



**Made Local Marketplace / EdgeWebVideo  
Maker / Crafter / Artisan Business Development Program  
Summer 2012**

## **Video Program Details**

What is it:

- A 60-90 second marketing video hosted on the Made Local Marketplace YouTube channel for makers / artists to use to promote their products and differentiate themselves.
- The video will feature the artist talking about what and why they create and footage of them working in their studio, if applicable. If you have a business logo we will include that in the video, along with editor's choice music!
- We are including enhanced distribution with this offer to create cooperative synergy that will benefit all vendors - Each video will be featured in the MLM Youtube Channel to be promoted online to the local and tourism market. Each client will also receive a QR code for their video. A website is not necessary. Clients may embed their video on website, blog, and Facebook page.
- Each video will be used in the MLM Online store to differentiate and draw traffic via rich video content that connects with shoppers via telling the stories of the artists. This results in greater customer engagement, more time spent at the store, and more sales! Video will also help the store "get found" on the web by providing better search results for people looking for the types of items in the store.

### **What is the process for the video?**

Interested clients should email Kala Philo, EdgeWebVideo owner and producer, at [kalaphilo@gmail.com](mailto:kalaphilo@gmail.com) to set up a phone appointment to answer any questions you might have.

After the phone appointment, Kala will then send a client prep package and a link to an open google calendar for clients will go online to schedule the taping of their interview at the MLM. During July we will be taping on selected Friday and Saturday mornings, please see the link below:

<http://tinyurl.com/MLM-MakerVideoAppts>

What happens at the artist's interview video taping?

- We will collect signed contract and payment. \$400 paid in full, or first of 2 payments of \$210 each, or first of 4 payments of \$110 each. (installment plans require a credit card on file and a form authorizing monthly charge until paid in full.)
- We will schedule your location shoot and collect your inventory items for the online store (for future photo shoot). **Please select your items for the online store BEFORE your interview appointment. We won't have time for an extensive consultation about this during the interview hour.**

After the location shoot I will create your video and post it on the channel, send you the link for embedding their video on your site and a QR code so that smart phones can find your video immediately!

In addition, we will photograph your online items and add them to the online store in preparation for our launch in a few weeks!

Regarding refunds: If there are production mistakes or flaws (eg bad sound, lighting or focus issues), I will gladly offer a re-shoot at no cost or refund your money.

If clients simply don't like how they look or sound or what they said, due to the special rate on this promotion we are unable to offer a refund. Clients should be sure to review examples of small business videos online at <http://vimeo.com/channels/edgewebvideo> and at the Share Exchange website to get a sense of the look and feel of the finished videos. In my experience people are too hard on themselves when it comes to being on camera. Relax! We are documenting your feelings about your passion and your art, it will be fun, you will look and sound great. Really!

v. 07/02/2012

Made Local Marketplace at the Share Exchange  
531 5th Street, Santa Rosa, CA 95401  
707-583-7667  
[www.madelocalmarketplace.com](http://www.madelocalmarketplace.com)