

# GETTING STARTED CHECKLIST

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As a switched on and savvy marketing professional or business owner, you know the huge value of video marketing to your marketing mix; that video content helps deliver messages more effectively in a shorter amount of time, has a massive impact on retention and drives increased engagement to create greater web / social traffic, leads and sales opportunities. **Here's our easy 3 step process to help you get started on your next video project:**

## Step 1 PLAN IT

- 1. Motivation:** Identify the problem or opportunity and set your goal
- 2. Strategy:** Define the Market, Method & Message
- 3. Creative:** Set your Creative Approach in script and/or storyboard format

## Step 2 PRODUCE IT

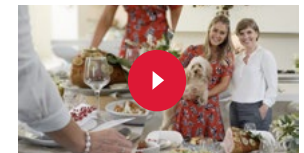
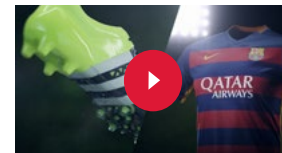
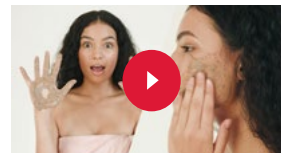
- 4. Pre-Production:** Shoot planning & assessment
- 5. Production:** Ground and/or aerial shoot
- 6. Post Production:** Editing, Animation & Outputs process

## Step 3 PROMOTE IT

- 7. Attract:** Easy-to-Consume Lead Magnet
- 8. Engage:** Video-Driven Marketing Funnel
- 9. Convert:** Real World Conversion Event



ACHIEVE YOUR  
**MARKETING  
GOALS**



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*High performing videos  
for switched on marketers*

