

# IN-HOUSE VIDEO PRODUCTION VS. USING A STRATEGIC PARTNER



## PROS IN-HOUSE PRODUCTION

- You own all of the equipment.
- You have a person on-hand to constantly produce videos.

## CONS IN-HOUSE PRODUCTION

- Equipment costs
  - Camera...~\$1,500
  - Recording Media...~\$100
  - Lighting Kit...~\$500
  - Microphone...~\$500
  - Audio Recorder...~\$300
  - Greenscreen (Optional)...~\$200
  - Editing Computer...~\$2,000
  - Editing Software...~\$600/year
- Video editing employee cost.
- There is a maximum capacity a single video editor can produce.

## PROS STRATEGIC PARTNERSHIP

- The cost can be \$0 depending on your agreement with your strategic partner (SP).
- SP can even generate revenue based on your agreement.
- No overhead or special training for the additional service.

## CONS STRATEGIC PARTNERSHIP

- You need to trust that your strategic partner will positively represent your brand.