



THE IBT ONLINE ONLINE GLOBAL PROGRAM INTERNATIONAL VIDEO MARKETING #CUSTOM PROPOSAL: ANY NUMBER OF INTERNATIONAL BUSINESS DEVELOPMENT VIDEO MARKETING PROGRAMS TO GROW YOUR EXPORTS, SALES, BRAND AND BUSINESS

IBT Online customer name and address: Company Name, _____

INTERNATIONAL BUSINESS DEVELOPMENT BENEFITS

Any number of Video Marketing Programs, so your company will grow traffic, engagement, and conversions, as well as help you connect with your customers, increase awareness of your brand, and boost your leads and sales, in your target markets: _____

Video Marketing has rapidly become a key element of a well-rounded marketing strategy; easy to digest, entertaining and 12X more engaging than written content, Video Marketing can drive significant potential return on investment (ROI) through many channels.

Your Online Global Marketing Programs will be set up and managed for you in each market, as per the Statement of Work (SOW) below, by IBT Online's team of international digital natives.

10-POINT STATEMENT OF WORK

1. Your IBT Online Online Global Program International Video Marketing #Custom, dated and signed.
2. Teamwork Project Management (TPM): set-up your TPM program and marketing team, ensure organized, transparent, and effective collaboration, the program management, changes and extensions, meet deadlines and achieve results.
3. Program kick-off MS Teams (with dial-in) video conference call (recorded): date ___/___/____ (mm/dd/yyyy), agenda, introductions, objectives, strategy review, agree key performance indicators (KPIs) (traffic, engagement, conversion...), TPM program team, presentation of the program project roadmap, access, and next steps.

4. Video Pre-Production

- 4.1. Scoping of work to be completed, review and agree angle and speaker(s)
- 4.2. Review of existing footage, brand guidelines and any other existing or desired assets
- 4.3. Ideation, creation and review of the production schedule
- 4.4. Strategy, planning, and timelines to ensure all footage is collected
- 4.5. Ongoing bi-monthly (every two weeks) review meetings to ensure alignment of the product video and sign-off on creative elements

5. Video Production

- 5.1. Review and assessment of footage
- 5.2. Writing, optimization and approval of script
- 5.3. Localization, and optimization of the script
- 5.4. Recording voice-over
- 5.5. Collect all other b-roll footage, logos, imagery, music elements etc.
- 5.6. Ideation, creation and optimization of intro and outro sequences
 - 5.6.1. Agree style, angle, and messaging
 - 5.6.2. Develop animated assets
 - 5.6.3. Footage review and music sourcing
- 5.7. Validation and approval by Client

6. Video Post-Production

- 6.1. Importing and classification of the footage into the projects
 - 6.2. Sequencing and arranging the timeline of the footage
 - 6.3. Creation and multiple iterations of the product video
 - 6.4. Adding audio elements
 - 6.5. Adding visual elements, including imagery and logos
 - 6.6. Importing voice-over, arranging voice-over to the timeline of the project, and adding subtitles
 - 6.7. Validation and approval by client
 - 6.8. Rendering and exporting
 - 6.9. Uploading videos to Client YouTube channel
 - 6.10. Uploading all the videos on to the designated website pages
 - 6.11. Transferring all video files to the Client
7. SOW extensions: TPM ticket request, evaluation, confirmation, work completion and report.
 8. Program completion MS Teams (with dial-in) video conference call (recorded): review, close-out, TPM final project plan and task report.
 9. Online Global satisfaction survey annual: feedback to serve you better.
 10. Climate: IBT Online is committed to sustainable and climate-positive international business. Your Online Global international business development online marketing programs are delivered with prepaid carbon offsets and renewable energy credits, so are sustainable and climate positive.

TIMEFRAME

The International Video Marketing Program will begin on the Commencement Date for a period of _____ months, thereafter automatically renew, modification and termination may be made by either party, by confirmed receipt of email, with a notice period of _____ months.

BUDGET

The _____ target markets International Video Marketing Program monthly budget is _____ (_____ hours) for _____ optimally localized videos. The budget for a TPM ticket is \$200 (may be adjusted) per hour, or part thereof. Budgets proposed are exclusive of all and any taxes.

This agreement shall commence on ___/___/_____ (mm/dd/yyyy) (the Commencement Date).

GRANTS

IBT Online LLC. works together with US economic development agencies, to help US small and medium-sized manufacturers and professional services providers grow their exports. Financial assistance, grants, funds and/or support may be available for your Online Global programs, subject to US economic development agencies approval.

INVOICE AND PAYMENT

The International Video Marketing Program management fee will be invoiced quarterly in advance, starting on the Commencement Date. Invoices will be paid upon receipt by electronic transfer to the IBT Online LLC., bank account.

CUSTOMER TERMS OF SERVICE

Signing and submitting this proposal constitutes agreement to the IBT Online Customer Terms of Service which can be found at <https://ibt.onl/customer-terms-of-service/>.

Signed:

On behalf of: Company Name

Signed:

John Worthington
CEO

On behalf of: IBT Online, LLC.

This proposal is valid for 30 days, until the 08/10/2025.

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www.ibt.onl

online global



online local



**IBT Online and your IBT Online Online Global Programs
are sustainable and climate positive**

Find out more at: ibt.onl/about/sustainable-and-climate-positive

