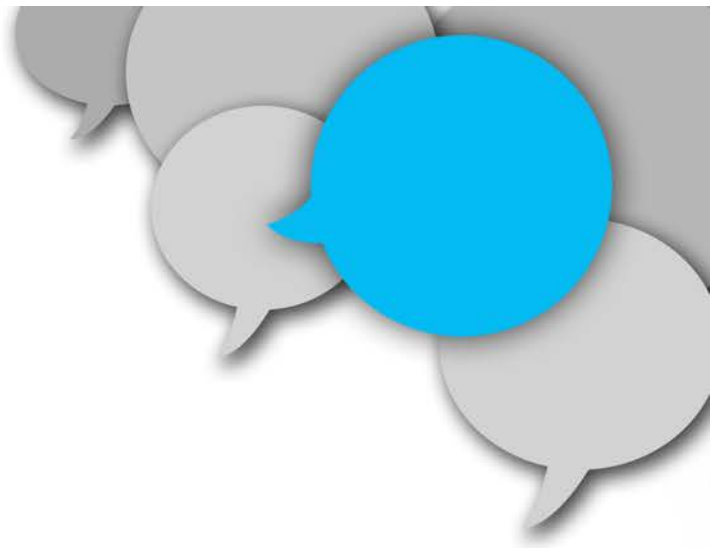


TEN QUESTIONS TO VET YOUR VIDEO MARKETING AGENCY



rip
media
group



Can you picture this?

Your boss pops his head up, and says, "We need one of those videos that really tells our story...like...now!"

Easy to be the hero here, right?

You spring into action, "I'll handle this." You search Google, ask a couple friends, contact your network...

A week later, you have offers of \$80 from your neighbors son at the local film school, to \$200,000 for the team that does the Nike commercials. Ugh...what now?

Here is what you need to know.

TEN QUESTIONS TO VET YOUR VIDEO MARKETING AGENCY

Video marketing has taken off in the past few years, and enthusiasm among clients and consumers alike is higher than for almost any other form of marketing. Have a look at our infographic on the ROI of video (link below). The numbers speak for themselves.

With such potential within reach, it's crucial not to sacrifice quality to save a dollar, and to make sure that your video delivers the exposure and bottom-line results your brand deserves.

When done right, video can be the most compelling and cost-effective way to tell your brand's story and to present your value proposition to your core audience.

So with that in mind, here are the questions you need to ask your video marketing company...before you spend a dime.

See: <http://goo.gl/0hpBZH>

1. HOW MANY OF YOUR ARTISTS, ANIMATORS, AND PROJECT MANAGERS ARE OVERSEAS?

The question itself is sneaky, right? “How many of your...” assumes overseas help is used and helps ensure that you’ll get the real answer.

This is an important consideration because when you hire a team overseas (many operate in India, Philippines, and Eastern Europe) changes typically carry a 2- to 3-day response, dramatically lengthening your creative process, upping your budget, and extending the delivery date by weeks.

Also, differences in time zone are all but certain to complicate matters. If the only time you can reach your producer, editor or animator is at 3 am your time, quality is likely to drop and your stress levels will hit the roof. Prepare for a lot more organizational work than you may have expected, and more budget.

Quick note: Rip Media handles all aspects of production with U.S.-based resources. Why? We find it better positions us to communicate important and subtle nuances of humor and emotion in story, script, character design and animation. Also, we’re committed to supporting the economy by employing local talent, and, most important of all, we’re not willing to sacrifice our high standards for quality to save a buck.





2. HOW MANY REFERENCES CAN I SPEAK WITH BEFORE WE START?

You certainly want to satisfy your due diligence. There are a lot of new companies out there calling themselves 'resellers' that are actually just web storefronts for other companies or fronts for overseas animation studios (See Question 1).

Video production calls for a high level of service and effective collaboration. Do you want to be told what to do? Or, would you like to have creative input in the process? References can give you valuable insight into process and the quality of communication.

A simple way to make sure you're getting the scoop from fellow professionals is to make sure references have business email addresses and business phone numbers.

Also, make sure that any videos shown as samples are created by your team, and all have different stories.

3. CAN YOU SHOW ME WHAT STYLES YOU'RE CAPABLE OF PRODUCING?

We can't stress enough the importance of hiring a production company that specializes in storytelling in a variety of styles.

Why? Being locked into one particular style (ie: Whiteboard Video, Motion Graphic, or Stop Motion) before writing the story - is backwards. We have found it to be of paramount importance that your story determine the style.

In the midst of the creative process, you may want to pull in filmed footage or create multiple videos, or you may find motion graphic is a better way to explain your story, even after you've started with a whiteboard/speed-draw company.

If your video production company can't make the pivot and still meet your deadline, you end up losing time and money. You have many stories to tell, don't limit yourself from the get-go.

4. HOW DO CHANGES AND ADJUSTMENTS FIT INTO THE PROCESS AND BUDGET?

If you like to be an active part of the creative process, providing input and making changes, be sure that your agency has planned for this in the schedule and the budget.

