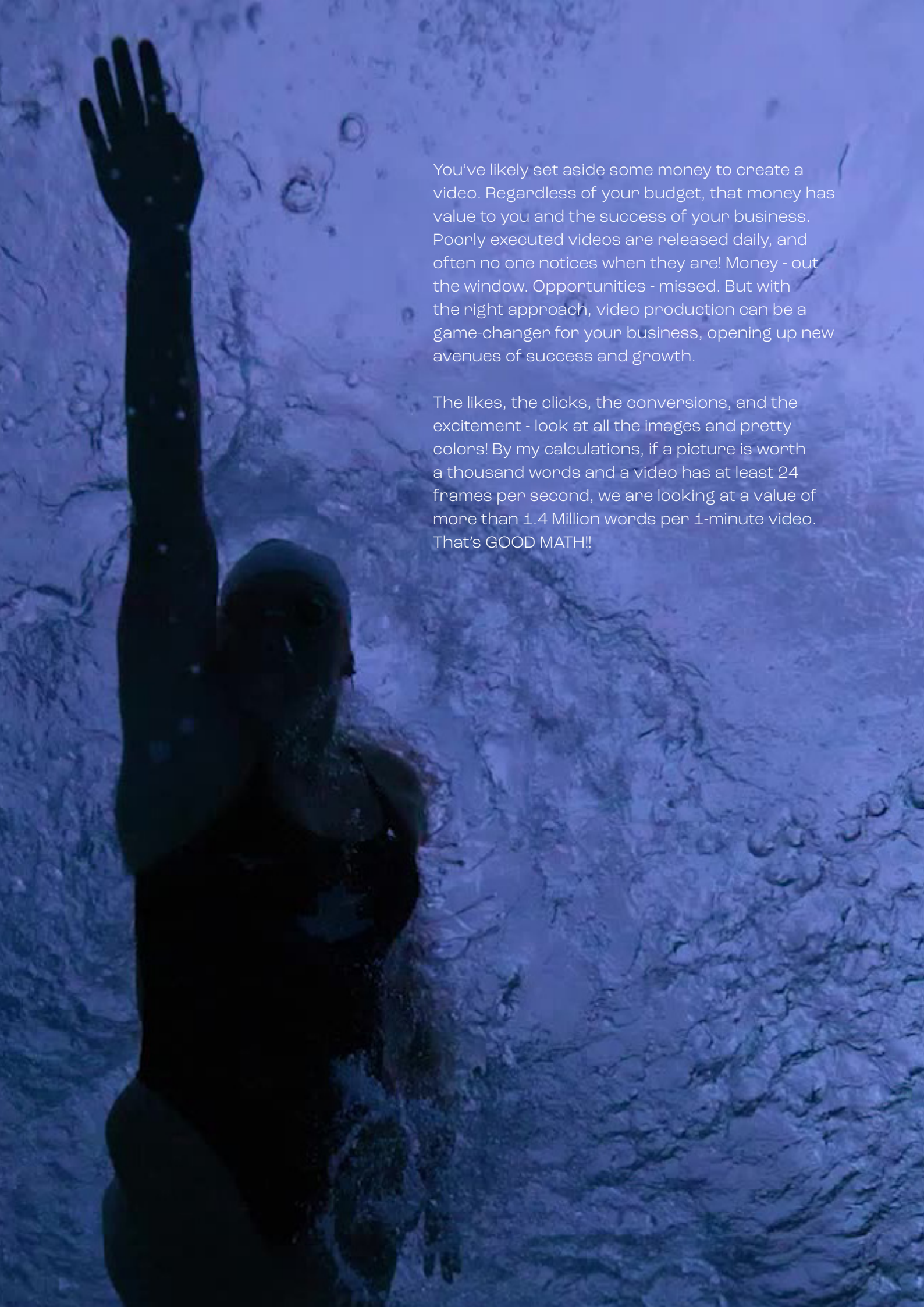




STUDIO SAY SO

Ways to Save Money on Video Production

www.studiosayso.com

A person is swimming underwater, with their right arm raised straight up towards the surface. The water is clear and blue, with some bubbles visible. The person's head is above water, and they are looking towards the camera. The overall scene is serene and captures a moment of movement in a fluid environment.

You've likely set aside some money to create a video. Regardless of your budget, that money has value to you and the success of your business. Poorly executed videos are released daily, and often no one notices when they are! Money - out the window. Opportunities - missed. But with the right approach, video production can be a game-changer for your business, opening up new avenues of success and growth.

The likes, the clicks, the conversions, and the excitement - look at all the images and pretty colors! By my calculations, if a picture is worth a thousand words and a video has at least 24 frames per second, we are looking at a value of more than 1.4 Million words per 1-minute video. That's GOOD MATH!!

If you want to have success, and get the most out of your budget,
Here are some essential tips:

01



| There are lots of types of videos to meet every need.

