

Why Professional Photos & Videos?

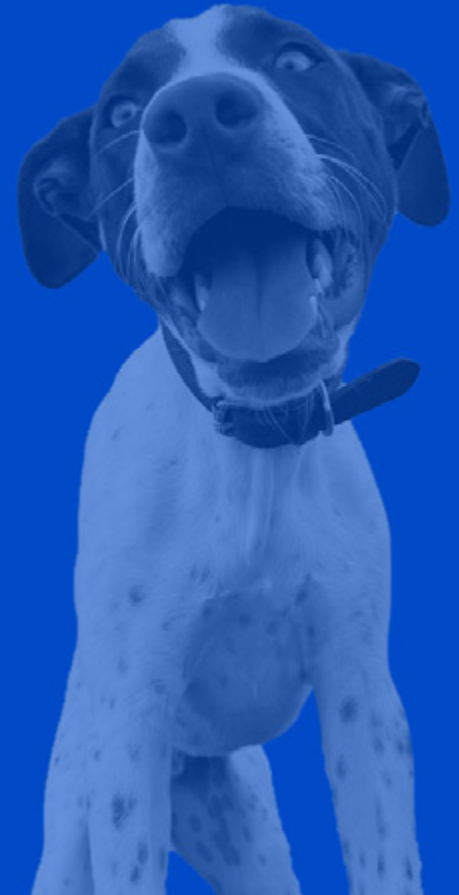
- ✓ Increase brand awareness, professional online presence, humanising your brand.
- ✓ Bring in more new clients.
- ✓ Build trust in your brand, help potential and existing customers get to know your brand & your team members.

Photography

Professional photos of you, your team and your work processes. Your photos can be used for everything from your website to your social media pages, helping to build a relationship and trust with your customers.

Videography

Customers love video - and so should you because they communicate 24 hours a day. Different options include Brand Videos, Customer Testimonials and Promotional Videos all professionally produced.



Photography Made Easy

Brand Images

What are they?: Cohesive, professional images aligning with your brand values, mission, commonalities with your ideal customers. (Profile photos of team members, group photo, process images).

Why do it?: Establish credibility with professional online presence, real-life photos and images of team members, strengthening the relationship with your ideal customer. Introduce your team members - strengthen the KNOW, LIKE, and TRUST factor, humanising your brand.

Who is it for?: Everyone who visits your website or Social media pages, including all traffic that is generated in Social Media Campaigns. Potentially used in printed media too.

Where is it used?: Website, Social Media, Video Thumbnails on YouTube and Facebook.



Videography Made Easy

Brand Message Video

What are they?: 1 - 3 Minute video that gives the viewer a high-level understanding of the core values of the business Interview-style video with the face of the business - owner/manager with supporting action B-rolls. (Most important video a business needs.)

Why do it?: This video will be the first thing people see when they come to the website. This will be the primary piece of content that gets visitors to your website to convert to a lead.

Who is it for?: Everyone that visits your website or Facebook page, including all traffic that is generated in Social Media Campaigns.

Where is it used?: Homepage to be viewed by people entering an extreme research phase, featured on socials or ads to shown to target market, email signatures, SEO optimised YouTube video.



Videography Made Easy

Testimonial Video

What are they?: 1-3 minutes video that highlights a current client's experience with the brand. This will be an on-camera interview with supporting B roll footage. BEST CONVERTING VIDEO.

Why do it?: These are intended to provide social proof. Consumers are motivated to purchase based on the success of other consumers.

Who is it for?: Specific to your potential customers.

Where is it used?: Homepage to be viewed by people entering an extreme research phase, featured on socials or ads to shown to target market, email signatures, SEO optimised YouTube video.



Videography Made Easy

Promotional Video

What are they?: 15-60 Second video to grab attention quickly, be engaging to watch and introduce the company to new audiences. Dynamic B roll footage with close-ups and work stages with a possible voice-over explaining why the service is important.

Why do it?: These will be the primary pieces of content that will be used in social media ads. They are needed to catch the attention of potential clients and direct them to your website for conversion to a lead.

Who is it for?: They serve a dual purpose. They will be used in social media and online ads, but will also be placed strategically on the website for people who are in an extreme research phase.

Where is it used?: Designed for ad campaigns on social media, google ads, but also can be used in SEO-optimised YouTube videos or e-mail campaigns.





INVESTMENT FOR CONTENT

Work Process Photography

Work Process Photography (20 images) \$680
extra photos \$30/image

Headshots for team members on location pop up studio

Individual/ First Person \$250
Extra Person \$100
Group photo \$80

- * Groups over 5 headshots drop to \$90/person and group photo increases to \$100
- * Groups over 15 headshots drop to \$85/person and group photo increases to \$200
- * Groups over 50 please ask for a quote

Video Strategy

Brand Message Video \$1450
Testimonial video . \$650
Promotional Video \$650