Video Content Marketing Strategy

Company / Date

*A Strategic Template From CoSchedule*



# Define Your Stories

☐ Explore what your audience is saying on industry forums (and Quora), on blog posts (both yours and your competition), and comments on YouTube videos.

☐ Talk to your existing customers to understand what kind of stories they’d like to see from your business.

☐ Survey your followers.

☐ Highlight the best ideas from your lists above.

# Strategize Your Video Structure

Tone:

Top of Form

* We are  , but we are not .
* We are  , but we are not .
* We are  , but we are not .

Bottom of Form

Structure (check the best options for you):

☐ One-person monologue

☐ Interview

☐ Panel discussion

☐ Voiceover

☐ Text-based

Visual feel (check the best options for you):

☐ Animations

☐ Graphics

☐ Transitions

☐ Jump cuts

☐ Other:

Music/sound effects (enter your picks from [AudioBlocks.com](http://audioblocks.com)):

# Name The Video Series

Brainstorm a list of names (consider your company, style, culture, and keywords):

# Decide How Long Your Videos Will Be

# Choose Your Distribution Outlets

Check all that apply:

☐ Email

☐ Facebook

☐ Twitter

☐ Instagram

☐ Vimeo

☐ YouTube

☐ Blog post

☐ Other:

# Plan to Record Your Video

Check the method you’ll begin with:

☐ Smartphone + tripod + Screenflow

* Equipment: / Cost:
* Equipment: / Cost:
* Equipment: / Cost:

☐ Full-fledged camera + mic + lights + professional editing software

* Equipment: / Cost:
* Equipment: / Cost:
* Equipment: / Cost:

☐ Work with film professionals

* Equipment: / Cost:
* Equipment: / Cost:
* Equipment: / Cost:

Total cost:

# Know Your Publishing Cadence

* Month #1: # of videos / dates to publish
* Month #2: # of videos / dates to publish
* Month #3: # of videos / dates to publish
* Month #4: # of videos / dates to publish
* Month #5: # of videos / dates to publish
* Month #6: # of videos / dates to publish

# Launch!

Here's a checklist to help you launch your content marketing video series:

☐ Before you launch, write a blog post about what you're planning to do with video content. Ask your audience for feedback (as simple as asking them to email you or leave a blog post comment) so you can create the best content they will really appreciate. Here's an example of the pre-launch blog post we published for #OverheardAtCoSchedule.

☐ Create a landing page specifically designed to categorize your videos. This is the page you'll promote during your launch. Here's an example of ours for #OverheardAtCoSchedule.

☐ Plan to launch at least two videos on your first day. This makes your launch feel a little bigger and gives your audience a bit more to watch immediately.

☐ Publish a blog post for each video. Embed your video from Wistia or YouTube.

☐ Send a personal email on launch day to everyone who gave you feedback (likely resulting from your pre-launch blog post).

☐ Send an email to your general email list to introduce them to your new series.

☐ Send an email to all of the folks who've already subscribed to your video-specific email subscriber list.

☐ Write a blog post about the video series when you launch. It'd be kinda like the one you're reading right now, positioned as a way to help your audience. ;)

☐ Add a "Video" link to the footer of your blog or website.

☐ Add links to your latest videos in your email signature with a tool like WiseStamp.

☐ Pitch and write guest posts to repurpose the content in your videos (and possibly embed them as needed).

☐ Consider creating a custom hashtag for your video series.

☐ Other:

# Promote Every Video

After you launch, you'll want to share every video. Here's another checklist to help you get started:

☐ Share your YouTube link on LinkedIn. Video links to YouTube get a 75% higher share rate on LinkedIn.

☐ Share your YouTube link on Pinterest.

☐ Share your YouTube link on Google+.

☐ Share directly on Facebook.

☐ Pin your video post to the top of your Facebook page.

☐ Pay to boost your video post on Facebook.

☐ Share directly on Twitter.

☐ Pin your video Tweet to the top of your Twitter profile.

☐ Pay to promote your video Tweet on Twitter.

☐ Share your video on Instagram.

☐ Publish a blog post complete with show notes, transcript, and video embedded.

☐ Add links to the new video blog posts from your most popular blog posts.

☐ Embed the video in related older blog posts.

☐ Email your video-specific subscriber list the new video.

☐ Include the video in a weekly email newsletter.

☐ Ask those who share, comment, and reply to subscribe to your video-specific subscriber email list.

☐ Tag or categorize all mentions so you can use them later for testimonials and improvements. Social proof attracts a larger following.

☐ Other: