

Checklist: How to Plan Your Video Content Creation

Here's your checklist of important questions for creating branded video content you love.

Step One: The Big Picture

- Will this be a one-off video or a series of videos?
- What is the direction of the video: interview, how-to, documentary-style?
- Is it long form or short form?
- What is your budget for the video production and editing?
- Do you have all the proper paperwork and rights for distribution?

Step Two: The Content Strategy

- Will the video be connected to a larger campaign such as an event or a launch?
- What will be the overall theme of the video?
- What are you trying to communicate?
- What is the takeaway for the audience? What do you want them to do or feel or think after watching it?
- How many formats will you need?
- Where will it be distributed? How will you get it out there?

Step Three: The Story

- Have you written a script for your video?
- Have you created a storyboard for it?
- Do you have any cast for the video? Have you cast them?
- Do you need a location for your video? Have you found it?
- Have you created an "alternatives" plan for location and cast?
- How many different ways can you shoot the video to keep it interesting?

Step Four: The Shoot

- Can you take photos and social video of behind the scenes while you're there?
- Can you re-use the same location and cast a few times? (i.e. make the most of it?)
- Can you shoot extra footage? Having more is better than not enough (you can always edit later).
- Do you need to shoot something again? Don't be afraid to do this, it's your brand.



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Step Five: The Editing

- Have you watched the B roll for extra content?
- Can you edit some extra formats? (i.e. short form clips for social posting)

Step Six: The Distribution

- Is everyone who said they would distribute playing their role? You've put time and money into this video so don't be afraid to follow up and confirm their help.
- Do you have a social media distribute calendar ready? Make sure to post your video more than once on certain channels (i.e. Twitter, Instagram, Facebook), as not everyone will see it the first time around.
- Can you let people see the full picture? (before, during, after)

Step Seven: The Afterwards

- Have you learned anything from this process?
- What worked well and what didn't?
- What would you do differently in terms of the team, the story, the editing, or the distribution?





Hi, my name is Renee Ismail and I'm the founder of PeachyPixx Productions. I've been a videographer for 6 years, with a background in Information Communication Technology.

I remember my first encounter with the camera like it was yesterday. The excitement of imprinting a story on film and then slicing it up to create a beautiful flow of moving images is something I carry with me when I work on my clients' projects until today.

My mission with PeachyPixx is simple – to make video production something that is welcoming and not as intimidating as people make it sound. I want all business owners to understand the power that video content has on growing their business.

When you're ready to level up your marketing effort with videos, DM me and I can coach you and we'll grow your business together.

