

WHITEBOARD.EE

PRICE LIST 2019-06

WELCOME

Hi,

we hope everything is great, like for us at Whiteboard.ee

Do you know that nowadays, in the digital era, a simple and static marketing strategy doesn't work anymore?

With the wide range of products and services available online, there is an urgent need for a dynamic strategy to facilitate people's interest in the goods and services you offer. It's no longer enough to make a sales page hoping that your customers will read it completely. Today you need a marketing tool to:

- grab and keep their attention,
- instruct them about your product or service,
- urge them to act,
- convince them to buy what you're offering.



[Click on the image to see the video](#)

VIDEO ANIMATIONS

ATTRACT MORE CUSTOMERS WITH A PROFESSIONAL VIDEO ANIMATION FROM WHITEBOARD.EE

A video animation should be the first thing your visitors find when they visit your website. The first encounter between your brand and your potential customers will determine the future of your business relationship with them. The **first impression** is one of the most important things in the business, and a non-professional video animation can make you lose a high percentage of conversions and drive people away from your website. This is why it is so important to have an **amazing presentation** to engage the audience.

Video animation is **an innovative and highly effective form of communication** not just thanks to its aesthetic appeal. It has been proven that with the use of an interactive and dynamic method, your audience gets more involved. Thanks to our professional animation services you can have a **fast and innovative** means to advertise your products and services.

Studies show that video advertising is more effective than Direct Mail Marketing or a long sales page.

An animated video presentation is highly recommended to all types of enterprises.

It is well known that this form of communication makes it easier for people to absorb and retain product information. By using our video services, your customers are more likely to stay and listen to all the information you're giving them. This is definitely better than a time-consuming and effort-inducing sales page for your customers to read through.

OVERPASS METHOD

At Whiteboard.ee we use a proved and tested method to create successful video animations in your niche market and turn videos into money, automatically converting leads into customers ready to buy your product and your service.

A Method we can enshrine in the acronym OVERPASS

Originality - No preset templates. With Whiteboard.ee you will have at your disposal an extensive software library with which we make your story unique and special..

Voice over - Thanks to our experienced speakers we'll tell your story in the right tone of voice using only professional recording equipment. The voice must excite.

Equipe - Graphics, texts, audio, video: every element of our animations is made by an experienced and competent professional. Whiteboard.ee will be your team of world-class video communication!.

Revision - The details make a difference. That's why we'll work with you with endless revisions until you are completely satisfied with the final product!

Persuasion - The animated videos are nice to watch but, above all, they must be effective. With Whiteboard.ee you will have at your service only the best techniques and strategies of videomarketing!

Animation - We are the experts in Video Animation. We are focused on it. From the preliminary study to the final product in high definition you will find personalized service and excellent quality!

Script - Our texts are made by a professional copywriter, to make sure that your video tells an interesting, clear and personalized story.

Satisfied or refunded - With us you will always have the guarantee of a job well done: Having happy customers for us is not an option...It is a true mission!

Create your own video animation with us and **OVERPASS** your competition

THE CREATION OF VIDEO ANIMATIONS

Your video animation is not the result of an improvisational work, but it follows a path tested over time. This is how it works:

#1 QUESTIONNAIRE



As a first step, you will receive a simple and straightforward questionnaire.

The questionnaire is designed to help you consider the essential aspects to be included in the video.

It allows us to gather all the information necessary to tell your story.

Our questions will guide you in identifying strengths, keywords and all the key aspects of your products or services.

Time required* 1-3 days of work

#2 SCRIPT

The questionnaire is then passed on to our copywriters who will transform the information obtained into a script.

The script is a text prepared specifically for the video, with a rhythm, style and length best suited for the video story.

It's the storyline behind your animation.



Time required* 3 days for the text and up to 3 days for changes

#3 STORYBOARD



We will then ask you to tell us about any requests or ideas you may have, related to the graphics development of the story. These will be used to generate a first graphics sequence of your video,

customised to your needs, and based on the approved script.

Time required* 2 days of work

#4 VOICE OVER

The script then gets delivered to an actor of your choosing, who then does a voice recording in a professional studio.

The voice must be clear, without dialectal inflexions.
The voice must excite your audience



Time required* 3 working days

#5 ANIMATION



After completing the previous steps, we will start with the animation.

Each element defined above will be joined together by a team of experienced animators.

This is the moment when your video will come to life.

