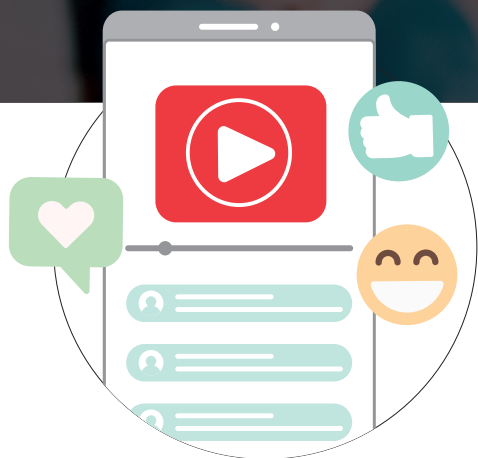


# Video Packages for a Digital-First World



**Video content is a must-have in your marketing toolbox.** Showing off your services, processes, team members, and customer stories helps you generate leads, build awareness, and close more sales.

*With 89% of people wanting more video and businesses seeing up to **86% higher conversions**, video is the easiest way to grab attention and get results.*

## What You Get with RED66

- + A dedicated account manager to guide planning, production, and delivery
- + A video strategy session to align your content with your goals
- + Writers to help develop messaging and scripts
- + Complete coordination of logistics, timelines, and shoot day details

## Video Types That Work Across Industries

- + Behind-the-scenes looks at your team, process, or space
- + Employee stories to support recruiting or culture content
- + Client success stories to build trust and credibility
- + Service or product spotlights for web and social media
- + Expert interviews or leadership messages for thought leadership
- + Short-form videos to support your social media strategy

**Not sure what direction to take? We'll help you develop a plan that makes sense for your audience and your business.**



# Simplify Your Video Creation

## Your Trusted Partner for Marketing Success

You can review the different package options below. Want something else? Let's talk and we'll create a plan for videos that you can use for future sales & marketing efforts.

### PACKAGES

#### Half Day \$3000\*

½ day shoot (5 hours) in 1 location to capture footage and some internal video interviews

**Includes:**

- Internal video footage
- Segments to use for social media and website backgrounds
- Retouched footage delivered to for future editing
- High-res photos from the video footage

Editing for final video of 60+ seconds is additional, depending on length

#### Full Day \$5000\*

Full day shoot (8 hours) in up to 2 locations to capture footage and some internal video interviews

**Includes:**

- Capture interviews, team interactions, workflows, or onsite footage
- Includes b-roll
- Ideal for expanding your brand story and content library
- High-res photos from the videos

Editing for final video of 60+ seconds is additional, depending on length

### Interview Videos Rates Above + Editing, Based on Video Need

These are longer interview videos that require planning, set up for the shoot and editing. Interviews can be done with your staff about the processes, culture, etc. Capture footage in a half or full day shoot, then editing is all you need.

- Includes editing for a final video
- Includes b-roll footage for use in social and other channels
- These are longer form videos, 60+ seconds

**Curious about formats? We can help!**

Testimonials, company culture, employee experience, customer experience and more! Editing for final video of 60+ seconds is additional, depending on length

### Ready to Get Started?

We'll help you create video content that supports your business and makes a lasting impact. Visit us at [red66marketing.com](http://red66marketing.com).



\* Plus reasonable travel expenses. We book travel as if these were our own budget dollars. All options include an account manager to coordinate, oversee and keep your video(s) on track.