

YOUR VIDEO  
STRATEGY  
FRAMEWORK

What does success look like?

## Background

When video appeared on the scene, many marketers' splashed the medium into their campaigns sparingly. Things have changed, now they are using video throughout the funnel for everything from lead generation to campaign engagement.



## Video Strategy

**"Video strategy"** always seems to be described as a desirable that you'd get to if you had more time. Lets make the desirable into a tangible. This framework is for everyone starting to integrate video into their business.

## A must have...

You must have good knowledge of your target audience with customers personas identified. Ideally, you should also have a solid understanding of your customers journey and buying stages.

This document takes you through 8 key phases to create your own video strategy framework. Once you've reached the end, you'll have the know-how for integrating video into your campaigns.

## Framework

- 1: Video Goals - *What does success look like?*
- 2: Map your customers journey
- 3: Identify the right video content
- 4: Video brand guidelines
- 5: Video distribution
- 6: Scoring viewer behavior
- 7: Your video team
- 8: Measure video success

Our [BOXmedia] vision is to be UK's goto video marketing agency,  
to help businesses increase sales and communicate more  
efficiently using video in this ever evolving digital space.



STRATEGY | PRODUCTION | MARKETING

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