



BRAND STRATEGY



VIDEO PRODUCTION



ADAPT & IMPROVE



MEGER MEDIA

Our agency is built from the ground up to serve a single purpose - helping experts provide value, establish authority and build trust through the power of video & content strategy.

Using video online allows you to **target COMPLETE strangers**, let them know your product or service exists, move them along **every step of the buyers journey**, ultimately getting them to become a PAYING customer.. and even a strong advocate... all without you ever needing to even jump on the phone.

We can do this by creating **key videos** for different parts of the customer's journey.



Start with CAMPAIGN STRATEGY:

Every campaign starts with a deep dive into your origin story to clarify why your brand exists and what your growth objectives are.



BRAND STRATEGY

- Brand Voice
- Logo & ID System
- Pitch Decks
- Startup Packages
- Content Pillars



VIDEO PRODUCTION

- Core Video Assets
- Social Media Content
- Video Ads
- Stories / Scripting
- Batch Production



ADAPT & IMPROVE

- Revise & Edit
- Monitor Key Metrics
- Build Content Library
- Stories / Scripting
- Analytics Review

AWARNNESS

MARKET POTENTIAL

INTEREST

SUSPECTS
ects

DESIRE

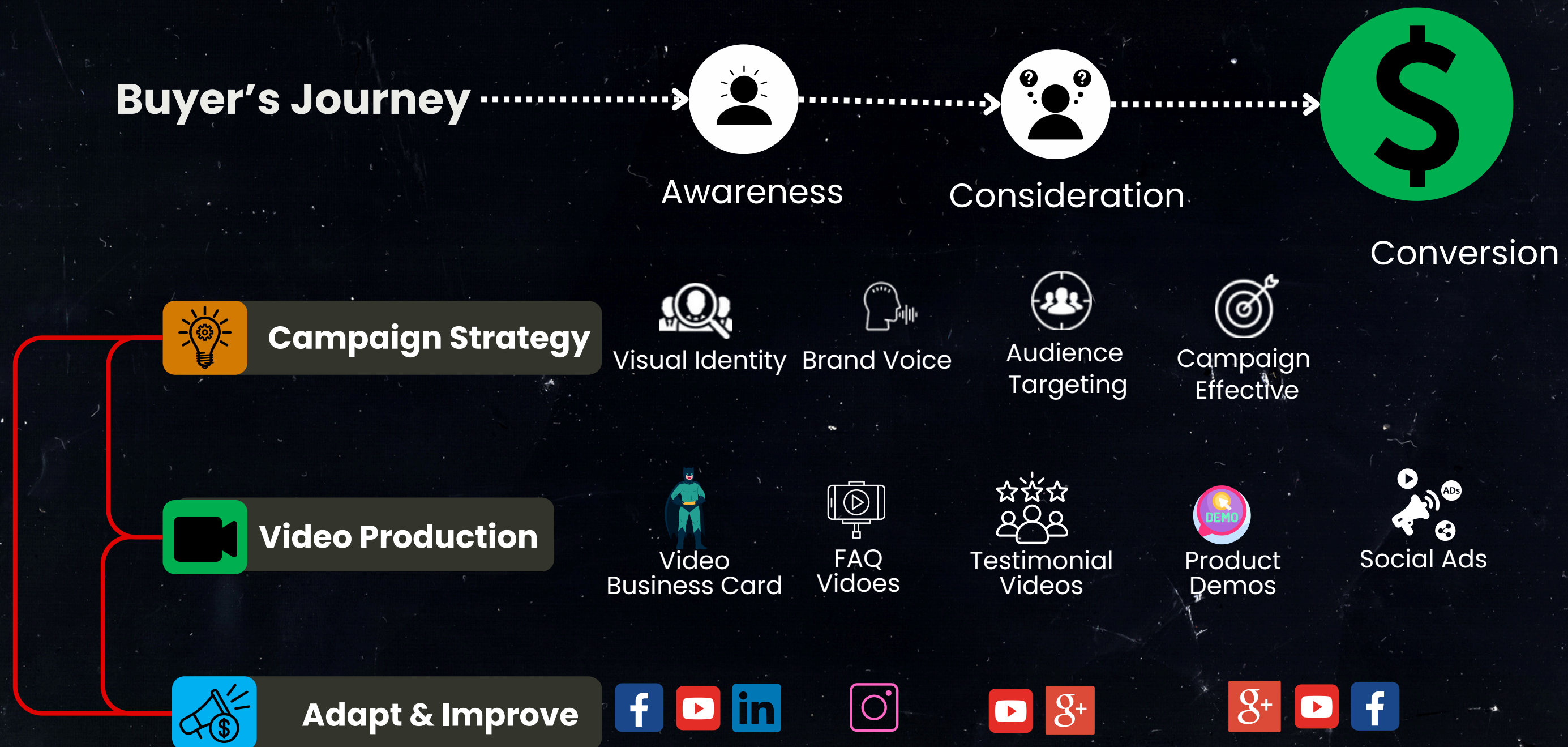
PROSPECTS
ects

ACTION

CUSTOMERS

CAMPAIGN FLOW

Once we understand your brand and growth objectives, we can get started with the real work of building out your content library.



