

# Video

## CHECKLIST



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**1**

# **Define Your Target Audience**

**WHO IS YOUR IDEAL VIEWER?**

**WHERE DO THEY SPEND TIME ONLINE?**

**Identify the platforms and channels they're most active on, such as YouTube, Instagram, LinkedIn, etc.**

**Describe the demographic details, interests, and pain points of your target audience.**

**WHAT ARE THEIR GOALS OR CHALLENGES?**

**List the key problems your audience faces that your video content will address.**





**2**

# **Set Clear Objectives**

**WHAT IS THE PRIMARY GOAL OF YOUR VIDEO?**

- ☐ **Brand Awareness**
- ☐ **Lead Generation**
- ☐ **Engagement**
- ☐ **Sales**

**WHAT SPECIFIC OUTCOME DO YOU WANT TO ACHIEVE?**

**For example, increase brand awareness by 20% or  
generate 100 new leads.**





**3**

# **PLAN YOUR CONTENT THEMES**

## **THEME 1:**

**Describe the content theme and how it aligns with your audience's interests and your brand's message.**

## **THEME 2:**


**Repeat as needed to plan multiple themes that keep your content varied and engaging.**

## **TYPES OF VIDEO CONTENT FOR EACH THEME:**

**Examples include product demos, customer testimonials, how-tos, behind-the-scenes, etc.**







**4**

# MAP OUT THE CONTENT CALENDAR MONTH

**List each month and the type of  
video you plan to release.**

**E.g., January – Product Demo**

**Posting Frequency:**

**How often will you publish? (e.g., Weekly,  
Bi-weekly)**





**5**

# **CHOOSE YOUR DISTRIBUTION CHANNELS**

## **Primary Channels:**

**List the main platforms where you'll publish your videos, like YouTube, Facebook, Instagram, LinkedIn, etc.**

## **Supporting Channels:**

**Consider cross-posting or repurposing on platforms like email newsletters, blogs, or websites.**





**6**

# **OPTIMIZE FOR SEARCH AND ENGAGEMENT**

## **Keywords and Phrases:**

**Research and list keywords that align with your video content to improve searchability.**

## **Call-to-Action (CTA):**

**Plan a clear and compelling CTA for each video. What do you want viewers to do next? (e.g., “Visit our website,” “Sign up for a demo”)**







# MEASURE SUCCESS

## Key Performance Indicators (KPIs):

**Define how you will measure success.  
Common KPIs include views, watch time, click-through rates, conversions, etc.**

## Review and Adjust:

**Set a time frame for reviewing performance data and note any adjustments needed for future videos.**





# You're All Set to Create Impactful Video Content!

**Congratulations** on taking the first step toward transforming your **video marketing strategy**. With this template, you now have a **clear plan to guide** your content creation and distribution efforts. Remember, the **key to success** lies in staying consistent, analyzing results, and adapting as you go.

At **Spacebar Visuals**, we're here to help you bring your video strategy to life. If you have any questions or want to **learn more** about how we can support your video marketing goals, don't hesitate to **reach out**.

## HAPPY FILMING, AND HERE'S TO YOUR SUCCESS!



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