




INTRODUCING
Video Content Stacks

www.coralhouseproductions.com

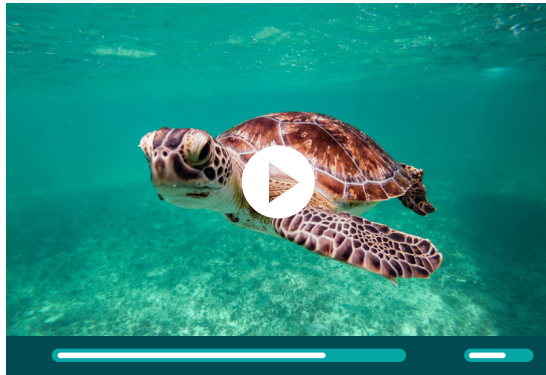


WHAT IS THE PURPOSE OF A VIDEO CONTENT STACK?

Using Video Content Stacks, we take what would be a single piece of content from a video production and turn it into a full-blown content library. What would normally be one video deliverable is now 10 or 20, or even 30. Whether you need to fill a content calendar, revitalize a website, or communicate a key message, when you work with Coral House Productions, we'll produce amazing visual content to help achieve your marketing goals.



VIDEO CONTENT STACK



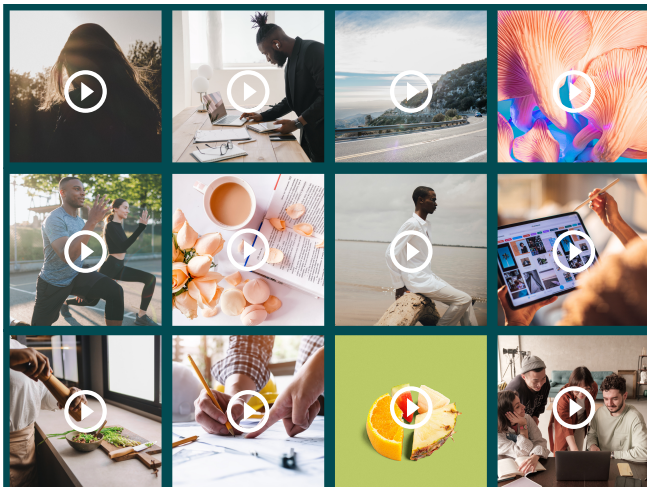
PRIMARY CONTENT

Primary content drives the elements of your message and communication to the broadest audience. This is the banner content of the stack and address the majority of your marketing goals.



SUPPORTING CONTENT

These 30 to 90 second videos bolster your overall message by taking a detailed look at your strongest ideas. Supporting Content is amazing for filling content calendars.



MICROCONTENT

At the bottom of your stack is Microcontent, which lives outside of the main narrative and consists of photos, cinemagraphs, 360° video, website loops, and more - perfect content for social media channels.



PROJECT

Timeline

WEEK 1

The **Development** phase of your project begins in our first week as we kick-off a pre-production call with you and your team to identify your goals for your content.

WEEK 2

The **Pre-Production** phase begins as our producer creates creative briefs for each video content piece for your approval. Once approved, we begin to schedule our film crew and all the other production elements.

WEEK 3-4

Production gets underway and we arrive at your office to film your content. This can take anywhere from 6 hours to 2 days depending on how much content there is to film.

WEEK 5-8

We're now in the **Post-Production** phase and our editors are busy putting together your stories! Over the next few weeks, you can expect to receive a deliverable every 4-5 business days, sometimes a handful at a time.



FREQUENTLY

Asked Questions

How much do Content Stacks cost?

This question depends on how much Primary content you want/need to accomplish your marketing goals. We customize each quote based on needs (pre-production, production, and post-production elements). Prices start at \$15K with a minimum of 6 deliverables. Please contact us for the best answer to this question by going to our website. But remember, you're getting a video library that can be used to create evergreen content for months to come.

How long are each deliverable?

Again, this depends on what we film, but typically Primary content videos usually range in duration from 2-4 minutes in length. Supporting content videos range from :30 to :90 and Microcontent ranges from static deliverable or a :15-:30 video.

Why would I need all this content?

Sure, you can shoot and film one video, but you will get more bang for your buck by planning ahead and creating a video library for your business. This will allow you to plan out your content calendar for months to come. And you can rest assured, we do NOT film content for the sake of filming content. We ALWAYS plan ahead and make a purpose and plan for our deliverables.

What can I do with my video deliverables?

Anything you want! We recommend planning a social media campaign, running ads on social media or Google and using the Primary content on your website.

LET'S GET STARTED!

Are you ready to get your customized quote? Schedule your Discovery Call today! We would love to learn about your business goals and the story of YOU!

[CLICK HERE TO SCHEDULE A CALL](#)



"You've found the Swiss Army knife on your team."

— JENNIFER YI, The Data Economics Co.

At Coral House Productions, we are Storytellers, Creators, Editors, Producers, Videographers, Photographers and more! But most importantly, we are resourceful and communicative. We hope to work with your team and learn about the authentic YOU!

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