

Explainer Video Package

JohnPaul.tv



The **Explainer Video Package** retainer is designed for businesses looking to enhance their customer support and engagement by addressing frequently asked questions through engaging video content. This approach not only enriches the customer experience but also reduces the load on customer support teams by providing clear, concise, and accessible answers to common queries. Tailored for companies in industries where clear communication can significantly impact customer satisfaction and retention, this package ensures that the most pressing customer questions are answered in an informative and visually appealing format.

Target Audience: Businesses across various sectors, particularly those in technology, healthcare, e-commerce, and service industries, looking to improve their customer service and online presence through informative video content.

Pricing: \$3,000 - \$5,000 per month

Deliverables:

- **Videos:** 5 FAQ videos per month, each 1-2 minutes long, addressing key questions identified by the client.
- **Content Strategy:** Initial meeting to identify the most frequently asked questions or areas of confusion among the client's customer base. Monthly review sessions to update the FAQ list based on customer feedback and evolving business offerings.
- **Scriptwriting:** Development of concise, easy-to-understand scripts that clearly answer each FAQ while maintaining the brand's voice.
- **Production:** Professional filming or screen recording, as appropriate, featuring a spokesperson, animated graphics, or a combination thereof to best illustrate the answers.

- **Post-Production:** Editing to include branded elements, on-screen text or graphics highlighting key points, and licensed background music to enhance viewer engagement. Each video includes two rounds of revisions.
- **Optimization:** Formatting the final videos for optimal use on the client's website, social media platforms, or email marketing campaigns.
- **Accessibility Features:** Addition of subtitles or captions to ensure accessibility for all viewers.
- **Performance Analysis:** Quarterly reviews of video engagement and effectiveness, with recommendations for new FAQs or content updates based on customer interactions and feedback.

Optional Add-Ons (For Additional Fees):

- **Additional Videos:** For clients requiring more than 5 FAQ videos per month, priced at \$600 - \$1,000 per additional video, depending on complexity.
- **Advanced Animation:** For FAQs that benefit from detailed animations to explain concepts or processes, starting at \$1,000 per video.
- **Professional Talent:** Hiring of professional on-screen talent or voiceover artists to enhance the quality of the videos, priced according to market rates.
- **Expedited Delivery:** For faster turnaround times, an additional 20% of the monthly retainer fee.