



Clever Mukori

Learn or Teach
Founder & CEO



Shad Vedaa

DoTell Video

**High-Quality Video Packages At
A Great Price!**



What to Expect Today

High-Quality Video
Packages At A
Great Price

A solid blue square icon located at the bottom right corner of the first grey box.

Demo of
Learn Or Teach
Platform

A solid grey square icon located at the bottom right corner of the second grey box.

Q & A

A solid black square icon located at the bottom right corner of the third grey box.



"Research conducted by the University of Waterloo found that video is more effective than text at helping people remember information. **Participants who watched a video were able to recall 68% of the information presented,** compared to just 10% for those who read text."





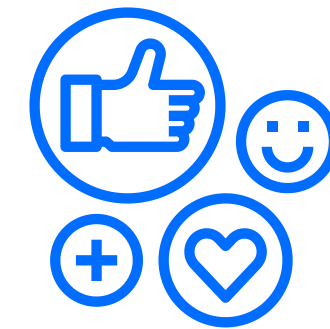
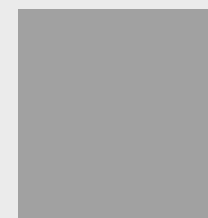
Benefits of Video-Based Training



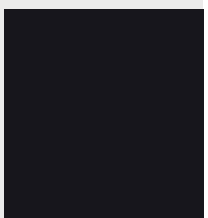
Improved learning outcomes.



Increased retention rates.



Higher engagement levels.

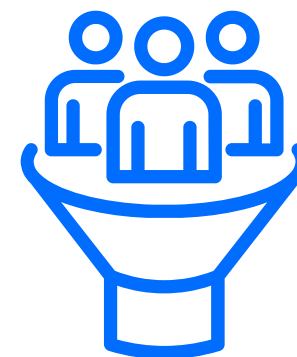
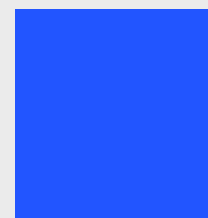




Benefits of Video-Based Marketing



Increased
engagement



Higher
conversion
rates



Better search
engine
rankings



Best Practices for Video Creation

1.

Keep videos short and focused.

2.

Use high-quality visuals and audio.

3.

Use video as a problem-solving mechanism.

Key Categories



Branding

Brand Storytelling
Customer Testimonial
Core Values



Promotional

Sizzle Reel
Testimonial Ad
Looped Text Animated Ad
Animated Promo



Hiring

Company Culture
Employee Spotlight
Recruiting



Events

Event Recap
Booth Interview
Partner Testimonial



Explainer/Education

Educational
Announcement
FAQ
Product Explainer

Video Strategy Options

Good Plan \$15,000

[\$1,875 per video]

- ✓ 8 Videos
- ✓ UHD 4k
- ✓ Logo Animation
- ✓ One 9-Hour Shoot Day
- ✓ Licensed Music
- ✓ Raw Asset Ownership

Better Plan \$18,000

[\$1,500 per video]

- ✓ 12 Videos
- ✓ UHD 4k
- ✓ Logo Animation
- ✓ One 9-Hour Shoot Day
- ✓ Licensed Music
- ✓ Raw Asset Ownership

Best Plan \$24,000

[\$1,000 per video]

- ✓ 24 Videos
- ✓ UHD 4k
- ✓ Logo Animation
- ✓ Two, 9-Hour Shoot Days
- ✓ Licensed Music
- ✓ Raw Asset Ownership

Not seeing what you're looking for?

Feel free to reach out to chat about a custom quote!



Explainer/Education

Educational/Vlog

Click to watch an example!

VIDEO TYPE

Script-Based Interview

LENGTH

60 seconds for every 150 scripted words.

MESSAGE

Explain concepts and processes through video.

MAIN USES

- Blog/Resource page on your website.
- Social media posts.

Announcement

VIDEO TYPE

Script-Based Interview

LENGTH

60 seconds for every 150 scripted words.

MESSAGE

Hosting an event?
Running a promotion?
Share about it!

MAIN USES

- Social media posts.
- Social Media Ads.

Frequently Asked Questions

VIDEO TYPE

Script-Based Interview

LENGTH

60 seconds for every 150 scripted words.

MESSAGE

Do you have many frequently asked questions for your product or service?

MAIN USES

- Somewhere on your website.
- Social media post.

Product/Service Explainer

VIDEO TYPE

Script-Based Interview

LENGTH

60 seconds for every 150 scripted words.

MESSAGE

Explain how your product or service works!

MAIN USES

- Product or service pages of your website.
- Social media post.
- E-Commerce Listings

Human Resources

Company Culture

VIDEO TYPE

Question-Based Interview

LENGTH

90-150 Seconds

MESSAGE

This video is used to highlight your team's culture- and how you're different than competitors!

