

# VIDEO CONTENT MARKETING TEMPLATE



Film Smart  
PRODUCTIONS



# PLAN FOR SUCCESS.

Hi Everyone,

Before pressing record on your phone to start shooting video, you are going to need to understand the reason you are shooting video. In order to do this effectively its important to have a content marketing strategy. Having this in place will give your videos focus allowing you to create content geared towards success.

Regardless of the type of videos you are doing, having a thought out and consistent marketing strategy will help ensure your video content fulfills a purpose and effectively communicates your brands vision and goal.

At Filmsmartpro we believe that a strong and clear video content plan is key to success and we assist our clients in making sure they have the best possible start before pressing record.

To help you we have created this template. This powerful tool should help you to plan and communicate your video marketing strategy clearly and effectively.

By using this content plan you will be able to answer a number of key questions:

- Who is your target audience for these videos?
- What are your competitors doing and what can you do that is different to them?
- Where are the potential gaps in the market that i can fill with my content?
- How am i going to reach my target audience and convert them to a sale?

This simple template is key in giving you the best foot forward when starting out on your video marketing journey.

If you have any questions at all after you are done feel free to email us at [info@filmsmartpro.com](mailto:info@filmsmartpro.com)

Best of luck and happy filming.

Kind regards

Robert Fitzhugh





# CONTENT MARKETING TEMPLATE

NAME OF PROJECT

EMAIL

PHONE

1

## RESEARCH AND PLANNING

What do you hope to accomplish with video?

List the elements of your business that will dictate the type of video you will make?  
(USP, core values, mission)

Who is your audience?  
What do they value?  
What problem does your product or service address for them?

Who is your competition?  
What are they offering and how will your video be different

What are the gaps or opportunities in the current market that your video can take advantage of?

Are there gaps with your current videos. What are you missing that can be added



# CONTENT MARKETING TEMPLATE

2

## YOUR CONTENT POSTIONING

How will your videos be  
Different and unique  
define your USP?

Identify any content  
gaps that your videos  
will  
help fill?



# CONTENT MARKETING TEMPLATE

## 3

## YOUR MARKETING FUNNEL

Now you have done your initial research. In this section you will break down the type of videos you will create at each stage of your sales funnel to help drive leads from first touch to a closed sale. Remember your target audiences, identified gaps and where you will post these videos, social media, website etc?

### **Awareness Stage**

*Brand video- Who are you, what is your USP and values*

### **Consideration Stage**

*Example: Customer testimonials*

### **Decision stage**

*Example: Personalized videos, fun examples of work and how you benefit potential customers*