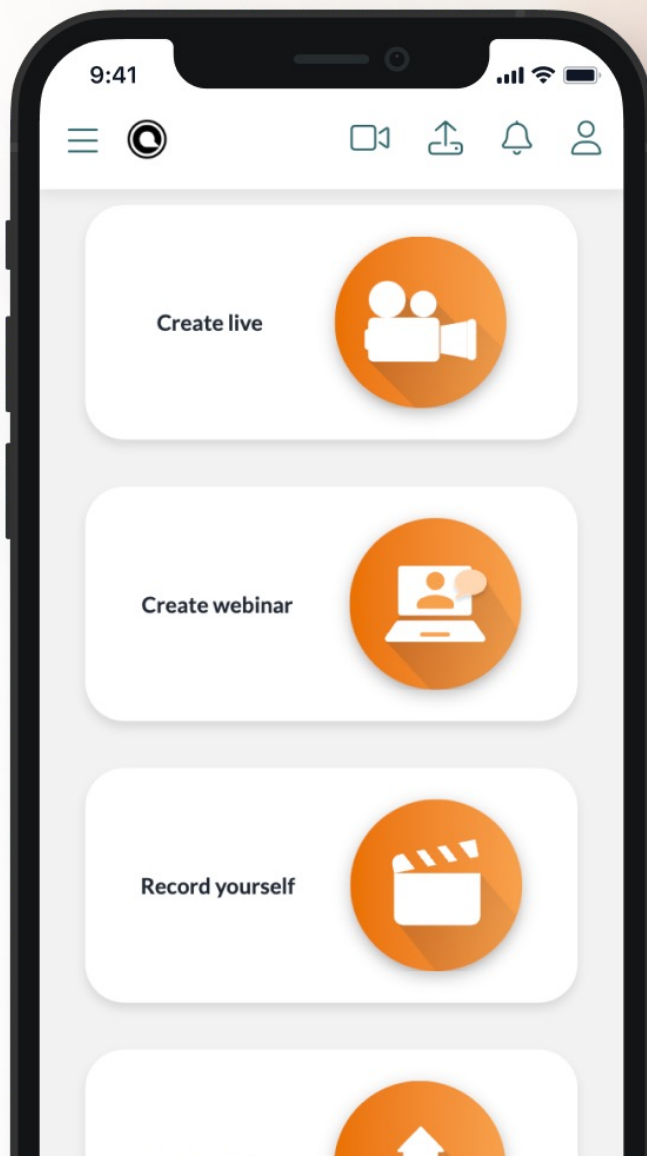


The blueprint for crafting a successful Video Strategy

Crafting a successful video strategy is not just about creating content; it's about telling your story, sharing your values, and building a community around your brand.



11 steps to a successful video strategy



“In the digital age, video has emerged as the king of content, offering a rich medium to connect with your audience on an emotional and engaging level.

Crafting a successful video strategy is not just about creating content; it's about telling your story, sharing your values, and building a community around your brand. Here's your blueprint for a video strategy that can elevate your brand to new heights.

We hope it will be useful to you and your future video endeavours!”



TOMMI KARPINEN

Video expert at
Quickchannel

Understanding the power of video

Before diving into strategy, let's acknowledge the compelling stats that make video an undeniable asset:

"Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text."

INSIVIA

"Marketers who use video grow revenue 49% faster than non-video users."

ABERDEEN

"A website is 53 times more likely to reach the front page of Google if it includes video."

INSIVIA

11 steps to a successful video strategy 🙌

Here's a distilled guide to developing a robust video strategy that can propel your brand to new heights.

1. **Establish clear objectives**
2. **Know your audience**
3. **Plan your content**
4. **Allocate your budget**
5. **Focus on production quality**
6. **Strategize distribution**
7. **Encourage viewer interaction**
8. **Iterate and optimize**
9. **Ensure compliance and accessibility**
10. **Invest in skills and resources**
11. **Invest in skills and resources**



Establish clear objectives

Begin by defining what you want to achieve with your video strategy. Are you looking to increase brand awareness, drive sales, educate your audience, or perhaps all of the above? Establish SMART goals (Specific, Measurable, Achievable, Relevant, Time-Bound) to ensure you can track your progress and make informed decisions.

How Quickchannel can help:

Quickchannel helps you set and track video campaign goals with analytics and reporting tools that measure success against your objectives. With us, it's easy to track engagement and viewer behaviour to measure success against your SMART goals.

