

## Video Content Planning Checklist

Print off this checklist and tick off each step as you go through the '[Video Content Planning that Pulls in Profitable New Customers](#)' guide on our Talk About Digital Podcast website.

### Maximising the Power of Video for Your Small Business

- Understand why video content is key to attracting new customers
- Recognise the importance of planning as the foundation for success
- Familiarise yourself with how this guide will help create an effective video strategy

### Defining Clear Objectives for Your Video Content

- Identify the primary goal of your video (e.g., increasing brand awareness, generating leads)
- List any supporting objectives that align with your primary goal
- Prioritise your objectives to ensure focus
- Set clear video content goals
- Align your video objectives with your overall business goals
- Ensure consistency across all marketing channels
- Regularly revisit and adjust your video objectives as needed

## **Developing Impactful Video Content Ideas**

- Identify the message you want to convey through your video
- Choose the right video format that suits your message (e.g., explainer videos, product demos, testimonials)
- Set a clear focus for your brainstorming sessions
- Involve your team or network in the idea generation process
- Use mind mapping, SWOT analysis, and customer pain points to generate ideas
- Capture all ideas during brainstorming without filtering
- Review and refine your ideas to align with your objectives
- Evaluate the potential impact of each idea
- Assess the resources required for each idea
- Rank your ideas based on impact and feasibility
- Create an action plan for your top-priority ideas
- Test and refine your ideas based on performance

## **Organising Your Content with a Strategic Video Calendar**

- Choose a format for your content calendar (spreadsheet, online tool, etc.)
- List key dates and events relevant to your business
- Plan your content in advance, filling in your calendar with video topics
- Allocate resources and assign tasks for each video

- Analyse audience behaviour to determine the best times to release videos
- Schedule video releases for peak engagement times
- Consider content type when planning release times
- Test your schedule and adjust based on performance
- Assess your capacity to determine how often you can produce videos
- Set a realistic production schedule
- Prioritise quality over quantity in your video production
- Leave room in your calendar for unexpected opportunities or changes

## **Structuring Your Video Content for Maximum Impact**

- Identify the core message of your video
- Create a story arc: beginning (problem), middle (solution), end (outcome)
- Incorporate real examples or customer testimonials to strengthen your narrative
- Engage your audience emotionally through your story
- Start with a clear outline for your video: introduction, main content, conclusion
- Keep each section of your video concise and focused
- Plan where to use visual aids to support your narrative
- Review your outline to ensure logical flow and clarity
- Decide on a single, clear call to action (CTA) for each video
- Position your CTA towards the end of the video

- Make your CTA compelling and easy to follow
- Add a sense of urgency to your CTA to encourage immediate action

## **Planning Cost-Effective Video Production**

- Set a realistic budget for your video production
- Identify essential costs (equipment, software, talent, props, etc.)
- Prioritise spending on areas that will have the greatest impact
- Track your spending to stay within budget
- Assess in-house skills and resources that could be used for video production
- Use available equipment before purchasing new items
- Consider learning basic video production skills
- Explore free or low-cost software for video editing
- Tap into your network for assistance if needed
- Focus on content quality over production complexity
- Keep your video production simple and manageable
- Optimise lighting using natural light or affordable lighting kits
- Use stock footage and music to enhance your videos cost-effectively
- Test your production process with a small project and refine as needed

## **Preparing to Measure the Success of Your Video Content**

- Align KPIs with your video content goals (e.g., views, engagement, CTR, conversions, ROI)
- Prioritise the most relevant KPIs for your business objectives
- Use platform analytics tools (YouTube, Facebook, LinkedIn) to track performance
- Set up Google Analytics to track website traffic from video content
- Create a tracking spreadsheet to monitor KPIs regularly
- Automate reporting where possible to save time
- Regularly review KPIs to analyse video performance
- Identify high-performing content and areas for improvement
- Experiment with new ideas based on your analysis
- Implement changes to your content plan based on performance data
- Continue monitoring and refining your video content strategy

## **Putting Your Plan into Action**

- Review your entire video content plan before starting production
- Begin production, following your plan's steps closely
- Stick to your content calendar to maintain consistency
- Monitor the performance of your videos and adjust future content as needed
- Continue moving forward, learning from real-world results
- Regularly review and adjust your video objectives to align with business growth
- Stay open to new ideas and trends in video content



- Respond to audience feedback and refine your content accordingly
- Adjust your content calendar to reflect any changes in strategy
- Scale your video efforts as your business grows and resources allow

By using this checklist and following the related guide on the TAD website you will understand how to plan your video content, so it helps you to grow your new customer base. Those customers that you 'want' to do business with.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.