

Stretch Zone

CLIENT BRIEF

This brief details the services to be provided and deliverables for Stretch Zone (Colleyville Location) by WhiteMark Studio. It is also an outline of WhiteMark studio's process and workflow.

STEP 01 RESEARCH | about 1-2 weeks



We begin by getting to know you. This is your story, and we want to tell it the way it deserves to be told. We make an effort to understand your goals and then we work with you to see how online marketing can help you achieve them.

With social media, it is important to aim for strong interaction with your audience. We want people to **ENGAGE** with what you post, not just scroll by. This is important because engagement drives growth of your online presence and leads to more business.

We'll work with you to figure out how to grab people's attention, educate them on what Stretch Zone has to offer, and show them the **value that you provide** to your customers/clients.

STEP 02 PREPERATION & PRE-PRODUCTION | about 1-3 weeks



Based on our initial research we begin scripting, planning, and preparing to create the content to be used for your online marketing.

Because of our careful consideration in the research stage, **we will have a clear direction and plan** for what videos to make as well as posts that are most likely to drive your engagement, grow your community, and ultimately get your phone ringing and your inbox full.

By the time we start filming and creating content 70% of the work is already done to ensure we're utilizing your time and resources most effectively.

STEP 03 PRODUCTION



Lights... Camera... Action!

We come to film, take photos, and build a library of content that we will then edit and use to build your social media accounts and market you to a whole new world of people.

We will **collaborate with you** to determine times, places, and how to most effectively get all the content we need in the most convenient way for you as possible.

Again, making online content can be fun so we strive to make this as enjoyable of a process as possible.

STEP 04 DELIVERY



We make the content and deliver it to you for review as it is finished. Feel free to give us feedback and creative ideas. This is your business, no one else knows it better and we look forward to hearing your insights and making the best content possible for all your marketing/online needs.

Your monthly budget is what allows us to both determine how much we can do and how much content we will be able to create each month.

BUDGET OPTIONS:

\$2000

- WE MONITOR AND TRACK YOUR SOCIAL MEDIA SUCCESS
- WE CREATE ONE LONG-FORM VIDEO (2-5 MINUTE BRAND VIDEO, TESTIMONIAL, OR OTHER TYPE OF VIDEO)
- WE TAKE PHOTOS AND DELIVER 2-3 TO BE UTILIZED AS POSTS AND/OR OTHER MARKETING CONTENT

\$3000

- WE MONITOR AND TRACK YOUR SOCIAL MEDIA SUCCESS
- WE CREATE ONE LONG FORM VIDEO (2-5 MINUTE BRAND VIDEO, TESTIMONIAL, OR OTHER TYPE OF VIDEO)
- WE CREATE 2-3 SHORT FORM VIDEOS (10-30 SECOND EDUCATIONAL & INFORMATIVE VIDEOS TO PROMOTE ENGAGEMENT)
- WE TAKE PHOTOS AND DELIVER 10-15 TO BE UTILIZED AS POSTS AND/OR OTHER MARKETING CONTENT

\$5000

- WE MONITOR AND TRACK YOUR SOCIAL MEDIA SUCCESS
- WE CREATE TWO LONG FORM VIDEO (2-5 MINUTE BRAND VIDEO, TESTIMONIAL, OR OTHER TYPE OF VIDEO)
- WE CREATE 4-6 SHORT FORM VIDEOS (10-30 SECOND EDUCATIONAL & INFORMATIVE VIDEOS TO PROMOTE ENGAGEMENT)
- WE TAKE PHOTOS AND DELIVER 15-25 TO BE UTILIZED AS POSTS AND/OR OTHER MARKETING CONTENT

*Delivery of content varies
-Long form video - 2-4 weeks
-Short form video & Pictures - up to one week:
*Budgets and deliverables may vary based on your needs and expectations

STEP 05 FOLLOW-UP



We are about results. No matter the budget, we want you to have success in your online marketing.

We follow up and check back with you on the effectiveness of posts and overall marketing strategy.

We work to improve and continue to grow your business.