



# VIDEO MARKETING STRATEGY 101

## goal(s)

What do you want to accomplish? More web traffic, in-store sales, brand recognition?

## targeting

Who is your ideal target market? (Do not say 'everyone'.) Who is your best or most loyal customer?

## marketing message

Create a marketing message that will resonate with your ideal target audience.

## script writing

Write out a few scripts and practice these in front of a live audience, if possible.

## recording & editing

Set up your set, dress for success and record. Add an intro and outro, your logo and music if applicable.

## post & promote

Post to Facebook, Instagram YouTube; embed in a newsletter, your blog, your website.

## evaluate & repeat

Analyze what worked best. Do more of the good stuff!