

Rock Star Marketing

THE MUST-HAVE VIDEO MARKETING CHECKLIST

WANT TO MAKE VIDEOS FOR YOUR BUSINESS OR PERSONAL BRAND?
FOLLOW THESE EASY STEPS TO GREAT RESULTS:

✓ FIGURE OUT WHAT YOU WANT TO SAY

- Introduce yourself, your business, and your team
- “What you may not know about me is...”
- “What makes our business special and unique is...”
- Share your “Why”, which is that one thing that gets you out of bed, or your calling.
- “Three things my clients say about our business are...”
- “Our superpowers are...”

✓ SET UP YOUR EQUIPMENT

- Lighting
- Camera
- Microphone
- Tripod
- Teleprompter
- Editing Software

✓ START CREATING YOUR VIDEOS

- Share educational, entertaining, and engaging videos about your business.
- Remember, what may seem boring to you may be fascinating to those who aren't in your industry.
- “Here's how we...”
- “Here's the behind-the-scenes of...”
- “A funny thing happened when...”
- Create a video challenge that encourages others to participate
- Share an inspirational story about your or your business
- Share information that is valuable
- Be sure to add a Call To Action at the end

✓ EDIT YOUR VIDEOS

- Edit directly within your iPhone
- Edit directly within your Android
- Use TikTok
- Use whatever video editing app you prefer, like WeVideo, Movavi, Ripl, or Screenflow

✓ SET YOUR AD SPEND BUDGET

- How much are you willing to devote each month that won't hurt your budget?

✓ TEST, MEASURE YOUR RETURN ON INVESTMENT, & REPEAT

- Most importantly, be consistent and persistent when creating video content

