

Independent Banker Dialogue-on-Demand Videos

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 redeloys—one pre-event, and one post event

Recommended Campaign Length

4 weeks

PRICING	
Dialogue-on-demand video production: light scripting, light graphics, recording	\$12,000
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:

