ETM
ET MARKETING

VIDEOS

Visual content, including video, is more than 40 times more likely to be shared. It is estimated that videos will comprise over 80% of all consumer internet traffic by 2022.

Video – 30 seconds or less	**$15.00**
Video – 60 seconds or less	**$20.00**
Video - 120 seconds or less	**$25.00**
Video - over 2 minutes – per hour charge	**$35.00**

*Prices do not include tax.

LENGTH OF VIDEO

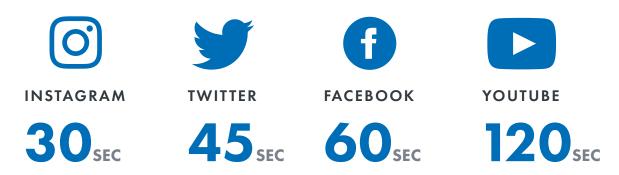Refer to page 2 for our platform recommendations based on time selected.

☐ 30 Seconds   ☐ 60 Seconds   ☐ 45 Seconds   ☐ 120 Seconds

CONTACT INFORMATION

Name: _____

Email: _____

Phone: _____

Website: _____

Background color for slides: _____

# of Pictures to include: _____

Please indicate the order:

	Picture	**Text**	**Please indicate the Picture #/Name and/or Text to include on slide**
Slide 1	☐	☐	_____
Slide 2	☐	☐	_____
Slide 3	☐	☐	_____
Slide 4	☐	☐	_____
Slide 5	☐	☐	_____
Slide 6	☐	☐	_____
Slide 7	☐	☐	_____
Slide 8	☐	☐	_____
Slide 9	☐	☐	_____
Slide 10	☐	☐	_____
Slide 11	☐	☐	_____
Slide 12	☐	☐	_____

RECOMMENDATIONS FOR VIDEOS

These recommendations are based on research by companies like HubSpot & Vidyard.

INSTAGRAM	TWITTER	FACEBOOK	YOUTUBE
30SEC	**45**SEC	**60**SEC	**120**SEC

DID YOU KNOW...

75% OF VIDEOS PUBLISHED IN 2018 WERE LESS THAN 2 MINUTES. LESS THAN 90 SECONDS - 59% RETENTION RATE

RECOMMENDATIONS FOR SLIDES WITH TEXT

Time it so you can read it out loud twice so slower readers and non-native speakers have a chance to process it.

RECOMMENDATIONS FOR SLIDES WITH JUST IMAGES/PICS

No shorter than 2 seconds, no longer than 5 seconds.

RECOMMENDATIONS FOR CONTACT INFO AT THE END OF VIDEO

Should be a minimum of 5 seconds, we recommend 7 seconds. It should also be limited to your name, phone number and email. (Provide the same data in the text of the post as well as your website address, link the post to your website, and ensure your name, phone number and email are easily found on your website.)

Examples: Based on these recommendations, for a video you intend to use on Facebook, you will need 10-24 pics and your contact info slide at the end (7 seconds). For a video you intend to use on Instagram, you will need 5-11 pics and your contact info slide at the end (7 seconds).