

HOW THE RETAINER WORKS.

Do you need a retainer?

Before considering a retainer, buyers should think carefully about their video needs and whether a retainer is the best solution. It is important to have something of a video strategy; a clear idea of the type and amount of video content needed each month, as well as a realistic budget for production.

CHECK LIST

What is it that you need, how many and how often?

VIDEO CONTENT

Promotional videos:	<input type="checkbox"/>	Number Reqd:	<input type="checkbox"/>	Frequency:
Facebook videos	<input type="checkbox"/>	Number Reqd:	<input type="checkbox"/>	Frequency:
Instagram videos	<input type="checkbox"/>	Number Reqd:	<input type="checkbox"/>	Frequency:
TicTok videos	<input type="checkbox"/>	Number Reqd:	<input type="checkbox"/>	Frequency:
Product demos	<input type="checkbox"/>	Number. Reqd:	<input type="checkbox"/>	Frequency:
Explainer videos	<input type="checkbox"/>	Number. Reqd:	<input type="checkbox"/>	Frequency:
Internal Training	<input type="checkbox"/>	Number. Reqd:	<input type="checkbox"/>	Frequency:
Video blogs	<input type="checkbox"/>	Number Reqd:	<input type="checkbox"/>	Frequency:
Case study videos	<input type="checkbox"/>	Number Reqd:	<input type="checkbox"/>	Frequency:
Other _____	<input type="checkbox"/>	Number Reqd:	<input type="checkbox"/>	Frequency:

From this simple check list, you will now have an idea of how complex your video marketing strategy is going to be. If you realise that all you need are a couple of videos a year, then no problem, a retainer is probably not what you need. However, if you have ticked a lot of the boxes and the numbers of videos required are adding up, then now it's time to work out your retainer package.

Like one-off projects, retainer pricing is entirely dependant on the projects and the scope of work you require completed each month. It is all very flexible and the volume of content created each month is tailored to your business goals. Retainers *can* be upgraded at anytime if you realise you require more days, but generally, retainers with me usually last between **3-Months**, **6-Months** and **12-Months**.

The Process.

Once you have decided the retainer model is for you, I will sit down and work with you to find the right package for your needs, based on your goals, budget and business model. We will start by looking at the **output** (*how many videos, and how long*) and the **complexity** (*how, where and how long we shoot for*) of your video project(s). From this we can work out a price which will give you access to a set bundle of video production days each month, made up of filming and editing. We can then plan your content, filming, editing and deliveries for each and every month, giving you a consistent stream of brand new video content.

This cost-effective and strategic way of using video to market your business is why so many brands are choosing video marketing retainers, rather than higher costing standalone video options.

The small print: The standard monthly retainer doesn't have any hidden costs, (*which is the beauty of the model*), and if you are at a set location each month, then the travel costs will be already factored into the cost at a standard rate. However, if your type of business regularly requires '*unknown amounts of travel*' or if the scope of work has significant unexpected changes (*i.e. a last minute event/exhibition/conference/business venture etc*) and extra days are needed, or certain days require more travel than usual to complete the job, then extra days and/or mileage costs will be billed as an additional charge. These additions will always be discussed before services are provided, as will be any potential extra costs for any impromptu over night stays, if, for whatever reason, filming has surprisingly been re-located to a location beyond returnable distances within that day.