



CONTENT SUPPORT FOR YOUR BRAND, BUSINESS OR STORY



I don't sell packages, I craft films that tell your story. All of it. Authentically.

My sole aim is to create high quality content focused around your brands core concepts. I showcase your service/ product, give an insight into the people behind your brand, and capture behind the scenes (BTS) footage to connect with prospective and current customers/ clients. I do all this with a sprinkle of soul, humour & humility.

As well as working alongside your brand, I take the lead during production and staging, ensuring authentic content is created without those involved feeling awkward or too far out of their comfort zone.



After a discovery call we identify the most appropriate approach for your brand/ business to maximise your ROI. Below I have summarised some of the most popular offerings, but there is always room for a more bespoke approach to suit your specific requirements if needed.

What I can create for you...

Short form video content (£720) typically covers...

- + Creating 1 'hero' video for your website landing page.
- + Creating x5 short form video content for social media.
- + Additional photography included eg home page image/ website/ head shots etc.

This is recommended for those looking to capture key content across one or two different scenarios/locations.

Extended content (£1100) typically covers...

- + Creating 1 'hero' video for your website landing page
- + Telling the story of the brand/ business/ journey with a representative talking to camera/ voice over to B roll footage
- + Extended social media content with over 50 deliverables, made up of both photo and video (depending on which type of content works best for you).

This is recommended for those wanting to setup 'interview style' scenarios talking to camera, film scripted content, and/or stage multiple scenarios / locations to capture varied content.

What you get when you choose to work with me

I try to work with people who want ongoing support and a working relationship, as opposed to turning up to film once and never seeing me again. The discovery calls, emails and informal chats allow me to truly understand your business, and I will never suggest an approach that will not yield return on your investment. Outside of tangeable content that is delivered, you are getting a vastly experineced professional to strategically plan the correct approach, lead production on the day, and aftercare support to ensure the content is in line with your vision.

With 100% 5* google reviews you can trust that you are getting the type of professional service, video quality, and editing ability that your business deserves. With over 8 years of experience refining my approach you can rest assured that you are in good hands.



www.lawalfootage.com



Sustainability is essential for many businesses in 2024. This is also true in relation to planning, capturing, and using video content. I mentor business owners teaching you how to be self sufficient with your own content, in order to steer your own ship, using mobile phone cameras or DSLR's.

CONTENT CREATION SUPPORT

Week 1

THE CHOSEN ONE!

I get to know you. Your past, present & future, with an aim to identify the issues that this content can solve. We also dissect your comfort levels in front of the camera, & current technical know how, to enable an appropriate action plan to be tailored to you



Week 2

TECHIE TWO

In week 2 we get straight into maximising your phone's video capabilities. Platforms are considered to ensure the right footage is created, and I will show you how to repurpose your videos to maximise their potential.



Week 3

LIGHTS, AUDIO, ACTION

In week 3 I will show you the overlooked, less glamorous siblings to video; lighting and audio. You will be given some simple techniques to ensure you are capturing the most aesthetic content from your locations, and level up the audio in your videos.



Week 4

WE SHOP FOR...

...the most appropriate equipment you can purchase to elevate your content at home/ in the workplace. P.S. You don't need to spend a fortune to make great looking content! This gear will simply make life easier, and quality of content more consistent.



Week 5

LET'S GO LIVE

Creating a content calendar is a must for busy business owners. We will reflect on the short, medium and long term goals set previously, and ensure there is a systematic approach to maintaining your content creation.



ONGOING SUPPORT £100/MONTH)

- I offer ongoing support in your content creation..
- + A dedicated online 'review' folder to send items for review/ quality assurance.
- + Monthly updates on key techniques, top tips, new tech.
- + If content creation works for you, but editing not so much, just 'drop it off' online and I will edit your medium term content for you.





SUMMARY OF THE COST OF INVESTMENT FOR HIGH QUALITY VIDEO CONTENT



Every enquiry, suggestion and need is different, so it is important to fully understand the brief before an accurate quote can be drawn. Below I have summarised the most popular approaches as a gauge for those looking to get an idea of cost.

'Marketers using video marketing made revenue 49% faster than organizations not using video marketing.'

Source: Aayushi Sanghavi G2 Feb 2024

'87% of marketers claim they are happy with the ROI obtained from video marketing.'

Source: [Wyzowl](#)

Short form video content approx 3 hours = £720

- + Creating 1 'hero' video for your website landing page.
- + Creating x5 short form video content for social media.
- + Additional photography included eg home page image/ website/ head shots etc.

Extended content approx 6 hours = £1100

- + Creating 1 'hero' video for your website landing page
- + Telling the story of the brand/ business/ journey with a representative talking to camera/ voice over to B roll footage
- + Extended social media content with over 50 deliverables, made up of both photo and video (depending on which type of content works best for you).

Customisable extras that may benefit the process

- + Additional videographers are helpful to speed up a filming session, but essential for certain requests that require multiple angles covered eg drone as well as handheld for the same take = £350 half day rate/ £600 full day
- + Hiring a Director of Photography. For bigger productions DP's oversee the visual allowing the videographers to focus on their craft. For larger projects with a higher number of moving parts DP's are key to ensure the process is efficient, and all requirements met.
- + Multi day sessions will only be suggested if the amount of content required calls for more time.
- + Hiring extra talent, models, locations can all be arranged at your request.

Content creation support = £500

- + The 5 step process over 5 weeks is a highly effective way creating your own high quality content. The aim is to make you fully self sufficient within 5 months.
- + There is the additional option of ongoing support where I edit your content for you, and/ or review the content you create before it is shared for QA purposes.

