

Video Production for Small Businesses

"We'll make your business look great with Video!"

Terry Hayes - Director/Producer at Agency IMC

Having produced TV Commercials at national/international scale previously, I understand the essential elements that make a commercial compelling to the viewer. Now I provide expertise at a different scale and help SMB's Owners effectively use Video to Brand, Position and Market their Businesses on the Internet. Link to Broadcast Commercials & Video's Portfolio ([Terry Hayes Line Producer - Live Action/Visual Efx](#)).

SMB Video Production Process

I write the copy based on the client's available material and then rework it, so the client is comfortable delivering the script. Then we rehearse remotely and when we agree they are ready I shoot the video (camera, lighting, sound, as needed TBD, by myself at a pre-selected location using pre-designed framing which keeps costs down. If there are product shots I will shoot those off-site using an insert studio set-up.

Post Production Process

I work with my editor (I can't do it all) who cuts, adds graphics, audio, B-roll as I/we determine what works best to present that specific client or category in a 1:00 (1 minute) format. Total Video Run time averages 1:20 with the End card info, Graphics, Text and Audio as needed per specific video project.

Video Pricing

A video like the ones in our Sample Reel costs \$1500* for a similar video complete (script, shoot video, record sound, editing, graphics (*add-ons can increase costs slightly \$100-\$500). We also offer package pricing of 3 videos for \$3495. I believe that every client needs 1) a Corporate ID or Branding video, 2) a video or videos for specific products and/or services and 3) larger businesses benefit by having a "Team" video.

Agency IMC SMB Commercial Reel

Please view our sample reel that illustrates the style and formatting of videos we produce for SMB clients.

Client Performance Samples - <https://youtu.be/BFra16yaXCI>

- Intro - Agency Title Card
- Full Body Vegan Cleanse commercial - Featuring Herbalist Ahnjel Ali & Product Shots
- Azadeh Allayee Law Firm commercial - Featuring Azadeh, Employer/Employee Litigation Attorney
- Outro: Agency IMC Title Card w/ Music Bed



thayes@agencyimc.com

(310) 403-9867 (Cell)