What is a Dialogue-on-Demand Video?
A Dialogue-on-demand video is a pre-produced 10-minute Zoom (or Webex) video. The general framework features 1-2 experts creating a natural exchange of ideas and key concepts. The Dialogue-on-demand is designed to give you bite-sized snippets of good, substantive content to promote and repurpose across your marketing channels. During production we can create:
- 10-minute dialogue
- 3-4 clips (~60 seconds in length) on specific sub-topics
- 2 social cuts (:15 and :30 seconds in length)

Optional Add-ons
The Dialogue-on-demand video can be embedded on a landing page, designed to your brand standards. Viewers may download a strategy paper (up to 2,000 words) to support the content discussed.

Why Dialogue-on-Demand?
- Simple way to supplement in-person events while showcasing technical experts
- On-demand nature gives asset a life beyond a webinar
- Production requirements make it a good choice for busy SMEs
- Concise nature makes it easy to distribute, promote and repurpose

Optional Core Promotion Tactics
LinkedIn Ads
Advertise conversation with :60-second clip + CTA

Targeted Display
Static creative, traffic-driving through Google Display Network (GDN)

Programmatic Pre-Roll
Advertise conversation with :15-:30-second social cuts

Programmatic Email
2 sends + 2 redeploys—one pre-event, and one post event

Recommended Campaign Length
4 weeks

Pricing
Dialogue-on-demand video production: light scripting, light graphics, recording
$9,000

Optional Add-ons
Bundle with Independent Banker Sponsored Content Bundle + $3,500
+ $3,500

Custom Landing page: prototype, UX, design and content
+ $6,500

Strategy paper: writing, editing, 2 SME interviews and design
+ $12,500

Digital marketing support package
+ $3,600 to $12,500

Example
Click here for an example:
biologics.mckesson.com