

How to Create and Implement a **VIDEO CONTENT MARKETING STRATEGY**



VIDEO CONTENT- SOCIAL MEDIA WORKBOOK

Welcome to MazzMedia's Video Content Marketing Workbook! This workbook will help you apply the content marketing concepts to your business or organization.

What is Video Content Marketing?

Video content marketing is a strategic marketing and business process focused on creating and distributing valuable, relevant, and consistent content. The video content's purpose is to attract and retain a clearly defined audience and, ultimately, drive prospects to action to purchase your products and services.

When video content is produced and distributed correctly it will help to start and maintain a relationship with your target audience. This leads to trust and loyalty. As you build trust, your audience will be more willing to do business with you and ultimately turn them into promoters of your business.

Briefly stated, video content marketing is really just the art of communicating with potential clients without having to sell to them.

What You'll Learn in This Workbook

The activities in this workbook will help you define goals, objectives and processes to create an effective and efficient video content marketing strategy.

If you need help, we're here to support you. Please contact Tony Mazzarella at 860.920.2003 or email at tony@mazz.com

*****Please save this workbook to the desktop on your computer. This way your progress will be saved correctly as you complete each section.*****

FYI: Video Engagement Statistics

- 51% of marketers worldwide name video as the type of content with the best ROI.
- Marketers who use video grow revenue 49% faster than non-video users.
- Sixty-four percent of consumers make a purchase after watching branded social videos

- 59% of executives agree that if both text and video are available on the same topic, they are more likely to choose video.
- Social video generates 1200% more shares than text and images combined.

PART I. DEFINE YOUR CONTENT MARKETING PLAN

VIDEO CONTENT MARKETING TEAM

Who are the members of your marketing team who are responsible for the various tasks of your content marketing process?

Designate a Content Marketing Project Manager for Your Company:

Name	
Responsibilities	

Video Content Producer

Name	
Responsibilities	

WHAT IS YOUR ORGANIZATION'S MISSION STATEMENT?

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WHAT ARE YOUR ORGANIZATION'S BUSINESS OBJECTIVES?

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5	

WHAT ARE YOUR ORGANIZATION'S CONTENT MARKETING GOALS?

What content marketing goals will directly impact your business objectives?

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PART 2. DEFINE YOUR TARGET AUDIENCE & CLIENT PERSONAS

PRIMARY AUDIENCE

Identify the core persona of your target audiences. These are the people and organizations that represent the majority of your marketing focus.

Demographic- data of population, age, income, education, etc.	
Psychographics- personality, values, opinions, attitudes, interests, and lifestyles.	
Challenges- define challenges client faces that your product/service can help.	
Pain Points- identify your client's pain points and how you provide the remedy.	
What drives them to purchase Your company's programs and services?	
Where do they find their information?	
How does Your company help?	

SECONDARY AUDIENCE

Demographic- data of population, age, income, education, etc.	
Psychographics- personality, values, opinions, attitudes, interests, and lifestyles.	
Challenges- define challenges client faces that your product/service can help.	
Pain Points- identify your client's pain points and how you provide the remedy.	
What drives them to purchase Your company's programs and services?	
Where do they find their information?	
How does Your company help?	

PART 3. OUTLINE YOUR STRATEGY

CONTENT TYPES

We suggest you produce both educational and promotional content.

Educational video content should cover subject matter that is relevant to your target audience. What are the issues and topics that your audience is concerned about? This content should address your target audience's questions about very specific issues or topics. There should be no hint of promotion in this content, except for your company branding. Write down the top 20 questions people have about your products or services?

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Promotional content should be client-focused. Promotional content is not so much about what you do, but how the products and services you offer will solve the client's problem. What do you do that differentiates you from the competition, and how does that benefit your clients?

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DISTRIBUTION CHANNELS AND PROMOTIONAL METHODS

What channels and platforms will Your Company use to distribute and promote its content? Channels should be determined by

	PLATFORM	OBJECTIVES
1	Company Website	
2	Facebook	
3	Linkedin	
4	YouTube	
5	Google	
6	Twitter	
7	Instagram	
8	Email	
9	Other	
10	Other	

YOUR COMPANY VOICE AND TONE

Brand voice is for all intents and purposes your brand's personality. By using this company voice consistently, you can make your brand appear more cohesive and better speak to your target audience. What should your content sound like when your audience consumes it?

