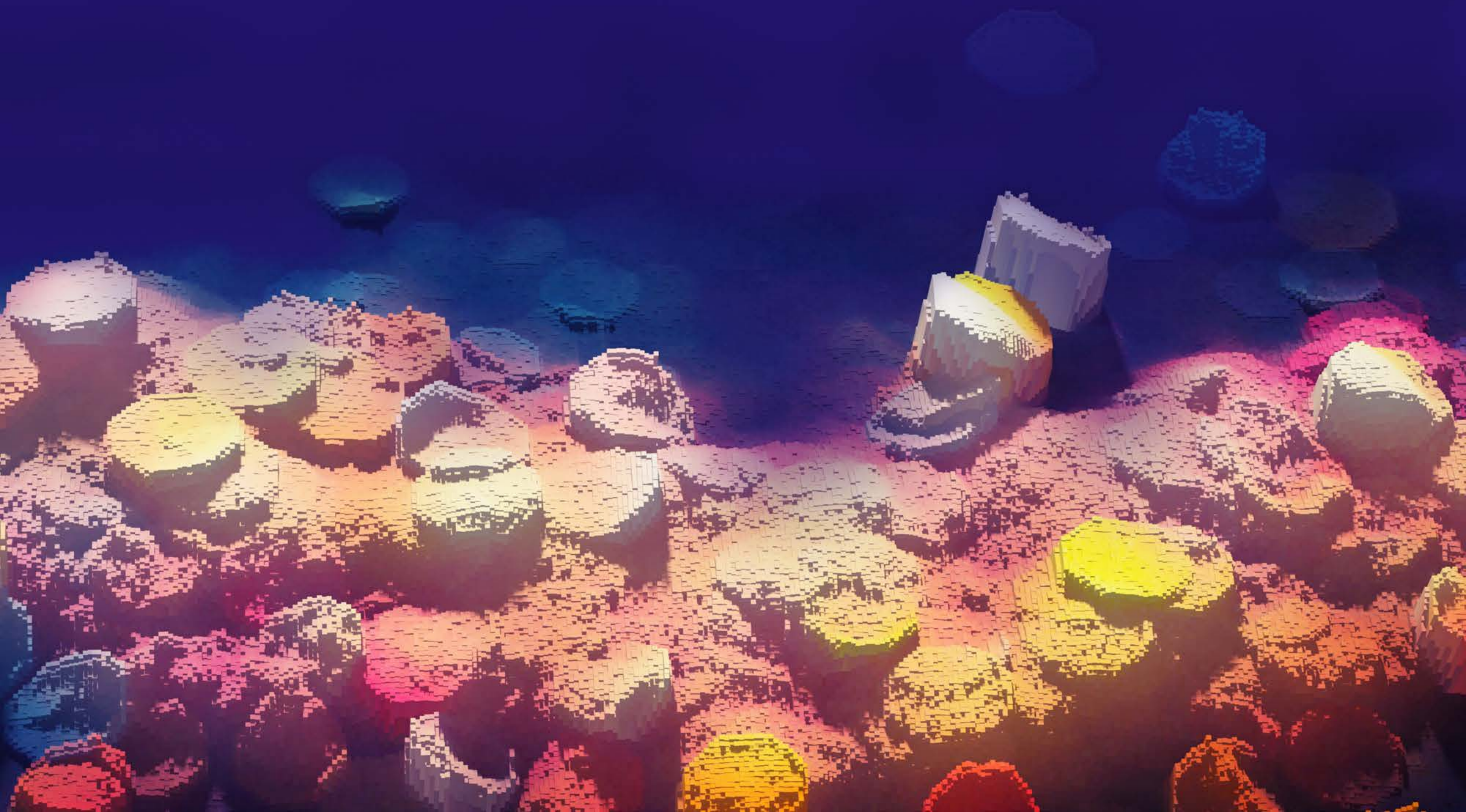


tag digital

Video Production Service



"82% of Global Internet Traffic in 2022 Came From Video" (Cisco)

Why do you need video as part of your marketing strategy?

