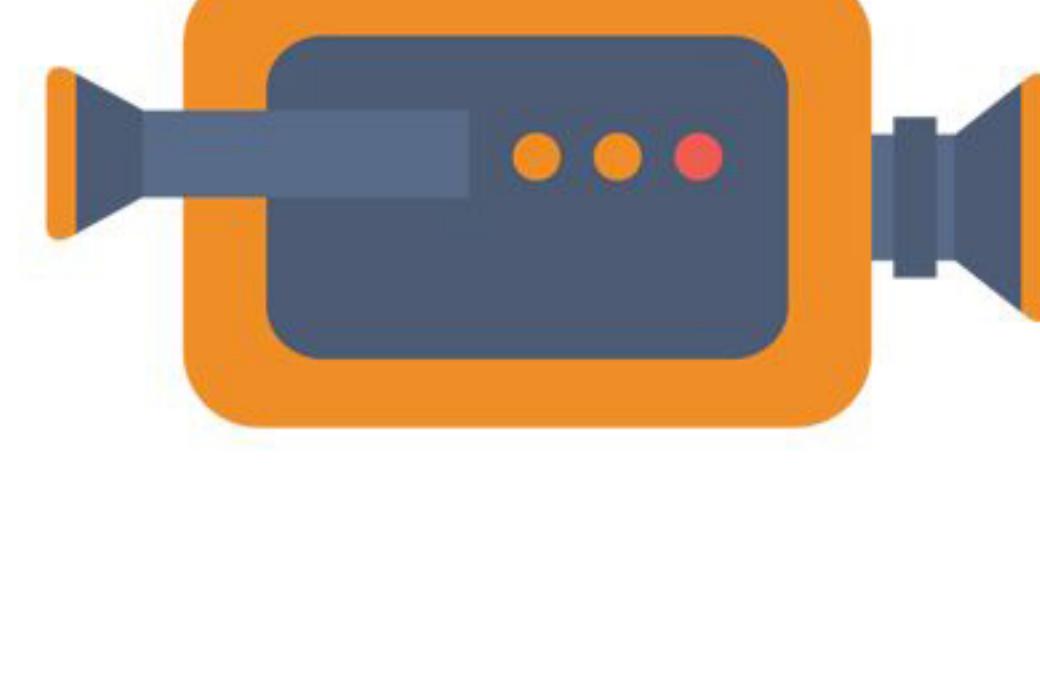


# HOW MUCH DOES A VIDEO COST



The impact video has in driving every day sales and marketing results is unmatched, which makes it easy to understand why business video communications have been gaining momentum.

Websites with video convert new business at

2X

the rate of sites that don't have video\*

Websites with video need

37%



less site visitors to reach the same marketing objective\*



## 5 MAIN COST FACTORS TO A BUSINESS VIDEO

01

### PRE-PRODUCTION TIME



How much time is it going to take a video production company to plan for your shoot. That includes the logistics, equipment and everything that is needed to make sure everybody is prepared for the day of the shoot.

02

### CAMERAS AND EQUIPMENT

How many cameras do you need? What types of cameras do you need? What types of lenses, lights and accessories do you need to go with those cameras?



03

### TIME



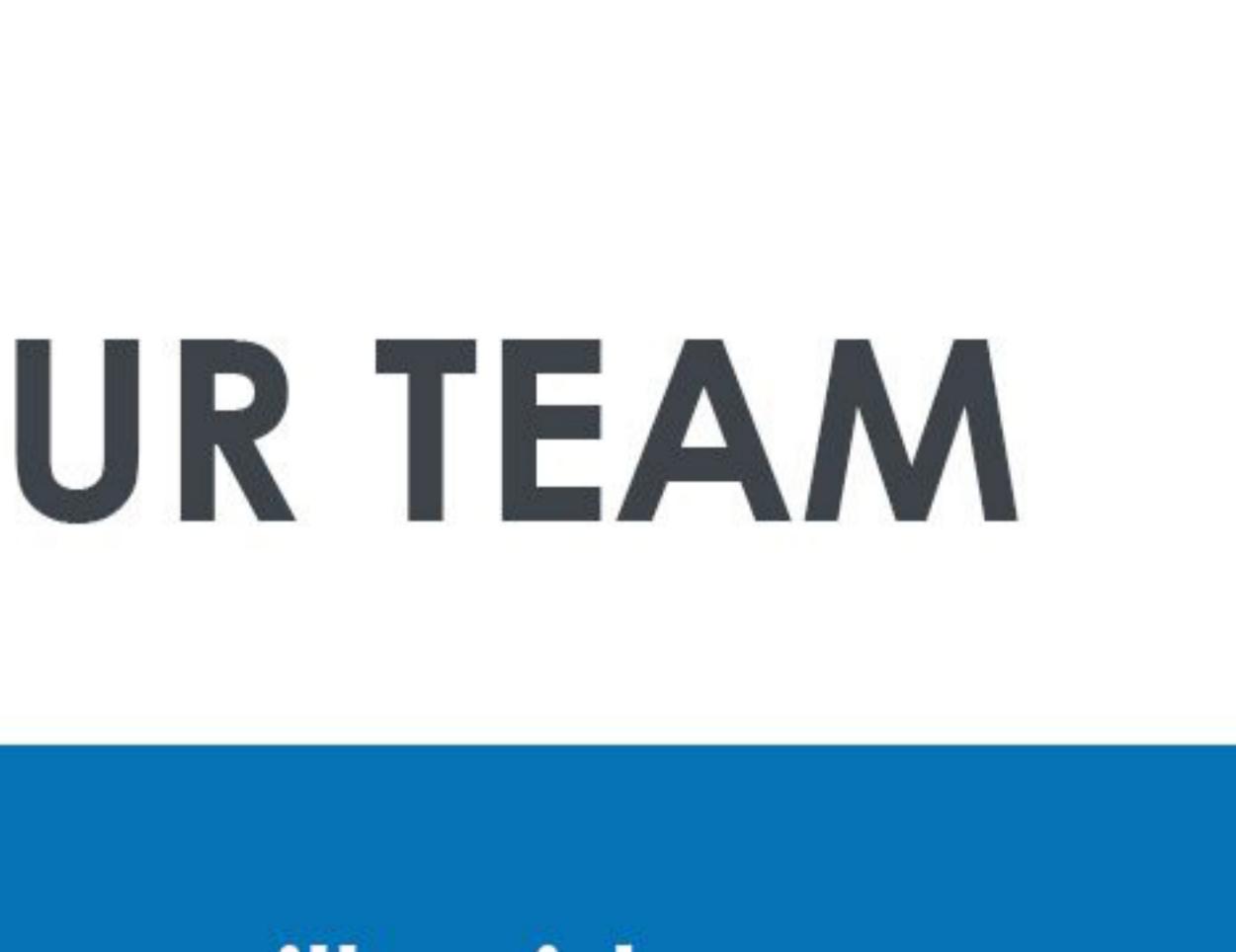
How many hours or days is it going to take to shoot and edit your video project. A professional video production services company still has set up time, breakdown time and they still need to walk around your office to create what's called B-roll footage to include in your video.

