

7: Your Video Team

Who does what? it's important to identify the people who are going to help you get there! Having a succinct and pre-planned video process means you'll be able to build production schedules easier, plan projects more efficiently, and set appropriate expectations within your team. You may have different people taking the reins for different campaigns, so it's great to get the story straight now!

Who crates the marketing strategy for each video?

Who communicates with the project manager?

Who produces the video and manages the process?

Who intergrates the video with the larger marketing campaign?

Who looks at the analtics?

Task:

Fill out who's responsible for each stage of the video project, depending on video type.

If there are any steps not included here that your team normally follows for video projects, add them in at the end!

Planning & Production

Task	Sales Stage & Video Type			
	Awareness Commercials, Teasers, Expert interviews & Thought Leadership	Discovery Brand films, Explainers, Tips series & Interactive	Solution How To, Webinars, FAQs & Demos	Decision Product demos, Testimonials and Case Stud- ies
Managing Video Strategy				
Setting Per-Video Goals				
Determining Lead Scoring Rules				
Managing the Project				
Brainstorming & Treatment				
Scripting & Storyboarding				
Production - Filming				
Post-Production - Editing				
Distribution & Measurement				

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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