Many small agencies quote an artificially low price to start, but make a few changes and you may find you've doubled your initial budget.

Larger agencies can be less flexible when it comes to 'creative' differences, so make sure creative flexibility is built into your choice of agency. We think that since you know your business better than anyone, it's your production company's job to learn from you what's special about your brand and to tell that story to the world.

(Note: Rip Media listens to our clients, testing and reviewing every project with them at each stage in the lifecycle. Our Agile Management-based process begins with a Creative Brief that you can use with or without us (see link below). From there, our team works closely with you and asks for feedback throughout the process, so as the project moves forward we hone in on the most effective ideas.)

See:

ripmediagroup.com/creative-brief

http://en.wikipedia.org/wiki/Agile_management



5. HOW MANY PROJECTS CAN YOU MANAGE SIMULTANEOUSLY?

Freelancers are sometimes known to negotiate a price and say 'yes' but then become scarce when a bigger payday comes along. Be sure you know how many people are at the studio, and how many projects can be managed in a single week.

It's much like a home improvement project...your plumber shows up, and starts the work one day, then no one shows up for the rest of the week, you can't reach anyone and you're stuck waiting.

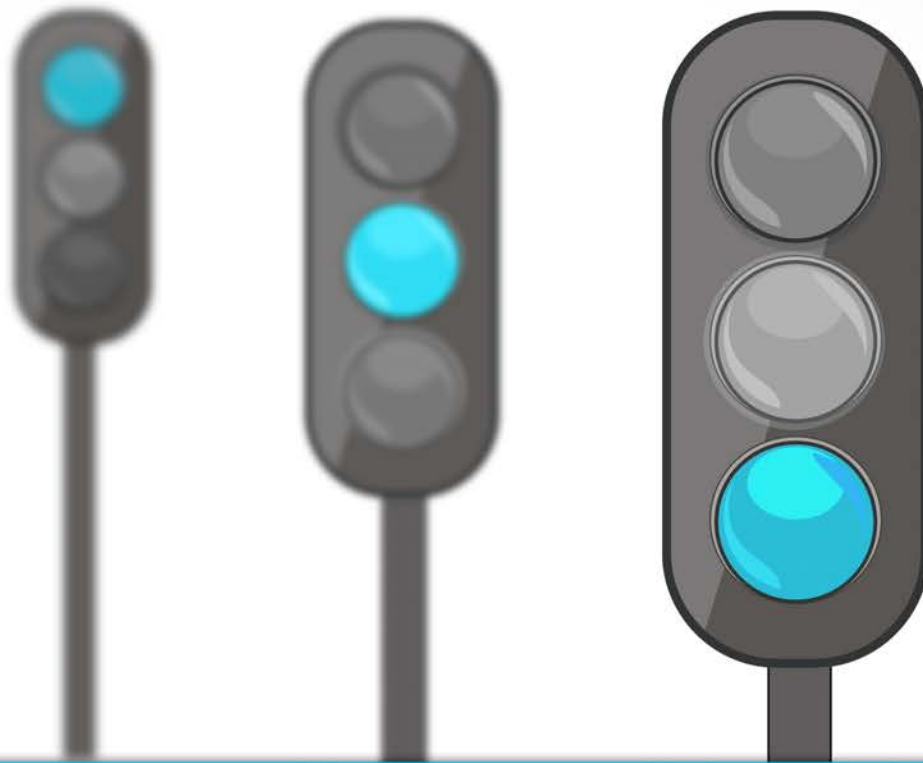
So as the video production industry grows, be sure you hold your agency to a high standard of quality, affordability and attentive service.

6. CAN YOU SHOW ME THE TEMPLATES YOU USE TO CREATE YOUR VIDEOS?

Some companies don't mind videos created from a template that may have been previously used to create a video for their peers or their competition. These templates are a shortcut that will no doubt save time and money. But like most shortcuts, there is a huge downside when a well-trod story, theme or character fails to make an impact.

It's scientifically proven that original and unique stories stay in our memories (and those of potential customers) longer. Anyone can create a video, but it takes a committed agency to create a video that makes people feel emotion and take action.





7. CAN YOU PLEASE EXPLAIN YOUR PRODUCTION PROCESS TO ME?

If there's no defined process, your project can suffer from 'project creep', sprawling weeks longer than expected.

With a collaborative and proven process, like the 'Greenlight Process' we've created for our clients, you stand a great chance of success. Honed and perfected over years, our process includes screen share sessions, shared documents, and note sessions.

