

LOWLIGHTKING PRODUCTIONS

The B2B Video Playbook for IT Companies in Kerala

12 video types · ROI benchmarks · free templates

"Videos that make your business worth buying from."

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CHAPTER 01

Why Video Is Non-Negotiable for Kerala IT Companies

The business case for video-first marketing in India's most dynamic tech corridor

Kerala's IT sector — anchored by Technopark in Thiruvananthapuram, Infopark and SmartCity in Kochi, and emerging parks in Kozhikode — is home to 3,000+ IT companies employing over 300,000 professionals. These companies are competing for the same clients in Bangalore, Mumbai, Dubai, and Singapore as companies with 10x their marketing budgets.

Video is the equaliser. A 90-second brand film from a Kochi SaaS company can land identically in a Mumbai CFO's inbox as one from a Bangalore unicorn. But only if the video is built as a business asset — not a creative exercise.



Kerala's IT Geography: Where Your Buyers Are

Understanding your geography matters for targeting your video distribution. Kerala's IT ecosystem is concentrated across three primary hubs:

IT Hub	Location	Companies	Primary Sectors
Infopark Kochi	Kakkanad, Kochi	450+ companies	SaaS, Fintech, IT Services
SmartCity Kochi	Kakkanad, Kochi	300+ companies	IT/ITES, BPO, Healthcare Tech
Technopark TVM	Thiruvananthapuram	600+ companies	Software, IT Services, Start-ups
CIAL Tech Park	Nedumbassery	Growing hub	Logistics Tech, IT Services

KEY INSIGHT

A buyer at an Infopark company watches the same LinkedIn feed as a buyer in Singapore or London. Your video quality signals your company quality. There is no 'local standard' in B2B video — there is only the global standard your prospect compares you against.

CHAPTER 02

The Video Buyer's Journey Framework

Map every video to a stage. Every rupee must move a buyer forward.

Most IT companies produce video without a strategic framework. They make a company profile film, post it once, and wonder why it didn't generate leads. Video without a buyer journey map is content for the sake of content. This chapter fixes that.

The Four Stages

Stage	Buyer State	Video Goal	Best Formats
AWARENESS	Has a problem; doesn't know you	Get discovered. Build credibility.	LinkedIn Reels, Thought Leadership, Brand Film
CONSIDERATION	Evaluating options; comparing vendors	Prove competence. Differentiate clearly.	Explainer Videos, Product Demos, Case Study Films
DECISION	Ready to buy; needs final proof	Remove doubt. Build trust.	Client Testimonials, ROI Videos, Founder Story
RETENTION	Existing client; needs ongoing value	Reduce churn. Grow the account.	Onboarding Series, Training Videos, Product Updates

The 3-Video Starter Stack

If you are starting from zero and have a limited budget, build these three videos first. They cover all four funnel stages with minimum investment.

VIDEO 1 — AWARENESS

90-second Company Brand Film. Posted on homepage hero, LinkedIn, and sent in every first outreach email. Answers: 'Who are you and why should I care?'

VIDEO 2 — CONSIDERATION

2-minute Product/Service Explainer. Lives on your services page and is shared mid-funnel by sales. Answers: 'How exactly do you solve my problem?'

VIDEO 3 — DECISION

Client Testimonial Film (60-90 seconds). Your best client on camera talking about measurable results. Answers: 'Can I trust you with my business?'

STRATEGIC INSIGHT

Most Kerala IT companies have zero of these three videos. Companies that complete this starter stack in 90 days will immediately differentiate from 80% of their local competitors — at any budget tier.

CHAPTER 03

12 Video Types: The Complete Menu

Every format explained — with its use case, ideal length, and business objective

Video Type	Ideal Length	Where It Lives	Business Objective
Company Brand Film	90 sec – 2 min	Homepage, LinkedIn, Pitches	Brand awareness, investor credibility
Product Demo Video	2 – 4 min	Sales emails, product page	Convert trials to paid, reduce sales calls
Animated Explainer	60 – 90 sec	Website, ads, outreach	Simplify complex SaaS products for buyers
Client Testimonial	60 – 90 sec	Proposals, website, LinkedIn	Social proof — the single highest-ROI video
Founder Story Film	3 – 5 min	About page, LinkedIn, PR	Trust and credibility for premium pricing
Recruitment Video	90 sec – 2 min	Job listings, LinkedIn, campus	Attract talent who self-select by culture fit
Training / Onboarding	5 – 15 min (series)	Internal LMS, client portal	Reduce onboarding time, standardise quality
Thought Leadership	2 – 5 min	LinkedIn, YouTube, newsletter	Position founders as category authorities
Event Highlights	60 – 90 sec	LinkedIn, email recaps	Extend event ROI, proof of industry presence
Webinar Recording	30 – 60 min	YouTube, gated landing page	Long-form lead magnet for high-intent buyers
LinkedIn / Insta Reels	15 – 60 sec	Social media only	Algorithmic reach, brand personality
Pitch / Investor Video	2 – 3 min	Pitch decks, investor emails	Raise capital, build board credibility

WHICH VIDEO FIRST?

