



GINGERBEARD
MEDIA

SOCIAL MEDIA CONTENT

VIDEO PACKAGES

Everything in a Nutshell...

Over one day we'll film 3 month's worth of video posts.
Your footage is edited to create 40 short-form videos for social media
And then we schedule your posts to social media.

**So for the next 3 months, you'll have 3 posts a week
on your social media without fail. Helping you bring in
more business and build brand awareness.**

We'll develop all the ideas for the videos.

We'll create the videos.

and we'll post the the videos.

All you need do to do is review and approve.... oh and turn up for filming ;)

Thank you for considering our **Social Media Content Video Package**

Build your brand through consistent social media content!

On social media, consistency is King. Your brand, product or service needs to be constantly visible on social media platforms like Facebook, Instagram and LinkedIn to remain front of mind with your potential clients.

But... if you don't want to keep repeating yourself, regular posting means having a pool of content to pull from. And generating consistent video content that's engaging and professional is often a big struggle for any businesses.

And that's where our Social Media Video Content Package steps in!

Our one-day filming session will create a series of professional videos that allows 3 months of consistent posting on your social media platforms. Imagine all the potential leads that regular posting could bring in, not forgetting how much time it could free up within your business.

The videos we create are specifically tailored to your business and they're optimised for use on social media platforms. We even ensure they are posted to your social channels with engaging text.

**You know that for the next 3 months you'll appear online consistently.
It's set and forget!**

And all of this is done with a strategy in place before we even rig up a camera. We first develop an understanding of your business before we developed a strategy for your videos;- helping to ensure you have a stress-free shoot.

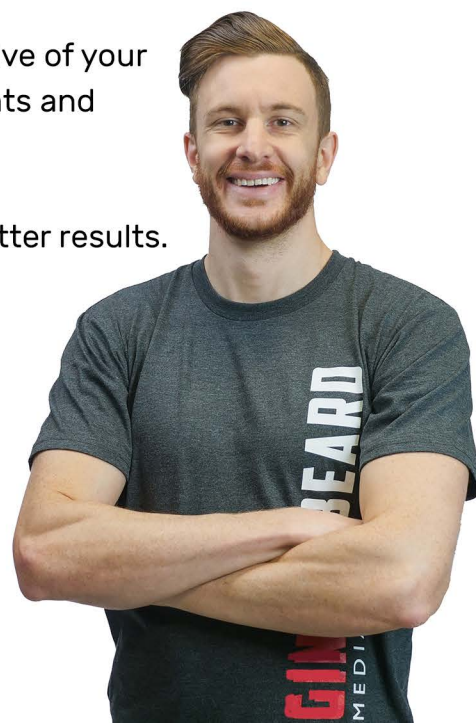
The result is that you receive videos which are more reflective of your brand and engage more effectively with your potential clients and customers.

We don't just shoot and hope, we plan and strategise for better results.

We look forward to working with you.

Bruce Garrod

Bruce Garrod
Head Beard, GINGERBEARD Media



ok, so...

How does it work?

Our social media video content package creates three months worth of video content for your social media - which we'll then post for you.

That's right, we handle planning the ideas, filming and editing the content ... anndnd posting your brand new videos. Yes, social media management is included to. All you have to do is turn up for filming (and we'll coach you through that too!)

Before the Shoot

We'll get to know you and your business - we'll have an online meeting to discuss your business, brand or service and answer any questions you might have.

From there, we'll generate a series of prompts that will help to create the video content. You'll review and approve the list.

Prior to filming you'll review the list, jotting a couple of bullet points for each question so that you know a rough answer for the questions. Please don't script answers for any of the videos.

On the Day

Filming can be a little nervous and stressful, that's normal and we're there to help and support you throughout it all. We'll coach you about being on camera, how to present and how to get the best from the shoot.

We'll keep you on track and on time. We'll likely work to film in a range of setups so that your content has a variety of looks - keeping it visually engaging for the viewer.

Afterwards

After the shoot we're into editing. We step into our editing bay to carefully craft your videos.

Once this is complete, you'll receive all your videos to review and approve, we'll incorporate any changes before we start scheduling your videos to go live on the platforms of your choice.

And that's it! You'll have posts going out on your social media for the next 3 months!

Select your Package

We've designed our Social Media Content Packages for businesses and brands who are looking to post professional quality media on their social media platforms on a consistent basis.

We offer two main packages - the difference being where we film - a studio or within your business.

Studio Package

- Meeting and strategy planning
- Content idea development
- **One day filming in a studio**
- Post-production of 40 Videos
- 2 licensed music tracks
- Scheduled posting to social media
- Posted 3 times a week for 3 months

\$3,500 a month
inc gst

On-Location Package

- Meeting and strategy planning
- Content idea development
- **One day filming in a studio**
- Post-production of 40 Videos
- 2 licensed music tracks
- Scheduled posting to social media
- Posted 3 times a week for 3 months

\$4,250 a month
inc gst

Optional Extras

- Additional shoot(s) to capture overlay footage for inclusion in videos
- Additional music tracks

Terms & Conditions

A one-off setup fee of \$550 (inc gst) is applied to all accounts upon initiation.

All packages are a 3-month block of content and are required to have social media management

The “Small” Print

Payment Information

New accounts have a \$550 (inc gst) setup fee, this is a one-off charge paid prior to commencing work.

The package fee can be paid monthly or as one-off payment.

Hours

Included in the package is 1 hour of online meeting time, suitable time to plan the content, 8 hours of filming and suitable time in post-production to complete the project to example work provided.

Work outside this scope, including additional changes may result in additional charges. GINGERBEARD Media tracks all hours and expenses to ensure accurate invoicing

Files

All videos are created in a long vertical (9:16) format.

Each video is created with captions.

Once approved the videos are scheduled to post automatically to the client's chosen social media platform(s)

At the end of the 3 months, all the approved videos will be made available to the client for use on their social media

Social Media

Access to the client's social media platforms is required as part of the package initiation process

All comments and messages are to be managed by the client

Music

2 licenced music tracks are included in the package. The client can add more tracks if they wish, this will incur an additional cost.

Once purchased, the music is then under the client's ownership and can be used as many times as you wish, for as long as you would like. This means you can use the same tracks in other projects and we can even provide a copy to you so you can use it on other projects.

Studio

The studio package includes the cost of studio hire for a day.

Studio arrangements are made by GINGERBEARD Media.