



Adams Productions & Marketing

We create affordable
Marketing Videos
designed to
Sell your Products or
Services

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Let us help you
Grow Your Business!



Video Marketing Statistics

A powerful video continues to be one of the most effective elements of a Sales and Marketing strategy.

- 81% of businesses use video as a marketing tool — up from 63% over the last year. (Hubspot)
- 93% of marketers use video. (SingleGrain)
- 97% of marketers say video has helped users gain a better understanding of their products and services. (Hubspot)
- 65% of executives have gone to the marketer's site and 39% have called them on the phone after watching a marketing video. (Forbes)
- 64% of consumers will make a purchase after watching branded videos on social platforms. (Tubular Insights)
- 73% of Business to Business marketers say video positively impacts their Return on Investment. (Tubular Insights)
- A website is 53 times more likely to reach the front page of Google if it includes video. (Insivia)
- Videos under two minutes long get the most engagement. (Wistia)



Two Minute Marketing Video

A powerful sales tool for your business!

This goal of this 2-minute video presentation is to enhance the image of your company and convince your prospective customer to do business with you instead of your competitor.

Getting the video in front of your prospective customer:

- A. Link video to website.
- B. Email video link along with printed information to prospective customer.
- C. Post video and link on your Facebook page.
- D. Post video on Youtube.
- E. Use video in loop mode at your tradeshow booth.
- F. Include DVD with printed sales information to prospective customer.

We make the production process easy:

- A. First meeting is to establish content and create a video outline.
- B. Next, we write the script (generally provided to client within one week)
- C. Second meeting is to establish the visual content and plan the shoot.
- D. Next, we shoot video on location with broadcast camera and drone if applicable. Wireless microphones and light kit are included if needed.
- E. A two hours shoot is included with additional hours billed at \$125.00 per hr.
- G. Next, audio is cut and mixed to music with professional voice talent provided by Adams Productions once Script is approved. Changes made to the script after audio is cut may result in additional voice talent fees.
- H. Video is edited to the voice tract and titles are added.
- J. Mastering and duplicating 10 DVD copies, MP4, and a you tube link to your video. Additional DVD are \$5.00 each.

Your Investment:

\$990.00

Completion time will be 30-45 days from contract date.



Adams Productions

Marketing Video Contractual Agreement

Church Name _____ Date _____

Church Contact _____

Address _____ City _____

State _____ Zip _____ Email _____

Phone _____ Fax _____

_____ authorizes Adams Productions to start the video production process of a _____ minute Marketing Video for the agreed amount of \$ _____. This includes a planning meeting, writing the script, _____ hours of shooting, computer editing, _____ DVD copies, and a professional voice talent provided by Adams Productions.

Be aware additional charges will apply if changes are made to the script after the voice track is cut.

Progressive billing will be as follows:

1. One third \$ _____ deposit is due to get started. A rough draft of the script will be delivered within seven working days.
2. One third \$ _____ will be due after the video shoot is completed.
3. One third \$ _____ will be due after the video is delivered which will be no more than 45 days from contract date.
4. Note: Any additional charges such as additional shooting, voice work, additional DVD's, or travel will be billed with the last installment.

Adams Productions will provide _____ DVD copies, an MP4, and YouTube link of the video. Additional DVD copies are available for \$5.00 per copy.

_____ Date _____
Representative

_____ Date _____
Adams Productions

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