

Video Marketing Checklist

- ☐ **Gather equipment:** Get all the necessary cameras, microphones, props, and other required items for the shoot.
- ☐ **Define video purpose:** Determine the goal of your video, whether it's instructional, promotional, or entertaining.
- ☐ **Write a strong video script:** Create an engaging script and give it a friendly read-through to ensure it's clear and fits within the desired length.
- ☐ **Identify on-screen personalities:** Arrange actors or speakers in advance, including co-workers, guests, or professional actors.
- ☐ **Choose filming location:** Choose a shooting location that's easily accessible for everyone involved.
- ☐ **Check lighting:** Check the lighting conditions to ensure your video looks its best with optimal visual quality.
- ☐ **Shoot video:** Capture the footage for your video.
- ☐ **Finalize an attention-grabbing video title:** Craft a descriptive title with relevant keywords for YouTube and SEO.
- ☐ **Write compelling video description:** Create an engaging description for platforms like YouTube or other upload sites.
- ☐ **Upload video:** Choose the appropriate platform for uploading the video, such as YouTube, Facebook, or Vimeo.
- ☐ **Add YouTube annotation links:** Include valuable annotation links within your YouTube video to drive traffic to your website or blog.
- ☐ **Consider a relevant playlist:** If uploading on YouTube, consider adding your video to a relevant playlist to enhance visibility for users searching for similar content