What is a Dialogue-on-Demand Video?
A Dialogue-on-demand video is a pre-produced 10-minute Zoom (or Webex) video. The general framework features 1-2 experts creating a natural exchange of ideas and key concepts. The Dialogue-on-demand is designed to give you bite-sized snippets of good, substantive content to promote and repurpose across your marketing channels. During production we can create:

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

Optional Add-Ons
The Dialogue-on-demand video can be embedded on a landing page, designed to your brand standards. Viewers may download a strategy paper (up to 2,000 words) to support the content discussed.

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 redeploy — one pre-event, and one post event

Recommended Campaign Length
4 weeks

Pricing

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Dialogue-on-demand video production: light scripting, light graphics, recording</td>
<td>$12,000</td>
</tr>
<tr>
<td>Bundle with Independent Banker Sponsored Content Bundle + $3,500</td>
<td>+ $3,500</td>
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<tr>
<td>Custom Landing page: prototype, UX, design and content</td>
<td>+ $6,500</td>
</tr>
<tr>
<td>Strategy paper: writing, editing, 2 SME interviews and design</td>
<td>+ $12,500</td>
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<tr>
<td>Digital marketing support package</td>
<td>+ $3,600 to $12,500</td>
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</table>

Example
Click here for an example: