

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

# 1: Video Goals

## What does success look like?

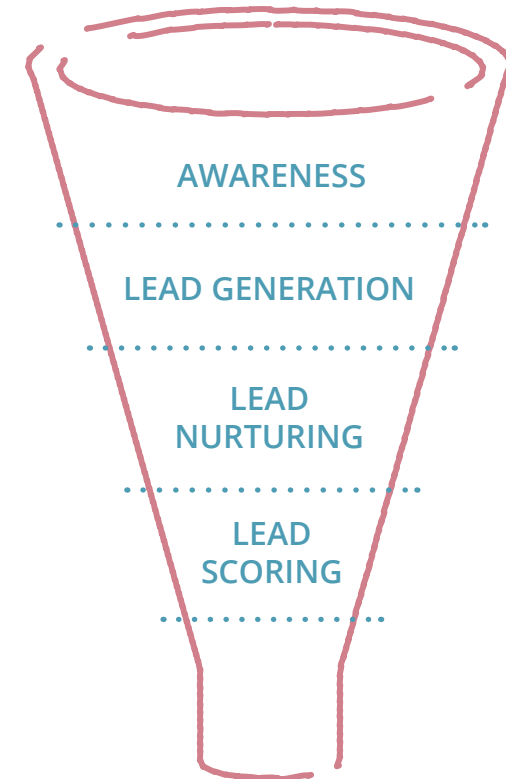
### Instructions:

Use the chart on the next page to identify and prioritise your goals. Describe them in detail. We recommend sticking to a maximum of 5 goals in order to keep your team focused, but you're welcome to add different goals from those listed above! Follow the example as a guide, and note that we'll identify how to **measure the effectiveness of these goals in the final phase 8 of this Workbook**

The first step in planning anything is to define what you're planning for. What does success look like? If you're using video to build brand awareness with compelling stories about your company culture, your journey through this workbook is going to look very different from someone who's specifically looking to communicate to the colleagues within the business. Maybe you're doing both, or neither, or both and more! Whichever way, solidify this now, because everything else will rest upon it.

Keep in mind that the power of video extends well beyond the first stage of awareness. In fact, in the last year more than 65% of marketers using video moved from awareness to utilising video throughout the funnel. Some common video marketing goals we see are:

Did you notice that "more views!" is not included in the list of common goals? That's because getting views on your video content is typically not a goal that drives direct benefits for your business. It's true that view counts might contribute to MQLs, pipeline, and even closed business, but it's those goals we want to aim directly for now. How we measure impact on those goals will come at a later stage!



# Video Priorities & Goals Worksheet

Goals	Potential Videos	Describe Your Goals
<p><b>AWARENESS</b>            Awareness Relevant to your audience, though unaware of your brand</p> <ul style="list-style-type: none"> <li>• Glossy Like TV- Keeping front of mind</li> <li>• Fun to watch</li> <li>• Teaser / trailers</li> <li>• Thought provoking</li> </ul>	<p>Commercial            Teaser Video            Expert interviews            Thought leadership - TED talks</p>	<p>Videos about your industry not your products, with the goal to educate prospects who have awareness of a need. The viewer is trying to educate themselves about a specific topic, and they're not ready to buy your product (or a product similar to yours) just yet.</p>
<p><b>LEAD GENERATION</b>            Here we want prospects to connect with the your brand, with a lifestyle approach</p>	<p>Brand film            Explainer videos            Tips series            Interactive videos</p>	<p>Videos to introduce your product to prospects who are aware of a problem, and are considering potential solutions. They are interested in your industry and trying to learn about who you are, and what you do. They might not be sales-ready yet, but they're interested in learning if you can help.</p>
<p><b>LEAD NURTURING</b>            Nurture leads / prospects</p>	<p>How to            Webinars            FAQs            Demos</p>	<p>Videos of your products that go in more depth. They might not be sales-ready yet, but they're interested in learning if you can help.</p>
<p><b>LEAD CONVERSION</b>            Here we want to give prospects the re-assurance of the products we offer to help close sales / conversation</p>	<p>Product demos            Testimonials            Case studies</p>	<p>In the last stage of the buyer's journey, videos should help viewers decide which product is the best for their specific situation. It could be a deep dive into a product feature, a case study, or a testimonial. Viewers watching these videos are likely to have a short list of suppliers they're evaluating.</p>

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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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