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:

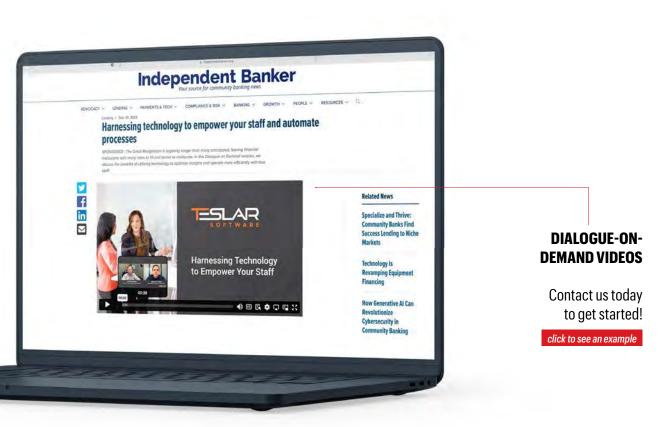
- 10-minute dialogue
- 3-4 clips (~60 seconds in length) on specific sub-topics
- 2 social cuts (:15 and :30 seconds in length)

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 redeploys—one pre-event, and one post event
- Recommended Campaign Length: 4 weeks



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