WHAT **CONTENT** DOES YOUR BUSINESS NEED?

Certain content is designed SPECIFICALLY for each aspect of your online audience:



Video Ads, Short Form Content



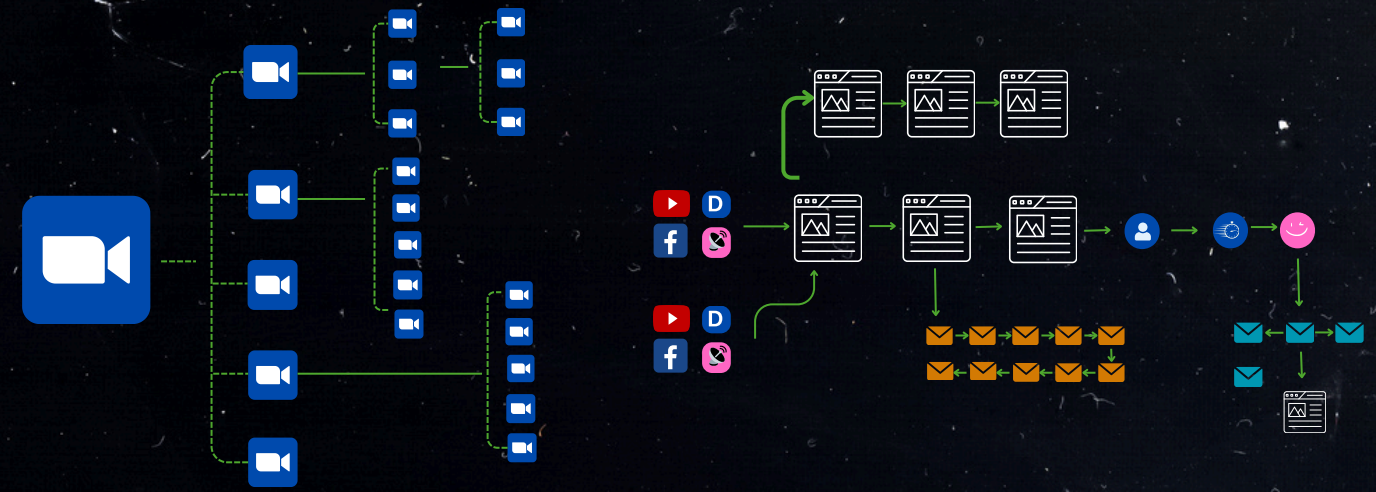
Long Form Content (YT), VBC, Sales Videos



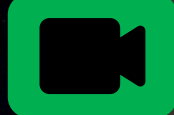











Testimonials, FAQ, Process Videos



Events, Behind The Scenes, etc.



CORE VIDEO **ASSETS**

-  Video Business Card
-  Customer Onboarding
-  Brand Story Piece
-  Event Coverage
-  Customer Testimonial
-  Product Demo
-  Process Video
-  Podcast Interview
-  FAQ Video
-  Staff Training Video
-  Video Advertisements
-  Meet The Team

The Process:

1

PreProduction

- Deep Dive
- Content Planning
- Schedule Shoot Dates
- Coordinate Interview Topics
- Collect Client Brand Assets
- Keyword Research
- Competitor Research
- Ideal Avatar Worksheet
- Social Media Audit
- Website Audit

2

The Shoot /PostProduction

- Capture Videos / Photos
- Begin Post-Production Process (est. 3-4 weeks)
- Establish Video Brand Guidelines
- Client Final Video Approval (2x Revisions)

