

VIDEO MARKETING

Raise Awareness & Create Engagement

Industry video marketing is an effective tactic for reaching, educating and nurturing potential customers. Your investment delivers the return you need by partnering with our team of digital marketing and video experts to create video content that resonates with your target audience and performs online and on social media.



Logo Sponsorship of BIC Video Content

- Sponsor logo will be layered over a video that BIC Magazine produces for social media and BICMagazine.com
- Video content is an interview with industry influencers, such as owner/operators, association or conference leaders, EPC firm/contractor executives
- Videos promoted through BIC newsletters, BIC website and social media. Inquire for current average impressions

- Link to sponsor's website included in the caption of the video
- Videos are selected by BIC's video team
- Videos will run within one year of contract approval
- Podcast: BIC may convert video into podcast with voiceover mention of sponsor's name

Rate: \$1,000



Featured Video Promotion

- Promote your existing video
- Video featured in BIC Newsletter
- Dedicated video landing page on BICMagazine.com or link to sponsor's site
- Optional Top Banner and Floor Ad on landing page

- Rotation of video on BICMagazine.com homepage
- Promotion on social media
- Lead generation options available (see page 8)

Rate: \$1,000



Custom Video Package

- Virtual or face-to-face in BIC's office, client's office or other agreed-upon location in the Houston area
- BIC will provide interviewer, video recording, camera and camera operator and video editing
- Client will provide topics for video, visuals and content, company logo and contact information, personnel for interviews

- BIC will post video on BICMagazine.com and social media channels including LinkedIn, Facebook, YouTube and/or X
- Client will approve videos prior to posting
- Client has ownership of video file and raw footage
- Length of finished video: up to 5 minutes

Rates vary



Trade Show, Conference & Executive Interview

- Conference/trade show booth or virtual interview, up to 3 minutes
- Webpage with descriptive copies and edited video that includes interview, logo, image and B-roll
- Link to sponsor's website included in the caption of the video

- Video complete within 2-3 business days from receipt of sponsor materials
- Limited approval prior to posting
- Videos will be posted to social media and BICMagazine.com

Rate: \$2,200

Watch Recent Videos: BICVideos.com