- Higher average click-through-rate vs. still image format (Tag Digital)
- Excite your audience
- Ensure you are ready with the best format for ad networks
- Utilise video advertising - cheap and effective media



Once we have strong content we will then always be able to utilise:

- YouTube Custom Intent & True View for Action
- FB video campaigns
- Instagram video/stories
- TikTok reels

These ad formats are cheaper, super effective and a great way to engage users and build new audiences through engaged with content.

Our Product Options (details from page 4-8):

1. Smart Slideshow
2. Smart Video
3. Stock Video
4. Short Reel
5. Video Funnel

Why should I use Tag Digital's video production service?

- Quick and easy process
- 5 different video product types to choose from
- Produced specifically for social media & YouTube
- Mobile optimised
- Ready to use across organic and paid social media
- Best practice implemented

Option 1: Smart Slideshow

Video created with client images

What you provide:

- 7+ high resolution pictures
- Up to 5 USP texts (each up to 5 words)
- Call to action text
- Your website url
- Your logo
- Brand guidelines (optional)

What we deliver:

1 video covering all social network formats and resolutions



£1650

ORDER NOW

VIEW FULL SHOWCASE

**up to 7 working days for first draft + up to 2 free edits*

Option 2: Smart Video

Video created with client video & images

What you provide:

- HD video footage from your last show
- 7+ high resolution pictures (optional)
- Up to 5 USP texts (each up to 5 words)
- Call to action text
- Your website URL
- Your logo
- Brand guidelines (optional)

What we deliver:

1 video covering all social network formats and resolutions



£2195

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VIEW FULL SHOWCASE

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Option 3: Stock Video

Video is produced entirely with high quality stock videos and images

What you provide:

- Up to 5 USP texts (each up to 5 words)
- Call to action text
- Your website URL
- Brand guidelines (optional)

What we deliver:

1 video covering all social network formats and resolutions



£3295

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**up to 7 working days for first draft + up to 2 free edits*

Option 4: Short Reel

What you provide:

- High-resolution images & videos
- 5 USPs
- Compelling accompanying text to include (50-100 words)

What we deliver:

- 3 x 15 sec reel format videos
- 9 : 16 export for all channels
- Utilize editing trends
- Focused on 3 topics for longevity



Ensure you have impactful video reel content for TikTok and other social channels. Examples:



£995

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**up to 7 working days for first draft + up to 2 free edits*

Option 5: Video Funnel

3 stage video funnel for events

Based on our experience, we recommend implementing a video funnel approach to your campaigns. A video funnel is much like any marketing funnel. It's designed to attract, educate, convert, and retain visitors using videos at each stage.

1 Awareness

Event Promo Video

Discovery/Interest

- 30 seconds - "What is this event?"
- Event Main USP
- Register / Learn More Call to Action

2 Consideration

Engagement Video

Conversion

- 60-90 seconds - "Why you must register"
- Personal message, Testimonials, Interviews, Event Extended USPs
- "Register" Call to Action

3 Action

Attendance Video

Attendance

- 6 seconds - Reminder to attend
- Attendance Incentives
- "Waiting to see you" Call to Action

Option 5: Video Funnel (Continued)

What you provide:

- High res images & videos (+10 assets)
- 5 USPs
- Compelling accompanying text to include (50-100 words)

What we deliver:

- 3 videos - 1 per stage of the marketing funnel
- Each of the 3 videos will cover the resolutions below



£4995

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Where and how can you use our videos?