A perfect video might not be **YOUR** perfect video

There is a video that will work for you and your needs, but it might not always be what you think. Be open to consultation from your production company partners. A good partner can help point you in the right direction to get maximum bang for your buck. At Studio Say So, our mantra is “We Solve Problems” - the goal of every video is to solve a problem, and create the video that addresses each of our clients’ needs. A beautiful, well-crafted, stylish, sexy perfume commercial would not be practical for new-hire training. Similarly - an informative, educational video wouldn’t sell cologne very well.

There is a video that will work for you and your needs, but it might not always be what you think. Be open to consultation from your production company partners. A good partner can help point you in the right direction to get maximum bang for your buck. Make sure you and your production partner align on expectations. If they think you are making a clean & straightforward industrial video and you are thinking of a cinematic masterpiece, no one will be happy when it comes time for delivery. Communication is key.

02

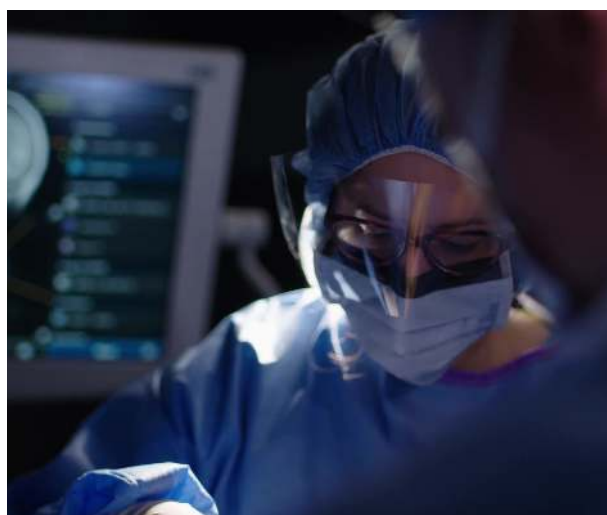
Find a Production Company That Speaks **Your Language**

There are a lot of high-quality production companies, but that doesn't mean they are suitable for you - everyone has their areas of expertise and experience. I would recommend finding a company that works with clients like you. For example, one of the areas Studio Say So has worked extensively in is healthcare. We speak the language from HIPAA laws to delicate patient stories. We've walked through it and can help you do the same.

That being said, Collaboration is critical. You are your product expert, so you should expect a production company to use that expertise to craft the best video possible. The more you put in, the more you will get out. Once again, communication and consultation is key.

When looking for a right-fit production company, here are a few questions. Remember, finding the right production company is not just about their portfolio but also their understanding of your industry and unique needs:

- a. What is your experience in (fill in your business type here) marketing or communications? Please share examples.
- b. What kind of results did your previous clients see?
- c. How much repeat business do you get? How old are your longest client relationships? (this is the jerk filter question. If no one comes back for more, there's your sign)
- d. If you were me, how would you tell my story?





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03

Think Launch...and What Comes After

Creating a video is just the first step. You've wrapped your dream video; it tells your story, it is cinematic, it is funny (or dramatic?), it's informative, and everyone loves it...heck, what if it goes viral! But if you do not know how to launch the video to your target audience effectively, it might not land how you want. We once created a beautiful story-driven video for a client; a week after launch, I got a phone call - WHY ISN'T THIS GETTING TRACTION? After discussion, I learned that they posted it to YouTube at 7 pm on Friday, and that was it...they just waited. Nothing happened.

We live in a world of content. No one is going to find it without your help. Also, remember, it's not the biggest audience; it's the RIGHT audience! If you sell a regional product in the southeast, millions of views in Asia or Europe won't move the needle. Where do your clients live online? How are you going to get them to watch the video? Don't be afraid to share the video multiple times in different ways. Don't be scared to share behind the scenes content. See the response, analyze the A/B test, and try it all until you find out what works - and then target that!

04



| From high-budget brand film to micro-budget GoPro UGC - there is a video that fits your budget.

Work Within Your Budget!

It's essential to have realistic expectations regarding your video production budget. You've heard the phrase "champagne taste on a beer budget." You have a limited amount of dollars for video, but you have Hollywood aspirations - maybe some Steadicam, special effects, many actors, a dance number, etc. Unless you have the budget for it, you are going to end up disappointed with the final product. A production company will either overpromise and underdeliver or won't have the experience to execute your vision. That might mean bad actors, cheap special effects, bad locations, or worse. Have realistic expectations for your dollars, and you will be thrilled.

We all love champagne, but beer tastes good, too! Lots of great and compelling videos are made on low budgets. A nimble production company can help you create a video plan that makes sense within your budget. Some lower-cost options include creating a user-generated content plan, testimonials, and motion graphics. A lower budget can also be an excellent way to test a relationship with a production company. A great production company can work as an extension of your team, giving you production superpowers in-house at a fraction of the cost of building an in-house team.



Those are just a few tips I have arrived at through 16+ years of running a video production. Let me know what you think. If you have more questions, feel free to reach out.

Studio Say So is an Orlando-based video production company that works as locals throughout the southeast. We live to help you solve your production problems and gain traction with your audience in your industry. Give us a call and see how we can work together!

And last of all, don't worry about going viral. It's probably not going to happen. That's ok. Let's get to work.



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