

Questions to Ask Before Creating a Video

Creating a marketing or instructional video for your website and/or social media may sound easy, but it's not. Before you start, ask some basic questions. The answers will save you time and money in the long run.

1. What is the purpose of the video?
2. Who is your audience?
3. What thoughts and feelings do you want the video to evoke?
4. What is your key message?
5. What is your call to action?
6. Do you have existing material or creative inspirations to share that will help define the tone of the video?
7. Is this video part of a larger marketing or advertising campaign?
8. If so, how will you measure results? What does success look like?
9. Where will this video be viewed: social media, websites, broadcast media, or other venues?
10. What is your timeline?
11. What the constraints on this project?
12. Do you have a script?
13. Who approves the final video?