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**EMBERSCOUT**

# HOW TO SELL VIDEO PROJECTS TO YOUR CLIENTS

AND STILL MAKE A PROFIT



Marketing is no longer  
about the **stuff that you  
make** but about the  
**stories you tell.**

*SETH GODIN*



## Imagine this.

It's 2004. You work for a marketing firm and your phone rings. It's one of your clients.

*"What you guys are doing is great... but I think we need to make some videos to help tell our story. Really get our message out there."*

You laugh a little. This client doesn't need broadcast commercials. Or an instructional DVD. There just isn't a need for every client to have a whole video production. Within a few months, YouTube launches. A couple years later, Facebook adds videos to their feed. Instagram takes off. Tiktok goes from niche app for dancing teenagers to a global media juggernaut. And who knows what's next?

That client might have been right.

Video marketing allows you to tell a client's story more completely than other marketing strategies. It offers a broader canvas to portray a brand's true essence through engaging visuals and audio. For real, storytelling that grabs attention and stimulates action can help your clients find more customers.

Not to mention, video has become a critical part of every marketing campaign. It's no longer a "take it or leave it" choice. TikTok, YouTube, and Instagram are all video-first platforms. On average, consumers spend 2.6 times more time on websites with video than those without. And using "video" in email subject lines increases open rates by 19% and click-through rates (CTR) by 65%.

***TL: DR: VIDEO IS A MUST, NOT A "NICE TO HAVE"***

Your clients should expect it, their customers definitely expect it, and even more important, it can be one of the most lucrative services your agency offers. Why? Because it's turnkey. You don't need to house a video production studio within your agency. Instead, you can outsource the function and charge a nice markup on it. Video is a must-have, but it shouldn't be a loss leader.

But do your account managers feel comfortable selling video to your clients? If they don't, this guide is for you. We'll walk you through all the details you need to know to successfully sell a profitable (!) video package to any client.

# HOW TO MAKE THE CASE FOR VIDEO TO YOUR CLIENTS

If your clients aren't sold on video marketing, shame on them! But, you got this. There is plenty of data to support your proposal. Here are the benefits you can offer your clients as reasons to embrace a video project. Much of this data comes from Wyzowl's [\*\*2023 Video Marketing Statistics Report\*\*](#).

NO. 01

## Videos tell stories.

Humans are moved by narratives. When we read, listen, or watch a story, we are swept into a new world. We place ourselves in the center of the story. While we are there, we are the hero. And after the story is over, we are inspired. Research backs this up. Really! When facts are presented as a story, the human mind is approximately **22 times more likely** to remember those facts. When presented with merely factual statements (like this one, sorry!), we remember only 5% to 10% of the information. Brands that tell stories engage and move their audience more effectively.

NO. 02

## Your clients will meet their customers where they are.

The amount of online video watched per week, per person, has almost doubled since 2018, to about 17 hours per week. If your clients' target audience is Millennials or Gen Z, best believe that number is probably on the lower end of reality.

NO. 03

## Video builds customer loyalty.

96% of marketers say video content helps increase customers of a product or service. This can be especially important to your clients who sell complex or technical products. In addition, 91% of consumers want to see more brand videos online. You can safely assume that those consumers will become loyal customers of the brands that give them what they want.

# HOW TO MAKE THE CASE FOR VIDEO TO YOUR CLIENTS

NO. 04

## **Video increases brand awareness.**

95% of marketers say using video content increases their brand awareness. It makes sense, really. Consumers spend so much time watching videos they are sure to discover a new brand or two. And then, if that same video is served to them again (surprise!), over time they may be compelled to learn more. That's basic marketing 101.

NO. 05

## **Video increases conversion.**

This should be the most impactful argument. I mean, why would a client turn down sales? Nexcess reports that video content on e-commerce websites can increase conversion rates by up to 80%. Promo agrees that adding a product video on your landing page can increase conversions by 80-86%. Want more data from Wyzowl? We got it. 87% of marketers feel that video has a direct, positive impact on sales. Enough said.

NO. 06

## **Everyone is doing it.**

Ok, this may not seem like a good argument for your clients, but hear us out. Your clients shouldn't want to be left behind in a competitive market. They should know that 91% of marketers use video, an all-time high since 2016. Given the conversion, loyalty and awareness stats we just talked about, why would they want to be part of the 9% missing the boat?

# HOW TO MAKE THE CASE FOR VIDEO TO YOUR CLIENTS

With these data points in your account managers' sales arsenal, getting your clients onboard for a video project should be a slam dunk.

**For even greater impact, offer case studies to your clients highlighting videos your video partner has done, including the cost, ROI, and other measurable results.**

NO. 07

## **Video is worth the expense and resources.**

Many clients will tell you they don't have the budget for video. Your argument should be that 92% of marketers report that video gives them a positive ROI. They are making money on video. So your clients are essentially giving sales to their competitors investing in video. Ask them, what is wrong with this picture?

