



# Customer Onboarding Package – Monthly Retainer

The **Customer Onboarding Package** retainer is designed for businesses seeking to streamline the customer onboarding experience through engaging, informative video content. This package is particularly valuable for software companies, service providers, and any business with a complex product or service offering that requires detailed explanations to maximize user satisfaction and retention.

**Target Audience:** SaaS companies, tech products, service-based businesses, and any entity that benefits from providing customers with a comprehensive onboarding experience to ensure successful product or service utilization.

**Pricing:** \$5,000 - \$10,000 per month

## Deliverables:

- **Videos:** 4 detailed onboarding or tutorial videos per month, each 3-5 minutes long, designed to guide new customers through product setup, features, and best practices.
- **Content Development:** Collaboration with client teams (product, customer service, etc.) to identify key onboarding challenges and objectives. Development of a content plan that addresses the most common customer queries and highlights product/service benefits.
- **Scriptwriting:** Professional scriptwriting for each video, ensuring clarity, brand consistency, and engagement.
- **Pre-Production:** Storyboarding and visual planning to optimize the instructional effectiveness of each video. Coordination of any necessary

product access, demos, or screen capture requirements.

- **Production:** High-quality recording of video content, which may include screen recordings for digital products, presenter-led demonstrations for physical products, or a mix of both. Includes professional lighting and audio capture for clarity and quality.
- **Post-Production:** Editing to incorporate engaging visuals, on-screen text, and graphics to highlight key points, along with branded intro/outro sequences. Color correction, audio mixing, and inclusion of licensed background music. Two rounds of revisions per video to ensure satisfaction.
- **Optimization:** Formatting and delivery of final videos in formats optimized for various platforms (e.g., website, social media, email campaigns) to ensure broad accessibility and ease of use by new customers.
- **Strategy and Review Meetings:** Monthly strategy meetings to assess video performance, gather feedback from customer service teams, and plan future content based on customer needs and feedback.

### **Optional Add-Ons (For Additional Fees):**

- **Additional Videos:** For businesses needing more than 4 onboarding videos per month, priced at \$1,200 - \$2,000 per additional video, depending on complexity.
- **Advanced Motion Graphics:** For complex concepts requiring detailed animations or 3D graphics, priced starting at \$600 per video.
- **Professional Voiceover:** Hiring professional voice talent for narration, enhancing the professional quality of the videos, priced at \$300 - \$600 per video.
- **Interactive Elements:** Development of interactive video elements or quizzes to engage customers and reinforce learning, quoted based on scope.
- **Expedited Delivery:** For faster turnaround of final videos, an additional 20% of the monthly retainer fee.