

DEFINE your content strategy



Great video content is the result of understanding your customer's needs & interests as well as the objectives & realities of your brand.

WHERE to play

2. Customer Need

What is this consumer's greatest need you will satisfy?

3. Content Territory

What consumer interest/areas will this video fall into?

1. Brand Objective

What is the measurable business objective you want to achieve with this content?

HOW to win

4. Content Tone

What type of voice will your brand take in this content?

5. Resources Available

How much time, budget, and bodies do you have for this strategy?