



CEDARCROSS MEDIA VIDEO MARKETING CHECKLIST



BUILD YOUR BUSINESS WITH VIDEO MARKETING

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VIDEO IS KING

The power of video is changing the way everyone perceives a Brands image and businesses have to get on board with what it takes to make a powerful Brand image. A lot of businesses have discovered how powerful video is for their marketing strategy and so should you. According to Wyzowl statistics, [63% of businesses](#) have started using video content marketing. Out of those 82% of businesses feel video marketing is an important part of their strategy. Video is progressing rapidly and will reach new heights sooner than we think. This trend is fueled by 83% of businesses believing that video marketing gives them a good ROI and it does..

Undoubtedly, video marketing is one of the newest additions to any business promotion toolbox. Most might still have doubts, but is it really worth the investment using videos for promoting your business? Does your business have the resources and talents to create compelling marketing videos that set your business apart from your competition? Sure you do....

The answer is simple and we have created a simplified checklist to make sure you get off to a great start using video as part of your marketing strategy. In the following pages you will find some very creative and detailed options to add to your marketing strategy that is a sure fire way to build your BRAND as long as you do it correctly.

If you need any help with your Video Marketing strategy, please don't hesitate to reach out to us. It will be our pleasure to help.. www.CedarCrossMedia.com 706-407-9600

THE MEAT AND POTATOES



1: Video BOOSTS Conversions and Sales

How does video boosts conversations and sales you might ask... Well let's start with adding a product video on your landing page or website home page which can increase conversions by 80%. Studies show that 74% of viewers that have watched an explainer-video or a compelling video about a product subsequently bought it. So how do you build explainer-video or compelling videos about your product? Lets start with >>

- Gather your team of experts and brainstorm on how to creatively tell visually (DEMO) how your product benefits the purchaser. The best way to tell visually is to demonstrate how your product works and the added benefits of your product versus a competitors product. Don't be overly salesy tho.. an effective video tells a story and sales.

- If you have the resources to create animated video's that detail your products and how they work, go for it. Animated videos are great and can be very engaging to a viewer, here is a software that works great for this type of video creation. www.powtoon.com

2: Brand Video

- Brand videos are typically created as a part of an advertising campaign showcasing the company's high-level vision, mission, or products and services. Brand videos are to build awareness around your company and to intrigue and attract your target audience like this one which we created from concept to completion for one of our clients <https://www.youtube.com/watch?v=lmelvGzdih8>.
- Brand videos need to be direct and to the point with very creative intentions. Always remember when creating any video especially brand videos, your Brand is your identity, do you want your audience to loose TRUST in your brand in the first 15 seconds of exposure?



3: Expert Interviews

- Capturing interviews with your experts or thought leaders in your industry is a great way to build trust and authority with your target audience. Expert interviews need to be well thought out and in a casual setting within your organization. Preplanned interview questions need to be reviewed very carefully prior to every interview, this will assure that

you and your talent delivers a solid message and cuts down on post editing time for your editor. One major thing to do is not let your talent review the questions days prior to the interview, this allows the talent to have a full nights rest prior to the interview day and the talent will not over think the questions prior to being questioned during the interview.

4: Customer Testimonial Videos

- The one sure fire way to build TRUST with your potential audience is with Customer Testimonial Videos. Your current and long time customers are the best source for providing thoughts on what they think of your Brand and your customer service. Customer Testimonial Videos honestly don't have to be well throughout and very creative, even tho we prefer them to be because keeping your Brand image on Top requires every aspect to be perfect plus we love being creative in everything we do.



- Your prospects want to know what your products can do and will your product solve their problem. Satisfied and loyal customers that have proven your products solves their problem is the ideal candidate to tell everyone else about your products.

5: Personalized Messages via Video

- Sending personalized messages via text, email, email newsletters, social campaigns, and Youtube channel is a perfect way to connect with your audience. These video types create a delightful, unique moment for your prospects and can drive them further down the purchasing journey. How do you create Personalized message videos? The easiest way is to

record personal messages on your phone which needs to be direct and passionate. This shows your viewer that your customers mean the world to you and you go the extra mile to take time out of your day to connect with your customer. Please make sure your audio is recording properly prior to creating the final piece to send out, bad audio can destroy the intended purpose of your message.

