



Xanthos Digital Marketing

Video Marketing Planner

Content Marketing on the Web

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1. Before you start coming up with brilliant ideas for your next video campaign, take a few moments to fill in the following information (you can check more than one option):

What Your Video Should Achieve

- Increase brand awareness
- Create an emotional connection with the target audience
- Improve user engagement
- Linkbuilding
- Search Engine Optimisation (SEO)
- Increase online web presence
- Improve conversions / leads
- Create dedicated online followers

The Type of Video you will be Creating

- Film
- Interview
- Slideshow
- Panel / discussion
- Tutorial / training
- Advertisement
- Product 'how to' user guide
- Response to customer

2. Now you need to define your target audience. Who will be viewing your video? What devices will they be watching your video on? Where will they be when they are watching your video? All of this will dictate the content of your video and alter how you film and market it.

Target audience for video

Devices target audience will be using

3. Now you will need to decide HOW you define 'success'. Bear in mind that this is different for everyone and It depends very much on what you want to achieve. Tick the one or the ones that apply:

- | | | |
|---|--|---|
| <input type="radio"/> Number of Views | <input type="radio"/> Number of Likes | <input type="radio"/> Click-through-rate (CTR) |
| <input type="radio"/> Greater Search Engine Presence | <input type="radio"/> User Engagement (comments) | <input type="radio"/> Lower Bounce Rate |
| <input type="radio"/> Increase in Channel Subscribers | <input type="radio"/> Increase in Social Media Following | <input type="radio"/> Increase in Inbound Links |
| <input type="radio"/> Increase Brand Awareness | <input type="radio"/> Develop Company Personality/Brand | |

There are many other ways for you to measure your video's success. This might be through good PR or through a noticeable increase in newsletter or blog subscribers. Whatever metric you are going to be using, it's a good idea to jot it down here.

Other:

4. Now is the perfect time to begin planning your video content. Don't forget to end your video with a strong call-to-action so that the user is prompted to do something once the video ends. Take this space to do a bit of brainstorming and then use the next page to create a rough storyboard outline.

Content Ideas:

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If you're more of an 'outline' type of person or are filming your video rather than compiling slides, take a few moments to jot down or outline some of your ideas. It could help you to break them up into 'scenes'. This way you will be able to write a few notes detailing what is to happen in each scene:

Scene 1:		Scene 2:	
	Description: Shot/Angle: Effects/Graphics: Dialog/Narration: Transition:		Description: Shot/Angle: Effects/Graphics: Dialog/Narration: Transition:
Scene 3:		Scene 4:	
	Description: Shot/Angle: Effects/Graphics: Dialog/Narration: Transition:		Description: Shot/Angle: Effects/Graphics: Dialog/Narration: Transition:
Scene 5:		Scene 6:	
	Description: Shot/Angle: Effects/Graphics: Dialog/Narration: Transition:		Description: Shot/Angle: Effects/Graphics: Dialog/Narration: Transition:

5. Optimise your video to get listed with or picked up by search engines
(think of this section as the 'meta data' for your video):

Title:

Write a title that uses keywords people would be typing in to find your video

Description:

Describe your video, again using key phrases but make sure it is human, interesting and readable. Make sure you include your website URL at the top of the description

Tags:

Include as many tags as you think describe your content. Again, these will help Google understand what your video is about, and will increase the likelihood of you coming up in 'related searches'.

Optimising your YouTube data helps Google and YouTube's rank your video for the relevant terms. Of course, there are many other factors that come into play (like your number of views and how long people spend watching your video). Just make sure you are being as user-friendly as possible.

6. Now it's time to market your video:

Which channels will you submit it to?

