

# 11 THINGS TO KNOW BEFORE CREATING YOUR NEXT VIDEO



FLANNEL  
MEDIA

# Introduction

Video is an incredible (and we think the best) way to connect with your audience. It's so much more engaging than text on a page or photos alone can ever be. People get to see and hear your passion, expertise and authority. Video enables you to connect on a human and emotional level.

What do you need to think about beforehand, to make sure your next video production is a success? These considerations will ensure you make the most of your investment.

## 1. What's the Objective?

It's easy to get caught up in the excitement of creating a video (at least it is for us). When you're approaching a project, it's important to think about what success looks like to you. How will you know this was a successful project? What will need to happen in order to make that a reality? The better the planning, the better the end result.

## 2. What's the Message?

It can be easy to only think of the visuals, and pay less attention to the message. From our years of experience, **we know the message is just as important as the visuals**. It matters a great deal *what* you are communicating and *how* you are communicating it. Good production companies are also good messaging companies, helping you come up with the words needed to clearly communicate to your audience.

## 3. Who's the Message For?

The more specific your target audience, the better the results of the video will be. If you are marketing to everyone, you are marketing to no one. Harry Potter, the best selling books series of all time had a specific target audience – 12 year old boys. Start narrow, then expand.

## 4. Marketing & Branding Goals

You need to think about what your marketing and branding goals are now, in the future, and how video can compliment your those efforts. Video can be a wonderful complement to an existing campaign, or launch a new campaign. What other materials might you need to produce to work in conjunction with the video content? Or perhaps those are already created, and all you need is the video? Either way, it's important to think about how video will fit in with your current strategy.

## 5. Distribution

Where and how are people going to watch it? Will it be part of an email campaign? Social media? A live event? A charity auction? Will it live on your website? Will people see it at a trade show? Will it be a part of an ad campaign? When you get clear on how and where people will watch it, you can tailor it for that purpose.

## 6. Longevity

How long will this video live on? This will help you determine budget. If the video is for a short lived campaign, perhaps a large spend doesn't make as much sense. If it's a video piece that will live on for five or six years, it's worth investing more upfront.

## 7. Budget

You need to think about what you want to spend on a video. We can set up a camera on a tripod, press record, and 30 seconds later, press stop. That'll be \$50. Other types of videos, they require multi-day shoots, with complex graphics, multiple people, narrative direction, video strategy, distribution strategy, etc. That could run you \$50,000. When you have a budget (or a range you want to stick within) the video production team can tell you what's possible for that budget. (Refer to point #6 to help you think through spend)

## 8. What Will You Steal?

Picasso said "good artists copy, great artists steal". What are some videos you've seen in the past that you'd like to emulate? What ideas can we draw inspiration from for your production? The clearer you get on the video direction, the happier you'll be with the end product.

## 9. Who's In The Video?

Who is in the video? Is it a representative from your business or organization? Are you interested in hiring talent?

## 10. Are There Specific Shots You'll Need?

Are you dreaming of having a sweeping drone shot over a corn field? If so, let your production company know. If there are any specific visuals you hope to include, communicate that vision.

## 11. What Do You Value or Believe In?

Customers have more choice than ever before. How do you separate yourself from your competition? *Clearly define what you believe in or value.* People want to do business with businesses that value the same things as they do. The old quote rings true: "People won't remember what you said. They'll remember how you made them feel."

## Conclusion

The more work you do before the production begins, the better results you'll see. At Flannel Media, we help you think about messaging, brand positioning, visuals, and integrate that with your current marketing objectives. If you have any questions, reach out at any time.



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