

VIDEO MARKETING STRATEGY

We're here to help. Fill out this video marketing strategy to help you organize your thoughts and ideas!

Segment



What is the name of the audience group you want to target?

Audience



What age, gender, job title and distinguishing characteristics does your segment have?

Message



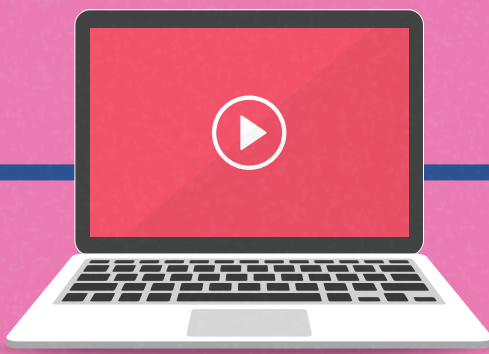
What problem are you solving for your audience and what is your call-to-action?

Product



What product or service does your company offer?

Placement



What platforms are you looking to place your video on?

Length



What length of video are you looking for?

Distribution

What kind of distribution are you looking for on your chosen platform?