MAIN USES

- Recruiting Meetings.
- Recruiting Site Profiles. (Ex: Indeed)
- Social media posts.

Employee Spotlight

VIDEO TYPE

Question-Based Interview

LENGTH

30-60 Seconds

MESSAGE

Have your customers get to know some of your key employees- great for teammates in relational roles!

MAIN USES

- Website's about page.
- Social media posts.
- LinkedIn

Recruiting

VIDEO TYPE

Script-Based Interview

LENGTH

30-60 Seconds

MESSAGE

Communicate your job opportunities with ease. Talk about benefits details, and more!

MAIN USES

- Careers page of your website.
- Social media post.
- Sales Meetings.

Welcome/Onboarding/Training

VIDEO TYPE

Script-Based Interview

LENGTH

60 seconds for every 150 scripted words.

MESSAGE

These videos can be used to help automate parts of your hiring process, share a message from higher-level teammates, etc!

MAIN USES

- Onboarding process

Branding

Brand Storytelling

VIDEO TYPE

Question-Based Interview

LENGTH

90-120 Seconds

MESSAGE

Why your organization exists and how you're different from competitors!

MAIN USES

- Homepage of your website.
- Pinned social media post.

Customer Testimonial

VIDEO TYPE

Question-Based Interview

LENGTH

30-60 Seconds

MESSAGE

Share your past customer success stories!

MAIN USES

- Website testimonial page.
- Social media posts.

Core Values

VIDEO TYPE

Script-Based Interview

LENGTH

45-120 Seconds

MESSAGE

Share your team's core values in an engaging format.

MAIN USES

- About page of your website
- Social Media
- Employment Fairs

Review Animation

VIDEO TYPE

Animation

LENGTH

Looped Graphic

MESSAGE

Branding + Testimonial

MAIN USES

- Branding
- Website
- Email
- Signature Social Media

Promotion

Sizzle Reel

VIDEO TYPE

B-Roll Footage paired with Text Animation

LENGTH

25-35 Seconds

MESSAGE

Engaging video style with music matching your brand tone. We'll use animated text to convey your pitch!

MAIN USES

- Pinned social media post.
- Social Media Ad

Testimonial Ad

VIDEO TYPE

Question-Based Interview

LENGTH

30 Seconds

MESSAGE

Very similar to a branded testimonial, but this is a little more detailed to get the video to exactly 30 seconds.

MAIN USES

- Social Media Ad
- Television Ad
- YouTube Ad

Looped Text Animated Ad

VIDEO TYPE

Text Animation

LENGTH

5-15 Seconds

MESSAGE

This is a simple message that is usually your slogan, but can be anything you want!

MAIN USES

- Social Media Ad
- YouTube Pre-Roll Ad

Animated Promo

VIDEO TYPE

Text & Graphic Animation

LENGTH

10-20 Seconds

MESSAGE

This is a simple message that is usually your slogan, but can be anything you want!

MAIN USES

- Social Media Ad.
- YouTube Pre-Roll Ad.

Additional Assets...

Location Tour

VIDEO TYPE

B-Roll + Text Animation

LENGTH

90-120 Seconds

MESSAGE

Showcase your space and highlight key features of your location.

MAIN USES

- On your "About Us" page.
- Social media feature.

Blooper Reel Video

VIDEO TYPE

Question-Based Interview

LENGTH

90-180 Seconds

MESSAGE

If your plan has a lot of interviews, chances are you'll have fun outtakes we can share!

MAIN USES

- Social media post.
- Culture page on your website.

Website Banner Video

VIDEO TYPE

Low File size B-Roll Footage Video

LENGTH

20-40 Seconds

MESSAGE

Visually engaging addition to your organization's website.

MAIN USES

- A website page.

Logo Animation

VIDEO TYPE

Animation

LENGTH

Looped Graphic

MESSAGE

Branding

MAIN USES

- Branding
- Website
- Email
- Signature
- Social Media



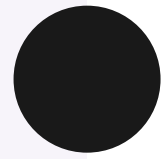


Q & A



Learn Or Teach

We create marketing and training videos and provide a corporate LMS that is easy to use.



Competitive Advantages

Advantage 1

Learn Or Teach is a one-stop training & marketing shop covering, video creation, as well as LMS services.

Advantage 2

We offer API integrations with critical enterprise applications such as Dynamics, Salesforce, and Hubspot.

Advantage 3

We offer simple reporting, assessments, and certifications to prove ROI to key stakeholders.

Advantage 4

Reliable email, phone, chat, and text support. Customizable content & LMS environment



Live Product Demo



Q & A



Thank You

Contact Us

218 - 979 - 2331

clever.mukori@learnorteach.com

www.learnorteach.com