

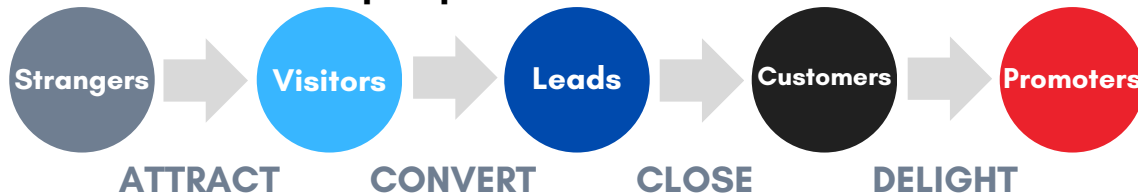
VIDEO MARKETING 101

When is the time to hire for video production? Let's face it, there's a lot you can create with your phone these days. But consider these 3 questions:

- 1) Do you have a *strategy* for your desired outcome goal in producing video?
- 2) Is the video you create *professional* enough to position you as the authority?
- 3) Is creating the video the *best* use of your time?

If you answered "no" to any of these questions, reach out at UpLevelC.com. In the meantime, here are a few helpful tips!

Video can help you attract, convert, close and delight your prospects and clients!



VIDEO STRATEGY TIPS:

1. Choose your target audience and find out where they spend their time.
2. Connect with your stakeholders to plan video content and outcome goals.
3. Set a timeline and budget for your video.
4. Choose the ideal distribution channels for your video.
5. Develop messaging and choose the right types of video to reach your target audience(s).
6. Decide how you'll track results and measure success.

Script Tips:

Warning! Not using a script will be expensive in both time and money.

While off-the-cuff videos have a place in video creation, the better you plan your message the more time (and therefore, money) you'll save.

Even if your script is only bullet points and main ideas you'll thank yourself later.

A few questions to ask as you plan your script:

- What is the main idea I want people to know after watching?
- What is one action I want viewers to take?
- What makes me/my business different, a.k.a. what's my unique selling proposition (USP)?

Types of Videos for Business:

- Demo videos
- Event videos
- Expert interviews
- Educational videos
- How-To videos
- Animated Explainer videos
- Testimonial videos
- Live videos
- 360-degree videos
- Personalized e-mail videos

Ready to add **professional** video to your business?

Create a strategy with experts who aim for results in video production: **UpLevelC.com**