

# VIDEO CONTENT STRATEGY WORKSHEET

When creating videos for your business, there's more to it than grabbing a camera and shooting footage. A lot of planning goes into creating high-quality, engaging videos that are targeted to the right audience at the right time. By using the following worksheet, planning your next video will be easier and you won't miss an important step. The following video content strategy worksheet has everything you need to map your video content:

- Who will you be targeting
- Questions to answer in your video
- What buying stage your audience is in
- What type of video you should create
- ...And much much more!

Every stage of the video production process is important, but nothing is more important than planning exactly what your video will be about and who you will be targeting. Knowing this information, you know you will be able to create quality videos that will help your business.



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	Target Market*	Buying Stage*	Questions to Answer	Video Type	Video Tone	Promotion/Campaign
Video One	Persona to be targeted with this video.*	Awareness, Consideration, Decision or Delight.*	What question, concern or issue will this video answer?	Animated explainer, interview, presentation, demonstration, etc.	What will the tone of the video be? Serious, humorous, technical, competitive, etc.	Where will this video be promoted and is it included in a specific campaign?
Video Two						
Video Three						
Video Four						

Prepared By: \_\_\_\_\_

Draft: \_\_\_\_\_ Date: \_\_\_\_\_

\* If you're not sure who your target market is, or what stage they are at in the buyer's journey, check out our free [Buyer's Journey Guide](#) to learn more!