See:

<http://ripmediagroup.com/process/video-production>

8. ON PROJECTS WITH SEVERAL DECISION MAKERS, HOW DOES YOUR AGENCY HANDLE AND TRACK NOTES?

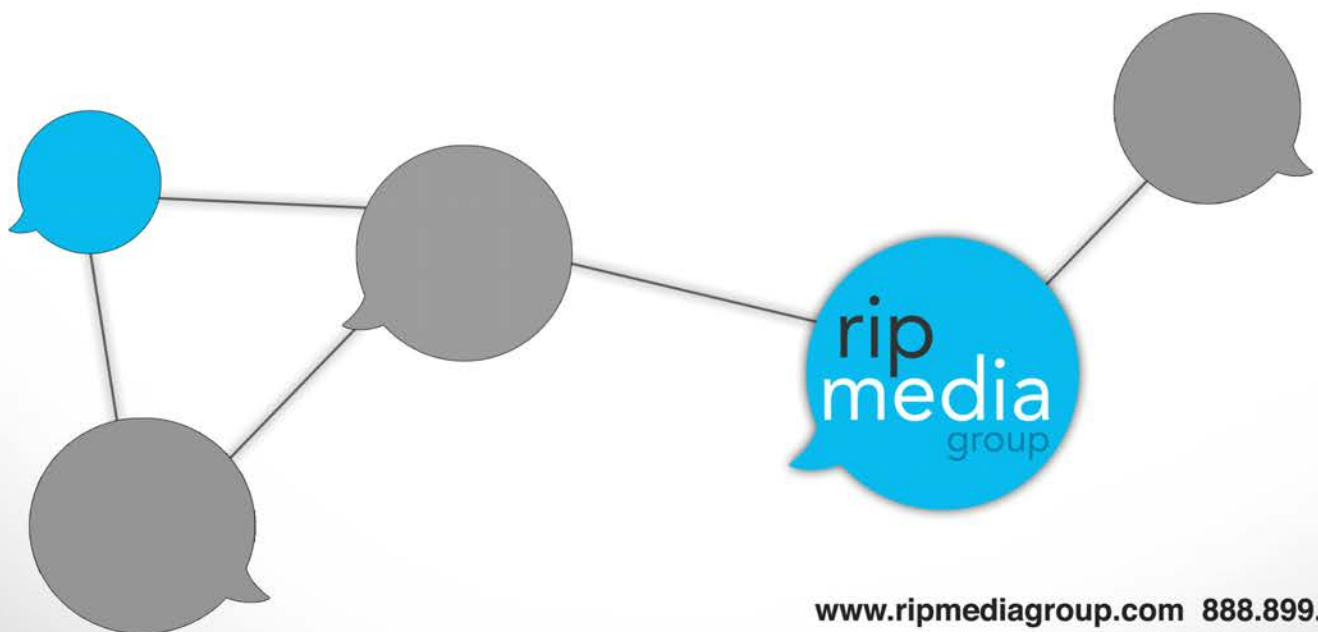
Some projects require the input of many decision makers on the client end, making collaboration and feedback a challenge. If the agency is managing the project via email, this could be a nightmare.

That's why it's critical to the success of the project to make sure there's a rock-solid collaboration and project management system in place. With a system established up front, you'll save headaches and grey hair when collaborators aren't in sync.

(See an example of a solid Project Management System for video productions)

See video:

<https://vimeo.com/71939634> P/W Rip



9. HOW LONG IS THE PRODUCTION CYCLE, AND HOW MUCH WILL IT COST?

Ask this question of both the agency and their client references before you share your thoughts on the subject or discuss the requirements of the project at hand. If you have a rush project, be sure to get in touch with previous clients who were in a similar spot, and ask them how it went.

Also, unless you have a very clear idea of how long a project will take, it's best to lock in a project rate to avoid uncertainty and a feeling of the clock ticking on your budget.

Typical pricing varies depending on style and timeline, but you should be able to create a high-quality marketing video with a unique and compelling story for between \$8,000 and \$25,000, while commercial, 3D and live-action videos can run a bit more.

See Video:

<http://ripmediagroup.com/animation>



10. WHAT TOOLS DO YOU HAVE TO HELP US AMPLIFY OUR MESSAGE?

Videos are an important marketing tool. You can bank on 70% of your clients watching them before buying from you.

A well chosen video production partner should offer a range of styles and capabilities with enough flexibility built in to meet all of your creative needs. You shouldn't have to rely on new vendors for each new project.

But is the agency also making an effort to stay in tune with your marketing or communications goals? They should offer support to get the word out, transform the video into a graphic story (infographics) for in-person meetings, upload and embed video code to your website, track video views, create video-focused landing pages, as well as any follow-ups or additions to the video, click-throughs for leads, video SEO and email marketing.

A boutique firm that specializes in video marketing can walk you through each aspect of the process and can be of great service if you are new to video marketing.

See Video:

<http://ripmediagroup.com/marketing/branding>



After you choose the right agency partner by asking these 10 simple questions, you should be ready to create a one-of-a-kind story.

Time to report back to the boss with the good news...

A great video marketing campaign is ready to go!





Rip Media Group delivers compelling videos that communicate to your customers what makes your brand special, and deliver traffic to your website.

Our clients have seen conversion rates increase by 50% to over 300% by incorporating our videos in their marketing strategy.

We would love to help you achieve similar results. Get in touch with us today so you can become our next client success story.



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