



50+ Points Video Marketing Checklist

Managing all the tasks that come with video marketing can be daunting. Having a good checklist can make a world of difference. This checklist covers what you need to do.

Why You Need It

- Determine why you need to use video is it to:
- Show off your company values. Give video tours of your company to your customers, share videos of your company outings, or use video to introduce staff.
- Show previews of what your next product will include.
- Sharing it on social media networks like Instagram or Facebook.
- Explain a complicated process.
- Used to capture customer testimonials and reviews.
- Answer commonly asked questions about your product or service.
- For keeping customers abreast on the latest news in your industry and how it affects them.

Using SEO and Video Marketing to Make Money

- I am capitalizing on my YouTube Channel by placing Google ads on my video.
- Include keyword and tag in the title and descriptions.
- Include a link to a website with other money making avenues at the end of your video.
- Use other types of advertising to generate revenue such as selling sponsorship ads for your videos.
- Promoting your products by including a link to your product within the title and description.

- Promoting affiliate products by creating how-to videos or review videos of the affiliate product and sending viewers to the sales page with your affiliate link.
- Include apps on your videos.
- Using videos to drive traffic to your landing pages by including a call to action in your video.
- Placed a video player on my website. All of your videos are linked to this video player.

Basic Tools Needed To Get Started

Video Equipment

- Your iPhone or smartphone can film low-fuss high quality video. But if you can afford, buy a professional video camera.
- A tripod and phone tripod mount for steady filming.
- I have chosen a video camera based on my needs and am comfortable using it.
- I've invested in a light kit to optimize the picture. I can use diffusion paper to soften the light.

Microphone

- A dedicated microphone mic has superior sound quality.
- I have determined if I will need some type of backdrops to control the space with minimal background distractions.

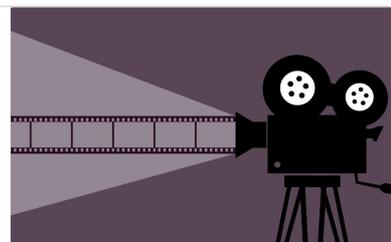
Video Editing Tools

I have researched the different video editing tools for the one that works for my needs. Here are these:

The Best Video Editing Software for Mac and Windows in 2021

Were you looking for a video editing app for your next project? Well, I understand your needs. But there are too many apps to consider and contest for the race of the best video editing software for Mac and

 <https://gauravtiwari.org/best-video-editing-software/>



Strategies for Attention Getting Videos

- I have determined the best length of my videos. I have 10 seconds or less to grab my viewer's attention.

- My videos need to be engaging from the start.
- Distribution:** It's important on where I place my videos. Do they need to be uploaded directly to Facebook or continue publishing on YouTube? I have tested this with my market.
- Content:** The quality of my videos is important. My content should have:
- Personality:** I don't shoot impersonal shots of landscapes or assembly lines. A real person is speaking on camera.
- Fun and informative:** They are engaging videos that rank well.
- They solve users' problems and provide new, useful information in a fun way.
- Be user friendly:** Your video content should be easy to browse, share and link to.
- Create separate landing pages for each video on your site.
- Use interactive elements.** Add interactive elements like in-video links, quizzes, forms or surveys to create engagement.
- Allow embedding.** This makes it easy for users to share and embed your videos on their own sites.
- Create catchy titles.** Create memorable titles to maximize the chances users will engage in it.
- Capture your audience's attention from the beginning.** Get to the point as quickly as possible. Start with a quick hook like a short fact, question or story.
- Create clear videos.** Blurry visuals, garbled audio or some other technical problem turn viewers off quickly.
- Keep the video "you"-centered.** Focus on what the audience gains from the product.
- Keep vocabulary simple and direct.**
- Build your benefits into the story with the features by sharing a story or how the feature will benefit the viewer.
- Keep them watching to the end.** Avoid common conclusion lead-ins such as "in conclusion" or "to summarize".

Getting Subscribers

- I upload new videos on a regular basis, preferably on a schedule. My audience expects a new video on that day and looks forward to it.

- Post my YouTube videos on Facebook's native video uploader. (Facebook videos get more engagement than shared YouTube video links.)
- I include a call-to-action in my Facebook video post.
- My video titles should be 50 characters or less.
- I embed my YouTube videos on my blog.
- I promote them on all my social media audiences and in my emails.
- I keep my videos to around 3 minutes in length.
- Create a captivating trailer to introduce myself.
- Create evergreen content as well as trending video content.
- Include a subscribe button on my blog next to my embedded videos.
- Reply to comments left under my videos, even the negative ones.
- I show my personal side, even in business videos. People want to know who the person is behind the brand.
- Create an eye-catching thumbnail to help me stand out.
- Promote my YouTube channel as well as individual videos.
- Consistently add unique, valuable content.
- I don't rehash the same topics that have been done a thousand times before.
- Engage your loyalist fans.
- Use this checklist to keep track of everything you need to do when video marketing.

Compiled by [Gaurav Tiwari](#)