



## VIDEO DISCUSSION GUIDE

If your organization or company is starting to think about video and you have questions about video costs, congratulations! You're going to enjoy the journey of creating video and will discover ways to use video to achieve results.

Videos MiniMatters produces usually fall in the **range of \$2,000-\$8,000 per video**. Below we've listed key factors that impact your costs. We realize it may not be possible to answer every question with certainty, but we hope this guide will help jumpstart internal discussion around your video project.

If you do want an estimate, send us this completed form and/or give us a call; our website also has an [online form](#) to request an estimate if that's easier for you.

Top Uses of Video
Intro/Overview Video for Homepage
Story Videos to Show Impact
Testimonials
Videos for Galas & Events
Email & Social Media Communications
Training

### 1. What's your goal for this video project? Who is the audience?

Describe the audience(s) you hope to reach with your video(s)?

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What main goal do you hope your video will accomplish with this audience?

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### 2. What types of videos do you need—and how many?

The types of videos you want to produce is the key factor in estimating your video editing costs. Some common types of videos are listed below. In general, as you go down the list, you're more likely to need more complex filming, editing, and more production time, and this will raise your costs.

On the line, please write in the number of each type of video you want in your estimate. You'll realize substantial efficiency and cost reduction from doing a series of videos at one time.

\_\_\_\_ Testimonials or other single clip videos (typical length: 1.5 minutes or less)

\_\_\_\_ Short informational videos or video stories (typical length: 1.5-3 minutes)

\_\_\_\_ Gala or event videos to be shown on a large screen (typical length: 3-6 minutes)

\_\_\_\_ Other

If you specified “other”, or your video will not conform to these typical lengths or content, please indicate below the type of video and length you envision.

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Let us also know if you anticipate needing:

- A voiceover: \$800 (per recording session – can be for more than one video)
- Stock footage or photos: Cost + 30% for MiniMatters to locate and select

To give us a concrete image, list the URLs of videos similar to what you envision.

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### 3. Will you need filming and, if so, how much?

We estimate filming costs based on the **number of days (or half-days) of shooting**, as well as the **location(s)**. Like many production companies, we have a full-day rate (8 hours, including about 6 hours on site and 2 hours of travel) and a half-day rate (6 hours, including about 4 hours on site and 2 of travel). The full-day rate ranges from \$1,800-\$2,200, while the half-day rate is about \$900-1,000.

Usually, we can get the footage we need in less than an hour with an interviewee for most short informational videos or video stories, and we can often do 3-4 testimonial videos/hour if the interview schedule is well-organized. Allow 45 minutes to set up and 45 minutes to breakdown our equipment.

Tip: If you’re going to have a number of great people together at a conference or event, we can generally get multiple interviews as well as other footage (in the biz, it’s called b-roll) all in one shoot.

As for the **location(s)** for your filming, MiniMatters charges for direct travel costs, with an extra charge for overnight stays and travel time outside the DC/MD/NoVA area.

What number of days and locations do you anticipate for filming (if any)?

# of days \_\_\_\_\_ # of locations \_\_\_\_\_

City, state of locations \_\_\_\_\_

## 4. How will you put your video to work for you?

Not factoring video distribution into your video costs is like planning for a print mailing without budgeting for postage. Your video will have few views and, hence limited impact, if your video distribution plans don't take advantage of the wealth of options available.

If you're not ready to decide how much you can spend on distribution, that's absolutely fine. We can discuss this further as we get into the process. Here are some of the options on MiniMatters' menu of video distribution methods and how they affect your video costs. Check any you are interested in:

- YouTube Channel Design or Enhancement.** Do you want your upcoming videos to live on a YouTube Channel with branded design, and the tabs and features that suit your needs? MiniMatters can adjust your channel to look good *and* take advantage of the latest and most relevant YouTube features to increase your video views and build relationships.
- Branded Video Player with Custom Action Button.** The majority of our clients put their videos on YouTube, but some also use a "branded" video player that allows for an overlay with a **custom action button**, an effective marketing tool that will direct a viewer to any URL of your choosing (conference registration page, donation page, etc.). MiniMatters also will adjust settings so that SEO will accrue to your webpage (this is not the case with YouTube). MiniMatters charges \$300 for setting up a branded video player with a custom action button.
- Search Engine Optimization (SEO).** We can increase your position on search engines such as Google and your video views through strategic titling, description, tagging of your videos, and the addition of a YouTube video transcript.
- Assistance with Direct Distribution.** MiniMatters can provide consultation and implementation assistance to distribute your videos effectively via email and social media.
- Blogging.** MiniMatters provides blogging services to showcase your videos and other content.

Except as listed above, we typically price these services by the hour at \$100-\$200/hr., and for a low added video cost, we expect you'll see great results. We can design a custom package with a fixed monthly fee, as well, if that is more suited to your needs.

## 5. When do you hope to start the work, and when do you need to complete it? (Your best guess)

Start date \_\_\_\_\_ Completion date \_\_\_\_\_

Thanks so much for considering MiniMatters for your video needs.

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