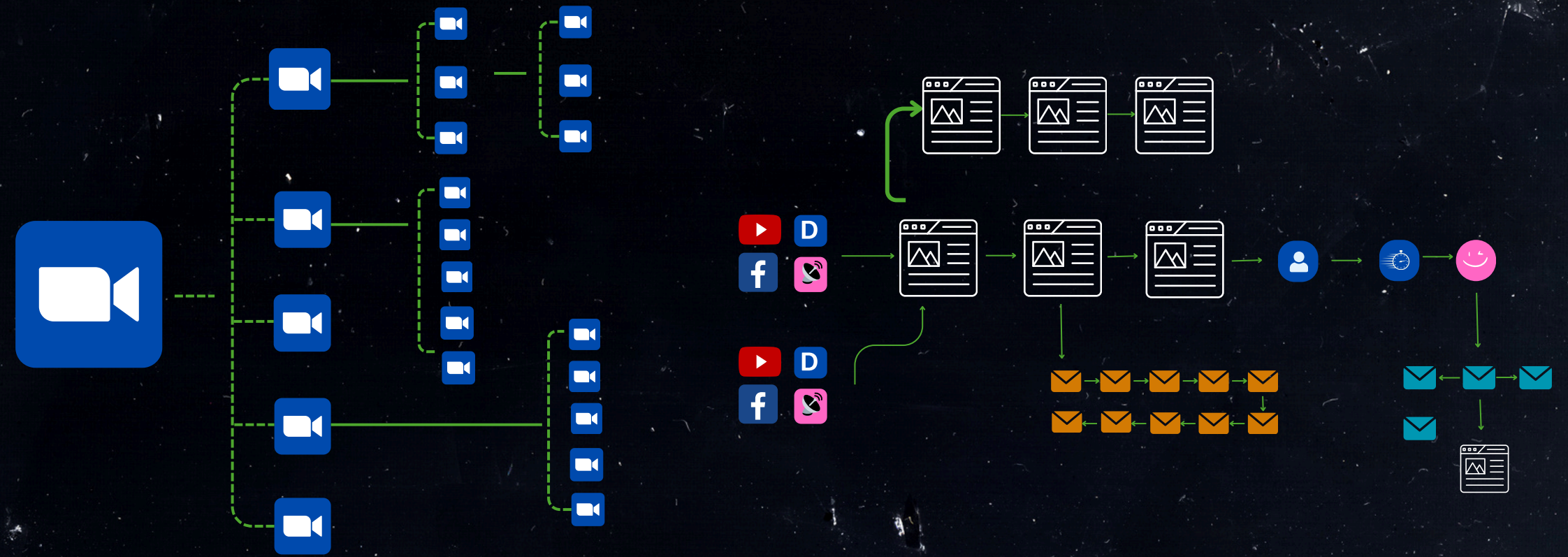
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Finalize PostProduction

- Client Final Video Approval (2x Revisions)
- Final Video and Assets

Capture. Create. Convert.

Monthly Content Packages



BUILDING YOUR VIDEO MARKETING MACHINE



90 Day Content Launch

\$1,000/ month (\$3,000 total)

Shoot: 1x Half-day per month (up to 3 hours on-site photography/videography)

Deliverables:

- **Strategy Guide**
- **10x Reels (15-60sec)**
- **B-Roll Library For Future Content**
- **Base Photo Package (20+ Photos)**

\$3,000



90 Day Content Boost

\$2,000/ month (\$6,000 total)

Shoot: 1x Half-day per month (up to 3 hours on-site)

Deliverables:

- **Custom Strategy Guide**
- **1 x Core Video**
- **16x Reels (15-60sec)**
- **2 x Infographics**
- **B-Roll Library**
- **Anchor Photo Package (75+ Photos)**

\$6,000



90 Day Content Accelerator

\$4000/ month (\$12,000 total)

Shoot: 1x Full-day per month

Deliverables (choose 3 of the following):

- **Custom Strategy Guide**
- **2x Core Video Assets**
- **2 x Talking Head Videos**
- **20x Reels (15-60sec)**
- **4 x Infographics**
- **Elite Photo Package (200+ Photos)**
- **B-Roll Library**

\$12,000



12 Month Growth Partner

\$4,000/ month (\$48,000 total)

Shoot: 1-2 x Full Day Shoot per month

Deliverables (All of the following):

- **Custom Strategy Guide**
- **6 x Core Videos**
- **4 x Talking Head Videos**
- **104 x Reels (15-60sec)**
- **24 x Infographics**
- **4x Event Coverage**
- **B-Roll Library**
- **VIP Photo Package (500+ Photos)**

\$48,000

One-Off Video Options for non-retainer clients:



Mini Session Rate: \$350 (30 minutes)
Half-Day Rate: \$550 (up to 3 hours)
Day Rate: \$850 (up to 6 hours)
Editing Rate: \$125/ hr



Sample One-Off Packages:
\$1500 – Half day shoot, 6 Reels
\$3500 – Half day shoot, 1 core video
\$5000 – Full day shoot, 1 video, 12 reels



Let's Get Started!

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**Contact us to set up a
discovery call today!**