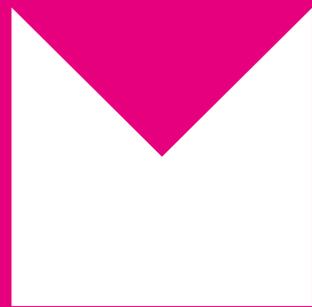


# YOUR VIDEO MARKETING



**MJS** MEDIA



**Embedding videos in landing pages can increase conversion rates by 80%**

# VIDEO MARKETING FOR YOUR BUSINESS

## **Video marketing is huge and the current stats are amazing!**

By taking advantage of video you will be able to take your marketing to the next level. But what could you have filmed?

Of all marketing methods, the one with the highest effectiveness (89%) is testimonials.

You know you're great at what you do but rather than try and tell everyone, why not let existing clients tell the story for you. It is much more believable and unlike text testimonials which could be made up, a video doesn't lie and potential customers will be able to relate to the person in the video.

To help you achieve consistent and regular video content for your social media, website and email marketing we have designed a number of simple packages.

By spreading the cost and the delivery of these videos across a year you will have a stable video marketing structure which ensures your message is always new, fresh and clear.

Because we are on hand to help, if you do forget to order a new video

we will remind you after a few months to start using your credits.

You can also pull credits forward from future months if you want a bigger job filmed or have lots of excited past clients ready for testimonials.

You can still buy individual productions but they are substantially more expensive than when on an agreement...we reward consistency and commitment from our best clients.

## **SOME STATS**

72 hours of video footage is uploaded to YouTube every minute!

In 2017, online video will account for 74% of all online traffic

Video helps you grow your business 49% quicker than without

Using the word 'video' in an email subject line boosts the open rates by 19%

64% of customers are more likely to buy a product online after watching a video about it

# PACKAGES

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All packages are for 12 months which allows you to have a consistent video marketing plan

6 credits per year - £90 per month

12 credits per year - £150 per month

24 credits per year - £280 per month

## Video Testimonial - 1 Credit

We visit your client and film a short interview asking all the key questions. When you provide us with the contact details we will ask if there are any key areas of the job you want to get across and ensure these are built into the questions.

An example of these: <https://vimeo.com/217284011>

## Case Studies - 2 Credits

Case Studies can feature extra interviews, such as with you, more cut away shots including the client working or using your service and can be longer in length (if required)

An example of these: <https://vimeo.com/216115109>

## Promotional Videos - 3 Credits +

Video of events or product launches to capture all your hard work.

An example of these: <https://vimeo.com/160593966>

## Custom - 4 Credits +

Have a great video idea? talk to us and we can price it up!

# HOW IT WORKS

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So we can tailor the video testimonials to your business we would first learn lots about your company, what you do and want to achieve. Then each time you require a new video, you just complete our simple form (clients details, what was the job etc) and then we will contact them to arrange a time to film. You are welcome to be there but often your clients will find it more relaxing without you! Delivery of the finished video is usually 3-7 working days after filming.

## Flexibility within a package

You can carry forward up to 3 credits maximum at any time, this allows for a gap in production for holidays and other valid reasons. This also prevents carry over of an entire years work to month 12 which wouldn't be fair on us. After 3 credits are held you will be notified and advised that within the next month you need to 'catch up' on production or potentially lose the credits above that level.

You can also draw forward unused credits within your agreement term (i.e. you can use credits from months 3,4, and 5 during month 2), but you would need to settle the monthly rate for those additional months prior to production. This would then shorten the total duration of your agreement by those months and renewal point would be earlier. E.g. in that example, renewal would now be offered at month 9.

# ABOUT US

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“ Our mission is to provide high quality design and marketing to all of our clients. We will be honest, reliable and transparent in our approach and accountable for our work. Clients will be made to feel part of the team with regular updates and our internal team will continually look to educate itself with the latest standards in our industry. ”

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