POP HITCHCOCK

Multimedia

Videography Services & Pricing

A straightforward guide to video production, event coverage, editing, social content, and ongoing campaigns.

VIDEO • PRODUCTION • EDITING • SOCIAL CONTENT

Pop Hitchcock Multimedia

Video Services

Tiered pricing for individual productions and recurring video work.

Service	Tier One	Tier Two	Tier Three
Mini Documentary (15 min)	$500	$900	$1,100
Full Documentary (25·60+ min)	$1,900	$3,200	$5,000
Podcast Production	$250 / episode 1 hour · 1 camera setup	$450 / episode 1 hour · 2 camera setup	$700+ / episode 2 hours · 3+ camera setup
Space Walk Through / Tour	$150	$300	$700
Talking Head Video	$250 per hour	+$150 with editing	·
Interview	$150	+$100 with editing	·
Short Form Video	$250 for 7	$450 for 14	$800 for 31
Music Video	$350	$700 · more shoot time + micro content	$1,150 · more shoot time + micro content + more edit time

Video Services

Additional video services, packages, and production options.

Service	Tier One	Tier Two	Tier Three
Tiny Desk Style Performance · 15 minutes	$300	$700 · more cameras, mix & master audio	$1,000 · 22-minute set time + all of lower tier
Lyric Video	$75	$125	$200
Song Visualizers	$65 × 2	$150 × 5	$300 × 12
Spotify Canvas	$25 × 3	$60 × 7	$100 × 14
Event Recap Video	$175	$450	$750
Timelapse	1 hour · $75	·	·
Album / Song Review	$75 per song	$300 per album	·
Bulk Song Lyric / Content Creation	60 for $175	120 for $320	365 for $900
3D Tour	$700	$1,200	·
Editing Only	$50/hr	Flat-rate quote	Large projects quoted individually
Video Editing Lessons	$85/hr	·	·

Event Videography

Coverage packages for events, with low-price and premium options.

Package	Low Price	Premium
1 Hour	$200	$250
2 Hours	$300	$400
4 Hours	$475	$650
6 Hours	$675	$850
8 Hours	$850	$1,075

Event Photography + Video Clips

Package	Low Price	Premium
1 Hour	$100	$150
2 Hours	$200	$300
4 Hours	$375	$550
6 Hours	$575	$750
8 Hours	$750	$975

Add-ons

- 24-hour turnaround: **+$110**
- 48-hour turnaround: **+$55**
- Extra filming hour: **+$100**
- Extra editing hour: **+$50**
- Vertical Reel cut: **+$50 each**
- Social media package (5 vertical edits): **+$200**
- Thumbnail design: **+$50**
- Raw footage delivery: **+$100–300**
- Additional revision round: **+$50**

Monthly Social Media Campaigns

Recurring content packages combining video production, photography, graphics, and social support.

Bronze

$450/month

- 1 shoot/month
- 50 edited photos
- 6 short-form videos
- 5 graphic posts
- Caption writing

Silver

$800/month

- 2 shoots/month
- 75 edited photos
- 16 Reels
- 5 graphic posts
- Basic hashtag research
- Caption writing

Gold

$1,700/month

- Weekly content creation
- Basic hashtag research
- Monthly Strategy Session
- Cross platform posting
- Caption writing
- 100+ edited photos
- 10 graphic posts
- 31 Reels
- Priority editing

Musician Package

Content packages built around singles, playlists, and full album releases.

Single

$525

- 1 Music Video
- 1 Lyric Video
- 1 Song Visualizer
- 3 Spotify Canvas
- 14 Short Form Videos
- 25 Photos
- Artist Interview

Extended Playlist

$950

- 2 Music Videos
- 3 Lyric Videos
- 8 Song Visualizers
- 8 Spotify Canvas
- 30 Short Form Videos
- 50+ Photos
- Artist Interview
- Cloud Storage

Album

$1,600

- 2 Music Videos
- 12 Lyric Videos
- 4 Music visualizers
- 1 Performance Video
- 15 Spotify canvas
- 60 Short Form Videos
- 100+ Photos
- Artist Interview
- Social Media Iconography
- SEO Optimization & Legacy Uploads
- Cloud Storage Backup

Social Media Campaigns

Longer-term campaign options for businesses, brands, and organizations.

Starter Campaign

$400–600/month

Good for: small businesses, local restaurants, new brands, solo entrepreneurs.

- Strategy call
- 8 short-form videos (Reels/TikToks/Shorts)
- 12 graphic posts
- Caption writing
- Basic hashtag research
- Content calendar
- 1 revision round
- Monthly analytics report

Growth Campaign

$800–1,200/month

- Everything in Starter
- 16 short-form videos
- 20 graphics/photos
- Stories (10–20 per month)
- Community management (replying to comments/messages)
- Trend research
- Monthly planning meeting
- Cross-posting to multiple platforms

Social Media Campaigns

Professional and premium options for brands with a larger ongoing content operation.

Professional Campaign

$1,500–2,500/month

- Monthly strategy session
- One full production day (4–6 hours)
- 25–35 edited short-form videos
- 30+ photo edits
- Graphic design
- Copywriting
- Content scheduling
- Community management
- Analytics dashboard
- Competitor research
- Organic growth strategy

Premium Brand Campaign

$3,000–5,000+/month

Perfect for: gyms, real estate teams, construction companies, large restaurants, medical offices, high-end brands.

- Multiple production days
- 40–60 short-form videos
- Professional photography
- Drone footage
- Monthly commercial
- Ad creatives
- Multiple platforms
- Weekly meetings
- Unlimited revisions (within reason)
- Monthly performance reports
- Marketing consultation

Additional Services

Service	Price
Additional Reel	$60–120
Additional TikTok	$60–120
Drone footage	$150–400
Professional photos	$150–500
Graphic design	$40–100 each
Story package	$75–200

Service	Price
Thumbnail design	$25–50
YouTube upload optimization	$40–100
Ad creative	$150–500
Monthly content planning session	$150–300