

VIDEO STRATEGY TEMPLATE & OPTIMIZATION GUIDE

Diagnosis, Prescription, and Printable Video Strategy Template

When creating your video strategy, first determine your 'diagnosis' then develop your 'prescription'. Be sure you consider the bullet points listed under each. For more information, refer to our webinar, 'The 7 Phases of Practicing Video'.

Diagnosis

- Goals
- Audience
- Channels
- Content Gap Analysis
- Competitive Analysis
- Evaluation of Resources

Prescription

- Purpose
- Personas
- Calls to Action
- Distribution Plan
- Promotion Plan
- Metrics of Success

VIDEO STRATEGY TEMPLATE

Print and fill out this template for each video asset

CONCEPT TITLE

E.g., SAVE THE DATE

PURPOSE

E.g., Increase Headcount; Communicate the Value; Social Media Impact

PERSONAS

E.g., Sales Representatives; VP Sales; Existing Customers

METRICS OF SUCCESS

E.g., Click-Thru-Rate, Engagement Rate, Video Shares

CONCEPT SUMMARY

E.g., this video announces the date/location and shares the value of the conference. Includes soundbites from former attendees, shots of previous events, and the speakers/agenda. Needs to focus on learning what other users are doing, making connections, and the future of the product/industry.

CALL TO ACTION

E.g., "Register Now"

DISTRIBUTION/PROMOTION PLAN

Organic: *e.g., LinkedIn, Facebook/Instagram, Twitter, YouTube, Email Newsletter, etc.*

Paid: *e.g., LinkedIn Native Video, YouTube Trueview, Programmatic Advertising*

Organic: _____

Paid: _____

FINAL DELIVERABLES

E.g., thumbnail images, platform-optimized video files

VIDEO OPTIMIZATION GUIDE

Use these guidelines to improve your videos' SEO optimization

Video Keyword(s)

Primary keyword:

Secondary keyword:

Optimized Video Title

(Between 60-70 characters, containing your keyword)

Optimized Video Meta Description

(Between 150-160 characters, containing your keyword)

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Optimized Extended Description

Between 500-2000 characters, containing 2-3 instances of your keyword)

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CONCEPT 3

SAVE THE DATE

PURPOSE

*Increase Headcount
Communicate the Value
Social Media Impact*

PERSONAS

*Sales Representatives
VP of Sales
Existing Customers*

METRICS OF SUCCESS

*CTR, Engagement, Shares,
Registrations*

Concept:

This video announces the date and location, and shares the value of the conference. Includes soundbites from former attendees, shots of previous events, and the speakers/agenda. Needs to focus on learning what other users are doing, making connections, and the future of the product/industry. Hype it up.

Action:

Save The Date (if possible, "Register Now")

Distribution/Promotion Plan

Organic: LinkedIn, Facebook/Instagram, Twitter, YouTube, Email Newsletter, Event Site (Vimeo), Facebook, Twitter

Paid: LinkedIn Native Video, YouTube Trueview, Facebook/Instagram, Google Ads PPC

Deliverables:

Thumbnail images, platform-optimized video files