04

### MOTION GRAPHICS AND COLOR CORRECTION

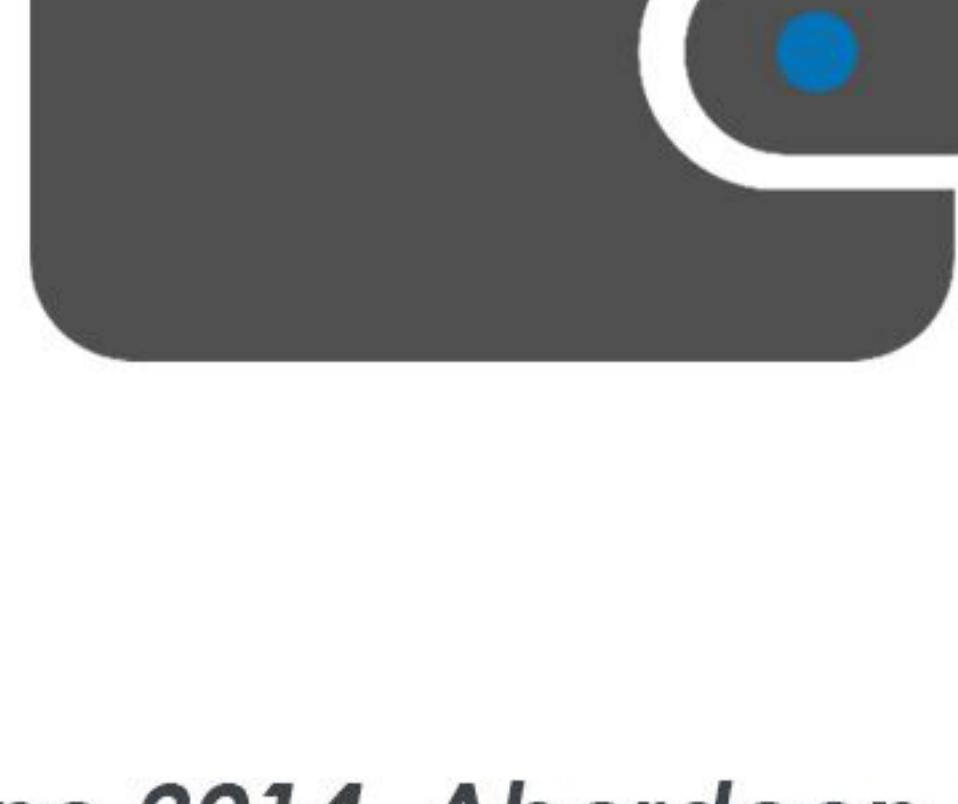


Do you want an animated logo, animated lower thirds and transitions? Do you have charts or graphics to include that you want to put some movement to rather than just having a static image? How much color correction do you want done? There is a wide range from simple to complex that will just add cost.



05

### EXPERIENCE OF YOUR TEAM



Experience matters. A more experienced company will guide you through the process, be with you on site during the shoot, and will help you make the best decisions for your business video content marketing project.



**MultiVision Digital**  
Monetizing Video Content

\*In June 2014, Aberdeen Research Published a Study Called "Analyzing the ROI of Video Marketing."