



GINGERBEARD
MEDIA

**SMALL
BUSINESS**
VIDEO MARKETING PACKAGES

Thank you for considering our **Small Business Video Marketing Package**

Introduce and start marketing your business!

Whether you're just starting your business, redeveloping your website or would just like increase and improve on the videos and photographs you already have. Our Small Business Video Marketing Packages are designed to give you the tools to get out there, introduce, market and advertise your business to your potential target market.

Embrace the power of video to speak to more clients and customers!

Our Small Business Video Marketing Package will create a series of videos which can be used time and time again to introduce and explain the value your business, brand or service to your potential clients.

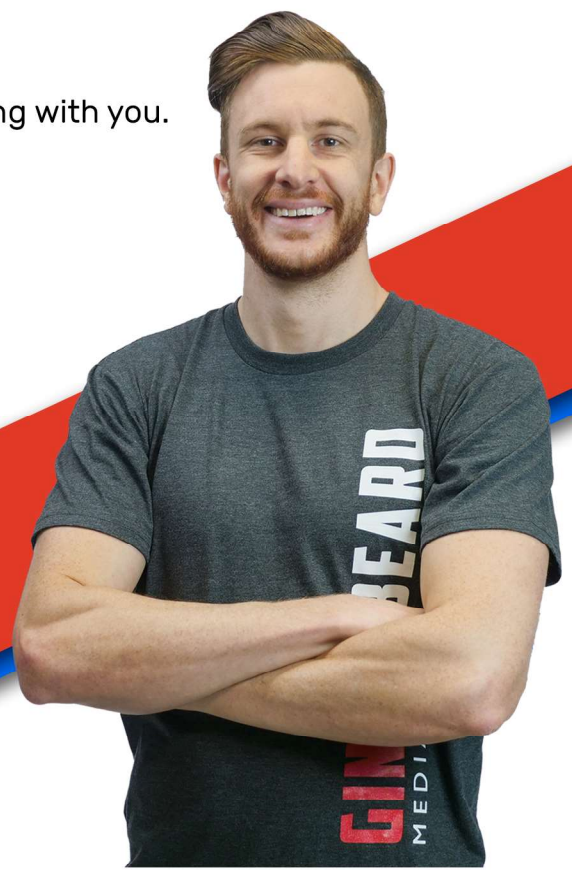
The video content in this package is designed to specifically help create value for your website and social media platforms such as Facebook, LinkedIn and Instagram, and can be put to use in other areas such as email marketing.

We've developed a series of scalable options ;- meaning no matter the size of your company, the objective of your media campaign, or the budget you're working with, we've got a solution that works for your business. And don't be afraid to talk to us about going custom - to really deliver what you need!

Thanks for your consideration, I look forward to working with you.

Bruce Garrod

Bruce Garrod
Head Beard, GINGERBEARD Media



What's included?

We've designed our Small Business Video Marketing Packages for businesses and brands who are taking their first steps into video production.

This package is designed for those looking to improve the amount of video content on their website and social media.

Depending on which level of package you select, you'll receive some or all of the following content:

Welcome / Introduction / Overview Video

A full length (~1:30 minute) Welcome, Introduction or Overview Video. Great to place on the front page of your website and really let your visitors know who you are, what you do and why you're different.

Video Ad

A short (~30 second) promotional video ad to introduce your business. Perfect for social media where time and attention spans are short. Platinum level video ads include a professionally recorded voiceover.

Highlight / Teaser Video

Short teaser videos aim to quickly showcase your business as potential clients scroll down their social feeds. See the cinematic side of your business!

FAQ & Info Videos

Build authenticity by getting in front of the camera to answer short questions, break down purchase barriers by changing perceptions or showcase your knowledge and expertise by providing valuable information - all through these micro-content videos.

Profile Photos

Update your staff photos with a professional headshot. Perfect for your website's About page.

Business Property Photos

Show off your premises and facilities to your customers. Great for your website, socials and other marketing material.

360 Photos

Let potential customers explore your business and its facilities through 360 photos.

Did you know? You can go custom!

More than 95% of our client work falls outside the packages detailed. We can customise a package to suit the client, but more often than not, we'll create a completely customised quote.

We work with our clients to understand their needs, objectives and their vision, from there we create a custom quote. Feel free to get in touch with us to discuss customising your project.

