



# Video Marketing Plan

## Prepare

Goal of video: \_\_\_\_\_

Target audience: \_\_\_\_\_

Topic: \_\_\_\_\_

## Script outline

Plan to share your topic in **2 minutes** or less.

<b>Hook:</b> What will your audience take away from this video if they watch it to the end?		
<b>Key messages:</b> What 3 things (max) does your target audience want to know about this topic?		
<b>1</b>	<b>2</b>	<b>3</b>
<b>Call-to-action:</b> What should the audience do with this information?		



## Produce

Make sure you've made all the necessary preparations to film your video.

Location	Audio (pick one)	Lighting (pick one)	Software
Free of interruptions	Smartphone mic	Facing a window	Smartphone camera
No background noise	Headphones	Lamps behind phone	Trim functionality
Tidy background	External mic	Ring or LED light	Auto-caption/ editing tool <sup>1</sup>



### Tips for filming your video

- Position your phone horizontally
- Make torso and head visible
- Sit to the left or right of the frame
- Remove clutter from shot
- Film using an auto-caption app
- Look into the camera lens
- Smile for 3 secs. before speaking
- Speak conversationally
- Take a thumbnail picture

## Publish

Polish off your video and share it with your target audience.

<b>Edit</b>	Trim the video	Prepare thumbnail	Create title	Add graphics and/or background music
<b>Distribute</b>	What channels will you use to share? When will you share it? What caption will you include?			
<b>Amplify</b>	How will you measure the success? How can you follow up on this topic?			

<sup>1</sup> Examples: Clips, iMovie, Adobe Premiere Rush, AutoCap, Rev.com (these apps are not affiliated nor endorsed by Sun Life).