YouTube

Vimeo

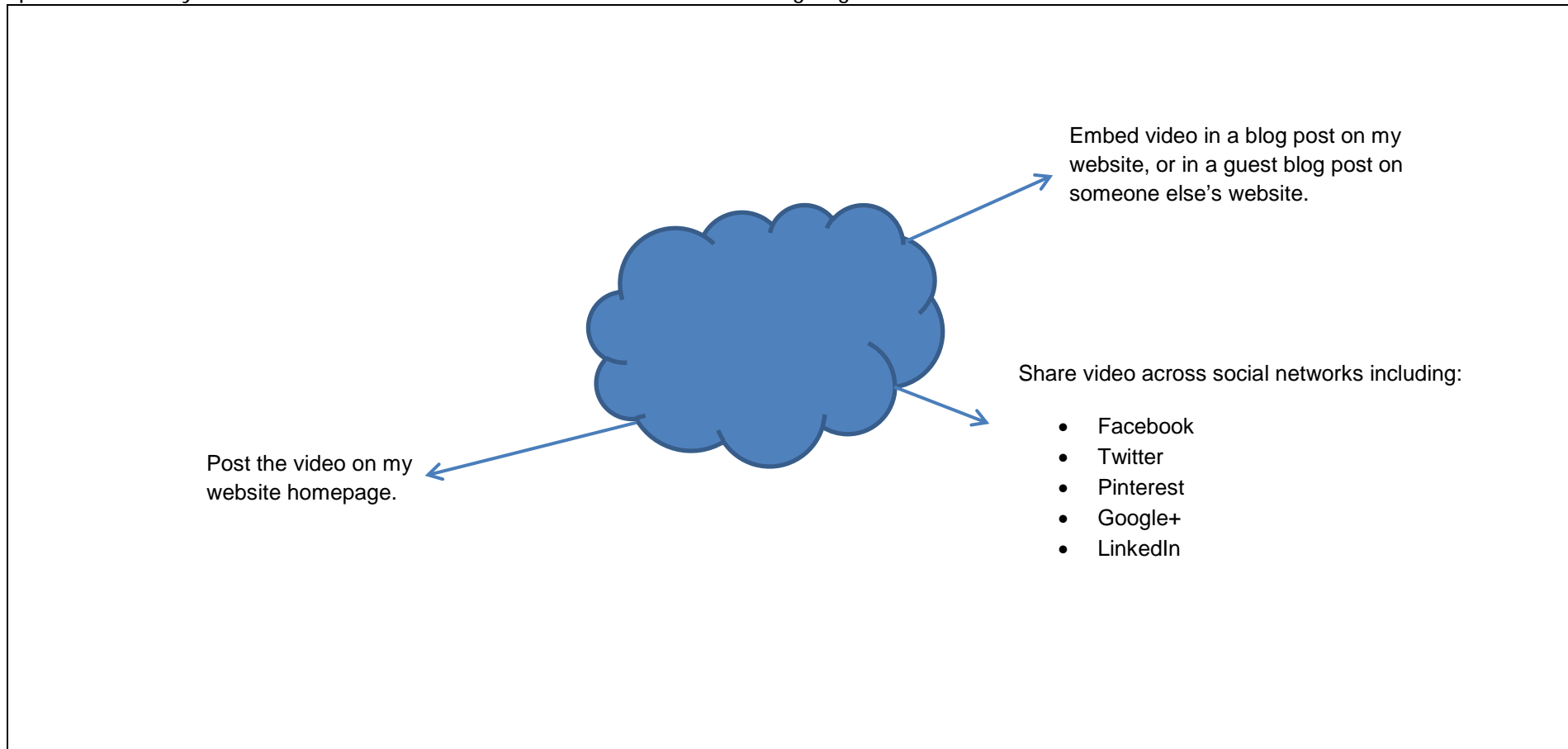
Metacafe

DailyMotion

Viddler


Other

How will you distribute it across the internet? (We've started the brainstorming for you) Basically, you've got to tell as many people as possible about your video. Let them know it exists otherwise no one is going to find it or watch it!

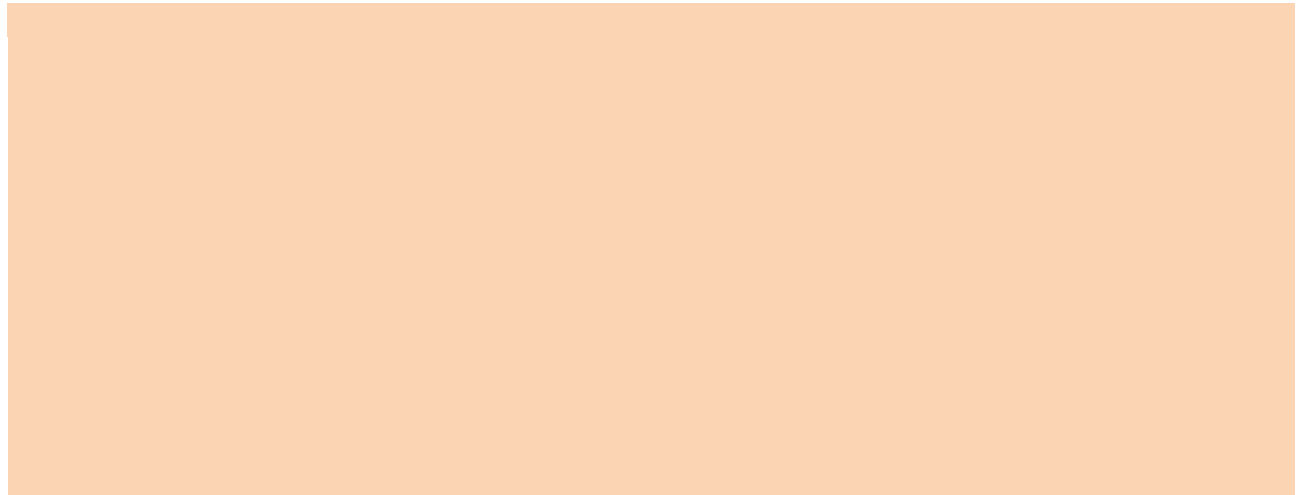


7. Ideas for follow-up videos / future videos

Videos I like:

A large, empty rectangular box with a solid orange background, intended for listing videos that the user likes.

Plan for future videos:

A large, empty rectangular box with a solid orange background, intended for planning future videos.