2. Know your audience

Deeply understanding who you're creating content for is critical. Create detailed personas for your target audience—what are their pain points, interests, and behaviors? Tailor your content to answer their questions, solve their problems, and feed their interests.

How Quickchannel can help:

Utilize Quickchannel's analytics to gain insights into your audience's viewing patterns and preferences, helping you tailor content specifically to their interests.

Gain insights into your audience's viewing patterns!



3. Plan your content

Map out the types of videos that will best serve your objectives and appeal to your audience. Consider a mix of educational content, product demos, customer testimonials, thought leadership interviews, and behind-the-scenes looks at your company. Ensure each video has a purpose and a place in the customer journey.

How Quickchannel can help:

Quickchannel supports a range of video types, from live webinars to on-demand content, allowing you to diversify your video content portfolio.

4. Allocate your budget

Your budget will influence the quality and quantity of your video content. It's essential to set a realistic budget that allows for the production of high-quality content. Remember, quality over quantity always prevails in the realm of video.

How Quickchannel can help:

Streamline your operations and save costs with our platform, designed to replace a multitude of expensive tools, simplifying your workflow efficiently.

Say goodbye to juggling multiple tools



5. Focus on production quality

The saying “first impressions last” is particularly pertinent to video content. High production values can significantly enhance credibility and viewer retention. Whether you’re producing in-house or hiring professionals, invest in good lighting, clear audio, and steady footage.

How Quickchannel can help:

Gain unmatched reliability and quality with our robust video platform. Here’s some of the quality benefits you gain:

- Video quality that adapts to your viewers bandwidth – from hundreds to hundreds of thousands of viewers.
- Unmatched with low latency and up to 4K video quality.
- With triple redundancy and enterprise SLAs you can be calm at your most important events.



Strategize distribution

Your videos are only as good as the distribution strategy behind them. Choose platforms that align with where your audience spends their time. Utilize your website, social media channels, email newsletters, and paid advertising to ensure your videos are seen by the right people.

How Quickchannel can help:

The platform allows for seamless distribution across multiple channels, including CMS integrations and social media, to maximize reach.

7. Measure and analyze

Use analytics tools to track your video performance.

Look at view counts, watch time, shares, comments, and conversion rates. This data is invaluable for understanding what works and what doesn't, allowing you to optimize future content.

How Quickchannel can help:

Advanced analytics tools within Quickchannel enable you to measure video performance and viewer engagement in depth.



Encourage viewer interaction

Interactive elements like calls-to-action (CTAs) are vital. Encourage viewers to take part in chats, polls, to like, share, comment, or follow a link at the end of your videos. Engaging with your audience in this way can help turn passive viewers into active participants and loyal customers.

How Quickchannel can help:

Quickchannel includes interactive features such as chat, polls, and event registration to engage your audience during live streams.



Iterate and optimize

Video is an ongoing process. Use audience feedback and performance data to refine your approach continually. Stay flexible and ready to adapt to new trends or changes in your audience's behavior.

How Quickchannel can help:

You can use Quickchannel's analytics and feedback tools to continuously improve your video content and strategy.

10. Ensure compliance and accessibility

Be mindful of legal considerations, such as GDPR and accessibility standards. Videos should be inclusive, offering captions and descriptions to ensure everyone can enjoy your content.

How Quickchannel can help:

Quickchannel is GDPR compliant and includes AI transcription and subtitle editor tools to meet WCAG 2.1 AA standards, ensuring your content is accessible.

11.

Invest in skills and resources

Lastly, ensure your team has the skills needed to execute your video strategy. From shooting and editing to analytics and marketing, each role is crucial for success.

How Quickchannel can help:

Quickchannel provides support and resources, including webinars and tutorials, to enhance your team's video production skills.

Parts of our Customer Success team!





Conclusion

A well-crafted video strategy can be a game-changer for your business. By following this blueprint, you can create a strategy that not only reaches your audience but resonates with them on a deeper level.



About Quickchannel

Looking to work smarter with video?

Quickchannel is your solution. We specialize in streamlining video communication. With us, you can achieve more with fewer tools and less fuss. Our video platform is fully GDPR-compliant and accessible, providing everything you need to produce, manage, and distribute top-quality video content. Whether it's live broadcasting or on-demand, you'll have a workflow that takes you from recording to distribution, all on a single platform

Book a meeting here and we'll show you the benefits of Quickchannel in 30 minutes.

