

THINGS TO THINK ABOUT

BEFORE CREATING A VIDEO

FIRST THOUGHTS: BEGIN HERE

WHY AM I USING VIDEO? WHAT
ADVANTAGES/DISADVANTAGES
DOES THIS MEDIUM PRESENT?

HOW WILL THE VIDEO BE USED?

WHERE WILL IT BE USED?

IN WHAT CONTEXT WILL VIEWERS
BE WATCHING THE VIDEO? (SOCIAL
MEDIA, WEBSITE, POWERPOINT...?)

WHO IS THE TARGET MARKET?

WHAT WILL MY AUDIENCE ENJOY
ENGAGING WITH?

WHAT WILL BRING MY AUDIENCE
THE MOST VALUE?

WHAT ARE MY EXPECTATIONS FOR
HOW THE VIDEO IS RECEIVED? (AND
WHAT ARE THOSE EXPECTATIONS
BASED ON? ARE THEY
REASONABLE?)

DO I HAVE THE INTERNAL CAPABILITIES (TIME, PERSONNEL, MONEY, STRATEGY) TO PROPERLY DISTRIBUTE, SHARE, AND PROMOTE THE VIDEO?

WILL I NEED TO HIRE OUTSIDE EXPERTS?

**HOW WILL I MEASURE IF THE VIDEO IS A SUCCESS (MEASURE ROI)?
WHAT DOES SUCCESS LOOK LIKE?**

HOW WILL I DISTRIBUTE THE VIDEO?

WHERE WILL I DISTRIBUTE THE VIDEO?

HOW LONG WILL THE VIDEO LIVE?

WHAT IS MY PRODUCTION AND DISTRIBUTION TIMELINE?

WHAT OBSTACLES MIGHT I RUN INTO? CAN I MITIGATE THESE OBSTACLES/CREATE A CONTINGENCY PLAN?

AM I WILLING TO RELINQUISH CREATIVE CONTROL TO SOMEONE ELSE AND LISTEN TO EXPERTS, OR DO I REALLY WANT CONTROL?

NARRATIVE

WHAT ARE MY KEY MESSAGES, THEMES, AND VALUE PROPOSITIONS THAT I WANT TO COMMUNICATE IN THE VIDEO?

WHAT DO I WANT VIEWERS TO DO AFTER THEY WATCH MY VIDEO?

WHAT'S MY CALL TO ACTION?

WHAT EMOTIONS DO I WANT TO EVOKE FROM THE AUDIENCE?

WHAT ARE THE ESSENTIAL VISUAL ELEMENTS THAT I WANT TO INCLUDE IN THE VIDEO: MOTIFS, THEMES, SYMBOLS?

WILL I NEED OUTSIDE CREATIVE RESOURCES TO HELP ME COMPLETE MY PROJECT? (STOCK FOOTAGE, ROYALTY FREE MUSIC, OTHER LICENSED CONTENT?)

LOGISTICS

WHAT IS MY BUDGET?

WHAT IS MY TIMELINE?

IS THE VIDEO PART OF A LARGER STRATEGY OR CAMPAIGN? IF SO, HOW DOES IT FIT IN?

WHAT IS THE CHAIN OF COMMAND FOR FINAL APPROVAL?

DO I NEED TO GET BUY-IN FROM OTHERS IN MY ORGANIZATION?

HOW LONG DO I WANT THE VIDEO TO BE?

WHO IS WRITING THE SCRIPT?

WHO IS SHOOTING THE VIDEO?

WHO IS EDITING THE VIDEO?

WHO IS OPTIMIZING THE VIDEO FOR MY VARIOUS CHANNELS?

ARE THERE EXAMPLES OF OTHER WORK THAT I CAN USE FOR INSPIRATION OR SHARE WITH OTHERS TO HELP COMMUNICATE MY VISION?

STRATEGY

WHAT ARE MY STRATEGIC GOALS AND EXPECTATIONS FOR THE VIDEO?

IF I DON'T HAVE A STRATEGY, DO I NEED ONE?

SHOULD THE VIDEO BE PAIRED WITH OTHER CONTENT?

IS THE VIDEO PART OF A LARGER STRATEGIC PLAN, MARKETING, BRANDING, OR ADVERTISING EFFORT?

IS THERE A WAY TO REPURPOSE OR CREATE DERIVATIVE WORKS FROM THIS SINGLE VIDEO?

HOW DOES THE VIDEO RELATE TO MY LARGER SALES/MARKETING FUNNEL?

WHAT KIND OF VIDEO DO I WANT TO CREATE: COMMERCIAL, EXPLAINER, SOCIAL CONTENT, PRODUCT, TESTIMONIAL, COMBO?

WHAT STYLE OF VIDEO DO I WANT TO CREATE: LIFESTYLE, DOC, NARRATIVE, ANIMATION, ETC.?