Time required* 2-3 weeks

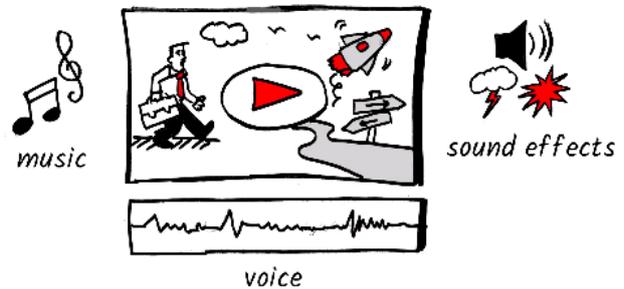
#6 EDITING

The video will be edited.

Music will be added to improve the overall perception of the video.

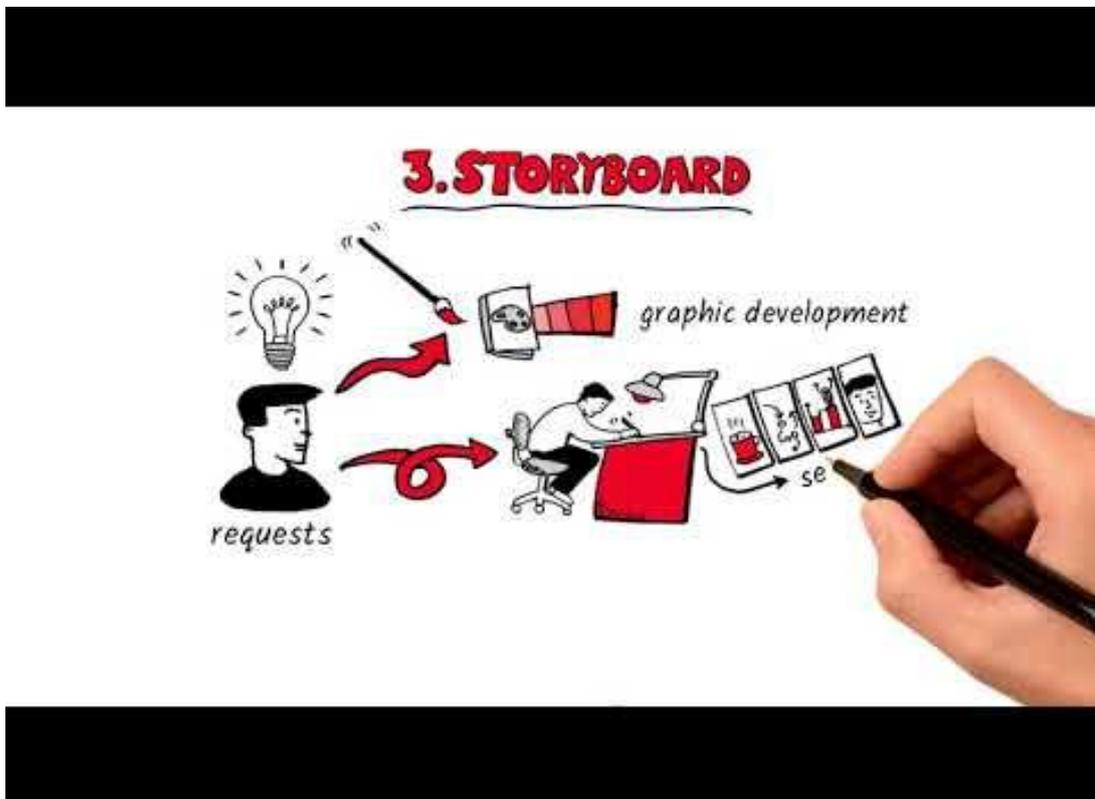
Sound effects will be added to some actions on the animated video to strengthen the effect and make the message clearer to the viewer.

The animation is synchronized with the voice over for a better result.



Time required* 2-3 working days

* the time specified is indicative, and does not include any revisions or changes required.



OFFER

We have one single price for your doodle whiteboard video

The price include:

- **The script made by a professional scriptwriter**
- **Voiceover from a professional actor**
- **Hand drawn drawings**
- **Unlimited revisions**
- **Guarantee with a refund policy**

40 USD/sec

OPTIONALS:

- Urgent (delivery in 1 month): 10 USD/sec
- Super urgent (delivery in 3 weeks): 20 USD/sec
- Additional voice over: 4 USD/sec
- Multi-language. In case it is required the same video changing only the voice and keeping the same animations: 8 USD/sec
- Text modification after realisation of video draft (max 10 consecutive seconds): 240 USD

EVENTUAL PRICE REDUCTION:

- Text supplied by you that doesn't need to be revisioned by our scriptwriters: 4 USD/sec

- Voice over supplied by you: 4 USD/sec
- Indication “video created by Whiteboard.ee” in the last 10 seconds of video: 2 USD/sec

Minimal billing 1 min (60 seconds) .

Billing will be per second.