6: Live Videos increases engagement rates

- Live video gives your viewers a behind the scenes look at your company and lets them know who they are purchasing from. It is a proven fact that live video engages viewers so much so that they spend 8.1x longer watching live video than with other forms of video. There is something about a live video that entices someone to spend countless hours watching it. However with live video there comes concern and the stress of making sure everyone is professional, engaging, and represents your Brand the way you demand it be presented, once its live, there is no turning back. The quickest way to destroy your Brand image is to have someone disrespect someone or another company on live video, once it's live, there is no do over, no mulligan, no turning back, you just have to deal with the consequences.



7: Company Brand Film

- A company Brand Film is the absolute best way to tell your story and deliver the most compelling message your audience has ever seen. Most companies don't think of a company Brand Film, they believe the best way to sell their message is through cookie cutter commercial spots, social media snippets or any other quick route to convey their

message. All of those are great (except the cookie cutter commercials, we forbid to produce a cookie cutter commercial), but the fact of the matter is to tell your Brand message in the most compelling way visually is through a Brand Film. Brand Films can be between 2-10 minutes in length and structured how you feel the video conveys your message in the most powerful way. We take the more in-depth detail route to sit down with our clients to understand their story, their history, their mission and what their product means to them as a person, a business owner, and what it means to their customers. Then we build a very creative and compelling piece around the clients vision. This process is very lengthy and can sometimes take several weeks to several months to nail down before every pressing record on the first frame. If more businesses used the Brand Film method and tell their story in a very creative compelling way visually, more TRUST, more exposure, and more life long customers your Brand will have; guaranteed. Here is a Brand Film we completed for a client from concept to product delivery and might we add, it turned out great!:) <https://www.youtube.com/watch?v=4fQlkypNhVQ&t=2s>

With the checklist in hand, you are ready to start being creative and build master pieces but before you start. We must add before you create any video content, please follow these key points so your video marketing projects go smoothly as possible.

- Make sure to start with a detailed conversation about the purpose of your videos with your team and the vision you have for the goal of each project. Every decision made by your viewer during the time they watch your video will be a direct result of the actions and purpose you set in place during the creation process, so make sure you nail it up front.
- Story board out each frame of your video project so you and your team will have a clear vision of what is expected with the end result of your project. Even as a visual storyteller, story boarding is key to making sure a project is what the client expects in the end and it also paints a picture for the client prior to ever going into the production phase.
- Determine your target audience. Every project may be directed to a specific audience, make sure you know that audience and what attracts them prior to going into the production phase of your project.
- When is the project due? Depending on the scope of the project your deadline could mean the turn out of a very creative solid piece that you are proud to call yours, or it could mean you rushed through the project and created something you hate. Like I always say

“Its hard to make chicken salad out of chicken crap” once you’ve shot the project you don’t won’t to call a client back and tell them you left out some major pieces and need to reshoot, or even call a production company back and tell them you forgot some key elements during the creation process and you need to reshoot, that is a sure fire budget burner and will destroy your Brand.

- What is the budget? Video production can be very expensive, but as long as you do your home work you can stay within budget.. But at the same time like anything in life, you get what you pay for. If you want top notch work paying for it comes with a price tag.
- Determine the creative requirements up front. Depending on your budget that you set in place up front will determine your overall creative aspect of the project. The more creative you get the larger the budget you will need. For example; as a production company we have to include all aspects from every angle of a project to make sure we tell a compelling story and live up to the clients Brand image. How should the story be told, are animations involved, are graphics involved, how long is the video piece, are voice overs needed, how many sound tracks are needed, how much sound design is needed (sound stings), what type of lighting is needed, are hired talents needed, etc, etc.... The list goes on and on but you get the point. Determining your creatives up front will make or break a solid video marketing piece.
- Last but not least. Always, Always, tell the most compelling story that you're Brand deserves and be yourself, be exciting, be engaging, and have fun. Remember your Brand is your identity and will live with your audience for a life time.

Be sure to look at some of our work for examples and always feel free to give us a call anytime you need help. 706-407-9600 www.CedarCrossMedia.com

Thank you and we hope you enjoy making Video Marketing apart of your marketing strategy!

Phase 2 - Video Distribution will be released soon