

# THE ULTIMATE VIDEO MARKETING STARTER PACK

The 5 ELEMENTS to creating  
**VIDEO CONTENT** that will grow  
your business.

**Jake & Chad Ressler**

Double Take Video

[www.doubletakevideo.com](http://www.doubletakevideo.com)



# INTRODUCTION: THE IMPORTANCE OF VIDEO MARKETING

## EVERYONE KNOWS IT

Video marketing has become an **essential tool** for businesses to connect with their target audience, increase brand visibility, and drive sales. With the rise of platforms like YouTube, TikTok, and Instagram, the power of video cannot be ignored.

Every business has an online marketing strategy but without video content, your growth is being stunted.

They say a photo is worth a thousand words...we say **a video must be worth a million.**

The real question is: "How can I create video content that elevates my brand?" For years we have worked with all types of businesses to grow online presence with video. So we present to you...

## The 5 most important elements to create effective video content for your brand.

If you have any questions don't hesitate to reach out to us at [info@doubletakevideo.com](mailto:info@doubletakevideo.com)

**84 %**

of consumers have been convinced to make a purchase after watching a brand's video.

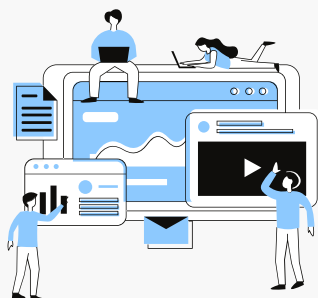
*(Neil Patel)*

## WHERE TO POST YOUR VIDEO CONTENT

Always be sure to post across platforms to see where your content performs best.

- Instagram
- Facebook
- TikTok
- Twitter (X)
- YouTube

# 1) VIDEO STRATEGY: WHAT'S YOUR GAMEPLAN?



## PLANNING FOR CONTENT

There are many tools that can help you plan your content schedule. We recommend creating a Excel Sheet where you can plan when to post, and keep track and what to post such as captions and hashtags. The key to posting is consistency, so aim to create content 2-3 times a week.

## APPROACH MATTERS

An effective video strategy involves careful planning, audience understanding, and the strategic use of tools. **Posting without a strategy is like flying a plane without a pilot.** Every piece of content needs to tie back to your brand's mission or else your brand will lack a central vision.

**TOOLS TO USE:** Popular options include Adobe Premiere Pro for advanced editing, Canva for user-friendly graphic overlays, and tools like InVideo and Animoto for creating quick and compelling videos.

**TRY THIS:** Write out 3 pillars of your brand to focus on with your social content. For example if I ran a hamburger restaurant, my 3 pillars could be: high quality of food, quick service, family friendly atmosphere. I can base all of my content around those 3 pillars and have a consistent brand identity.



## 2) KNOW YOUR AUDIENCE: GIVE YOUR CONTENT A DIRECTION

### REACH YOUR CUSTOMERS

You wouldn't start a road trip with no destination.... knowing who you're trying to reach with your content is the most important step when crafting your video strategy.

Research their demographics, preferences, and pain points. Create content that resonates with them emotionally, addresses their needs, and provides value. Tailoring your videos to a specific audience **ensures higher engagement and better results.**

### ANALYTICS AND TRENDS

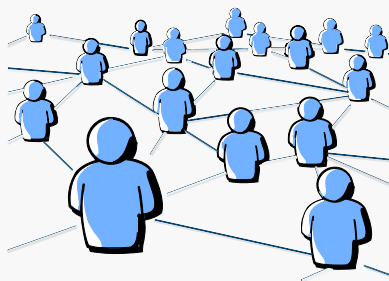
If you already have a social media presence, review your **analytics**. Platforms like Facebook Insights, Instagram Insights, and Twitter Analytics provide valuable data on your current audience's demographics and behavior.

Research and employ popular and industry-specific hashtags in your posts. This can help your content stay on top of recent trends and reach users interested in those topics, keeping your brand modern and relevant.

#### IDENTIFYING YOUR AUDIENCE

To properly find who your target audience is, you have to pay attention to some key demographics:

1. Age
2. Gender
3. Location
4. Income Level
5. Education Level
6. Profession



A man is sitting on a stationary bike in a gym-like setting, being filmed by a camera operator who is wearing headphones and holding a professional video camera. The background shows other people and gym equipment.

