

## What is Cost Of Video Marketing ?

The process of video marketing involves four steps: 1) collecting the video material, 2) producing a video from collected material, 3) publishing the video, and 4) marketing the video. Sometimes steps three and four go together but they still involve distinct steps.

Videos discussed in this article are designed to showcase business products and services. This is not an article about creating videos for Hollywood or a feature movie.

At the end of this article are guidelines for pricing on the creating, publishing, and maintain of videos.

### Collecting Video Material

The video is made from video clips and/or photos. Both the videos clips and photos need to be high resolution. If you are using video make sure it is captured at a 4k resolution which is minimum go 30 FPS (frames per second). On photos make sure they are the large file size.

A comprehensive and well liked software used to create masterful videos is Final Cut Pro (FCP) and/or DaVinci Resolve. There are other software but those two are intuitive to navigate and you will find depths of help and knowledge, that are easy to access, using Google search. When search for help or tools in FCP, make sure to use the current version. As of this writing the current version of FCP is X. When searching for help or tools related to FCP be sure to use the version of FCP that you are using. For example, if I was searching on how to add a sliding/moving title in the video, I would search using .... FCP X how to add a sliding title. Software functions change from version to version, that is why it's important to use the version in search.

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## Producing a Video

To produce a video takes time and skill that is developed by creating videos. Someone who has created 100 videos can create a video quicker, along with making the video more appealing to the eye.

### **Video Making Tools**

1. Video Software: the two best software are mentioned above.
2. Sound: adding music to your video enhances the quality of your content. Be sure to use royalty free sound tracks, which means you pay a flat fee to buy the sound track and can use it in client videos. Audio Jungle is one good resource.
3. Graphics Software: a program to make graphics and also a header and/or ending slide.
4. Storage: use an external drive or buy a membership to Vimeo where you can warehouse files and get them distributed on the internet.

There are different research studies on the best length of a video to make. Generally speaking, I have found that using shorter videos is a good engagement strategy. To me, the point of the video is to express a certain quality to a certain target audience.

I do not make videos that are catalogues of products and services. But, I do produce longer videos of 4-5 minutes that are more of time lapse purposed videos. To showcase a business interest you want to peak the viewer interest, which is why I think shorter videos of 60-90 seconds are best.

## Elements of a Video

The header slide is useful to introduce the video. I like to use a montage video to introduce the video since it is more appealing to the eye. Other people prefer to use a slide approach as the header which is an image containing static photos and text. It all depends on your level of expertise and the ability you develop with the software.

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The video will contain the captured video and/or photos. It will also contain music and can include other audio tracks. For example, a testimonial video would have a music intro and then that track reduces to a soft background and the voice of a client/customer is heard providing the testimonial - the client becomes the loudest audio track.

The video can also have text appearing at different segments to point out specific features - such as "Before" and "After".

The end of the video needs to be a slide with the business information and photos of products, while including the phone number, website, and state license number if that is necessary.

### Publishing a Video

Once your video is done, it is best to publish it in major video channels like YT and Vimeo. From there you can easily share videos to your social media like FaceBook and Twitter. Also, those two channels have comprehensive analytics to keep you informed on who is watching your video and their geographical location.

### Marketing A Video

Search Engine Optimization (SEO) plays a significant role in marketing your video which is also known as digital marketing. Just like the SEO done on a web page, the SEO on the video will determine organic listing displays in search results.

You create the SEO in a video file, before publishing it, by inserting tags into the video content that are relative to the video content. This aspect of SEO will determine how and where the video is displayed as an organic search result when searchers are looking for the products/services your video is describing.

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This article is not about paying to advertise your videos in order to produce organic search results. In fact, when you pay for advertising you do not build organic search listings.

Another significant component of video marketing is doing SEO to your video channel. For example, to SEO your YT channel involves the verbiage you use to setup tags, descriptions, and play lists within the YT channel. That kinda effort takes ongoing work. It is not one specific fix and then leave it alone.

Lastly, keep in mind, everything you publish with your video in YT the content, text or verbiage, will help or hinder people finding it in searches they preform.

### Marketing Video Secrets

These are the three keys achieve more video views in YT, meaning you get in sync with the algorithms running YT - aka get your video recommended for other people to watch.

#1 Consistently produce videos. For example, publish one unique video every week for a specific client.

#2 Create play lists in your YT channel that comprise key words people will use in the search engine to fins your products.

#3 Don't use the same SEO tags in every video. Use words that are variations and that covers different aspects or questions about the benefits of products/services displayed in the video.

### Cost Chart of Video Marketing

This cost chart below is a qualified reference point to determining a cost range on video marketing efforts.

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There's not really a hard and fast set of numbers to use that determine the cost of a video. The best is a range that takes into account the experience of the video creator. The final cost depends on the scope of work involved to produce the video content. The cost of YT monetization, is beyond the scope, of just posting videos to YouTube. A fee for YT monetization means the client wants to achieve that goal. Significant increases in viewer results that display in YT analytics DO NOT and WILL NOT happen overnight. Typically you can count on 15+ months to see significant video view results - if you are fulfilling the video marketing secrets mention above.

Information Provided By Ez Web Company In March, 2019

Length Of Video	60-90 Seconds	2-4 Minutes	4-5 minutes
<b>COLLECT VIDEO MATERIAL</b>			
<b>Capture Video To Create One Video</b>	\$25-30 Hour	\$25-30 Hour	\$25-30 Hour
<b>Capture Photos To Create One Video</b>	\$20-25 Hour	\$20-25 Hour	\$20-25 Hour
<b>Existing Photos To Create One Video</b>	\$10-\$15 Hour	\$10-\$15 Hour	\$10-\$15 Hour
<b>PRODUCE ONE VIDEO</b>			
<b>Video Material</b>	\$250.00	\$450.00	\$1,000 - \$1,500
<b>Photo Material</b>	\$150.00	\$300.00	
<b>PUBLISH ONE VIDEO</b>			
<b>Placement Of One Video File</b>	\$20-25		
<b>MARKETING ONE VIDEO</b>			
<b>SEO Video</b>	\$75.00	\$75.00	\$75.00
<b>Website</b>			
<b>Social Medis</b>			
<b>YouTube Monitization</b>	\$250 setup fee and \$50 a month based on volume of two - five new videos published a month		

### Example Video Project: 60-90 second video

**A.** The time to travel to clients project sites to capture video/photos that takes three hours: \$50 - \$100

**B.** Cost to produce the video is \$150 - \$200

**C.** Publishing the video and marketing it: \$75

In this example the cost range on one video is \$275 - \$375.