



Video Marketing Services

Here are our Video Marketing Service Packages designed to help your business succeed further.

Hover over the question marks to get a quick description. You may also download this as a PDF with or without the extensive descriptions at the bottom part of this document.

In addition, you may view or download our primer on the marketing benefits of Video Marketing for your business.

Package Name		1 Video + Marketing	2 Video + Marketing	3 Video + Marketing
MONTH 1 SERVICES - SETUP				
YouTube Channel Optimization				
Channel Settings Customization	?		Yes	
Channel Art & Icon Customization	?		Yes	
Channel Profile Optimization	?		Yes	
Video Playlist Generation	?		Yes	
Sections Customization	?		Yes	
Accounts Set Up				
YouTube Account Set Up	?		Yes	
Dailymotion Account Set Up	?		Yes	
Vimeo Account Set Up	?		Yes	

MONTH 1 & ONGOING MONTHLY		
Video Creation		
Story Board Writing	?	Yes
Image Sourcing	?	Yes
Music Sourcing	?	Yes
Logo Inclusion	?	Yes
Call to Action	?	Yes
YouTube Video Uploading and Optimization		
Raw File Video Title Optimization	?	Yes
Video Title Optimization	?	Yes
Video Description Writing & Optimization	?	Yes
Category and Tags Optimization	?	Yes
Video Location Tagging	?	Yes
Thumbnail Selection	?	Yes
Video Transcript Generation	?	Yes
Business Citation Inclusion	?	Yes
Playlist Inclusion and Optimization	?	Yes
Dailymotion Video Uploading and Optimization		
Raw File Video Title Optimization	?	Yes
Video Title Optimization	?	Yes
Video Description Writing & Optimization	?	Yes
Category and Tags Optimization	?	Yes

Video Transcript Generation		Yes
Business Citation Inclusion		Yes
Vimeo Video Uploading and Optimization		
Raw File Video Title Optimization		Yes
Video Title Optimization		Yes
Video Description Writing & Optimization		Yes
Category and Tags Optimization		Yes
Video Transcript Generation		Yes
Business Citation Inclusion		Yes

Month 1 Services – SETUP

YouTube Channel Optimization

Channel Settings Customization

We'll customize the settings on the brand's YouTube channel. Among other things, we'll associate the channel with the brand's official website. This not only directs traffic to the brand's website, but also sends additional signals to YouTube's search algorithm based on the associated website's page rank on Google.

Channel Art & Icon Customization

To make the YouTube channel much more appealing and to give it simple branding, we'll create a banner for it that conveys the company's brand. We will also customize the channel's icon and put in the company logo.

If images are not provided, we can base it off the company's website or any specific instructions given to us. We'll source and edit images as needed, and customize the channel with the resulting banner design to give it that extra "wow" factor.

Channel Profile Optimization

Credibility is important in the world of social networking, and that credibility can be measured partly by how easily people can get to know you. Sharing information about yourself is a great place to start.

For the YouTube Profile, we'll be uploading information and contact details that are sent to us for specific use there.

Video Playlist Generation

We'll create different playlists, featuring your videos and videos created by others. These playlists can be featured on your channel homepage, shared with your audience, or promoted to potential new subscribers.

Sections Customization

Channel sections are a great means of organizing and promoting your original content, as well as content created by others that you'd like to curate. We'll create different sections on your channel home tab and fill these with your original videos, as well as carefully curated videos from other sources.

Accounts Set Up

YouTube Account Set Up

The creation of a YouTube profile requires a Gmail account. We will create this unique email prior to creating the profile if one is not provided already. At the same time, we'll make sure that the Gmail account we've created is branded towards the company/business.

Dailymotion Account Set Up

We'll create a Dailymotion account for the company's brand. We'll also create a channel that is branded towards the company/business.

Vimeo Account Set Up

We'll create a Vimeo account for the company's brand. We'll also create a channel that is branded towards the company/business.

Month 1 & Ongoing Monthly

Video Creation

Storyboard Writing

We'll create unique storyboards to pre-visualize the videos. This ensures smooth and seamless execution of the video.

Image Sourcing

In line with Video Creation, we would need high-resolution photos provided by you. If you have no photos, we can source images elsewhere, but they would be more generic than if they came straight from you.

Photos sourced from the website or photos provided by you are much preferred. In the absence of such, we will use stock photos, though these may be more generic and not very specific to your business. For this reason, images provided by you are always preferred.

Music Sourcing

We will source free music to add to your videos. We'll ensure that the sourced music is appropriate for the videos.

Logo Inclusion

We'll add the brand's logo to the video so that the viewer will associate the video with the brand being promoted.

