

CONTENT MARKETING VIDEO PRODUCTION RATECARD 2022

What We Mean

Content marketing has seen a meteoric rise in the last couple of years, and a compelling case is made for the production of a portfolio of informative videos to build trust with potential customers.

Video blogs, “How-To” guides, **FAQs**, commentaries on latest industry developments, educational pieces, recordings of seminars or presentations - we work on all these types of projects.

Promotional videos of individual **products**, and the use of customer-led **case studies** - testimonials or project showcases, are also great ways to create content.

What they have in common is that they are fairly simply structured and filmed, and hence easy to produce, and often created in bulk (e.g. 10 videos filmed in one session) which makes them very cost effective for you.

With Google embracing “semantic search” - customers seeking answers to questions - the opportunity for SEO focussed video content is immense. Our expertise in YouTube optimisation adds value to your projects.

What It Involves

Much of the content is based around ‘talking head’ pieces, recorded on location (e.g. your office) or in a “studio” setup - with portable backdrops any location can be made to look more professional or on-brand.

Instrumental in the success of many of our recent projects has been the use of an autocue system to deliver a long script without the worry associated with having to remember everything - often the content is delivered in one uninterrupted take (although not usually first time!). A key element of this is script writing or polishing and this is an area in which we excel.

What You Get

We’ll discuss the project with you, by phone or ideally in person. If necessary and appropriate, we’ll visit the filming location to assess suitability or prepare for any technical hurdles. We’ll look at any examples you may have of what you are trying to achieve, and we’ll point you in the direction of anything relevant within our portfolio.

We’ll arrange the filming date. If possible, we’ll accept from you any branding collateral or other material necessary for the project (logo, company fonts, names of participants etc).

On the filming date(s) we’ll use the appropriate camera, lighting and sound equipment to give a congruent look and feel to the video. We’ll give technical, creative and content-related feedback during the process.

A draft edit will be sent as soon as is practicable. For longer sessions, this can be a timecoded file of all the material, so that you can select the best parts to be included. At this stage the branding and visual finesse may be absent or in a ‘proof of approach’ form.

One or two further edit sessions will then take place to complete the final video. If necessary, editing can be done collaboratively at your office, or a cafe, to work through any complex changes without the need for lengthy emails.

Then, the final video will be sent electronically. If we’re handling YouTube work for you, we can upload directly, as well as send the copy for you to keep locally.

PROJECT SPOTLIGHT

This healthcare video content programme involved creating videos around various subjects and harnessing the power of niche keywords to generate excellent SEO – 450,000 views to date on YouTube, with 80 videos complete.

We worked with both graphic designer and web designer to ensure brand harmony. We created bespoke animated idents, and a new playlist-rich YouTube channel. We even handled the direct video updates to the client’s website - a great partnership for a time-poor client.



▶ **CLASSIC PACKAGE**

£795

A half-day 'talking heads' shoot with a single HD camera and cameraman. Use of an autocue if needed, on location or in a 'studio' setup.

Editing to create up to 5 'content marketing' videos with your company logo added, caption for the interviewee, and closing slide.

Ideal for a first foray into video content for small businesses.

▶ **PRIME PACKAGE**

£1495

A full day allowed for an interview-style shoot with some 'cutaway' / 'B-roll' shots around the premises. This is a 2 camera HD shoot which gives more visual variety in the edit.

Editing to create 1 to 3 separate videos with your company logo added, and a caption for the interviewee.

Ideal where lots of insight is being given and different videos could target different buyer needs.

OR create up to 10 product videos, or FAQ 'talking head' pieces.

▶ **PREMIER PACKAGE**

£1995

A meeting and location recce to plan the shoot.

A full day shoot with one or two 4K cameras and a cameraman. Use of an autocue if needed, on location or in a 'studio' setup.

Creation of a bespoke animated logo intro. Addition of simple illustrative graphics.

Editing to create up to 20 videos with your company logo added, caption for the interviewee, and closing slide.

CLIENT TESTIMONIAL

Chris is a very talented video producer and editor, who puts you at ease when shooting with his pleasant and professional manner. I would definitely recommend him for your video projects.

Kina Bhattacharjee, Content Marketing Executive, Affinion International



OTHER WAYS WE CAN HELP

Editing Services

from 90 ph

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 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?

Supplementary Services

- :: Video services for internal comms - training videos, presentation content
- :: Professional voiceovers for new or existing videos
- :: Subtitling of existing videos, voice transcription and translation services
- :: Production of animated logos
- :: YouTube consultancy - guidance on setting up your presence, or reviewing improvement opportunities
- :: Social media management, content writing
- :: Graphic design services - logo design

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, travel time, supplements for unsocial hours/weekends/Bank Holidays (where applicable) and VAT. Postponement and cancellation charges may apply to pre-arranged shoot dates.

