

AFFORDABLE HELP FOR VIDEOGRAPHERS

A CONSTANT CHALLENGE FOR THE VIDEOGRAPHY INDUSTRY

For most video professionals, deciding how to allocate time and money is a regular struggle. While money and time are both scarce resources for video producers, Jim Rohn provided an astute rationale for the unique value of time when he said, "Time is more valuable than money. You can get more money, but you cannot get more time."

However, financial resources for video production and marketing activities have become increasingly scarce in both, private and public sectors around the world. Lean organizations and staffing are "the new normal," and getting by with a reduced budget is now a routine requirement for anyone producing videos. A shrinking budget inevitably translates to less time just as a harsh budget would mean eliminating positions on the payroll.

The videography industry seems to be plagued with less time and less money as a result of which outputs seem to have taken a back-seat. Nevertheless, Peter Drucker and other management experts have accurately advised that improved results are still expected, regardless of having fewer resources to produce those results. "The Law of Rising Expectations" has become a practical way to describe the prevailing trend: Performance above and beyond the call of duty

becomes "the new normal" when you are asked to perform the unexpected on a reduced budget.

Less time, less money and better results are still expected. Is that a fair assessment of the major challenges videographers around the world face? The following points summarize the challenges videographers face:

- Less time for videography projects due to a busy schedule and reductions in supporting help.
- Less money for videography projects because of tight budgets and competing expenditures.
- Constantly-increasing expectations for improved results despite the shrinking time and financial resources.
- Technology changes that force frequent upgrades to editing equipment.
- Video professionals often need to divide their time equally between technical work and marketing.

SUPPORTING EVIDENCE

Making money in the videography industry is an ongoing struggle for even the most experienced individuals and businesses. An owner of a video production service recommended videographers do the following:

- Consider partnerships: Business development and marketing can often take 50 percent of your time

- You should always strive to improve your product and service
- Quality is the most important aspect of your work (Source)

Adobe has recognized the dual role that digital media and digital marketing have played over

the years. The company has created both a website and newsletter devoted to the ongoing digital media challenges faced by marketing personnel. As reported by Adobe, "We realized that chief marketing officers do not have the time or resources to stay informed with these tools. Yet, CMOs tell us their need for relevant insight is imperative – and increasing."

[\(Source\)](#)

The rapidly-evolving video technology is another aspect that poses a challenge to the videography industry. It can be a major financial burden for videographers to replace and upgrade their audio and video editing equipment. Thus, there is an ongoing struggle within most companies to justify the cost of high-quality video services.

These internal debates are raised to a higher level when recurring expenses due to the periodic updating of editing equipment that have to be taken into account. Purchasing decisions about whether to "make it or buy it" are common for professional services. However, until recent years many businesses chose to buy expensive video

editing equipment without giving much thought to the practical alternative of outsourcing the work to an experienced contractor.

With a cost-cutting mentality that is now more pervasive everywhere, prudent business owners and managers are reviewing videography costs as a genuine way to save money. Here is a common sentiment: "So, faced with the task of producing videos and new media, what's it going to be? Make it, or buy it? The procurement of video services in the federal government, and often in the corporate world for that matter is an established, accessible process. You send out a clear requirement and a statement of purpose, find a supplier through a standing offer or request for a proposal, and get the video produced." By adopting this practical financial strategy, videographers and videography companies frequently can produce and edit high-quality videos for lesser money than it would cost to produce videos internally.

[\(Source\)](#)

ADDITIONAL CHALLENGES

Marketing is another key and challenging piece in the videography puzzle. It is not enough to produce a video; businesses need to effectively market both their videos and video services. Businesses cannot afford to simply forget about video content because of time and budgetary constraints. While some videographers depend on search engines to send traffic to their website, wedding videography companies, training video companies and corporate video producers are more likely to rely on doing marketing "the old-fashioned way." While there is a consensus that marketing is a critical activity for wedding videographers and many other video professionals, adequate time to market it effectively often is in short supply.

Many videography companies require cost-effective marketing solutions, and outsourcing appears to be the most practical of them all. However, this solution involves finding a contractor that is not only familiar with the videography industry but is also adept with the specialized marketing requirements for videographers handling diverse assignments such as corporate/training and wedding videos.

[\(Source 1\)](#) [\(Source 2\)](#)

THE VIDEOGRAPHY AND MARKETING SOLUTION



As noted above, the videography challenge is five-fold:

- Marketing seems to be a mandatory requirement for videographers.
- The rapidly changing technology seems to make audio and video editing equipments obsolete even before it is out of the box.
- The availability of trained video professionals seems to be low. There's always a scramble for funding.
- The only element that remains unaffected is: 'Customer Expectations'. Everyone still expects better results for less money.

Is there really a solution that can comprehensively address each and every one of these problems? After all, each issue represents a substantial problem. You have a right to be skeptical initially about a potential solution that can meet this extensive group of challenges. However, the short and candid answer is "Yes."

It really can be done, but the solution will require you to view and operate your videography business differently. Are you willing to change your business model in order to increase sales, reduce costs and improve your bottom line? Please continue reading if your tentative answer is "Yes."

The Solution: A New Partnership. The practical and cost-effective solution is to find a partner that can accomplish everything that you need to get done without hiring new employees or adding a new department in your company.

Your new partner should be a true expert in everything related to video services. You should not have to lower your expectations even slightly in your quest to find the perfect videography partner.

Additionally this new partnership should facilitate your longstanding goal to improve business development and marketing. Increased sales will simply not occur in a vacuum – you will need to add a strong dose of marketing expertise along the way.

However, you needn't look for a variety of candidates each possessing the required traits when searching for your newest partner. While we all like to consider different alternatives for dinner or a movie, choosing a new videography partner involves a more demanding and selective menu of choices. There might be only one prospective partner who meets all of your stringent requirements and is capable of taking your videography activities to the next level.

One is enough – as long as that one new partner can do all of the following:

- Perform all video editing and production tasks that you want to outsource from your organization.
- Be willing to provide cost-effective services that meet or exceed all of your quality and scheduling requirements
- Be capable enough to provide comprehensive marketing and business development help.
- Possess the ability to attend to new but unidentified problem areas

Once you are successful in finding your new videography and marketing partner, you won't need to train new personnel to perform highly-skilled video production tasks. Since video editing and production training often involves part-time employees, you can eliminate another costly and time-consuming task. Are you ready to do this yet?

THE ROLE OF VIDEO CADDY AND FLATWORLD SOLUTIONS IN THE VIDEOGRAPHY INDUSTRY

Video Caddy is a trusted member of the Flatworld Solutions family of companies that provides an interesting array of video and audio editing services. In fact it also offers comprehensive video services encompassing storyboarding and animation. Irrespective of the kind of video services you need, Video Caddy has the latest equipment to meet your business need.

Video Caddy serves clients throughout the international business community wherein client confidentiality is a top priority. Privacy is ensured by secure data transfer technology and Non-Disclosure agreements.

Video Caddy customizes its services to accommodate your business needs while simultaneously guaranteeing you total satisfaction. How can you go wrong with such a winning combination?

Perhaps the only missing ingredient is the 'marketing' part that you would need help with. Video Caddy has understood and appreciated the importance of marketing to the videography industry ever since the company was originally founded. Video Caddy excels at collaborating with its clients to fill in all the marketing gaps.

For companies striving to cut on costs and labour requirements for video production without sacrificing on quality and turnaround times, Video Caddy is on the list of international video service companies that can literally do it all. Your only disappointment is likely to be that you did not discover Video Caddy and Flatworld Solutions sooner.

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