

# Dialogue-on-Demand Videos

## WHAT IS A DIALOGUE-ON-DEMAND VIDEO?

Pre-produced 10-minute Zoom (or Webex) customized video, designed to give you bite-sized snippets of good, substantive content to promote and repurpose across your marketing channels. Featuring 1-2 experts creating a natural exchange of ideas and key concepts, videos include:

- 10-minute dialogue
- 3-4 clips (~60 seconds in length) on specific sub-topics
- 2 social cuts (:15 and :30 seconds in length)

## WHY DIALOGUE-ON-DEMAND?

- Simple way to supplement in-person events while showcasing technical experts
- On-demand nature gives asset a life beyond a webinar
- Production requirements make it a good choice for busy SMEs
- Concise nature makes it easy to distribute, promote and repurpose

## OPTIONAL CORE PROMOTION TACTICS

- **LinkedIn Ads:** Advertise conversation with :60-second clip + CTA
- **Targeted Display:** Static creative, traffic-driving through Google Display Network (GDN)
- **Programmatic Pre-Roll:** Advertise conversation with :15-:30-second social cuts
- **Programmatic Email:** 2 sends + 2 redelays—one pre-event, and one post event
- **Recommended Campaign Length:** 4 weeks



## DIALOGUE-ON-DEMAND VIDEOS

Contact us today to get started!

[click to see an example](#)

PRICING	
Dialogue-on-demand video production: light scripting, light graphics, recording	<b>\$12,000</b>
OPTIONAL ADD-ONS	
Bundle with Independent Banker Sponsored Content Bundle + \$3,500	<b>+ \$3,500</b>
Custom Landing page: prototype, UX, design and content	<b>+ \$6,500</b>
Strategy paper: writing, editing, 2 SME interviews and design	<b>+ \$12,500</b>
Digital marketing support package	<b>+ \$3,600 to \$12,500</b>