

# VIDEO MARKETING STRATEGY *checklist*

## DEFINE YOUR GOALS

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- WHAT DO YOU WANT TO ACHIEVE?
- INCREASE BRAND AWARENESS
- DRIVE WEBSITE TRAFFIC
- GENERATE LEADS OR SALES
- EDUCATE YOUR AUDIENCE
- ALIGN GOALS WITH OVERALL BUSINESS OBJECTIVES.
- SET MEASURABLE KPIS  
(E.G., VIEWS, ENGAGEMENT, CONVERSIONS).

## UNDERSTAND YOUR AUDIENCE

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- DEFINE DEMOGRAPHICS  
(AGE, GENDER, LOCATION, ETC.).
- IDENTIFY PREFERENCES AND PAIN POINTS.
- DETERMINE PLATFORMS THEY USE  
(E.G., YOUTUBE, TIKTOK, INSTAGRAM).
- ASSESS CONTENT TYPES THAT RESONATE  
(EDUCATIONAL, ENTERTAINING, INSPIRATIONAL).

## CHOOSE YOUR VIDEO TYPES

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- EXPLAINER VIDEOS
- PRODUCT DEMOS
- TUTORIALS/HOW-TO VIDEOS
- TESTIMONIALS
- LIVE STREAMS
- SOCIAL MEDIA REELSCLEAN
- BATHROOM CABINETS
- DECIDE ON FORMAT:  
SHORT-FORM, LONG-FORM, ANIMATION, OR LIVE-ACTION.

## PLAN YOUR CONTENT

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- BRAINSTORM VIDEO IDEAS BASED ON GOALS AND AUDIENCE PREFERENCES.
- CREATE A CONTENT CALENDAR FOR PRODUCTION AND POSTING.
- USE A VIDEO STRATEGY TEMPLATE TO MAP OUT:**
- TITLE
- SCRIPT OUTLINE
- DESIRED LENGTH
- CALL-TO-ACTION (CTA)

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### PREPARE YOUR BUDGET AND RESOURCES

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- ASSESS THE BUDGET FOR VIDEO PRODUCTION.
- IDENTIFY RESOURCES:
  - IN-HOUSE TEAM OR FREELANCERS
  - EQUIPMENT  
(CAMERA, MICROPHONE, LIGHTING)
- EDITING TOOLS/SOFTWARE  
(E.G., CANVA, ADOBE PREMIERE PRO)
- EXPLORE FREE OR AFFORDABLE TOOLS IF BUDGET IS LIMITED.

### CREATE HIGH-QUALITY VIDEOS

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- WRITE A COMPELLING, AUDIENCE-FOCUSED SCRIPT.
- ENSURE STRONG VISUALS AND AUDIO:
  - GOOD LIGHTING
  - CLEAR SOUND
  - BRANDING ELEMENTS  
(LOGO, COLORS, FONTS)
  - ADD CAPTIONS OR SUBTITLES FOR ACCESSIBILITY.

### OPTIMIZE FOR PLATFORMS

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- TAILOR VIDEOS TO PLATFORM REQUIREMENTS:
  - ASPECT RATIOS  
(E.G., VERTICAL FOR TIKTOK)
  - DURATION LIMITS  
(E.G., 15 SECONDS FOR REELS)
- WRITE SEO-FRIENDLY TITLES AND DESCRIPTIONS.
- ADD RELEVANT KEYWORDS, TAGS, AND HASHTAGS.
- CREATE EYE-CATCHING THUMBNAILS.

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### DISTRIBUTE YOUR VIDEOS

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- POST ON PLATFORMS WHERE YOUR AUDIENCE SPENDS TIME.
- USE PAID ADS FOR BROADER REACH.
- PROMOTE VIA EMAIL MARKETING OR NEWSLETTERS.

### TRACK PERFORMANCE

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- MONITOR KEY METRICS USING ANALYTICS TOOLS  
(E.G., YOUTUBE ANALYTICS, GOOGLE ANALYTICS):
  - VIEWS
  - WATCH TIME
- ENGAGEMENT  
(LIKES, SHARES, COMMENTS)
- CONVERSION RATES
- COMPARE RESULTS WITH YOUR KPIS.

### REFINE AND IMPROVE

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- REVIEW PERFORMANCE DATA AND IDENTIFY IMPROVEMENT AREAS.
- EXPERIMENT WITH NEW FORMATS, TOPICS, OR STYLES.  
DURATION LIMITS
- REGULARLY UPDATE YOUR CONTENT CALENDAR WITH FRESH IDEAS AND TRENDS.\