

Business Broadcasts

from  squaredaisy



Elevate Your Brand with Professional Office-Based Video Content

In a congested online space with fierce competition for eyeballs and attention, video content reigns supreme, capturing attention and driving engagement like never before. We're excited to introduce our new service: ***Business Broadcasts from Square Daisy.***

Our professional production team will come directly to your office or workplace to film you and your team recording a series of short, impactful, content in a single session. Then we professionally edit it to provide you with multiple video assets ready for use on ***LinkedIn*** or other **social media** channels, as part of regular **targeted email campaigns**, included in **proposals** and **presentations** and embedded on your **website**.

Why Video Content?

Video content is a powerful tool for modern businesses. *LinkedIn* users, for instance, are **20 times more likely to share a video post** than any other type of content. This isn't just a fleeting trend – video posts on *LinkedIn* see an average of **three times the engagement of text posts**. Imagine the reach and influence your brand could achieve with professionally crafted videos. And with Business Broadcasts, there is now a solution to not only create professional video at volume, in an affordable way, as well as spreading the cost over several months to ease cash-flow.



Our Service

Our comprehensive service includes:



On-Site Filming:

We bring our professional video production team and equipment to your premises, ensuring minimal disruption to your daily operations, and film members of your team delivering a series of pre-approved scripts using autocue for speed and ease.



Expert Editing:

Post-filming, our skilled editors will create multiple video assets from the footage, tailored to maximise engagement on *LinkedIn*, through email campaigns and across other platforms.



Strategic Content Creation:

Each video is crafted to be informative and engaging, encouraging interaction and fostering a deeper connection with your audience.

The Benefits

Investing in our video content service offers numerous benefits:

Enhanced Engagement: Video content on *LinkedIn* generates **30% more comments per impression** than non-video content, fostering greater interaction and conversation around your brand. Additionally, video posts see **an average of three times the engagement** of text posts.

Increased Reach: Videos are **five times more likely to start a conversation** among LinkedIn members, expanding your reach and influence within your professional network. This increased engagement can significantly boost your brand's visibility.

Improved ROI: Video marketing delivers a higher return on investment, with **52% of marketing professionals** worldwide naming video as the type of content with **the best ROI**. Companies using video enjoy **41% more web traffic** from search compared to those that don't, enhancing visibility and drawing more potential customers to your business.

Boosted Email Campaigns: Including video in email campaigns can lead to impressive results. **Emails with video content see a 19% increase in open rates** and a **65% boost in click-through rates**. This means your messages are not only more likely to be opened but also more likely to engage recipients, leading to higher conversion rates.

Greater Brand Awareness: Video content helps in building brand awareness more effectively. **Users spend almost three times more time watching video ads** compared to static content, ensuring your message sticks with your audience longer and more memorably.

How many videos do I get?

On a three month subscription you will receive a total of either **6, 9** or **12** videos in total, depending on which plan you sign up to.

With a six month subscription you will receive a total of either **12, 18** or **24 videos**, depending which plan you sign up to.

This service is about **quality and quantity**, and designed to be a cost effective way of creating a high volume of content that you can use over a period of time in a multitude of ways. Rather than paying up front for content you may not use for several weeks or months, you can spread the cost and get new edits in time for when you plan to deploy them - a sensible approach.

Depending on how you want to use the videos, you may opt for fewer edits delivered per month and a lower subscription fee, alternatively you might like to push out more content each month. The packages overleaf are designed to make it easy to access the service at a level and budget that works for you, but should you have a more specific requirement, we can design a bespoke package for you.



How much does it cost?

Our pricing model is designed to offer flexibility and continuous value. Instead of paying for video assets that remain unused for months, we provide a steady flow of edited videos tailored to your schedule and content-calendar needs. We offer three subscription packages across two timeframes to suit your requirements and budget, with the higher value packages attracting a lower cost per video.

3 month subscription

	Core Plan	Growth Series	Ultimate Bundle
No. of videos per month	2	3	4
Contract length	3 months	3 months	3 months
Monthly fee	£750.00	£990.00	£1249.00

Price calculations per video - Core Plan = £375.00, Growth Series = £330.00, Ultimate Bundle = £312.00

6 month subscription

	Core Plan	Growth Series	Ultimate Bundle
No. of videos per month	2	3	4
Contract length	6 months	6 months	6 months
Monthly fee	£625.00	£899.00	£1099.00

Price calculations per video - Core Plan = £312.50, Growth Series = £299.66, Ultimate Bundle = £274.75

What is the process?

Our comprehensive service includes:

Select Your Package:

Choose the package that best fits your needs and budget. Once selected, we will send you the necessary paperwork to review and sign.

Pre-Production Planning:

We collaborate with you to identify the right topics and tone for your videos. Our team provides guidance to help you create a 60-second script for each video, ensuring the content is engaging and aligned with your objectives.

On-Site Filming:

On the agreed date, our team will come to your premises equipped with all the necessary lighting, sound, and camera equipment. We'll film your selected individuals delivering each script using an autocue, making the process quick and easy for participants.

Post-Production Editing:

Our skilled editors will transform the raw footage into polished videos. Each video will be delivered as an MP4 file in either landscape or square format, complete with on-screen quotes and embedded captions, ready for you to upload and deploy as needed.

Get Started Today

Embrace the power of video and elevate your brand with our professional location based video content creation service. Whether you aim to educate, inform, or inspire, our team is dedicated to helping you create high-quality video that drives results. Contact us today to schedule your consultation and start your journey towards greater engagement and success on *LinkedIn* and beyond.

Terms and Conditions: **Minimum Term:** Each package comes with a specified minimum term length, during which cancellation is not permitted. **Content Output:** The total number of videos included is specified per package, with each video approximately 60 seconds long. Longer videos can be arranged by reducing the total number of videos—for example, a 180-second video will count as three edits. **Scripting:** Clients are responsible for providing scripts. Script guidance will be provided. Scripting services are available at an additional cost if needed. **Pricing:** All prices are subject to VAT. Monthly payments are made in advance, and charges are for completed edits. **Travel Expenses:** Reasonable travel expenses will be recharged with prior agreement. **Storage:** Project files are retained for 12 months. After this period, they are either subject to digital storage charges or deleted.