Video Campaign Planning Guide

Plan a clear message, useful formats and an organized production process.



WHERE YOUR BUSINESS COMES TO LIFE!

01 / VIDEO CAMPAIGN PLANNING GUIDE

Give the video one clear purpose

01 Audience and situation

Who is watching and what should matter to them?

02 Main message

Write the single idea the viewer should remember.

03 Call to action

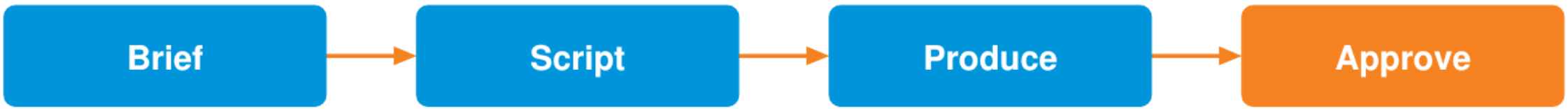
What should the viewer do after watching?

Type your answers in the fields, then save a copy. You can also print this worksheet.

Choose the content approach

Video approach	A useful subject	Materials to prepare
Service explainer	What the service does and who it helps	Accurate scope and process details
Educational video	A question buyers frequently ask	A clear answer and relevant example
Project walkthrough	How approved work was developed	Approved visuals and project context
Business introduction	Who you are and how to get in touch	Brand assets and contact details

A practical video production workflow



Agree on the objective.

Review message and action.

Create the planned visuals.

Check the complete export.

Confirm who approves the script, visual direction, voice and final versions.

A simple script structure

Opening

Name a relevant customer question or problem. Example: Is your website making it easy for customers to contact your business?

Explanation

Explain one useful point and how it connects to the service. Use accurate examples or approved work rather than unsupported promises.

Next step

Give one clear action. Example: Explore website services at requiredmarketing.com or contact Required Marketing Group to discuss your project.

Plan the versions before production

Format and delivery

Confirm the destination, dimensions, duration, file format and any placement specifications.

Voice and captions

Check pronunciation, caption accuracy, on-screen text, music and the intended viewing experience.

Brand and approval

Use approved logo files and colors. Check links, contact details and all versions before release.

Your video campaign brief

01 Deliverables

List the required videos, durations and channel versions.

02 Assets and approvals

Name the asset owner, presenter or voice and final approver.

03 Production and review

Record scope, budget range, deadline and the response to measure.

Type your answers in the fields, then save a copy. You can also print this worksheet.

YOUR NEXT STEP

Let us help with your next step

Required Marketing Group supports video production, editing, short-form content, voiceover and audio ads. Bring your message and intended placements.



Request a consultation

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