Call to Action

We'll add a clear and enticing call to action at the end of the video to compel the viewer to take the desired action.

YouTube Video Uploading and Optimization

Raw File Video Title Optimization

Before uploading the video to YouTube, we'll rename the raw file with a catchy title that would briefly and clearly define what the video is all about. At the same time, we will aim to make use of the target keyword in the title.

Video Title Optimization

As part of uploading and optimizing the video, we will write a catchy title for it which would briefly and clearly define what the video is all about. At the same time, we will aim to make use of the target keyword in the title.

Video Description Writing & Optimization

Another means of optimizing the video is through the creation of a description. This would provide users additional information about the video, the company, and the products/services being showcased in the video.

Video description writing creates another opportunity to get the message across to people, and make use of keywords as well for SEO purposes.

Category and Tags Optimization

Different categories can be added to YouTube videos. There is also a “tag” section in the video options of YouTube. As part of the optimization process, we’ll place videos in their proper categories and tag the videos with the keywords and phrases that best describe them, and hence, the company as well.

Placing videos under the proper categories and optimizing them with tags helps in getting the videos searched within YouTube and in search engine results.

Video Location Tagging

As part of the optimization process, we’ll tag videos with geo-locations so that users searching for videos specific to certain areas can find them. Optimizing videos with geo-location tags also ensures that the videos get found by local searchers on YouTube and in Google.

Thumbnail Selection

We’ll select a video thumbnail to provide viewers with a quick snapshot of the video. Once the video is finished uploading, we’ll select a thumbnail from the three options YouTube automatically generates.

Video Transcript Generation

We’ll create video transcripts to accompany the videos. YouTube makes use of automatic time stamping. Hence, once the transcript has been added, speech recognition technology will automatically match the captions to what is being said in the video.

Business Citation Inclusion

We will insert the company name in the video description as well as include the website URL in the links section of the YouTube channel.

Playlist inclusion and optimization

Once the YouTube videos have been uploaded, we’ll include them in the appropriate playlists found in the brand/company’s channel.

Dailymotion Video Uploading and Optimization

Raw File Video Title Optimization

Before uploading the video to Dailymotion, we’ll rename the raw file with a catchy title that would briefly and clearly define what the video is all about. At the same time, we will aim to make use of the target keyword in the title.

Video Title Optimization

As part of uploading and optimizing the video, we will write a catchy title for it which would briefly and clearly define what the video is all about. At the same time, we will aim to make use of the target keyword in the title.

Video Description Writing & Optimization

Another means of optimizing the video is through the creation of a description. This would provide users additional information about the video, the company, and the products/services being showcased in the video.

Video description writing creates another opportunity to get the message across to people, and make use of keywords as well for SEO purposes.

Category and Tags Optimization

Different categories and tags can be added to Dailymotion videos. As part of the optimization process, we'll place videos in their proper categories and tag the videos with the keywords and phrases that best describe them, and hence, the company as well.

Placing videos under the proper categories and optimizing them with tags helps in getting the videos searched within Dailymotion and in search engine results.

Video Transcript Generation

We'll add subtitles to the Dailymotion videos for those who want to watch videos with accompanying subtitles in their native or other languages.

Business Citation Inclusion

We will insert the company name in the video description as well as include the website URL in the links section of the Dailymotion channel.

Vimeo Video Uploading and Optimization

Raw File Video Title Optimization

Before uploading the video to Vimeo, we'll rename the raw file with a catchy title that would briefly and clearly define what the video is all about. At the same time, we will aim to make use of the target keyword in the title.

Video Title Optimization

As part of uploading and optimizing the video, we will write a catchy title for it which would briefly and clearly define what the video is all about. At the same time, we will aim to make use of the target keyword in the title.

Video Description Writing & Optimization

Another means of optimizing the video is through the creation of a description. This would provide users additional information about the video, the company, and the products/services being showcased in the video.

Video description writing creates another opportunity to get the message across to people, and make use of keywords as well for SEO purposes.

Category and Tags Optimization

Up to two categories, and up to one subcategory for each parent category, can be selected for each video on Vimeo. As part of the optimization process, we'll place videos in their proper categories and tag the videos with the keywords and phrases that best describe them, and hence, the companies as well.

Optimizing videos with tags helps in getting the videos searched within Vimeo and in search engine results.

Video Transcript Generation

We'll add subtitles and captions to the videos. Subtitles provide viewers with the video's dialogue in written form, whereas captions include subtitles plus a written description of what is occurring within the videos for viewers who might not be able to hear or understand the audio.

Business Citation Inclusion

We will insert the company name in the video description as well as include the website URL in the links section of the Vimeo channel.