

# 4 STEPS TO DEVELOPING A

## VIDEO MARKETING PLAN

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STUDIOS

CROSSING RIVER



STUDIOS

CREATE.

CAPTIVATE.

TELL YOUR STORY.

## 4 Steps to developing Video Marketing plan

by Doug Dibert of Crossing River Studios

Video marketing is soon to be a powerful pillar in holding up a robust marketing plan. Robert Kyncl, YouTube's head of business and content operations, said earlier this year that online video is on the cusp of a growth spurt, much like cable television 30 years ago. How does your organization create a video marketing plan that fits your goals and connects with the audience you're wanting to reach? These 4 steps should help you lay a great foundation that can benefit your company for years to come.

1.) What target(s) are you wanting to hit?

- Do you want to tell your company's brand story? Do you want to create a series of FAQ videos about a product or service you offer? Are you using it for an email marketing campaign? Get with your team and talk about what you want the end results to be, define that end goal clearly.

2.) How many videos do you need to create and how long do they need to be?

- Some may need only 1 video, others may need a series of videos. For time length, a general rule of thumb is keep your videos under 2 minutes, although in some applications it can be longer, even up to 5 minutes, sometimes even longer. If you decide to hire a professional video production company they will need to know how many videos you want to create and how long they need to be in order to give you a cost.

### 3.) DIY or professional video producing company?

- These days, everybody wants to DIY. It's ok for some applications, and some it's not. Do you have someone in house that knows how to create videos? If so, give them a shot and see what the end results is. You never know, you may have a Steven Spielberg on your hands. Before giving someone on staff a shot, keep in mind the video content you are creating is going to reflect the quality of the product or service you offer. Also think about the time and money you are potential gambling to try it in house. The video content you're creating is to enact a feeling in your potential client. How do you want them to feel when watching your video? Go with a company that connects really well to your project, is passionate about what you want to create, and gives you lots of ideas.

### 4.) What Video Marketing Platforms do I use?

- You have your obvious of putting your video embedded on your website, but there is also email marketing, YouTube channel, Facebook Video Ads and Twitter videos and much more. Knowing your core audience will help you determine which platform will work well for you to distribute to your eager audience. Did you know Facebook video uploads surpassed YouTube uploads?

These four steps will help you craft a pretty solid foundation for your Video Marketing plan. Don't wait another day and miss the video marketing boat. Build your boat, lift up the sails, and catch that wind to a new world!

Crossing River Studios would love to Captive Your Audience & Tell them Your Story!

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