The Breakdown

From your video package you will receive:



Platinum Package

On location pre-production planning meeting
1x 1:30 Welcome / Introduction / Overview Video
1x 30s Video Ad
2x 20s Highlight / Teaser Videos
5x FAQ & Info Videos
5x Staff Profile Photos
10x Business Property Photos
3x 360 Photos

\$6,750 (inc gst)

1 day shoot and all associated pre and post production



Gold Package

On location pre-production planning meeting
1x 1:30 Welcome / Introduction / Overview Video
2x 20s Highlight / Teaser Videos
3x FAQ & Info Videos
3x Staff Profile Photos
5x Business Property Photos

\$4,750 (inc gst)

1 day shoot and all associated pre and post production



Silver Package

Digital pre-production planning meeting
1x 30s Video Ad
2x 20s Highlight / Teaser Videos
2x Staff Profile Photos
3x Business Property Photos

\$3,250 (inc gst)

4 hour shoot and all associated pre and post production



Bronze Package

Digital pre-production planning meeting
1x 30s Video Ad
1x 20s Highlight / Teaser Video
1x Staff Profile Photos
2x Business Property Photos

\$2,450 (inc gst)

3 hour shoot and all associated pre and post production

Dont forget! You can go custom!

We work with our clients to understand their needs, objectives and their vision to create a custom quote. Feel free to get in touch with us to discuss customising your project.

We also include.

At GINGERBEARD Media we design our videos around your use, not what's easiest for us to create. From the start of the project we consider how you'll use your video content and deliver it in formats to maximise its use. We want your video content to be used as much as possible, for as long as possible.

So let's talk about what we do differently. And as standard.

We provide videos in different formats. Typically, all our videos are delivered in the standard 16x9 horizontal format - this is the ratio that your tv is in, the landscape image that we've been used to for years. However, we also consider a vertical format, especially if your videos are likely to end up on social media.

For most people, they engage with social on their phones. But phone screens aren't horizontal and the days of 'rotate to watch' are gone.

Posting horizontal video to social feeds just doesn't work, we need to create vertical format video.

Vertical videos take up more space on mobile social media feeds - meaning your video content is more likely to be seen, and be watched. So we create vertical versions of videos as standard, included in the price

We also think about captions - both for accessibility and engagement; is someone likely to watch the video on social media and have their phone on mute?

Captions are a great way to hook in viewers - whether they're watching on mute, or in a noisy environment. We include captions as standard for any video that has an audio component like a voiceover or dialogue.

All this means that for each video you'll end up with multiple versions of each video.

We like to think of it as handing over a video toolkit. Whatever format you need, it's there and ready for use. We want you setup from the start, so you don't have to come back to us because something's been overlooked.



	Bronze	Silver	Gold	Platinum	Custom
PRE-PRODUCTION	PROJECT MANAGEMENT Meetings & Travel PLANNING Shotplan & Scripting	30 min Digital Meeting Perth Metro Travel 1hr Scripting	1 hr On-location Planning Meeting Perth Metro Travel 2hrs Scripting	1 hr On-location Planning Meeting Perth Metro Travel 3hrs Scripting	Go Custom! Customise an existing package or build your own. Contact us to discuss
PRODUCTION	Shoot Length Drone Professional Voiceover Licenced Music	4 Hours <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	8 Hours <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	8 Hours <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> x2	8 Hours <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> x2
POST-PRODUCTION	Editing Motion Graphics Ammendments Video Thumbnails Vertical Versions	4 Hours <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	6 Hours <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	8 Hours <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	14 Hours <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

	Bronze	Silver	Gold	Platinum	Custom	
Deliverables	30 sec Video Ad <input type="checkbox"/> Horizontal 1:30 min Intro Video <input type="checkbox"/> Horizontal 20s Highlight Video <input type="checkbox"/> Horizontal FAQ & Info Videos <input type="checkbox"/> Horizontal	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> x1 <input checked="" type="checkbox"/> x2 <input checked="" type="checkbox"/> x3	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> x2 <input checked="" type="checkbox"/> x3 <input checked="" type="checkbox"/> x5	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> x2 <input checked="" type="checkbox"/> x3 <input checked="" type="checkbox"/> x5	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> x2 <input checked="" type="checkbox"/> x5 <input checked="" type="checkbox"/> x10 <input checked="" type="checkbox"/> x3	Go Custom! Customise an existing package or build your own. Contact us to discuss
Staff Profile Photo Business Property Photos 360 Photos	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> x2 <input checked="" type="checkbox"/> x3 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> x3 <input checked="" type="checkbox"/> x5 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> x5 <input checked="" type="checkbox"/> x10 <input checked="" type="checkbox"/> x3	Go Custom! Customise an existing package or build your own. Contact us to discuss	