

15 Key Questions

To Consider Before Starting a Video Project



Utterly Epic Productions

What Are The Objectives?

**What Do You Want Your Video to Achieve?
What is the Purpose of Your Video?**

Example Objectives:

**Build Awareness of an Organisation,
Product or Service**

Educate / Entertain / Inform

**Gather Signups to a Marketing
Database**

Generate Sales Leads

Generate Sales

Who Are Your Target Audience/s?

Who Do You Want to Watch Your Video?

Example Audiences:

Potential Customers

Existing Customers

New Customers

Old Customers

Current Employees

Potential Employees

How Accurately Can You
Profile Typical Members
of Your Target Audience?

Demographics:

Age Group, Sex, Income Level,
Employment, Geographical Location, Education.

Interests and Behaviours:

Business and Industry, Entertainment Choices, Family &
Relationships, Fitness & Wellbeing, Food & Drink, Hobbies &
Activities, Shopping, Sports, Technology.
Digital Activities, Purchase Behaviour, Device Usage,
Websites Visited.

Which Platforms and Devices

Will Your Video Appear on?

Platforms / Social Media Channels:

Website

YouTube

Facebook / Instagram

Twitter

LinkedIn

Google Display Ads

TikTok

N.B. This may affect the size and aspect ratio of your video.

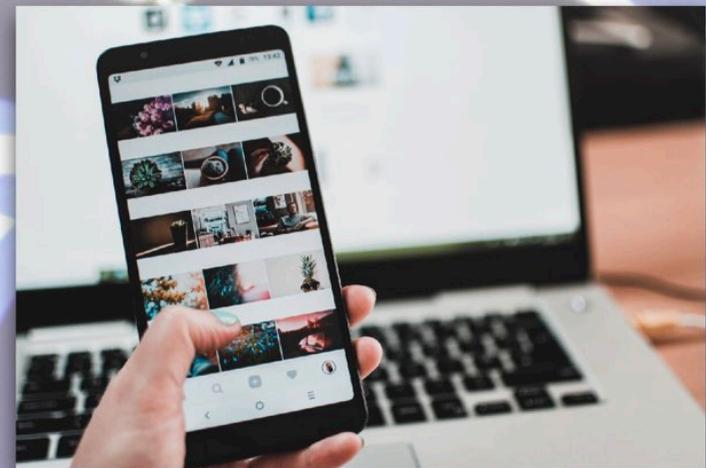
Devices:

Desktop / Laptop

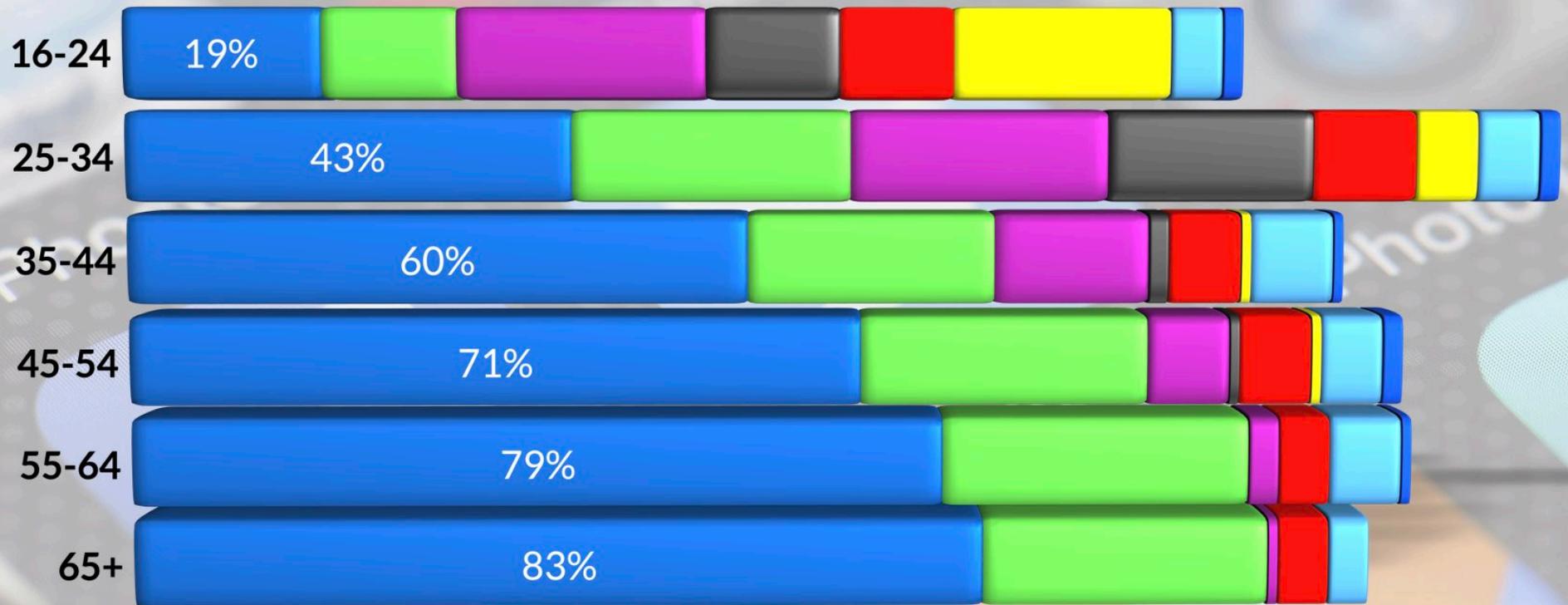
Mobile

Tablet

TV



Social Media Platform Use By Age Group



Which Platforms are Best Match for Your Target Audience/s?

