



## Products Menu

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Welcome to Soul Arch Media & Marketing's Product Menu.

We're a small boutique marketing service specializing in creating effective online campaigns for any budget range. As part of our consultancy, we supply web video production and copy-writing services to designers, real estate companies, consumer labels and even other marketing & advertising companies who outsource these specialty areas, but we also provide our services directly to small and medium enterprises. We choose to focus on emerging technologies like web video commercials, video tours, podcasts, and social media newsletters, while also incorporating tried-and-true marketing and P.R. techniques like press releases, direct marketing e-newsletters and customer loyalty schemes. All of these mediums give clients big results without breaking the bank, and are also more socially responsible than mass flyer mail-outs or junk mail pamphlets destined for the trash heap. Contact us today to find out how Soul Arch Media & Marketing can make your products shine online.

Soul Arch Media & Marketing

Suite 8  
29 Teemangum St  
Tugun QLD 4224  
T: 07 55345507  
M: 0415310193

[www.soularchmedia.com](http://www.soularchmedia.com)



## **Real Estate Video Presentations**

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### **1. Budget Video Virtual Tours**

Carefully crafting footage of your home and surrounding area's standout features, this one-minute presentation is designed to spur interest with its short, snappy approach. Includes sub-titles and royalty-free backing music... From just \$250.00

### **2. Premium Video Presentations**

Highlight your homes finer points with a complete virtual showcase. These one-minute tours can be presented by your real estate agent, or have your video fully scripted and voiced-over by our professional team. Includes sub-titles and royalty-free backing music.

Agent presented... From just \$299.00

With scripted voice over... From just \$399.00

### **3. Extended Deluxe Video Tours**

Don't think you could do your home justice in one minute? 2-3 minute extended tours are perfect for luxury homes or properties with multiple selling points. Showcase your home in style!

Includes sub-titles and royalty-free backing music.

Agent presented... From just \$399.00

With a professionally-scripted voice over... From \$599.00

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## **Online Video Commercials**

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## 1. Budget Online Video Commercials

Footage of your brand or product's standout features will be skilfully edited into a one-minute presentation designed to spur maximum interest with its short, sharp approach. Includes royalty-free backing music and a free concept development session.

Budget presentation... From just \$599.00

With professionally scripted voice over... From just \$699.00

## 2. Premium Online Video Commercials

Like to add a more personal touch to your 1-2 minute commercial by including a host to talk your audience through your products finer points? You can include a staff member or celebrity guest as your 'talking head' and we'll film and edit your commercial to it's greatest potential.

Premium package... From just \$699.00

Using our professional scripting service... From just \$799.00

## 3. Extended Deluxe Video Commercials

Don't think you could do your brand or product justice in one minute? 2-3 minute extended productions are perfect to introduce a brand or company or with multiple selling points, or for product information video clips. Showcase your product in style! Includes sub-titles and royalty-free backing music.

Extended package... From \$799.00

With a professionally scripted voice over... From \$899.00

\*All prices are for local Gold Coast productions. Video shoots outside a 100Km radius may incur additional travel surcharges. Please contact us for an obligation-free quote for your area.

## Additional Services Menu

- Talent sourcing

Need the perfect host, or seeking extras, dancers, or celebrities to add depth to your video commercial? We have a dedicated team with a wealth of experience in locating professional or unsigned talent for television and modelling assignments – let us find the new face of your brand. POA

- Location scouting

With nearly ten years experience in sourcing the perfect locations for commercial TV, magazine and video shoots, Soul Arch Media & Marketing can find any place you're seeking. POA

- Copyrighted music permission attainment

Simply have to have a certain tune on your online ad? Let us source the cost of attaining permission to use your chosen song for commercial use. POA



**Professional Videography**

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From corporate training videos to sporting events and conferences, Soul Arch Media & Marketing can capture your event or arrange footage to add content to your promotional DVDs, webcasts or website. With over a decade of experience, Soul Arch Media can lend that professional touch you are seeking. Our professional cameraman rates start from just AUS \$500 per day and include:

- Up to 8 hrs of filming (inside regular working hours)
- Standard camera usage (excluding any additional camera hire fees)
- No travel surcharge (extra fees may apply to assignments outside the greater Brisbane/ Gold Coast/ Byron Bay region).

Soul Arch Media & Marketing can also provide editing and post production services – please call us for a no obligation quote on 07) 55345507

## **Scripting**

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Soul Arch Media and Marketing provides scripting and storyboarding in some of its premium online video commercial packages, but our scriptwriter also works with other private filmers and enterprises. No matter where you're located simply call or email us your brief, and we'll be bouncing ideas back over to you in no time! Contact us today for a free appraisal on scripting your next film assignment.

## **Web Video Distribution**

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Our online videos can present your business in it's best light to millions of potential customers on multiple advertising networks and even Google Adwords video ads - POA

Want to reach buyers from around the globe for no extra fees, just a one-time outlay for advertising that keeps on going? We can uploaded your video to popular and free video sharing sites like YouTube, MetaCafe, Revver, Blip.TV, Crackle, Viddler, Daily Motion, Veoh and more - POA

Hoping to include your video on websites that don't enable video? Link to your video on a fully hosted custom webpage, complete with product or company information and logos- POA

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## **Copywriting**

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### **Press Releases**

Experience the difference professional copywriting can make to your next press release campaign. Gain greater cut through with news releases that provide multiple story angles and

prompt greater editorial coverage.

Press releases starting from ... \$99.00

Press Advertorials from 50c per word

Online distribution and Local, National & International media distribution packages available.

### **Tag Lines and Marketing Collateral**

Need snappy copy to drive your next marketing campaign? We can provide the text you're looking for; contact us to see our extensive portfolio of highly successful projects for internationally recognized brands.

Prices start from just \$75.00 per tag.

### **Online Copy & Content Services**

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#### **Website Copy**

Layering keywords through your website text can help your search engine rankings, but you also need to provide visitors with easy-to-read text that sells! We can create your copy from scratch, or give your website a complete word overhaul to attract the traffic you are seeking. Rates from just 50c per word (or roughly \$50 - \$100 per page entry).

#### **E Newsletters**

Build up a solid rapport with your clients by starting an e-newsletter mail list notifying them of specials, website updates, news, or trade tips, and watch your business grow. Rates start from just 50c per word (or roughly \$100 per short page entry).

#### **Corporate Blog Content**

Engage readers with blog content designed to promote your brand and raise your online profile with carefully layered keywords and links. POA

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### **For Further Information:**

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To view our extensive portfolio, read case studies and testimonials, or to simply arrange a quote, contact us to arrange an appointment today.

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