


Healthcare Video Marketing Pricing



We help tell
your story.

SUBMITTED BY

McKINLEY
Davis, LLC

+

maxmedia studios
web design / digital / video

Introduction



Video has rapidly become a very popular, valuable, and influential medium that organizations use to promote their brands, products, and services to their target audiences.

However, video in itself is merely a tool. Its content must be compelling, relatable, and informative to effectively attract and engage target audiences to prompt a course of action. Our team creates such messaging through the technique of storytelling and strategy of solution-based marketing.

We develop our storytelling strategy by learning and understanding the mission of your healthcare organization, its objectives, needs, and pain points. Then we create a series of videos that exemplify its purpose and objectives.

Producing a video series involves various components. Our extensive experience, passion for visual storytelling, and solution-based strategy have endowed us to be creative, tactical, and resourceful in creating impactful content that educates and empowers.

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“Our goal is to partner with Healthcare providers and provide creative, strategic video solutions that educate as well as entertain.”



VIDEO PACKAGE PRICING



Video Marketing Package A

- (1) Technology Update
- (1) Physician Profile
- (1) Patient Testimonial

\$14,995

Video Marketing Package B

- (1) Technology Update
- (2) Physician Profiles
- (2) Patient Testimonials
- (1) Healthcare Tip

\$24,995

Video Marketing Package C

- (1) Technology Update
- (4) Physician Profiles
- (3) Patient Testimonials
- (2) Healthcare Tips

\$34,995

Explainer Video Package 1 (Simple)

Semi-custom 2-D animation and typographic animation.

:60 seconds in duration

scriptwriting
royalty-free music
royalty-free footage
royalty-free photography

\$7499

Explainer Video Package 1 (Complex)

Custom 2-D animation, illustration and typographic animation.

:90 seconds in duration

scriptwriting
royalty-free music
royalty-free footage
royalty-free photography

\$11,499

Add-ons

Drone Photography/Videography
\$200/Hr. On-location shooting

Professional Voice Over
Up to 5 minutes - \$525

Professional On-Screen Spokesperson
Up to 5 minutes - \$825

Additional services include:

Language Translation

Video Transcription

Video Captioning

Our Lead Team



CEO, MCKINLEY DAVIS

Natasha Morris

- SCRIPTWRITING
- PRODUCING
- DIRECTING

Email: natasha@mckinleydavis.com
Web: www.mckinleydavis.com

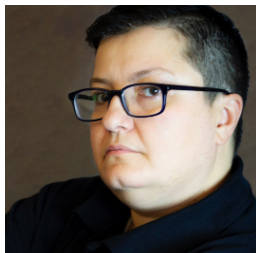


CEO, MAXMEDIA STUDIOS

Jerome McLain

- SCRIPTWRITING
- VIDEO FILMING
- VIDEO EDITING

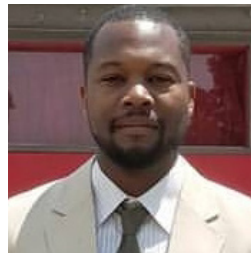
Email: info@maxmediastudios.com
Web: www.maxmediastudios.com



CEO, QUIET ON THE SET

Esmerelda Hernandez

- SCRIPTWRITING
- PRODUCING
- AUDIO RECORDING



FAA-CERTIFIED DRONE PILOT

Jamar Perry

- PILOTING
- PRODUCING
- VIDEO FILMING

“In addition to our talented lead team, we have a network of video professionals that can staff any project as needed.”