is exactly what our client with 90 videos in his portfolio does.

You can start with just a couple of hours and go from there.

The One-Day Wonder

from £795

Yes, you can go from not having a video to having one online in 1 day without leaving your desk.

We spend up to a full day at your premises. We shoot, record voiceover, screen-capture as needed. The brief can be fully formed beforehand, or created on the fly. It can be a planned day or a last-minute need.

We edit onsite directly after shooting, working alongside you, creating graphics, adding company branding, adding supporting collateral. You can select the best 'take' to use, or even ask stakeholders to pop their head round the door to give their input!

This means that you can see the draft edit the same day, and if approved, the final edit is left with you. What could be easier?

THE BLURB

The packages in this document are intended as a guideline; please ask for a bespoke quote for your project.

Exact prices will depend on the length of the finished video(s).

Where location recce, professional voiceover, logo animation, or YouTube consultancy are provided, these may incur additional costs, depending on time taken.

Please note that all business is subject to Terms & Conditions available on our website.

All prices exclude expenses and VAT.

Postponement and cancellation charges may apply to pre-arranged shoot dates.

