

# Testimonial Video Package

JohnPaul.tv



The **Testimonial Video Package** as a monthly retainer is designed for businesses looking to continually build trust and credibility through customer or client testimonials. These videos are powerful marketing tools that showcase real-life experiences, endorsements, and the value of your client's products or services.

**Target Audience:** Businesses in various sectors (e.g., B2B services, healthcare, education, real estate, technology) that benefit from showcasing customer success stories and endorsements.

**Pricing:** \$3,500 - \$6,500 per month

## Deliverables:

- **Videos:** 3 testimonial videos per month, each 1-3 minutes long.
- **Pre-Production:** Initial consultation to identify key messages, select testimonial subjects, and plan the video strategy. Assistance with question preparation and interviewee briefing.
- **Production:** Half-day shoot per month, either at the client's location or an agreed-upon setting, to capture testimonials. This includes professional lighting, audio equipment for clear sound capture, and high-quality video recording.
- **Post-Production:** Editing to craft compelling narratives, including the addition of b-roll for visual interest, licensed background music, basic motion graphics (e.g., lower thirds with names and titles), color correction, and two rounds of revisions per video.
- **Optimization:** Formatting the final videos for optimal use on the client's website, social media platforms, or other marketing channels.

- **Distribution Strategy Consultation:** Guidance on how to effectively distribute and utilize testimonial videos in marketing campaigns.
- **Performance Review:** Bi-monthly meetings to review video performance and feedback, adjusting future video strategies as needed.

### **Optional Add-Ons (For Additional Fees):**

- **Additional Testimonials:** If more than 3 videos are desired within the month, priced at \$1,000 - \$1,800 per additional video, reflecting the end-to-end production process.
- **Extended Filming:** Additional half-day or full-day shoots, priced at \$1,200 - \$2,400, beneficial for capturing more in-depth testimonial content or covering multiple locations.
- **Advanced Post-Production:** Enhanced editing, such as dynamic motion graphics, animation, or complex color grading, starting at \$500 per video.
- **Professional Voiceover:** Addition of professional voiceover to introduce or conclude the testimonials, priced at \$250 - \$500 per video.
- **Expedited Delivery:** For quicker turnaround of final videos, an additional 20% of the monthly retainer fee.