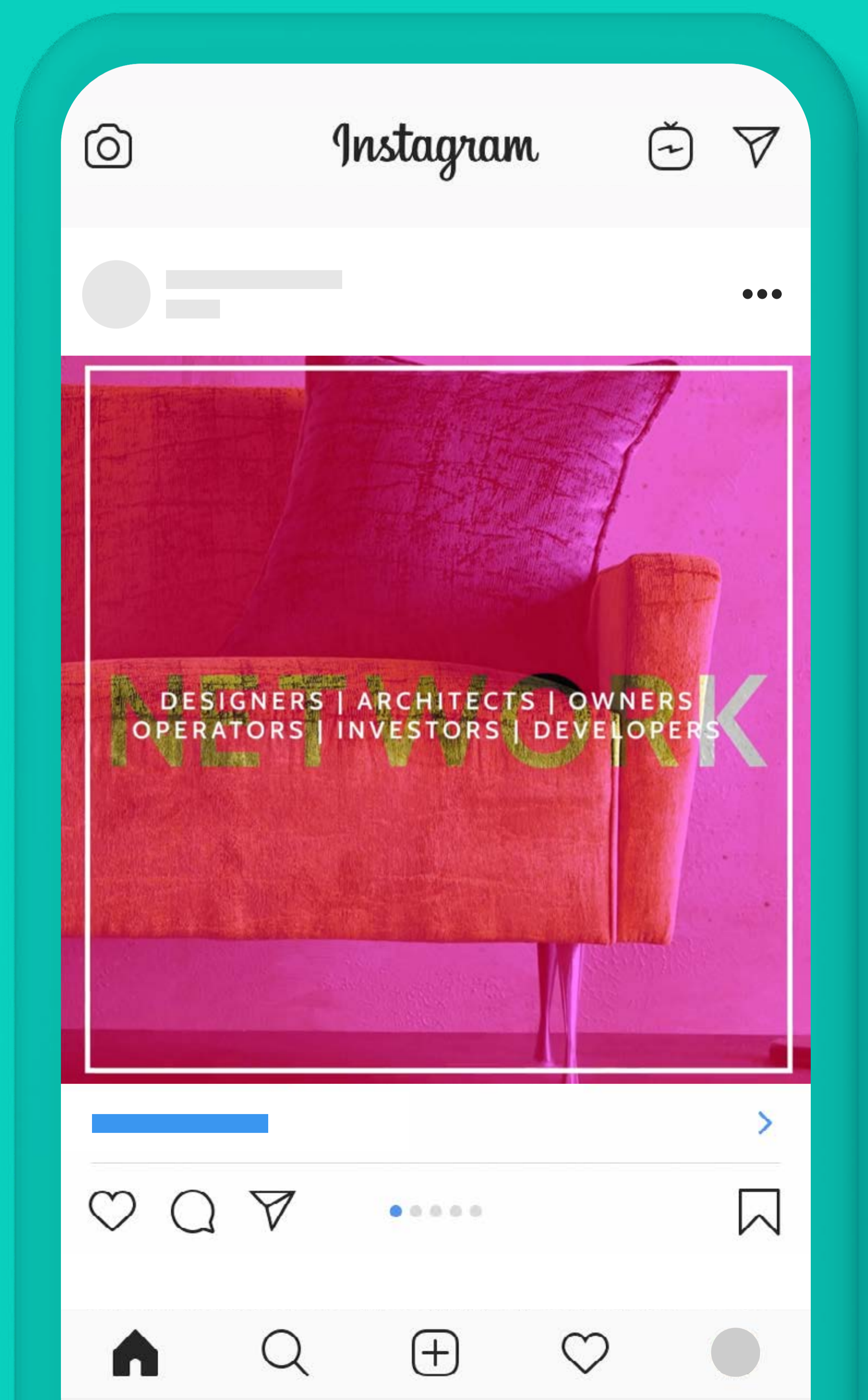