How Will You Get People to View Your Video?

Examples:

Existing Website

Existing Social Media Channels

Search Engine

PR Campaign

Paid Targeted Social Media Campaign

Viral Campaign



What Are The Key Messages

Your Video Should Communicate?

Examples:

Features, Advantages, Benefits

Quality & Value Proposition

Differentiators

Unique Selling Propositions



What Type of Content

Do You Want to Include in your Video?

Examples:

Location/s

People

Products / Brands / Logos

Demonstrations

Interviews

Voice-over

Testimonials

Graphics / Diagrams / InfoGraphics

Animations

Drone / Aerial Footage

Music / Sound Effects

Call to Action

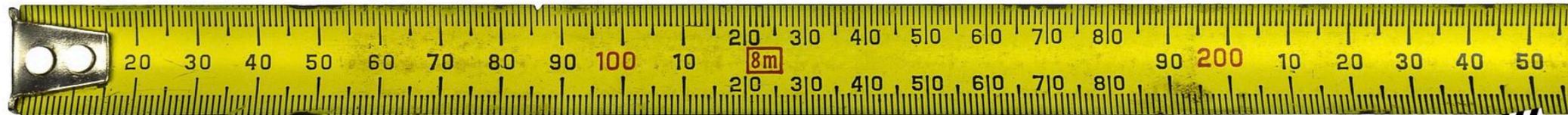


How Long Should Your Video Be?

Considerations:

- ✓ Attention Span
- ✓ Information to Convey
- ✓ Impact
- ✓ Platform Constraints

E.G. TikTok - 10 mins



How Does the Look and Style of Your Video Need to Fit with Your Branding or Existing Media?

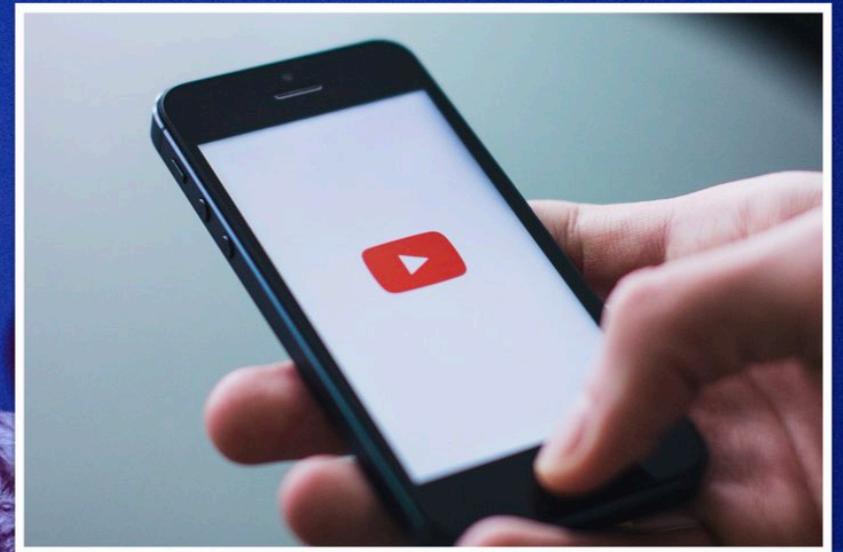
Considerations:

- ✓ Logos and Branding
- ✓ Colour Schemes
- ✓ Existing Video Content
- ✓ Other Marketing Material

What Examples of Other Videos Have You Seen That You Like?

Such as:

- ✓ **Competitors Videos**
- ✓ **Elements / Sequences**
- ✓ **Styles / Approaches**
- ✓ **Soundtracks**



What is the Narrative of Your Video?

What Journey Does it Take the Audience On?

What Story Does it Tell?

Elements:

Description

Script

Story-Board

Shot-List

N.B. We can help with all of the above elements.



What Emotional Responses Should Your Video Provoke?

Examples:

Attention, Interest, Intrigue

Excitement, Empathy

Realisation, Understanding

Desire, Need, Action

AIDA - Attention > Interest > Desire > Action



What is Your Timescale For Production of Your Video?

Planning



Filming



Editing



Distribution



Activities, Timeline, Deadlines?

N.B. We can help build social media campaigns.

How Much Time Can You Dedicate To Your Video Project?

Considerations:

Who Else Needs to Be Involved?

Availability Constraints?

In-House Skills vs External?

Tasks that Can be Delegated?



How Much Shelf-Life Will Your Video Have?

Considerations:

How Long Does it Need to Be Usable For?

Which Elements Will Age Quickly?

How Can You Avoid Short-Term Fad Styles?

N.B. Sometimes it is Worth Splitting Projects into Multiple Videos to Avoid Ageing Issues.

What is Your Budget? For Your Video Project

Considerations:

**Return on Investment
Expectations**

Scalability

Measurement of Results

**N.B. We produce videos with budgets
of £500 and upwards.**





Summary

15 Key Questions to Consider Before Starting a Video Project:

- 1) Objectives / Purpose
- 2) Target Audiences
- 3) Social Media Platforms and Devices
- 4) How to Reach Viewers
- 5) Key Messages to Communicate
- 6) Types of Content to Include
- 7) Video Length
- 8) Look and Style
- 9) Examples of Other Videos
- 10) Narrative / Story
- 11) Emotional Response
- 12) Production Timescale
- 13) Time/Resources to Dedicate
- 14) Shelf-Life
- 15) Budget



Contact Details:

For Your Video Project

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**I hope to speak to you soon regarding
Your video project!**

