

Making a video should be fast and enjoyable and it's NOT enjoyable when you get ripped off!

Many people are unknowingly hiring production companies who are "overproducing" videos. Simply put, most videos do not need a 6 man crew and \$\$CINEMA\$\$ cameras to be effective. A few production companies purposefully do this, but most are doing it because they are not adapting to new technologies allowing for more efficient workflows. This means companies are paying more money for videos and are not able to use those valuable dollars in other areas of their business.

First rule of thumb for professional video:

1. A minute of finished video should cost around \$1,500 - \$2,500

This is a \$4,500 video and the finished product was 2.5 minutes.
\$4,500/2.5 = \$1,800



2. Could it cheaper, but still effective?

Don't hire your 2nd cousin once removed with a camera for \$500! This is a very high risk low reward situation. Remember, the goal is to create effective videos. Mistakes and bad quality distracts and detracts from your message and renders it ineffective. Remember, image speaks louder than words!

With that in mind, there is a way to create effective videos that don't cost as much/finished minute.

Here is a little secret.



Most production companies (ours included) have half day and full day rates at the base of their cost. This means that if you shoot 5 videos in a day opposed to 1 video the only major cost difference will be editing. Creating videos in bulk can actually drive down the cost well under \$500/finished minute!

This is 1 of 9 videos that we shot in one full day. The total cost was \$9000 for a total of 30 minutes of finished video. That is \$300/finished minute!

Another secret to get more value out of your money is if the production company (like Mileskho) can shoot photos for you during the video shoot. Taking still shots for social media/website/marketing materials while shooting the video should be much cheaper than having a photo shoot on one day and a video shoot on another day.

3. Should you ever pay for \$20K video?

Technology is at the point where, if you know what you're doing, you can produce high quality videos quickly and efficiently for less money than ever before! So you should definitely think twice before paying that production company 20K for your video.

So does that always mean a company is ripping you off if they charge you 30K? Not necessarily...

There are a few instances when it is necessary to pay 30K for a video for it to be effective. The bottom line question is... Will it pay off and is that level of a video necessary for it to be effective? For example, if your video (in order to be effective) has to be shot in multiple locations over multiple shoot days or needs to be super cinematic and polished AND if the end use will justify that cost...then yes.

These people had different schedules and were all in different locations. This meant more shoot days and more traveling, but it was necessary to for this video to be effective. This video was a 10K video and is 1.5 minutes long. This brought the total cost to 6.6K/finished minute. This video went on to be one of the most viewed videos in the organization and received a tremendous amount of feedback and inspired thousands within the organization. This is a great example of when it is necessary to spend more money to create an effective video that does pay off.



This video cost more than the rule of thumb given above because the company wanted to show specific people in the organization.

We want **everyone** to have a great experience with video production, no matter what company you choose to work with. Hopefully you feel more confident on the subject of pricing, and are ready to dive into your next project. You don't have to spend a fortune to get a great video your audience will love and share!

Get a Quote!