

TESTIMONIAL VIDEO PACKAGE



This package is designed for businesses looking to continually build trust and credibility through customer or client testimonials.

Deliverables:

- **Videos:** 2-4 testimonial videos per month, each 1-3 minutes long.
- **Pre-Production:** Initial consultation to identify key messages, select testimonial subjects, and plan the video strategy. Assistance with question preparation and interviewee briefing.
- **Production:** Half-day shoot per month, either at the client's location or an agreed-upon setting, to capture testimonials. This includes professional lighting, audio equipment for clear sound capture, and high-quality video recording.
- **Post-Production:** Editing to craft compelling narratives, including the addition of b-roll for visual interest, licensed background music, basic motion graphics (e.g., lower thirds with names and titles), color correction, and two rounds of revisions per video.
- **Optimization:** Formatting the final videos for optimal use on the client's website, social media platforms, or other marketing channels.
- **Distribution Strategy Consultation:** Guidance on how to effectively distribute and utilize testimonial videos in marketing campaigns.
- **Performance Review:** Bi-monthly meetings to review video performance and feedback, adjusting future video strategies as needed.