

STRATEGY GUIDE

Before you invest in video, you're going to need a content strategy plan. This gives your content purpose & focus allowing you to plan for success.

Whether that's for corporate videos & explainer animations, all the way to TV commercials & viral marketing, a well thought out video content plan is essential.

This powerful guide allows you to plan & communicate your content strategy clearly & effectively.

🌀 WHAT DO YOU WANT TO ACHIEVE WITH VIDEO? WHAT IS YOUR GOAL?

🌀 LIST THE MOST IMPORTANT ELEMENTS OF YOUR BUSINESS OR BRAND THAT WILL IMPACT YOUR VIDEO CONTENT (USP, VALUES, PUBLIC,...)

🌀 WHO ARE YOUR MAJOR COMPETITORS?
HOW ARE YOU GOING TO CREATE BETTER CONTENT THAN THEM?

🌀 WHICH OPPORTUNITIES AND ADVANTAGES YOU SEE WITH THE USE OF VIDEO?

🌀 WHAT IS THE GOAL OF THE VIDEO? (AWARENESS, CONSIDERATION, DECISION)
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🌀 WHICH AUDIENCE DO YOU WANT TO APPEAL TO AND TARGET?



● WHAT IS THE IMPORTANT MESSAGE THAT YOU WANT TO CONVEY?

● WHO IS IMPORTANT IN YOUR STORY?

● WHAT IS YOUR BUDGET?

● WHAT REACTION / EMOTIONS DO YOU WANT TO GET FROM YOUR AUDIENCE?

● WHAT IS THE DEADLINE?

● DO YOU ALREADY KNOW IF THE VIDEO IS PART OF A STRATEGY OR CAMPAIGN?

● HOW WILL YOU MEASURE THE RESULTS AND GO TO THE ROI?

● WHERE WILL THE VIDEO BE HOSTED, DISTRIBUTED?

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CONCLUSION :

- Who your target audience is
- What your competitors are doing & how to learn from them
- Where the content gaps & opportunities are in your market
- Where & how you reach your audience
- What message you want to tell



STEP-BY-STEP

1
STRATEGY
Determining the objectives, roll out a strategic plan and give some advice on distribution.

2
STORY
Developing some ideas that are tailored to your company and needs.

3
PRODUCTION
Download workflow
The heart of our company, where we puzzle with creatives, cameracrews, edit, design and many more, to deliver an high-end video. We look at how we can use shooting days most efficiently to maximize ROI as much as possible.

4
OPTIMIZATION
The impact of video is large and we are committed to having it reach the right audience through the possible channels as organically as possible.

6
ANALYTICS
We analyze the results based on the KPI and adjust where necessary.

5
MARKETING & CAMPAIGNS
Advertising on social media with video is a very effective way of reaching your audience. You can deploy highly targeted on the basis of your audience and goal to achieve an optimal ROI.

- KPI'S**
- Social Engagement
 - Watch time
 - Play rate
 - Video completion
 - Video completion rate
 - CTR Click trough rate
 - Conversion rate