



# Video FAQs

Insights to deepen your understanding of the video making process...and they just might help in getting your boss on board, too

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**I'm planning a bit of an overhaul and am not sure how much to budget for this kind of video work. What's a price range I can confidently share with my boss that your services fall into, and what does that price include?**

answer

While we'll always work to find a way to fit a project into your budget, we'll be straight: strategic video that has a proven process and a team of experts behind it isn't cheap. You'll be looking at investing from **\$6,000 - \$15,000**, with the price scaling based on your desired complexity, style, project timeline, and the professionals you'd like to work with. That rate includes full facilitation of our proven process—taking you from beginning to end and including all meetings and communication along the way.

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**And what if what I want—or the company wants—to make changes midway through the project? What happens then?**

answer

We're solutions-focused folks, meaning we'll always do the work to understand the new need, look to see what's possible in the current plan and budget, and then communicate what we can do. You'll be in the driver's seat of how we move forward—approving any and every change in both strategy and price.

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**I've checked out the videos and they're beautiful...but do they work?**

answer

Because the videos are used across businesses in so many ways, the way they "work" is as dynamic as the industries we've created them for. We've seen them simplify in-house training processes and reduce time to uptake when implementing new systems. We've seen them speak across multiple consumers for a business, and have the message land every time. We've seen them convert passive prospects into purchasing clients. And more. So the question then becomes: "What's your goal, and how do you want video to support you in achieving that?"

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**I've seen a handful of "full service video production studios" out there. What sets SOMO Studios apart?**

answer

There sure are a lot of people offering video these days—a testament to its power in marketing. SOMO Studios is set apart not only in our focus on conversion videos but also in how we work; we become that extended team you didn't know you needed. Our process works because we constantly communicate, deliver on time, and offer a final product that's informed by design and design thinking and is developed by experts. It's what we do, how we do it, and who we are that make us stand out in a sea of studio-sameness.

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**When will my video be ready? How long is the project process?**

answer

We honor the time it takes to move through the production process with a lot of focus and intention always produces the best (most conversion-friendly) final product. We like to quote 4-6 weeks for each project, with time scaling based on complexity and style of video. Your more specific timeline will be a part of the estimate we provide.