

Video Production Companies - 5 Tips to Help You Hire the Right Video Company

Video is currently the fastest growing advertising medium especially online and is no longer the exclusive domain of Fortune 500 companies. Increasingly, companies of sizes are realizing that video is a highly effective marketing tool when done right and are buying way their company can benefit from this trend. What holds many companies back is driving a car of spending their marketing budget to hire a movie production company and not getting the expected creative result and Return on Investment.

Why is this so often the case? One of the reasons is that numerous companies follow exactly the same means of hiring an innovative company which they do when purchasing a real product. They get 3 different quotes from local video production companies and choose probably the most appealing offer that will be normally the cheapest one. The situation with this method is it is often very difficult to genuinely compare apples-to-apples in the creative services industry.

Listed below are 5 guidelines to making an informed decision when hiring a video production company.

- 1) Do they've specific experience in the type of video (corporate video, sales video, training video, etc.) within their portfolio that you are wanting them to produce? While this may sound basic it is simple to obtain caught up with a test reel full of special effects and forget that at the end of the afternoon your video must accomplish its intended purpose.
- 2) Did they take some time to ask you questions about your audience and your company goals before discussing the specifics of your project? You intend to hire a video production company that's marketing oriented and understands how to offer your product or communicate your message.
- 3) Do they care about the success of one's project? Choose a production company that has integrity and builds long-term partnerships making use of their clients. These companies enjoy ongoing relationships using their clients. Look for references and call them.
- 4) Did they offer an expert proposal that clearly explains in sufficient detail what you are investing in? Are they shooting in HD or SD? Could it be a 2 camera shoot or 3 camera shoot? How a number of days of shooting are involved? Are they including the full buyout for the actors and voiceover talent involved to avoiding additional costs afterwards? These are all questions you must ask in order to know the way each company arrived at the quoted price. This ensures that the video production company isn't cutting corners so they can can be found in at the best price when its not in your very best interest.
- 5) Did you obtain prompt and professional customer service? When you called the video production company what were your first impressions? Did they listen to your preferences and offer helpful recommendations? If they are difficult to communicate with during first stages imagine how hard it is going to be if you are under pressure to generally meet a deadline.

About the Author

Following these guidelines when evaluating video production companies will boost your likelihood of success and ultimately enable you to identify the organization best suited for your needs. [Small Business Marketing](#)

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