NO. 08

## **Video is versatile.**

There are so many applications for video. The right video production partner will help your client make 50 videos for social media, 3 project explainer videos for your website, 10 retargeted objection videos, and more out of one long-form sales video. This versatility makes any video a long-term investment in a client's business success.

NO. 09

## **Video is fun.**

Everyone loves video. Video has the ability to captivate. The visual and audio elements of video make it consumable for almost everyone. In our digital world, video is accessible to almost everyone. Your client will reach and engage more people with video. Full stop.



# VIDEO CAN BE PROFITABLE FOR YOUR AGENCY AND YOUR CLIENTS

Your account managers want your clients to succeed. If they understand how powerful video can be, they'll jump at the chance to offer it to their prospects. Of course, it doesn't hurt to provide them incentive commissions and/or bonuses when they sell a video project to a client.

Video can become that upsell item that moves the needle for your prospect's decision-making process. **Drive home the message of the versatility of video to your client.** If a prospect is on the fence and your account managers know what goals they are trying to achieve, offering a video solution that directly addresses more than one crucial goal over several distribution channels could be just the push they need to engage with your agency.

The beauty of video is that you can offer an affordable marketing solution to your clients and still earn a respectable markup. With a good video partner in your corner, your team can enjoy a guaranteed profit with every video package sold. **Not only will your client succeed, but your agency will too.**

# HOW TO OVERCOME THE COST OBJECTION

Some clients will inevitably object to a new idea based on expense. If your sales team encounters pushback on the cost of a video project, their most compelling argument is that a good video continues to earn income (and brand awareness, customer loyalty, etc. etc.) long after your client has paid for it. The ROI goes on as long as the video (or pieces of the video) is used.

## TIP 01

Don't forget that the cost of executing one large video project, you can include all of the deliverables you can conceive for a completely integrated marketing and/or branding campaign(s).





## Here's a real-life example for you:

An agency client working with a major CPG brand was launching a new product in American and French markets. With a project budget of about \$110k, our video team created more than 70 separate and usable videos. The client received custom-edited content for all their social platforms, a set of YouTube pre-roll ads, and images to use across all digital channels, all in French and English. With just one project and a few weeks, we'd made enough content to last their whole first six months (or more!) of their product launch.



**For example,** you may need to budget \$5K for social media advertising and boosting. It's a story as old as time. Many clients want a piece of creative like a video without thinking about WHY they want a video. Maybe their competitor is doing a video or their TikTok influencer nephew told them they needed to do a video. The strategy comes after the creative, which can waste everyone's time and resources.



**Make sure to include the distribution costs for all the marketing channels and variations your video can be used when proposing a video project.**

**TIP 02**

Help them decide the best channels for each video you create and make sure to also include the promotional plan they would need to elevate the project. In other words, sell the whole strategy, not just the creative.

If your clients are balking at the cost of video, consider the practice of amortization in your contracts with them. If your clients sign an annual contract, you can amortize the cost of a video 12 months in your contract. Suddenly a \$15K video is only an additional \$1,250 per month on top of their standard marketing retainer. That is entirely doable, especially if their return (income, impressions, engagement) can be measured monthly.

***For more information on how to price a video project that will overcome a client's knee-jerk cost objection (and still make a profit), read our handy video pricing guide for agency leaders.***

### TIP 03

Make sure your client has a plan for the videos you are creating and include any costs associated with it in the contract.



# GROW YOUR PORTFOLIO *WITHOUT* ADDING

## A WHOLE NEW TEAM

Video has become a must for any marketing agency that prides itself on offering clients targeted digital marketing strategies for a variety of niches. **If you provide social media marketing services, you need video. If you provide web development services, you need video.**

Video has become a non-negotiable need for many clients. **But if video has never been in your agency's DNA and you don't want to add to your overhead, you could partner with an established video production company like Emberscout.**

**Emberscout** can become an extension of your agency team without the expense of salaries, equipment, studios, and more.

Video is all we do. It's all we want to do. And we love working with agency partners to help them develop, propose, sell, and execute on video projects.

So your team doesn't have to be alone. We'll help you create irresistible video project proposals for your clients, from ideation to scope of work to pricing.

***TL: DR: PART 2: YOUR CLIENTS WANT VIDEO. YOU DON'T HAVE A VIDEO PRODUCTION STUDIO. EMBERSCOUT DOES VIDEO. ONLY VIDEO. WE HELP YOU SELL IT TO YOUR CLIENTS. WE ALL WIN.***



**Consider how adding video to your menu of services would increase your revenue across *ALL* of your accounts (with no additional hiring, tools, or resources). What would that mean for your business?**

**Let's collaborate and explore how we can profit together.**

**CONTACT US TODAY FOR A DISCOVERY CALL.**





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