

# Video Marketing Checklist

## What Every Small Business Should Have

It can be intimidating to go full steam ahead with making a video and being prepared can definitely make things much easier. Here are just a few things businesses should have before they create a video. These will not only help create a dynamic video that viewers will love, but also help with the planning of the video.

- ☐ Video marketing plan
- ☐ Good production, including a script, professional environment, etc.
- ☐ Video editing and creating software
- ☐ A camera, even if it's just a smartphone
- ☐ A computer, to upload videos
- ☐ A target audience
- ☐ A goal for the video
- ☐ Creative ideas
- ☐ A strategy for the video
- ☐ A story to tell
- ☐ Appropriate video SEO tactics

- ☐ An intended location for the video such as the company website or YouTube
- ☐ Possibly a video marketing agency

