

Ad Film Making Services FAQ's

Ask a professional in the business what the key to success is in advertising, and you'll most likely get an answer that echoes the mantra of Stephan Vogel, Ogilvy & Mather Germany's chief creative officer: "Nothing is more efficient than creative advertising. Creative advertising is more memorable, longer lasting, works with less media spending, and builds a fan community...faster."

But are creative ads more effective in inspiring people to buy products than ads that simply catalogue product attributes or benefits? Numerous laboratory experiments have found that creative messages get more attention and lead to positive attitudes about the products being marketed, but there's no firm evidence that shows how those messages influence purchase behavior. Similarly, there is remarkably little empirical research that ties creative messaging to actual sales revenues. Because product and brand managers and the agencies pitching to them have lacked a systematic way to assess the effectiveness of their ads, creative advertising has been a crapshoot.

Video is one of the most effective ways to deliver a message. The internet and advancement in technology make sharing this message with your employees, clients, student, and the world at large easier and less expensive. These two factors are why corporate video production is one of the fastest growing trends today. Despite the trend, video production is still a mystery to many corporations.

Here a few frequently asked questions and answers to clear up the video production mystery.

How much does a video production cost?

The cost of your video depends on the length and scope of your production. The number of crew members and type of editing are all factored into the cost. We also offer script writing and web development services. At Ad-Don, we have different video services to suit your needs.

Do I need to film my video in High Definition?

Not necessarily. However, HD productions are of a higher quality and that makes for more engaging productions. We offer HD production as an optional add-on to our regular services.

I need to make a video in more than one language. Can you help?

Yes. We offer translation services for your video productions.

Do I need to write my own script?

You do not have to write your own script. If requested, we will write your script for you.

Do I need to go to an expensive film studio to create my video?

Not at all. We can film on location at your offices, if you like.

Do I need to hire actors?

That is up to you. We believe that real life equal real learning. Having knowledgeable people deliver your message can be very beneficial.

Do I really need a professional?

Absolutely. The lack of a professional video production team will show in the end result of your video. Without the right equipment, lighting, script and editing services, your video will look unprofessional and possibly outdated. It will make your brand look unprofessional and more importantly, it won't capture the attention of your audience the way that a video should.

If you have further questions about video production, please [contact us](#). We're happy to help!

Digital Marketing Services FAQ's

What is Digital Marketing?

Digital marketing is defined as the marketing activities which are carried out online, which includes; social media, websites and email marketing amongst others.

It is important to carefully research and consider the online marketing options which are available to your business, because the most relevant channels for each business will be different.

Why should we use Digital marketing?

More often than not your **target market** will already be online; whether they are using social media or networking sites or using search engines (e.g. Google) to find the products or services that your business offers.

Businesses that can be found at the very time when prospective customers are looking for the products or services that your business offers are more likely to generate hotter leads and fundamentally more business. Ranking high in the Search Engine Results Pages (SERPs) for your chosen keywords is one excellent way of placing your business before the consumer when they request it. A consistent presence on social media and email marketing campaigns are another way of staying at the forefront of your prospects minds.

Digital marketing and your current marketing Plan?

Successful digital marketing strategies involve identification of the most relevant digital marketing channels for your business and the adoption of strong content strategies for each channel. Your traditional marketing techniques/avenues should complement your digital marketing campaigns and vice versa.

Integrated digital marketing strategies are the key to successful marketing that produces real, tangible results. Simple techniques such as including the links to the relevant landing pages on your website on your posters and flyer's and

email campaigns can help drive that all important traffic to your website and increase online reach.

What does Digital marketing cost? And how time-consuming is it?

Setting up a basic business profile on social media sites is free but many offer 'premium' services for a monthly fee; i.e. LinkedIn offer a Premium Account service whereby for a monthly fee you can send messages to those contacts who are outside of your 'network' – thus offering the opportunity to contact prospects who you would not otherwise have access to.

These extended services, whilst offering excellent opportunities to connect with prospects, are generally only worth paying extra for once you have a solid, focused marketing plan in place.

There are many providers of **email marketing software**, which not only enable you to create branded email campaigns but also the ability to monitor the impact and reach of the campaigns. Such email marketing software providers often adopt the "Freemium" business model (tiered pricing starting at zero cost – and increasing to a set amount, depending on usage.) This can be a significant advantage for small to medium businesses that wish to trial such channels and experiment before fully committing and making an investment.

Optimizing your website so that it can easily be found by search engines can be achieved organically through the creation of useful, keyword optimized content or by paying to appear at the top of search engine listings using Google Adwords. Google Adwords is essentially an auction, where companies bid upon the keywords that they wish to rank highly for. The most popular words e.g. "shoes" carry a far higher cost-per-click than those long tails, specialist phrases such as "digital marketing, Bath".

It is therefore essential that Ad campaigns are well planned out and continuously monitored and amended if necessary to ensure that the optimum target audience is reached.

The most significant investments with digital marketing are time and resources. Commitment to and understanding of the medium is essential and this involves a significant dedication of time and resources. Whether carried out in-house or out-sourced it is likely that the marketing role will be a full time position for the first few months; because this is when the majority of research and assessment of the target market is carried out. Costs can be cut if the marketing is carried out in-house by a member of the team who already has knowledge about the target market.

The use of consultants and agencies are an option. The advantages are that they often offer full services approach and have a broad range of experience in the field. The main disadvantage of agencies is the cost and that they often work on a project basis and therefore the skills, knowledge and expertise learned through the course of the project are not imparted to the business paying for the services.

What is Social Media?

Social media is the collective name for social networking sites (e.g. Facebook and Twitter) and other peer-to-peer sharing sites (e.g. Flickr, YouTube and Pinterest).

The core philosophy behind social media is peer-to-peer sharing, Sharing experiences, products, memories, views and opinions. This desire to share can extend to companies' and organizations. The key factor in users of such sites sharing companies' updates is engaging, interesting and useful content. The burden is therefore on companies to produce high value content which users would want to share.

Using social media for marketing

In marketing terms, social media is used as the modern-day equivalent of word-of-mouth marketing but at an exceptionally quicker speed.

What are the benefits of using Social Media?

Benefits for businesses that choose to use social media are;

Increased brand awareness

Customer insight through one-to-one conversations

Quick, efficient means of reaching your target audience

Development of relationship with qualified leads

I have a Facebook page, Twitter account and LinkedIn profile what more do I need?!

Merely having a presence on social media is not enough. A digital marketing strategy which has clear marketing objectives which are aligned to the corporate objectives is essential for success.

Where is your area of operation?

The simple answer is anywhere. While we do not necessarily travel to all of our clients locations, we do have the ability to offer services to clients throughout the globe. This can be done quite simply via phone, e-mail and other communications services. Since we create our projects electronically, and can quote printing projects to specification, it is easy to create documents for our clients to view the project from concept through creation.

How do you determine your costs?

Costs are dependent on several factors. Determining the costs of a project, small or large, is the quickest way to win or lose a prospective client. Since projects vary to such a vast degree in complexity and scope, listing a cost on our site would be of little value to anyone. Very seldom would two projects be identical in scope or finished cost. Every project is quoted competitively based on complexity, scope, volume, etc.

Quotes are free, so don't hesitate to give us an opportunity to earn your business.

Do you do all the work in-house or outsource aspects?

All services are done in-house. We do most of the work in-house on a given project. Digital has formed great relationships in the industry over the past 15 years, as well as having partners in varied industries.

If outsourcing is required we will bring the best talent into a project to provide our clients the best possible outcome.