



Nov. 4, 2022 | IFG Board meeting

III. Vocal Video

For 2023, we are implementing Vocal Video:

Vocal Video is an all-in-one platform for remotely collecting, editing, publishing, and sharing testimonial and review videos.

- We write three questions, share a link with the recipient, and Vocal Video lets them record anytime, from any device.
- The link is branded to IFG and walks them through the questions to respond either through video or orally without video.
- There is nothing to install on the recipient's end and they can re-record their response as many times as they want before sending back to us.
- Receive video files to leverage on social media, e-news and websites.
- Can use for our various brands: MDA Insurance, MDA Services, DentPro and Member Insurance Solutions.
- Annual cost to IFG: \$2,870 for up to 5 brands (includes the MDA's 20% non-profit discount; normal cost is \$3,588).
- Examples of Vocal Video: <https://vocalvideo.com/examples>.

