At Skeleton, we recommend that you have a **Content Marketing Strategy** in place before you invest in video content for your brand. This gives your content purpose and focus, and allows you to plan for success. From corporate videos and explainer animations, all the way to TV commercials and viral marketing, a well thought-out video content marketing strategy is essential.

We help our clients plan their content marketing strategy as part of our service: [Click here](https://www.skeletonproductions.com/our-work) to see some of the successful campaigns and projects we’ve been involved in.

This powerful template allows you to plan and communicate your content marketing strategy clearly andbryant@skeletonproductions.com effectively.

By completing the content marketing strategy template you’ll explore

* **Who** your target audience is
* **What** your competitors are doing & how to learn from them
* **Where** the content gaps & opportunities are in your market
* **Where & how** you reach your audience

We have helped devise 1000’s of powerful content marketing videos for brands like Boots, Samsung and Experian using this template.

If you are going to ask agencies to quote for this work, we’d love to be added to the pitch list. Feel free to email your completed brief to [hello@skeletonproductions.com](mailto:hello@skeletonproductions.com).

CONTENT MARKETING TEMPLATE

|  |  |  |  |
| --- | --- | --- | --- |
| **Organisation** |  | **Contact name** |  |
| **Project Title** |  | **Email** |  |
| **Date** |  | **Phone** |  |

We’ve filled out this template with details for an imaginary video content marketing strategy. Delete our entries on the right and fill in your own based on your planning. Just remember to conduct enough research to make sure you set your video strategy up for success.



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| **Research & Planning** | |
| What do you want to achieve with video content marketing? | *<sample: We want to raise awareness of our brand, You’ve Been Ad, and position ourselves as experts in the advertising industry. We want to encourage our target audience to engage with and buy from us.>* |
| List the most important elements of your business or brand that will impact your video content (USP, values, etc.) | *<sample: Our USP is potent brand advertising in a world full of ineffective dullness. Our brand is based on values of professionalism, quirkiness, learning and passion. We try to be honest in all we do.>* |
| What are your key audience insights? What do they care most about? What are their pain points? | *<sample: Our audience are brand managers looking to achieve specific objectives. They care most about getting the right people excited about their brands but feel the pain of working with tight budgets.>* |
| Who are your major competitors? How are you going to create better video content than them? | *Our major competitors are other advertising agencies like Fire It Up, Brown Bull and Sublime. They mainly produce flashy videos about their own creativity. We aim to educate our audience.* |
| Identify any content gaps or opportunities in the market that you could take advantage of with your video content. | *There isn’t a lot of educational video content out there to help brand managers. Many competitors create case studies or examples of their work, but awareness-stage informational content is lacking.* |
| Are you currently missing any video types or topics? ([Try a video audit](https://www.skeletonproductions.com/insights/video-audit)) to discover gaps in your existing video content.) | *We do not have a clear brand film explaining our USP and what makes us different. We are also lacking in video content at the top of the funnel to engage leads that are first finding out about us.* |

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| **Your Content Positioning** | |
| Define what the USP of all your video content will be – how you’ll offer something new & unique and how it will align with your brand. | *We will offer fun, actionable advice and education to our target audience. It will be short-form to fit into their busy schedules. The tone should be personable and oddball but also deeply driven.* |
| Identify any content gaps, either in your existing video content or in the wider market, that you aim to fill. | *We should aim to fill the gap of helpful and educational video content for brand managers that isn’t too basic, too generic or too bland.* |

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| **Your Marketing Funnel** | |
| Based on all your research, detail the types of video content you will create at each stage of the funnel to drive leads from first touch to closed sale. Keep in mind the concerns of your different target audiences, identified content gaps & how and where you will use the videos. | |
| Awareness stage | *Brand film: for use on our homepage and across both organic & paid social media. Explaining our USP and connecting through our values.*  *Educational videos: providing advice to help brand managers do their jobs. For use in emails, across social media, and as part of regular blog posts (consider video SEO).* |
| Consideration stage | *Case studies: explaining the stories of our customers and learning from how we helped them achieve their goals. For use on our site, in the sales process and in remarketing campaigns.* |
| Decision stage | *Personalised videos: fun videos showing off examples of our work and what we can achieve for each potential customer. For use in tailored email campaigns. Featuring information gained from lead nurturing.* |