Start with Client Testimonial > Company Brand Film > Product Demo, in that order. Testimonials are the only video type that directly borrows credibility from a third party. They require the least post-production creativity and generate the highest measurable sales impact.

CHAPTER 04

Kerala IT Cost Benchmarks

Honest pricing in INR across Budget, Mid-Range, and Premium tiers — updated 2025–26

These are market benchmarks for corporate video production in Kerala. Prices vary based on crew size, number of shoot days, animation complexity, number of revisions, and post-production depth. Use these as planning ranges, not fixed quotes.

Live-Action Video Pricing

Video Type	Budget Tier	Mid-Range Tier	Premium Tier
Company Brand Film	₹ 75,000 – 1.25 L	₹ 1.5 L – 3 L	₹ 4 L – 8 L+
Product Demo Video	₹ 50,000 – 85,000	₹ 1 L – 2 L	₹ 2.5 L – 5 L
Client Testimonial Film	₹ 30,000 – 60,000	₹ 75,000 – 1.5 L	₹ 2 L – 3.5 L
Founder Story Film	₹ 60,000 – 1 L	₹ 1.25 L – 2.5 L	₹ 3.5 L – 7 L
Recruitment Video	₹ 40,000 – 75,000	₹ 85,000 – 1.75 L	₹ 2.5 L – 4.5 L
Event Highlights Film	₹ 20,000 – 40,000	₹ 50,000 – 1 L	₹ 1.25 L – 2.5 L

Animation & Motion Graphics Pricing

Video Type	Budget Tier	Mid-Range Tier	Premium Tier
2D Animated Explainer (90 sec)	₹ 60,000 – 1 L	₹ 1.5 L – 3 L	₹ 3.5 L – 8 L
Motion Graphics Overlay Pack	₹ 15,000 – 35,000	₹ 40,000 – 90,000	₹ 1 L – 2.5 L
Full 3D Product Animation	₹ 1.5 L – 3 L	₹ 4 L – 8 L	₹ 10 L+
Social Media Reel (15–30 sec)	₹ 8,000 – 18,000	₹ 20,000 – 45,000	₹ 60,000 – 1.25 L
Whiteboard / Scribe Video	₹ 25,000 – 50,000	₹ 60,000 – 1.2 L	₹ 1.5 L – 3 L

Video Type	Budget Tier	Mid-Range Tier	Premium Tier
Training / Onboarding Series	₹ 1 L – 2 L	₹ 2.5 L – 5 L	₹ 6 L – 15 L

WHAT DETERMINES COST

The four biggest cost drivers: (1) Number of shoot days and locations. (2) Level of pre-production – scripting, storyboarding, voiceover casting. (3) Animation complexity and style. (4) Number of revision rounds. Cutting corners on pre-production always costs more in reshoots and revisions.

CHAPTER 05

Production Timeline Templates

Week-by-week breakdowns for the two most requested video types

Brand Film (90 sec – 2 min) – 5-Week Timeline

Week	Phase	Activities	Deliverable
Week 1	Discovery & Strategy	Brief intake, brand review, message framework, audience alignment	Approved Video Brief
Week 2	Script & Pre-Production	Script development (2 drafts), shot list, location scout, talent briefing	Approved Script + Shot List
Week 3	Production	Principal photography (1–2 days), lighting setup, direction, audio recording	Raw Footage Archive
Week 4	Post-Production	Edit assembly (v1), music selection, colour grade, initial sound mix	Draft Video for Review
Week 5	Revisions & Delivery	Client feedback, up to 2 rounds of revisions, final export, delivery package	Final Approved Video

Animated Explainer (60–90 sec) – 6-Week Timeline

Week	Phase	Activities	Deliverable
Week 1	Discovery & Strategy	Audience analysis, key message hierarchy, tone and style direction	Approved Creative Brief
Week 2	Script Writing	Voiceover script (2 drafts), timing estimate, key visual hooks identified	Approved Script
Week 3	Storyboard	Frame-by-frame visual plan, motion notes, character/asset direction	Approved Storyboard
Week 4	Asset Design	Character design, background illustration, UI elements, iconography	Approved Visual Assets
Week 5	Animation	Scene animation, timing, lip sync (if applicable), rough audio mix	Draft Animation for Review
Week 6	Audio & Delivery	Voiceover record/mix, sound design, final render, delivery package	Final Approved Video

TIMELINE NOTE

These timelines assume the client responds to review requests within 48 hours. Each delayed review round adds 3–5 days. The fastest productions happen when one decision-maker is designated on the client side, not a committee. Brief your internal team before the project starts.

