



Tero International, Inc.

515-221-2318 ext. 204 | [www.tero.com](http://www.tero.com)

## Tero's State-of-the-Art Video Production Studio



Have **you** been thinking about using videos in your business?

Nearly everyone has at one point said the phrase “we should do video”. Some might not know what to say on camera. Others don't think they have the technical skills to pull it off.

Videos are one of the best methods to promote your brand, communicate your message, and engage your listeners.

*Achieve. Lead. Outclass.*

## Consider the Facts...

- YouTube has over a **billion** users, almost one-third of total internet users
- More video content is uploaded in **30 days** than the major U.S. television networks have created in **30 years**

## Should You Consider Video?

- Viewers retain **95%** of a message they watch in a video, compared to **10%** when reading text
- **25%** of companies publish videos every week
- **85%** of consumers want to see more video content from brands
- Video is expected to make up **82%** of internet traffic by 2021

## Does it *Work*?

- **90%** of users say that product videos are helpful in the decision process
- Social videos generate **1200%** more shares than text and images combined
- Including a video on a landing page can increase conversion rates by **80%**
- Companies using video enjoy **41%** more web traffic from search than non-users
- **59%** of senior executives agree that if both text and video are available on the same topic on the same page, they prefer to watch the video

# Tero's Video Production Studio for *Your Business*



*83% of marketers would increase their reliance on video as a strategy if there were no obstacles like time, resources, and budget. Tero's new video production studio allows you to experiment with high quality video for all your business needs.*

*Here's how you can use the Tero Video Production Studio in your business...*

- ✓ **Product & demo videos**
- ✓ **Marketing & promotional videos**
- ✓ **New employee orientation**
- ✓ **Educational & testimonial videos**
- ✓ **Repurpose blogs into a video series**
- ✓ **Periodic information & updates for clients**
- ✓ **CEO messages to employees**

# Pricing Schedule

Use of video can put any company ahead of the game and connect better with clients (and potential clients), staff, and the worldwide web. At Tero, we have been taking advantage of video for several years. With this studio, we made the commitment to be more advanced with technology we use.

We wanted to create a video production space not only for ourselves, but also for the business community. Physical sets take time, resources, energy and heavy labor, which is why we chose to make our set virtual. Complete with an impressive cyc wall (green screen), high-tech cameras, late model lighting, lavalier microphones, teleprompters, and state-of-the-art technology; we bring remarkable sets to life.

## **Video Production Studio Rental: \$600 (up to 2 hours)**

Includes videographer, access to Green Room for talent prep, choice of several standard virtual set options, cameras, lights, teleprompters, microphones. *\*\$250 for each additional hour.*

## **Editing: \$100 per hour**

Video editing, your company branding, intros, outros, music, animation

## **Custom Virtual Set Design: Varies**

Tero has several standard virtual set templates to choose from that are included in studio rental rates. Custom virtual sets can be created specifically for your unique needs and vision.

## **Coaching / Consulting: \$250 per hour**

Does your on-camera talent need wardrobe, presentation skills or media coaching? Do you need help with your script? Post-production, do you need guidance posting your video to YouTube and tagging it for the best SEO results? If you answered yes to any of these questions, you may want to tap Tero's coaching and consulting expertise.

## **Calculating Your Investment**

The cost for your video depends on many factors. If you are producing a basic video that is 1-4 minutes in length and you arrive to Tero with a finished script and your talent "ready to go", you can expect your total costs to be in the range of \$900-\$1,200. If your video requires higher levels of customization, the investment will be more.

Thanks to the technology at the Tero Learning Center, your video projects are cost-effective. Anyone who has investigated video production cost knows it is common to pay \$1,500-\$5,000 per finished minute for video with more complex project running \$5,000-\$20,000 per finished minute.

**For more information or to schedule your custom video production, contact:**

Kyle Plummer, Director of Marketing

Tero International, Inc.

1840 NW 118th Street, Suite 107, Des Moines, IA 50325

515-221-2318 (ext. 214) or [kplummer@tero.com](mailto:kplummer@tero.com)