All the prices indicated are VAT excluded

*In the price are excluded radio – television rights that must be agreed every time



SUBSCRIPTION

For customers who need more Video Animations we gladly offer different purchase options to meet their needs!

Subscribe and save money - At a discounted price, you will receive your video animations every month. Remember! The service can be cancelled at any time!

subscription discounts

20%	25%	30%
for 1 video monthly	for 2 videos monthly	for 3 videos monthly

The video not used in the previous month, can be used the following month

If videos with a longer duration than the prepaid are made during the month, the amount corresponding to the excess will be charged with an invoice to be paid as a balance. The next video will be made once the balance of the previous invoice has been paid.

You can cancel your subscription at any time. Unsubscribing starts the day after its communication.

PAYMENTS

An advance of the cost of the first minute is required for each video to be made.

The balance at the time of approval of the video in low resolution.

The video presentation will be sent, in high resolution, only after the final payment of the amount.

METHODS OF PAYMENT

Advance: cost of the first minute of video.

Final payment after video approval.

Visit page <https://whiteboard.ee/payment> for details on the various methods of payment.



BANK
TRANSFER



FAQ – FREQUENTLY ASKED QUESTIONS

DO I PAY LESS IF THE VIDEO IS LESS THEN ONE MINUTE?

The minimum price is for one minute. For 30 second videos the cost is that of a full minute.

HOW CAN I BE SURE THAT YOU WILL UNDERSTAND MY NEEDS?

We have done hundreds of videos and we know what kind of questions to ask. The process of creating the video is done in such a way as to ask the right questions to gain an understanding of your concept.

At each stage of the project's completion you will be provided with drafts for each of your reviews.

We are confident in what we do and provide continuous reviews. Our process is risk-free for you.

DO YOU MAKE VIDEOS IN LANGUAGES OTHER THAN ITALIAN AND ENGLISH?

We can make videos in almost any language in the world.

HOW DO I KNOW HOW LONG MY VIDEO WILL BE?

1 minute is about 150 words. If you have the script ready, but do not know how many minutes it will last, simply divide it by 150. For example, let's say that the script is 300 words ... just divide 300 by 150. This means that the video will be about 2 minutes long.

IN WHICH RESOLUTION WILL YOU SEND THE VIDEO?

The video will be made in 1080 pixels HD resolution.

DO YOU MAKE DISCOUNTS IF I HAVE TO MAKE MORE VIDEOS?

Of course! Just tell us the quantity, and the information about it. We will then be able to give you a suitable discount.

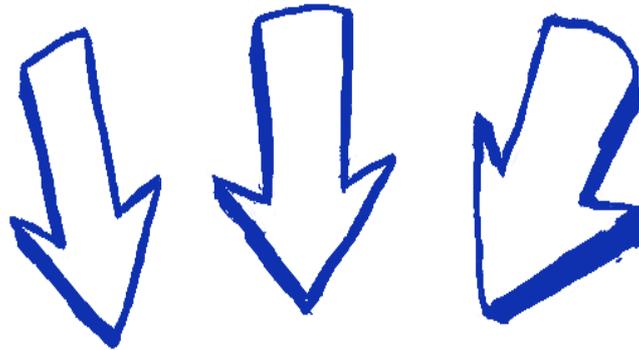
I THOUGHT IT WOULD BE CHEAPER TO MAKE A MINUTE'S WORTH OF VIDEO

We are a company of professionals. To make a standard video animation it takes 10-15 hours of work. The writer of the texts is a professional writer. The narrating voices are those of actors recording in soundstage. The animators have years of experience. Everything is synchronized by a sound engineer.

We are a team of qualified professionals and experts in the field of communication. As with everything in life, you get what you pay for. Our testimonials and videos that you can find on our website give you the peace of mind of knowing that you will receive a high quality animated video presentation and that it is often superior to the global branch standards.



WHAT ELSE DO YOU NEED TO KNOW?



Remember that only with **WhiteBoard.ee**

- You talk with **professionals** that speak your language, we understand exactly what you need.
- You have an **expert team** that follow and process your video (not a freelancer, who may not have all the necessary skills). The videos made for you are like a symphony created by many expert hands.
- All **videos are original** and created custom-made for you. We don't use fixed templates, but software libraries.
- **Unlimited revisions** until your complete satisfaction. If you are not satisfied of our product we will give your money back.
- The quality of our products can be seen on our website www.whiteboard.ee where you can see some examples and countless **testimonials** that you can contact since they left their website.

**THANK
YOU!**

WHITEBOARD.EE

*The Professional Whiteboard Explainer Video
To give value to your products and services*

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E-mail: info@whiteboard.ee

Web: <https://whiteboard.ee>