CHAPTER 06

ROI Calculator & Benchmarks

Measure the business impact of your video investment with real data

Video ROI is measurable. You don't need a marketing analytics degree — you need to track four numbers before and after video launch.

Four Metrics to Track

Metric	What to Measure	Industry Benchmark	How to Track
Lead Quality Score	% of leads who fit your ICP	+40% improvement with video on website	CRM tagging — pre vs post video
Sales Cycle Length	Days from first contact to signed contract	48% reduction with video in sales sequence	CRM deal timeline reports
Demo Request Rate	% of website visitors requesting demo	3× higher with explainer video above the fold	Google Analytics goal tracking
Client Retention Rate	% of clients renewing at 12 months	35% improvement with onboarding video series	CRM renewal tracking

Your ROI Calculation Template

Input	Your Number	Example
Investment in video production	₹ _____	₹ 2,00,000
Number of leads generated via video (12 months)	_____	48 leads
Average deal value (INR)	₹ _____	₹ 4,50,000
Close rate from video-attributed leads	_____	25%
Revenue generated (leads × deal value × close rate)	₹ _____	₹ 54,00,000
ROI % = (Revenue - Investment) ÷ Investment × 100	_____	2,600%

REALISTIC EXPECTATIONS

Typical B2B video ROI in the IT sector: 400–1,200% in Year 1 when distribution is active (LinkedIn posting, email embedding, website placement). Video that sits on a hard drive returns 0%. The video itself is 50% of the value — the distribution plan is the other 50%.

CHAPTER 07

Free Script Templates

Three production-ready scripts you can adapt and shoot this month

Script 1 — 90-Second Company Brand Film

TIMECODE	SCRIPT / VISUAL DIRECTION
0:00 – 0:08	VISUAL: Wide establishing shot of office / team at work. AUDIO: [Company name] solves [specific problem] for [specific audience] – in [location/region].
0:08 – 0:20	VISUAL: Product or service in use. AUDIO: Most [audience] struggle with [pain point]. It costs them [quantified consequence]. We built [company] because we've lived that problem from the inside.
0:20 – 0:40	VISUAL: Team montage, process shots, client interaction. AUDIO: Our approach is [differentiator]. We [what you do specifically] so that [client outcome].
0:40 – 0:65	VISUAL: Client testimonial or result graphic. AUDIO: [Client name/company] saw [specific result] within [timeframe]. [One more result].
0:65 – 0:85	VISUAL: Logo + CTA screen. AUDIO: If you're ready to [desired outcome], visit [website] or call [phone]. [Tagline].
0:85 – 0:90	VISUAL: Logo hold. AUDIO: Music fade.

Script 2 – Client Testimonial Interview Guide

Send these questions to your client 48 hours before the shoot. Brief them verbally – never let them write prepared answers.

- Before working with us, what was the specific problem you were trying to solve?
- What made you choose [company name] over other options you considered?
- What did we deliver, and what was the result – in as specific numbers as you can give?
- What's changed in your business since we completed this project?
- Who else should consider working with us, and what would you tell them?

DIRECTION NOTE

Never ask 'were you happy?' or 'would you recommend us?' Those produce vague answers. Ask for a specific problem, a specific result, and a specific number. The best testimonials sound like mini case studies, not endorsements.

Script 3 – LinkedIn Reel (30-Second Brand Awareness)

TIMECODE	CONTENT
0:00 – 0:03	HOOK (text on screen + voiceover): 'Most IT companies in Kerala are invisible to buyers outside Kerala.'
0:03 – 0:12	PROBLEM (B-roll: office, team, screen): They have great products. They have happy clients. But no video asset that works without a sales rep in the room.
0:12 – 0:22	SOLUTION (product shots, results graphic): Video changes that. One 90-second brand film, deployed correctly, generates inbound leads while you sleep.
0:22 – 0:28	SOCIAL PROOF: '[Client name] added [X result] in [timeframe] with a single video.'
0:28 – 0:30	CTA: 'Comment VIDEO or visit [link] if you want to see how.'