## 3) THE KEY TO CONTENT: GOOD STORYTELLING

### WHAT MAKES A GOOD VIDEO TESTIMONIAL?

#### **Authenticity**

Keep it real, let your business experience speak for itself.

#### **Specificity**

Be specific about the customer journey which'll help viewers understand what they will receive when working with your business

#### **Call to Action**

Always make sure the end of your testimonial gives the viewer an action to take, such as visiting your website.

**[Click here watch one of our video testimonials as an example!](#)**

## WHY A STORY?

Using storytelling in your content creates an emotional connection with your audience. Show what makes your brand unique, what you have to offer, the problem that you solve, or why customers should choose you. A well-told brand story can make your video memorable.

## BE AUTHENTIC

In an time where consumers are inundated with an endless stream of content, being authentic stands out and provides confidence and trust to your audience. Connect with your audience on a human level, showing the real people behind the brand, and conveying sincerity. Your audience will be more likely to relate to your message, trust your brand, and engage with your content.

**TRY THIS:** Create a video testimonial featuring a strong positive experience that someone has had with your brand.

## 4) THE SECRET TO STANDING OUT: CREATING HIGH-QUALITY VIDEO

### EQUIPMENT

To create high quality video content you usually have to invest in good equipment, such as cameras, microphones, and lighting, to produce professional-looking videos. Luckily nowadays there are so many free tools for creating content with consumer level equipment.

### DON'T BREAK THE BANK

The typical professional video ket can cost upwards of \$15,000. Most businesses don't need a full time video team which is why we recommend investing in a fractional video company. They can cover your content needs throughout the year without the cost of a full time video employee/team.



**REMEMBER:** Your content should be visually appealing, informative, and engaging to capture and hold your viewers' attention. The technical quality isn't nearly as important as the story behind the content (We'll talk more about this in the next step).

### DON'T FORGET!

Audio is often overlooked in video marketing because it's considered secondary to visuals. However, **poor audio quality can harm the overall viewer experience and reduce engagement.** To make sure you have high quality audio, invest in a microphone instead of relying on the built in mic on your camera or phone.





## 5) DIVERSIFY YOUR CONTENT: FOLLOW WHAT WORKS

### STATISTICS TO CONSIDER

**56%** of videos published in the last year are less than 2 minutes long.

(HubSpot)

**>90%** of consumers watch videos on their mobile devices.

(eMarketer)

**80%** of audiences prefer watching live videos from a brand than reading a blog.

(Livestream)

Instagram Reels have

**60%** more engagement than regular Instagram posts.

(Instagram)

### WHAT GOES WHERE?

With an array of platforms and an ever-evolving audience, relying on a single type of content is limiting. By offering a variety of video content, you can cater to different preferences, capture a broader audience, while testing out what types of content connect with your viewers.

This will also keep your content fresh and engaging while allowing you to adapt to changing trends and harness the full potential of each platform.

For example, try casual content on TikTok or longer form content on Facebook. Different types of content will perform differently on the different platforms.

**TRY THIS:** Create a series of three 30-second videos highlighting your product or service. Post them on your socials and then see which one performs the best with your viewers.





A background image showing two men standing in a studio. The man on the left is wearing a white hoodie and the man on the right is wearing a purple sweatshirt. They are surrounded by professional video equipment, including cameras on tripods and studio lights.

# CONCLUSION: IMPLEMENTING YOUR STRATEGY

## RECAP

Video marketing is a powerful tool that can drive business growth, enhance brand recognition, and engage your target audience effectively. By having a strong video strategy, knowing your audience, creating high-quality content, using storytelling techniques, and diversifying your videos across platforms, **your business can thrive in the competitive world of video marketing.** Embrace these strategies and stay creative to ensure your videos stand out and lead to long-term success.

Creating **video content** for your business shouldn't be complicated....

We will create a **custom video strategy** for your brand.

## HOW WE CAN HELP

We understand the challenges you face in capturing your audience's attention and we believe that **creating video content for your business shouldn't be complicated.**

Our team produces a range of brand videos, testimonial videos, promotional ads, and short form content.

Head to our website to book a 15 minute game plan call and find out what professional video content can do for your brand.

Connect with us and see our work at [www.doubletakevideo.com](http://www.doubletakevideo.com)