



Video Packages

Kruseliner Media

MARKETING CAMPAIGN PACKAGE



This package is designed for businesses looking to regularly run advertising campaigns to market their products or services using high quality video content.

Deliverables:

- **Videos:** 2 - 3 videos per month, each 30 seconds to 2 minutes long with 2 variations of each video.
- **Content Strategy:** Initial consultation to plan the video content strategy, focusing on key product/service features, target audience, and marketing channels.
- **Pre-Production:** Storyboarding for each video, scriptwriting assistance, and product shoot preparation.
- **Production:** Up to 2 days of filming, which can be scheduled as a single block or separate half-day sessions, to accommodate multiple products. Includes professional lighting, and audio capture.
- **Post-Production:** Professional editing, color correction, audio mixing, addition of licensed background music, motion graphics for product features, and two rounds of revisions per video.
- **Optimization:** Delivering videos in formats optimized for various advertising platforms (e.g., website, YouTube, Instagram, Facebook).
- **Analytics Review:** Monthly review of video performance (if analytics are available) to refine future content for better engagement and conversion.

PRODUCT HIGHLIGHT PACKAGE



This service is designed for businesses seeking to regularly showcase their products through high-quality, engaging videos. This package is ideal for e-commerce sites, retail stores, tech companies, and any business with a dynamic product lineup that requires frequent updates to their visual content.

Deliverables:

- **Videos:** 4 product highlight videos per month, each 1-2 minutes long.
- **Content Strategy:** Initial consultation to plan the video content strategy, focusing on key product features, target audience, and marketing channels.
- **Pre-Production:** Storyboarding for each video, scriptwriting assistance, and product shoot preparation.
- **Production:** Up to 2 days of filming, which can be scheduled as a single block or separate half-day sessions, to accommodate multiple products. Includes professional lighting, and audio capture.
- **Post-Production:** Professional editing, color correction, audio mixing, addition of licensed background music, motion graphics for product features, and two rounds of revisions per video.
- **Optimization:** Delivering videos in formats optimized for various platforms (e.g., website, YouTube, Instagram, Facebook).
- **Analytics Review:** Monthly review of video performance (if analytics are available) to refine future content for better engagement and conversion.

REAL ESTATE PACKAGE



The Real Estate Package tailored towards building a real estate agent's or agencies brand focuses on highlighting not just the properties but also the agent's expertise, personality, and unique value proposition.

Deliverables:

- Videos: 4 high-quality property showcase videos per month, including agent introductions and client testimonials to highlight the agent's personal touch and expertise. Each video is 2-3 minutes long.
- Agent Profile Video: 1 agent profile video (4-5 minutes) every six months, detailing the agent's background, achievements, and unique selling points.
- Market Update Videos: 2 monthly market update videos (1-2 minutes each) featuring the agent discussing recent trends, tips for buyers/sellers, and local market insights.
- Pre-Production: Initial consultation and monthly planning sessions to select properties, discuss key selling points, and script agent intros and market updates.
- Production: Up to 3 days of filming per month, including property walkthroughs, drone footage for aerial views, agent on-camera segments, and client testimonials. Professional lighting and audio equipment ensure high-quality production.
- Post-Production: Editing to craft compelling narratives around each property and the agent's brand, music licensing, color grading, and two rounds of revisions per video.
- Social Media Snippets: 8-10 short clips per month, extracted from the full videos, optimized for social media sharing to boost engagement and reach.

TESTIMONIAL VIDEO PACKAGE



This package 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 products or services.

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.

IMPACT STORIES PACKAGE



This package is perfect for non-profits, charitable foundations and social enterprises aiming to communicate their mission, showcase their impact, and engage with donors, volunteers, and the communities they serve through compelling video content.