CHAPTER 08

90-Day Video Launch Plan

From zero video presence to active pipeline asset — a phased implementation roadmap

Phase 1 — Foundation (Days 1–30)

Week	Action	Output
Week 1	Audit all existing video assets. Identify gaps. Select your 3-video starter stack.	Gap analysis document
Week 1	Brief your chosen video production partner. Agree on script direction for Brand Film.	Approved creative brief
Week 2	Script development and approval for Brand Film (90 sec).	Approved Brand Film script
Week 2	Identify top 3 clients for testimonial filming. Send permission emails.	3 client confirmations
Week 3	Brand Film shoot (1 day). Client Testimonial shoots (half-day each).	Raw footage delivered
Week 4	Brand Film post-production and first review.	Draft Brand Film approved

Phase 2 — First Content (Days 31–60)

Week	Action	Output
Week 5	Brand Film final delivery. Upload to website hero. Distribute via LinkedIn.	Brand Film live on 3 channels
Week 5	Client Testimonial post-production. Review and approve.	2 Testimonials ready
Week 6	Post Testimonial #1 on LinkedIn. Add to website case studies page.	Testimonial live + engagement
Week 6	Begin Explainer Video script development.	Approved Explainer script
Week 7	Explainer animation production begins.	Storyboard approved
Week 8	Post Testimonial #2. Begin embedding Brand Film in email signatures.	Email distribution active

Phase 3 — Scale (Days 61–90)

Week	Action	Output
Week 9	Animated Explainer delivery. Add to services page.	Explainer live on website
Week 9	Repurpose Brand Film into 3 × 15-second social clips.	Social clips scheduled
Week 10	Measure: track website time-on-page, demo requests, LinkedIn views.	Month 2 analytics report
Week 11	Start planning video #4 based on data: what's converting?	Video 4 brief initiated
Week 12	90-day review: ROI calculation, pipeline impact, lessons learned.	90-Day Video ROI Report

90-DAY BENCHMARK

Companies that complete Phase 1 and 2 of this plan consistently see: 40–80% increase in website session duration, 2–4× increase in demo or contact requests, and measurable improvement in LinkedIn organic reach within the first 45 days of active posting.

CHAPTER 09

Choosing a Video Partner in Kerala

Seven criteria that separate a production vendor from a strategic business partner

There are dozens of video production companies in Kerala. Most are excellent filmmakers. Fewer are strategic business partners who understand B2B buyer psychology and can build you a video asset that performs in a sales environment.

#	Criterion	What Good Looks Like	Red Flag
1	B2B Portfolio	5+ case studies with IT or corporate clients, measurable results mentioned	Only weddings, events, or consumer brands
2	Script Capability	In-house scriptwriter with B2B messaging experience. Asks about your ICP before writing.	Offers to 'work from your script' only
3	Strategy Process	Starts with a brief intake. Asks about buyer journey, channels, distribution plan.	Jumps straight to equipment and shoot dates
4	Transparent Pricing	Published pricing tiers or detailed written quote within 48 hours.	Quotes only 'after we meet', no ranges given
5	Revision Policy	Minimum 2 rounds included in quote. Clear revision process in writing.	Unlimited revisions (boundary issue) or 0 included
6	Local B2B References	Can name 3 IT or corporate clients in Kerala. Will provide references on request.	No named clients; 'NDA prevents us' for all
7	Distribution Advice	Offers guidance on how and where to use the video post-delivery.	Delivers file and ends engagement

QUESTIONS TO ASK IN YOUR FIRST MEETING

1) What B2B companies in Kerala have you worked with, and what measurable result did you help them achieve? 2) Show me your script development process – who writes it and how many drafts are included? 3) What's your recommended distribution strategy for this video type?

CHAPTER 10

Next Steps with LowLightKing

Your 3 options to start building video assets that perform

LowLightKing Productions is Kochi's corporate video studio built specifically for IT and B2B companies. Our 20-year background in Consulting, IT, Finance, and Electronics means we understand your business before we touch a camera.

Package	What's Included	Ideal For	Starting From
STARTER	1 video (Brand Film or Testimonial) · Script + shoot + edit · 2 revision rounds · 5-day edit delivery	First video. Single priority asset.	₹ 1.2~1.8 L/month
GROWTH	3-video package (Brand Film + Explainer + Testimonial) · Strategy session · 4 revisions · Music licence	Full 3-video starter stack	₹ 2.5~3.5 L/month
ENTERPRISE	4–6 videos/year · Dedicated Creative Director · Unlimited strategy calls · Asset library access · Priority scheduling	Companies with ongoing video needs	₹ 5L~8L+/month

BOOK YOUR FREE VIDEO STRATEGY CALL

30 minutes. We review your current assets, identify your highest-ROI video opportunity, and give you a production roadmap — at no charge.

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 CIN: U92490KL2022PTC074053 GSTIN: 32AAECL9221H1ZP