

# Video Content Packages

Video Recording, Production, Publishing & Social Sharing

## Video Content is an Advantage.

Video is the most searched and consumed content on the internet, yet most businesses are not producing video or using it as featured content on their website or social media. We have the team, tools and process to help create video content and give you a powerful online marketing advantage.

## Want to See Why Our Process Works?

### Come in for our Free Package!

It's an introduction to our team, our studio and for you to experience our simple process. We'll show you how video content can benefit your marketing efforts and increase valuable leads into your organization.

| Free   | Bronze   | Silver<br><b>Most Popular</b>  | Gold<br><b>Most Impact</b>  |
|--|--|--|---|
| \$0  | \$298/mo   | \$498/mo   | \$998/mo  |
| <ul style="list-style-type: none"> <li>✓ 1 Free FAQ Video*</li> <li>✓ Help set-up your YouTube channel (if needed)</li> <li>✓ Co-Branded video intro &amp; outro</li> <li>✓ Professional background music track</li> </ul> | <ul style="list-style-type: none"> <li>✓ Up to 4 FAQ Videos per Month*</li> <li>✓ Branding and set-up of your YouTube channel (if needed)</li> <li>✓ Branded video intro &amp; outro</li> <li>✓ Professional background music track</li> </ul> | <ul style="list-style-type: none"> <li>✓ Up to 4 FAQ Videos per Month*</li> <li>✓ Branded video intro &amp; outro</li> <li>✓ Professional background music track</li> <li>✓ Direct posting to your YouTube + automated sharing on your social channels (Facebook, Twitter, LinkedIn)</li> <li>✓ Custom thumbnails &amp; basic titles for videos</li> </ul> | <ul style="list-style-type: none"> <li>✓ Up to 4 FAQ Videos per Month*</li> <li>✓ Branded video intro &amp; outro</li> <li>✓ Professional background music track</li> <li>✓ Direct posting to your YouTube + automated sharing on your social channels (Facebook, Twitter, LinkedIn)</li> <li>✓ Custom thumbnails &amp; basic titles for videos</li> <li>✓ Transcription of video audio</li> <li>✓ Optional WordPress blog posting</li> <li>✓ \$100 of YouTube Ads boosting for increased views &amp; visibility</li> </ul> |



| Add-Ons |                        |   |
|---------|------------------------|---|
|         | Video Revisions        | \$60 each                                   |
|         | Onsite Video Recording | \$240 (travel within YEG & equipment setup) |

\* Maximum of 2 minutes per video and minimum 3 month commitment

# We have a process that helps you create consistent video content to increase your leads and conversions.



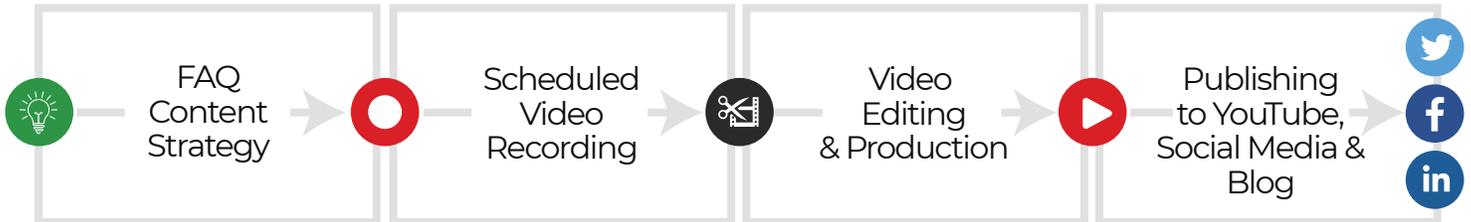
## One recording session per month\* with our team

\*May require less frequent sessions, depending on the package and amount of video footage captured in a session



## We do everything else (editing, branding, publishing)

- ▶ One recording session in our studio per month\* to capture video content. This is done via Zoom for remote clients. Additional charges for travel and onsite recording sessions
- ▶ Per your package, professionally edited videos ready for upload to your social channels
- ▶ Publishing to your video channel complete with basic titles, generic descriptions, thumbnails
- ▶ Setup & branding of your video channel (YouTube)
- ▶ Branded video intro / outro
- ▶ Use of our video studios (fully equipped with recording equipment, backdrops, lighting, etc)
- ▶ Support of our videographers & video editors
- ▶ Audio transcription of each video for publishing closed captioning & enhanced content (*in Gold Package*)
- ▶ We help you setup automated publishing to other social channels (Facebook, LinkedIn, Twitter, Google+, etc) (*in Gold Package*)



Questions about our Video Packages? **Let's Talk!**

## About Mtek Digital

Mtek Digital is the reinvention of the online marketing team at Microtek Corporation based in Edmonton Alberta. Modern online marketing is a combination of traditional marketing, social media, pay-per-click advertising, and communications. We've built a team of skilled and talented professionals that have been providing marketing and digital services for over 20 years, along with creative experts in media and production including senior level designers and developers, programmers, creative professionals, project managers, and marketers.

