



Guideline

# Animation Video

Services marketing for your  
business

*Mimi Ragab*

Motion graphic designer & 3D artist



# About me

I'm a professional Motion Graphic designer with more than 7 years of experience in this world of Motion design. I am offering my service on work related to video animation, explainer videos, and motion graphics. High attention to detail and being punctual are my specialty. I always focus on building long-term relationships with all my clients by delivering the work as requested at a competitive price. If you have any queries, please reach out to me and I'll be more than happy to answer them.



# Why Video Content Marketing is More Important Than Ever

It's well known that content marketing is an effective way to build your brand and reach your target audience.

One form of content marketing that is growing in significance is video marketing

- **Videos are a Great Way to Explain Your Product**

Video content is a useful tool when it comes to helping potential buyers learn about a product. In fact, according to WYZOwl, 94 percent of marketers say using video content has helped increase user understanding of a product or service.

Customers will only buy your product when they understand what it does and how it will help them. It is unsurprising that video content is such a good tool for this as the visual element helps businesses clearly explain how things work.

## • **Videos Have a Good Return on Investment**

The return on investment you get from your video will depend on several things including how well you have organized your content strategy and the quality of your videos. Nonetheless, 83 percent of WYZOwl survey respondents say video gives them a good return on investment.

## • **You Can Use Video in a Variety of Ways**

Marketers have plenty of options when it comes to how they use video content. This means it's easy to find a method that fits in with your company's marketing goals. While YouTube is the obvious place to start when creating videos, here are some of the other options you could use.

Most social media platforms including Snapchat, Facebook, Instagram, and YouTube allow you to post stories that disappear after a certain amount of time. These are great because they can be super quick and cheap to create and they speak directly to your audience. For stories to be effective, you'll need to have—or be building—an audience on social media.

## • **People Love Video**

Just like technology has made it easy for businesses to record video, it has also made it incredibly convenient for people to watch video content. There are a ton of stats that illustrate this point.

## • **Videos are Great for SEO**

Uploading videos to YouTube that target common search terms can be a good way to get your business on the first page of Google. That's because Google includes YouTube videos at the top of the page for many search terms.

## • **Wrapping Up**

Video is a great way for marketers to reach people. It is easier than ever before for businesses to create and share high-quality video content. If you don't already have video as part of your content strategy, then perhaps you should think about experimenting with a couple of projects.

# My services to help you


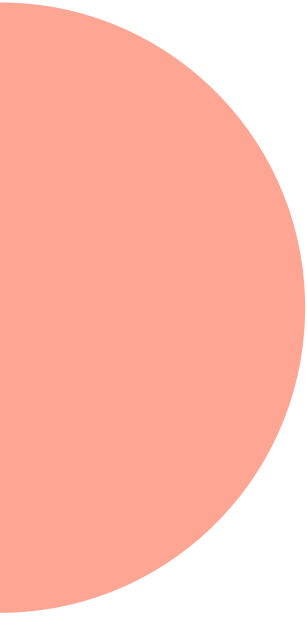
- **Animated explainer video**

- 2D animated explainer video
- 3D animated explainer video
- Whiteboard animated explainer video

( one minute - 30 Sec - 15 Sec )

- **Short Video Ads**

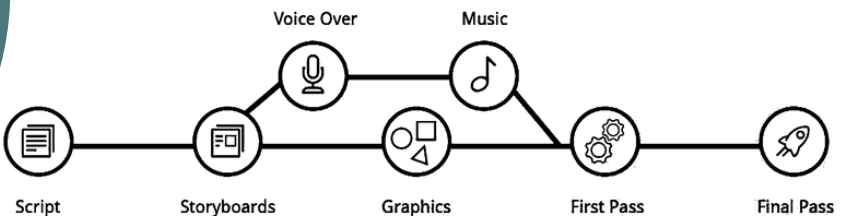
- Facebook
- Instagram
- YouTube
- TikTok
- LinkedIn
- Twitter

- 
- 
- **Character Animation**
  - **Intros & Outros**
  - **Logo Animation**
  - **Social Media Videos**
  - **Slideshow Videos**
  - **Animation for Streamers**

# Motion Graphics Production Process

- Research & Brief
- Concept Creation
- Script Writing
- Storyboard Development
- Style & Visual Design
- Voiceover Recording
- Animation Production
- Music Track & Sound Design
- Delivery

## MOTION GRAPHIC PROCESS





# Motion Graphics Video Costs in Detail

How much do motion graphics designer services cost? Our motion graphics project costs are customized based on the scope of work and style you need. The final cost of production depends on the message you want to convey, the length of the video, and whether it's a 2D or 3D motion graphics video.

## Software I Use

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro

**Request A Quick Quote**



## Let's Get In Touch

We'd love to hear about the project you have in mind. Drop us a note here and we'll get back to you within 24 hours.

## Contacts



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