**A close up of a logo

Description automatically generatedVideo Planning Guide**

Use this form to fill in what your goals for this video or series are. Fill in the right column, and let us know if you have any questions.

Video Title:

|  |  |
| --- | --- |
| TYPE OF VIDEO NEEDED | |
| Please circle all possible uses   * *Advertising, Marketing, and Promotion Commercials, Viral Video, Email Video, Infomercials, Content Marketing, Landing pages and micro sites, Interactive Video, Brand Anthems, and Sponsored Videos* * *PR Support and Community Relations Video Press Releases, PR Support Materials, Community Relations Video, Corporate Talk Show / Interviews, EPK (electronic press kit)* * *Product and Service Promotion Product Presentations, Product Demonstrations, Product Reviews, Visual Stories, Service Demo, Explainer Video* * *Corporate Video About Us Video, Corporate Overview, Executive Presentations, Staff Presentations, Corporate facilities tour, Annual Report/Review, Video* * *Customer Reference Videos  Customer Testimonials, Success Stories, Video Case Study, Man-in-the-street Interviews, Customer Presentations* * *Training  Training, How-To and Do-It-Yourself videos, Just-in-Time learning, Customer Support, Post sale support and maintenance videos, Website FAQ Video, Live, two-way video* * *Internal Communications Internal Training, Event/Conference and Trade Show Communications, Employee orientation, Health, Legal & Safety, Employee updates* * *Event Videos Event Presentation video, Round table Sessions,* * *Other Uses of Video Recruitment Videos, VLOG, In Store Video, Company Lobby / Waiting Room Video, Mobile Video, Market research, focus groups and polling, Video White paper, Video Magazine* | * *Explain here* |
| Description or purpose of the video? Include all possible uses. | * *This video will help our customers understand that our product or service solves [this need] and provides information about [this service/product]. We will measure the success of this video by [this rating mechanism].* |

|  |  |
| --- | --- |
| TARGET AUDIENCE | |
| Who is our primary audience? Secondary Audience? | * *Audience 1* * *Audience 2* |
| What are your key audience insights? What do they care most about? What are their pain points? |  |
| What is the audience’s current attitude toward the subject? |  |
| What problems does the video or its subject solve for the viewer? |  |
| Who are your major competitors? How are you going to create better video content than them? |  |
| MESSAGING | |
| How will the video be delivered? When and where will your audience see the video? |  |
| What are your 3 main messages you would like to cover, in order of importance? What is the subliminal message or benefit? |  |
| How does this video fit into your existing marketing plan? What other vehicles are you using in your marketing mix? |  |
|  |  |
| Identify any content gaps or opportunities in the market that you could take advantage of with your video content. |  |
| What should the product or subject feel, look, and sound like stylistically to the viewer? Attach links if necessary |  |
| Do any other overall stylistic treatments come to mind such as drama, nostalgia, science fiction, mystery, or parody? |  |
| Are you currently missing any video types or topics? See the list at the beginning of this worksheet. |  |
| BRANDING | |
| What image is to be portrayed about the company, product, or subject? |  |
| Define the USP of all your video content – how you’ll offer something new & unique and how it will align with your brand. |  |
| Do any existing materials, styles, and themes (such as logos, slogans, artwork, ads, photos, videos, and brochures) need to be carried over for continuity and synergy? |  |
| Do elements of this production need to be carried over into other projects? |  |
| Identify any content gaps, either in your existing video content or in the wider market, that you aim to fill. |  |
| TIMELINE AND BUDGET | |
| What are the production and delivery timetables-including performance and payment milestones? |  |
| Assuming one gets they pay for, what are minimum and maximum amounts of money that can be budgeted for this project? Consider all possible ad buys for traditional and digital media. |  |
| YOUR VIDEO CONTENT MARKETING FUNNEL | |
| Based on all this, consider the types of video content we should create to use at various stages of the marketing funnel to drive leads from first touch to closed sale. Keep in mind the concerns of your different target audiences, identified content gaps & how and where you will use the videos. | |
| Awareness stage | * *Brand film: for use on our homepage and across social media. Explaining our USP and connecting through our values.* * *Educational videos: providing advice to help brand managers do their jobs. For use in emails, across social media, and as part of regular blog posts (This is where video SEO is so important).* |
| Consideration stage | * *Case studies: explaining the stories of our customers and learning from how we helped them achieve their goals. For use on our site and in the sales process.* * *FAQs: explaining how your product or service works so they feel comfortable with your company.* |
| Decision stage | * *Personalised videos: fun videos showing off examples of our work and what we can achieve for each potential customer. For use in tailored email campaigns. Featuring information gained from lead nurturing.* |