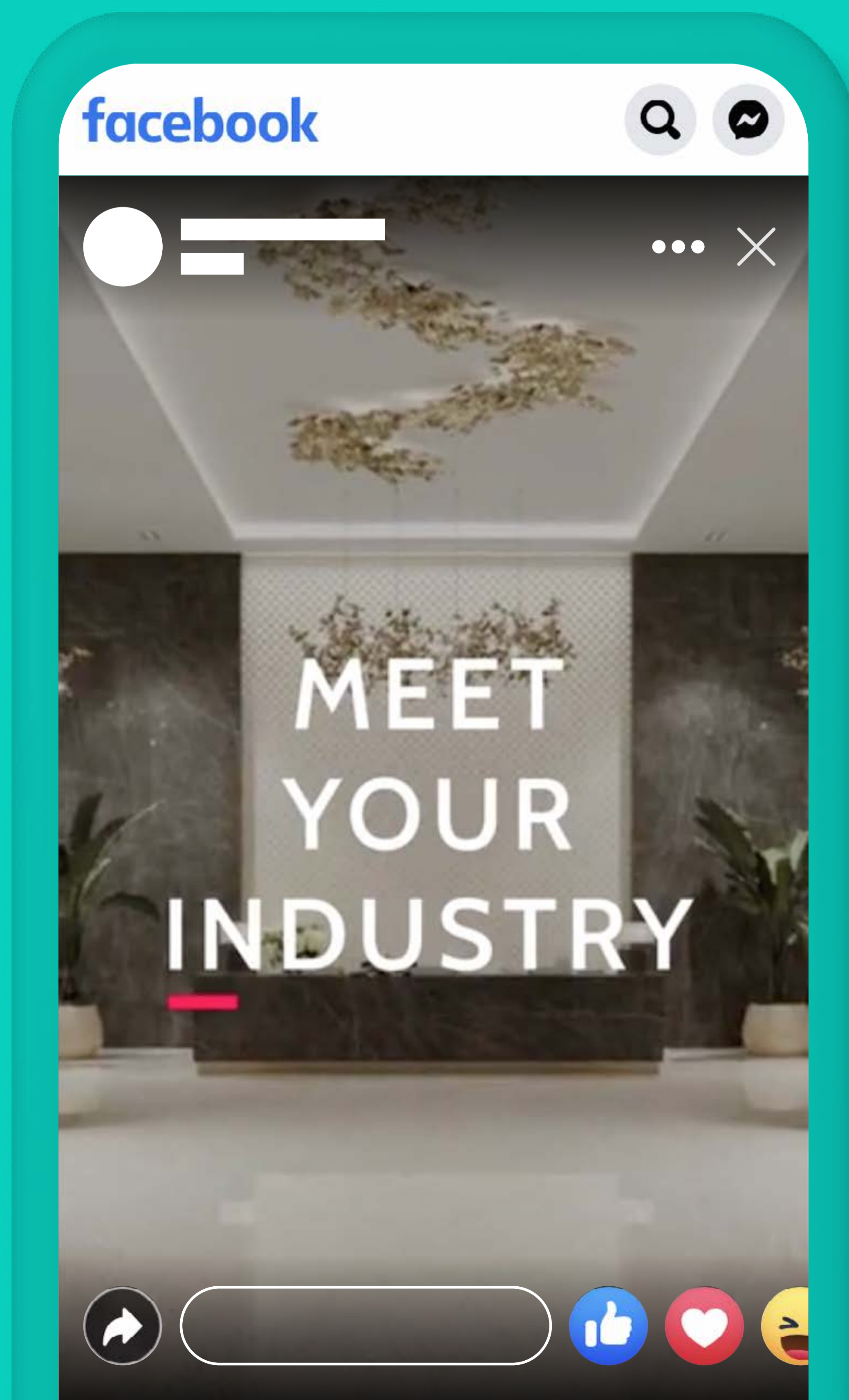
Facebook