Deliverables:

- **Videos:** 3 storytelling videos per month, each 2-5 minutes long, focusing on different aspects of the organization's impact, including beneficiary stories, volunteer experiences, project highlights, and donor testimonials.
- **Story Discovery and Development:** Initial and ongoing consultation sessions to identify compelling stories within the organization, develop a narrative arc for each video, and plan the content calendar around key organizational milestones and campaigns.
- **Pre-Production Planning:** Storyboarding, scriptwriting (as needed), and logistical planning for shoots, including coordinating with subjects, scheduling interviews, and selecting locations that reflect the organization's work.
- **Production:** On-location filming with a focus on capturing authentic, emotive content that conveys the impact of the organization's work. This includes interviews with beneficiaries, volunteers, staff, and community members, as well as footage of projects and initiatives in action.
- **Post-Production:** Editing to weave together interviews, on-site footage, and additional visuals (e.g., photos, archival footage) into a cohesive and impactful narrative. Includes color correction, audio mixing, addition of licensed music, and two rounds of revisions per video.
- **Engagement Strategy:** Assistance in developing a strategy for video distribution and engagement across various platforms, including social media, the organization's website, and email newsletters, to maximize reach and impact.

LEGAL ADVISORY PACKAGE



This package is specifically designed for law firms, legal consultants, and legal service providers aiming to engage their current and potential clients through informative and authoritative video content.

Deliverables:

- **Videos:** 3 professional legal advisory videos per month, each 2-5 minutes long. Topics can include legal tips, frequently asked questions, case study highlights, and service overviews.
- **Content Strategy and Development:** Initial consultation to identify key areas of practice and client concerns to address through video content. Monthly content planning sessions to align video topics with legal trends, firm achievements, and client needs.
- **Scriptwriting:** Development of concise, informative scripts that convey complex legal information in an accessible and engaging manner, ensuring compliance with legal advertising ethics and standards.
- **Production:** On-location or studio filming with high-quality audio and lighting, ensuring a professional presentation of legal advisors, client testimonials, or dramatized case studies.
- **Post-Production:** Editing to include relevant on-screen text, such as legal disclaimers, key points, and call-to-action messages. Inclusion of licensed background music, color grading, and two rounds of revisions per video to ensure accuracy and client satisfaction.
- **Legal Compliance Review:** Coordination with the firm to review all video content for compliance with legal advertising standards and regulations before finalization.
- **Distribution Strategy:** Assistance with optimizing video content for various platforms, including the firm's website, social media channels, and email marketing campaigns, to maximize reach and engagement.

SOCIAL MEDIA CONTENT PACKAGE



This package is ideal for brands wanting to connect with their audience regularly with high-quality, relevant video content through social media.

Deliverables:

- **Videos:** 8 - 25 short-form videos per month, each up to 60 seconds long, optimized for social media.
- **Content Types:** Mix of product highlights, behind-the-scenes looks, mini-interviews, how-tos, and engaging clips designed to boost interaction (likes, shares, comments) and brand visibility.
- **Pre-Production:** Initial monthly content planning session to align on themes, messages, and specific campaign goals. This includes content brainstorming and basic scripting/storyboarding for each video.
- **Production:** Half-day shoot (or two quarter-day shoots) utilizing a single location to batch film content pieces. Includes professional lighting and audio as needed.
- **Post-Production:** Editing, color correction, basic motion graphics (e.g., text overlays, logo animation for intro/outro), royalty-free music, and up to 2 rounds of revisions per video.
- **Optimization:** Formatting videos for optimal performance on chosen social platforms (e.g., square for Instagram, vertical for TikTok and IG stories, landscape for Facebook and LinkedIn).
- **Analytics Review:** Monthly analytics review meeting to discuss video performance, insights, and adjustments for future content planning.

WEBSITE CONTENT PACKAGE

(Customizable)



We will work with you to develop a customized list of videos that will be specific to your website needs.

Videos: 5 - 15+ videos covering any and all areas of the website the business desires.

Pre-Production:

Initial consultation for planning of content and video production strategy.

Deliverables:

- Homepage Introduction Video
- 3 - 4 Testimonials
- Educational Videos
- Product Videos
- Services Videos
- How-to videos for products / systems
- 1 About Us Video
- Staff Introduction videos

Post Production:

- Video Editing
- Color Grading
- Audio Mixing
- Music Licensing

Review:

- Final review of all content creation by company to make sure videos align with the company's brand and message.
- 2 Revisions per video



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KRUSELINER MEDIA

WE CAPTURE THE ESSENCE OF YOUR BRAND
THROUGH CAPTIVATING VIDEO AND
PHOTOGRAPHY

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