



Customer Testimonial Video

While every client's needs are different, this serves as a general guide to how a client testimonial video works.

About:

One or more of your customers talk about how your company's product or service has helped them solve a problem. They might discuss who they are, how they use the product or service, and what they like about your company.

This type of video follows a 3 act story format.

- Act 1: The client explains who they are, what they do, and their passions.
- Act 2: The client has a problem, what that problem was, how they found you, and how you solved their problem.
- Act 3: The client explains how you solved their problem, and how you were essential in their success.

Oftentimes, we close with their answer to the question: "If you were to write a Google or Facebook review what would you say".

Shooting The Video:

Shooting this usually involves visiting the client's location and setting up for a sit-down, documentary-style interview with one of the organization's representatives for about 20-30 minutes (for each representative if there is more than one). We require 40 minutes in advance to get the equipment set up.

After the interview portion, we would typically like to get some extra shots (called B-Roll) that showcase the business that is providing the testimonial.

Another shoot is usually suggested to get shots of **YOUR** business in action either at the client location or general B-Roll shots that represent your company.

Often, we would like a representative of **YOUR** company to sit down on camera and talk about your strengths, your passion, and your mission. Again this is a sit-down, documentary-style interview with one of your organization's representatives for about 20-30 minutes.

Examples:

Here are a handful of testimonials we have done

<https://wedovids.com/testimonial-video>

Post Production:

Assuming we do not need to acquire additional footage. We will begin the post-production process which can take anywhere from 2-8 weeks.