- Shared Post Video
- Stories
- Desktop Feed Link Video
- Carousel Video
- Collection Video
- Canvas Video
- Autoplay Video Canvas Ad



Instagram

- In Feed Landscape (Organic & Ads)
- Instagram Stories (Organic & Ads)
- Carousel Video





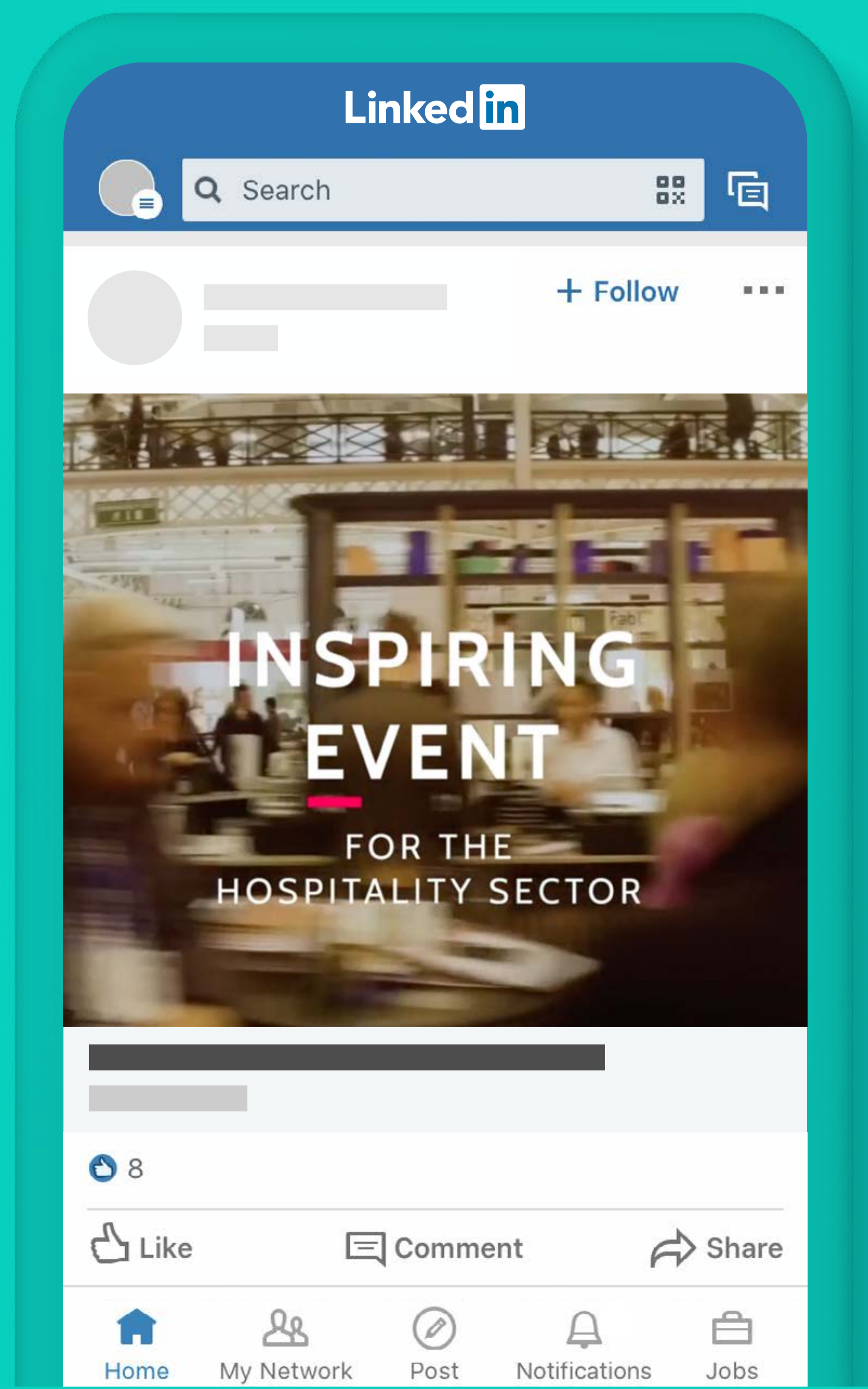
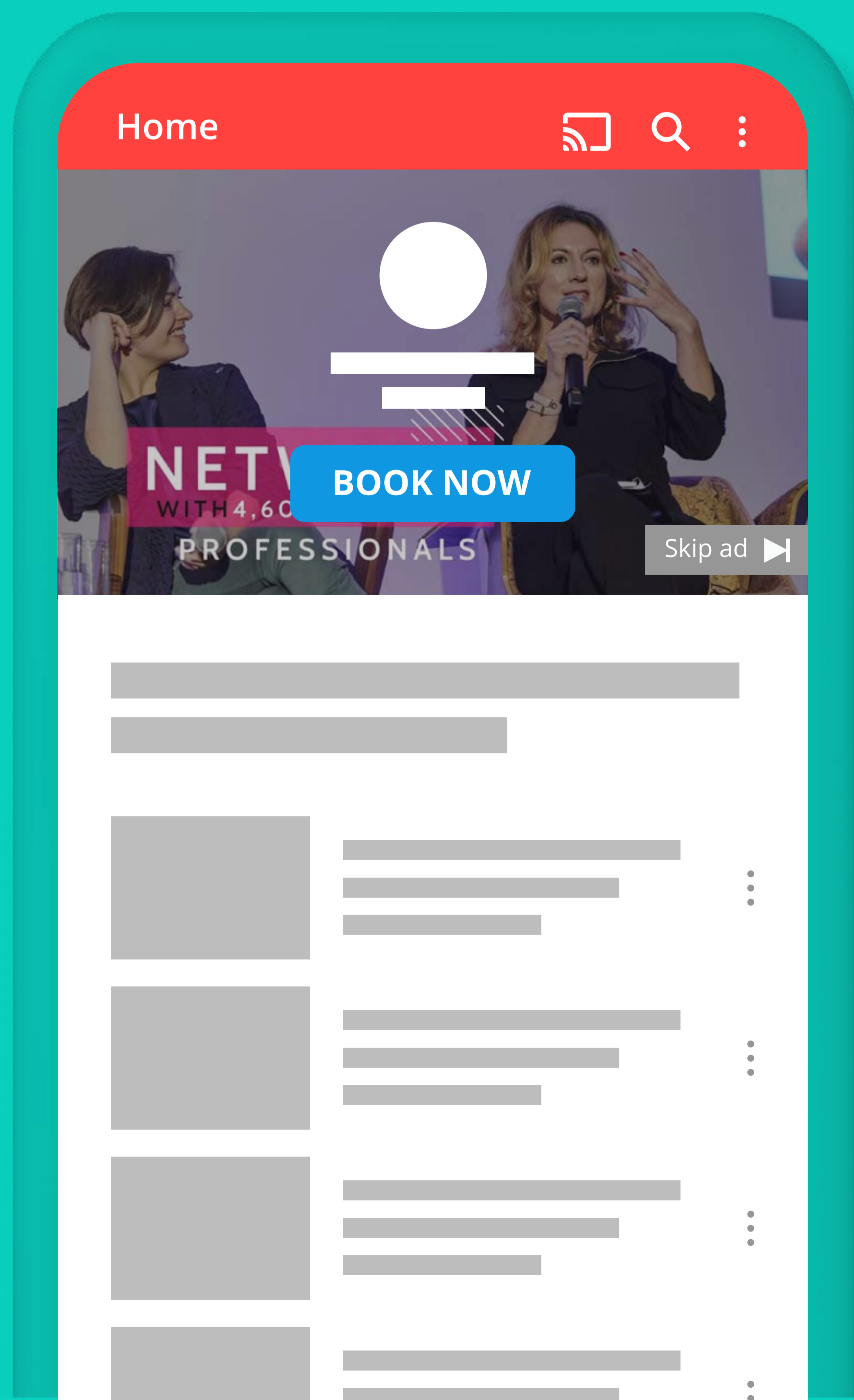
YouTube

