



# Adams Productions & Marketing

## ***Customized Marketing Video***

**A great tool for your sales presentation, website, and trade show booth.**

***This 5-minute option is designed to hit the highlights of your business with a powerful voiceover and video designed to sell!***

### **1. Establishing a Goal.**

- A. To enhance the image of your company.
- B. To present your sales presentation in an organized and well thought out manner.
- C. To be an effective tool when presenting and selling your products and services.
- D. To convince the public on doing business with you and not your competition.
- E. To produce a video that will be a great addition to your website.
- F. Ultimately, to increase your bottom line.

### **2. Suggested Content.**

- A. An opening to introduce and position your company.
- B. Quality materials and/or workmanship.
- C. Knowledge and experience of staff.
- D. Warranties and disclaimer.
- E. Area your business services.
- F. Benefits of doing business with you instead of your competition.
- G. Call to action closing.

### **3. Production Process.**

- A. Planning meeting to establish an outline of the content.
- B. Writing of your script (generally provided within one week of meeting).
- C. Establishing a list of visuals and a plan made for the video shoot.
- D. Four hours of shooting on location with a digital broadcast camera. (Additional hours are billed at \$125.00 per hour)
- F. Handheld or wireless lapel microphones and light kit if needed.
- G. Professional voice talent provided by Adams Productions to narrate script and mix to music.
- H. Editing video and titles to voice track.
- J. Mastering and duplicating 10 DVD copies, MP4, and a you tube link to your video.

**Your Investment:**

**\$1,995.00**

**Completion time will be 60 days from contract date.**