



INSPIRING THE PLANET –
ONE PRODUCTION AT A TIME

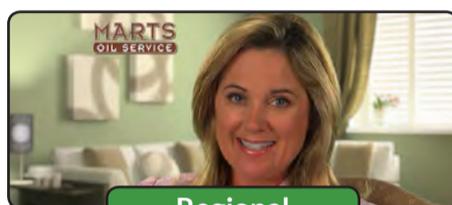
How to Price a Web Video

As you're probably aware, videos are increasingly the primary component of evaluation metrics used by Google, Hulu, Safari and other search engines (INS, Dec 2012). Putting a client's website ahead of all others in their category today means measuring the video content as well.



You've probably had clients who need video and thought they couldn't afford it. EVTV has produced over 1,100 videos since our inception in 1983, from visual tours and short CEO talking head company overviews for local businesses, through multi-purpose strategic programs for global leaders. (www.evtv.net)

Here are some tips on how to convince your customers on the importance and affordability of video:



Quality Level

First, mention that all videos are not created equal. A lower-cost video, as in a local cable TV spot, can be produced cost-effectively and have relative success for a local business- if written and produced effectively. Conversely, large leading national firms require a higher level of production value such as are seen in national TV spots for leaders such as Apple, Budweiser or Korean Airlines, to impress and differentiate themselves. Simply stated, a \$1,500-\$5,000 spot is quite different from a \$25,000, \$75,000 or \$300,000 campaign.

Time and Materials

Web videos, like other projects, are simply calculated on a time and materials needed. A simple one-day shoot with a small video crew, whether a visual tour of a premises, overview of an operation or the like requires less video resources than, say, a video requiring multiple location shoots to gather content. Editing can be simple, as in a few hours to execute by an editor working by a straight-forward script, or substantial, as in the case of programs requiring producer supervision, music, narration, graphics and animations. Your video company, like a contractor for building construction, is in the best position to assist you in determining the client's needs, and estimating the resources and budgeting requirements.

Leveraging the Investment

Some customers find themselves caught up hesitantly with what they perceive are higher costs than anticipated to produce web videos. But when they understand the many uses available to leverage their investment in the video, their perception quickly changes.

Web videos are also:

- Repurposed into presentation videos
- Emailed to prospective customers
- Played at exhibits, conferences and trade shows
- Put on DVD and other media
- * Used in sales and customer presentations
- * Viewed in reception areas and public spaces
- * Used as informational presentations for new hires
- * Used in advertising, marketing and media relations

EVTV brings 30 years experience and a vast knowledge and sensitivity to helping your clients achieve success with web video. Whether working discreetly as part of YOUR team, or led by you to a client you wish to support, whether a \$1,500 video edit, a \$15,000 shot /edit, or a \$150,000 global web feature, EVTV will bring its expertise and resources to bear on your client project.

For samples and pricing, contact Michael Macari, Supervising Producer, at 203-359-8777 (michael@evtv.net).

We look forward to working with you, and to your success!



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