- Organic YouTube Video (can be embedded on website)
- Skippable & Trueview Ads
- Non-Skippable Trueview Ads
- Trueview for Action Ads



LinkedIn

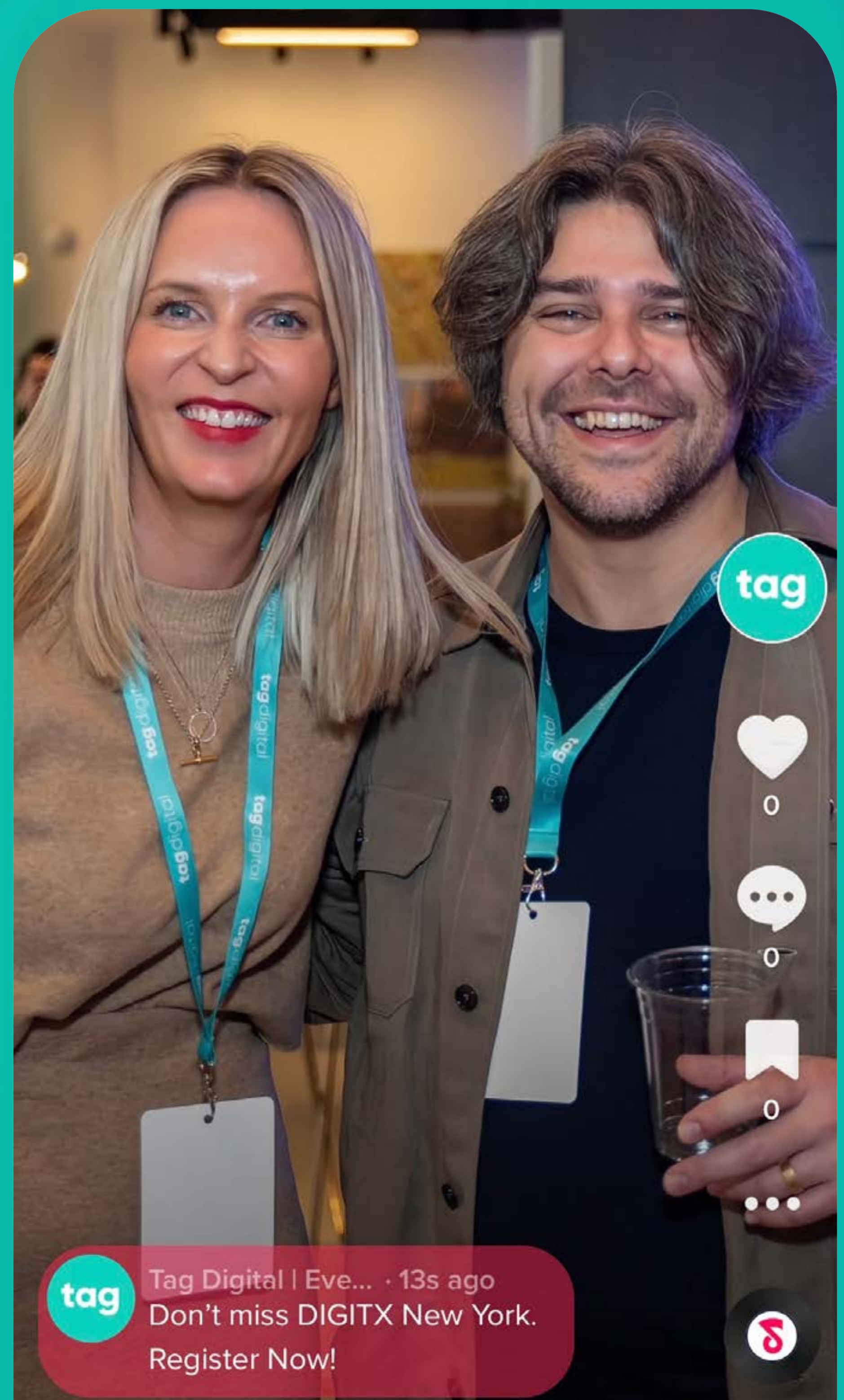
- Shared Video
- Video Ad
- Video Wide Ad





TikTok

- In-feed ads in the For You feed
- News Feed App placement
- TikTok audience network



35+ Organic and Ad formats covered.

Other included platforms:





tag digital

**Ready to
get started?**

CREATE MY VIDEO