

A2S Works - Video Shoot Days

What is a video shoot day?

A Video Shoot Day is a great opportunity for companies and individuals to have a 2-3 minute professional **video produced at a very affordable cost.**

A2S Works create a Video Shoot Day by setting up a studio for the day, on various dates at various locations. Each person is able to be filmed either talking directly to camera using autocue or in a more relaxed interview style.

By filming 10 people in one day we are able to produce professional video for each person at a fraction of the commercial rate, with everyone benefiting from an economy of scale.

Why is it a good idea?

Video is a great marketing tool that helps you to stand out from your competitors. **Video** is a very effective way to introduce your company to prospective customers and explain what you do and the value of your service or product. People like watching video, it's **memorable and easy to understand**, it keeps people on your website for longer and **increases conversion rates.**

The finished videos can be used on your website, in your Social Media, such as Facebook, Twitter, Linked In and YouTube. It can also be used in presentations, at exhibitions or put on to DVD. A2S Works can also help you with this process.

Video is becoming more prominent in search engine results – and businesses large and small are taking advantage of how **video raises their all-important rankings on Google and other search engines.**

The trend is even more prominent in the US – and is building up momentum in the UK, it won't be long before **we expect all websites to have video on them**, helping companies to interact with site visitors in an easily consumed way. Customers now expect companies to have a website and before long they will expect to see video on your website too.

You can now book a slot at one of our unique **Video Production Days**, where we will create a professional quality video for use on your website and in your social media activities, featuring:

- Pre-shoot guidance notes and tips to help you prepare
- A fantastic, highly experienced camera crew
- A professional video director to work with you to support the smooth running of your shoot
- Warm lighting to make sure you look your best
- Access to our professional hair and make-up artist to give you a final 'polish' before we shoot your footage
- Up to 4 photos or other still images added to your finished video for emphasis where needed
- Finished version of your video for your website and for your own use.

All this from just ***£220 + vat!** For detailed package and pricing information see below. *(pay monthly option available)

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Video for Digital Marketing Specialists

Online Social Media Mobile Web TV



Consult Create Host Stream Schedule Measure Analyze

VIDEO PACKAGES

A2SWORKS offers two main package options at its Video Production days, each of which will give you a digital video file in a .mov format, under 100MB and with a pixel dimension of 640x360:

Straight to Camera Package

Filming you delivering your script to camera with use of an autocue to make remembering what you want to say easy

£220 + vat **(pay monthly option available)*

Interview Style Package

Filming interview style – our team will interview you on camera, but will edit out the questions so your video will show you discussing your products and services in an easy, **conversational style**

£295 + vat **(pay monthly option available)*

**£120 deposit required, and then spread the balance over 5 months*

Multiple Booking Discount

10% discount for 10 videos

This could be 10 in one day or spread over a period of time.

Ideal for:

Regular Newsletters

Email marketing campaigns

Video Blogs (Vlogs)

Organise your own group of 10 and come for the day!

HOW DO I BOOK?

Email carolmason@a2sworks.co.uk or call 01604 240180

ADDITIONAL SERVICES

Provision of files in other formats and sizes	From £5 + vat
Presenter (male/female) to deliver your script to camera	£100 + vat
Assistance with script development	£50 + vat
Video editing of your own existing video footage Title slides, end slides, special offers, voiceover, music, etc.	From £85 + vat
Video on to your Website	
<p>To play video on your website there are two integral components:</p> <p>1. Video Player</p> <p>We create the player, encode and upload your first video. We then provide your webmaster with the html code for your website.</p> <p>This service is also available for any existing video footage you may want to add to your website.</p> <p>2. Hosting & Streaming</p> <p>Your videos are then hosted and streamed into the video player. This is charged based on usage which is calculated in bandwidth.</p> <p>Our starting package* is based on 2GB of bandwidth per month. This equates to approximately 50-60 views of your video, if you go over 2GB in any 1 month the charge will be £5 per 30 views (approx.) The following month your fee will go back to £5 unless you go over the 2GB again.</p> <p><i>*other packages available on request</i></p>	<p>One off cost £30.00 + vat</p> <p>£5 +vat per month</p> <p>Invoiced quarterly.</p>

Social Media	
Upload your video to a maximum of 5 Social Media sites e.g. Facebook, Twitter, YouTube and LinkedIn, includes setting up a YouTube Channel.	£45 + vat
Standard Facebook Business page set up	From £45 + vat
Advanced Facebook Business page set up	£ quotations subject to requirement
Twitter set up including background graphic design.	£45 + vat
Social Media On-going Management and Support	
Update posts on your social media sites; add photographs, video, events and competitions supplied by you. Respond to comments left on your page and provide in-depth monthly reporting	From £200 + vat per month <i>Pay-monthly</i>
Research to develop your social media sites so that a wider audience can be reached. We research forums and websites appropriate to join and post comments and video as appropriate.	
Online Marketing Review	
Free telephone consultation to understand how you are using the internet to promote your business.	£ Free
Working across the full range of online activities undertaken in your business, A2SWORKS can offer an initial review with recommendations for improvements. This includes a review of Google Analytics and Adwords performances, looking at what is driving web traffic and how effectively your online presence works for you and making recommendations for future benefits.	£ Individual quotations following telephone consultation <i>Pay-monthly option available where on-going review required</i>
Blogs	
Not every business owner has time to write and publish their own blog – but just like video, freshness of content can make a real impact on the visibility of your online presence in Google and other search engines. That’s why we offer industry and client specific blogs, 2 x month	£100 + vat /month <i>Pay-monthly</i>