Voice	
Tone	

YOUR COMPANY'S MESSAGE MATRIX

Describe the core messages your company content should convey.

Primary Message	
Secondary Message 1	
Secondary Message 2	
Secondary Message 3	
Secondary Message 4	
Secondary Message 5	

CORE TOPICS

Key topics and themes your company will address:

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DESIGN STANDARDS

Font Standards	
Color Standards	
Logo Standards	
Social Media Standards	

CONTENT CREATION PROCESS

The content of **content pillars** is the “key subjects” of focus, and **topic clusters** are “sub-categories” that relate to the content pillars.

	CONTENT PILLAR 1	CONTENT PILLAR 2	CONTENT PILLAR 3
Specific Topic or Question (main idea)			
Cluster 1			
Cluster2			
Cluster3			
Cluster4			
Cluster5			
Cluster6			
Cluster7			
Cluster8			

EDITORIAL PLANNING PROCESS

What steps does your content need to go through before it is ready for publish?

Step 1	
Step 2	
Step 3	
Step 4	
Step 5	

PART 4. OUTLINE YOUR CONTENT DISTRIBUTION STRATEGY

PUBLISHING SCHEDULE

How often will you release a new video?	
Where will you post it?	
What days will you post it?	
What time of day will you post it?	
Will you use paid advertisements?	

MARKETING CALENDAR

Publication Date	Title	Content Pillar	Format	Distribution Channel

PROMOTIONAL TACTICS AND FREQUENCY

How will Your Company promote its video content?

PROMOTIONAL TOOL	FREQUENCY
Email broadcast	
Share on social media	
Paid Ads	

WHAT CALLS TO ACTION (CTA'S) WILL YOUR COMPANY USE

After watching the video, what do you want the viewer to do?

CTA 1	
CTA 2	
CTA 3	
CTA 4	
CTA 5	
CTA 6	
CTA 7	
CTA 8	

PROMOTIONAL SCHEDULE

What channels will you use to launch new content? What promotion channels.

CHANNEL / PLATFORM	OBJECTIVES	TARGET AUDIENCE	CTA's	FREQUENCY
Website				
Facebook				
Linkedin				
Email				

MARKETING BUDGET

VENDOR	DESCRIPTION	BUDGET/MONTH
Producer	Content Production	
Facebook	Boost	
Facebook	Ads	
Linkedin	Ads	
Twitter	Promote	
Instagram	Promote	
Google	Ads	
Other		

PART 5. DEFINING AND MEASURING SUCCESS

HOW TO MEASURE THE SUCCESS OF YOUR COMPANY'S SOCIAL MEDIA- VIDEO CONTENT MARKETING

MEASUREMENT FRAMEWORK

Every video content, social media strategy plan should outline the metrics you'll use to measure and analyze for best results. We suggest these 10 Key Performance Indicators (KPIs)

1. Audience Reach- how many people are seeing your content each week
2. Audience Profile- is the audience you're building close to your target audience
3. Views- the number of times your video content was viewed by the user
4. Cost Per View- the amount spent divided by the video views
5. Watch time- reflects the time for which the viewer is engaged with the video
6. Audience Engagement- clicks, comments, likes, shares
7. Click Through Rate (CTR)- number of unique clicks your post or ad received divided by the number of times it was shown
8. Leads Generated- number of people who complete form on website or landing page
9. Cost Per Lead- the amount spent divided by the number of leads generated
10. Audience Growth- how quickly are your fans growing

KEY PERFORMANCE INDICATORS

Monthly Report

Posting Date	Video Title	Platform	Amount Spent	Audience Reach	Audience Profile	Views	Cost/View	Watch Time	Audience Engage.	Click thru Rate	Leads Gen.	Cost / Lead	Audience Growth

CONTENT SCOREBOARD

What is the baseline that every piece of content that you publish needs to hit? These are industry averages. This baseline will change over time.

- Emails Will Receive x 18% of Opens Per Email.
- Social Campaigns Will Get x .19% Engagement Per Post.
- Social Media Posts Will Reach 1000 People.
- Videos Will Receive 40% Views per reach.

If you have questions about this completing this workbook, please contact:

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