



PLAN IT OUT

*Take these simple steps
before creating your marketing video.*

When it comes to creating a marketing video, there's no such thing as "just winging it." There are a few crucial steps you should take to prepare before you bust out the family camcorder or open your smartphone camera. In this checklist, we'll walk you through the steps to create a killer video strategy.

01

Take inventory of any video content you've already created. Don't waste time recreating content that already exists! While you're looking at your video content, ask yourself a few questions:

- What's working?
- What isn't performing well?
- Is there anything missing?
- Is there a certain product feature or offer you want to promote?

02

What do you want to accomplish in 2021? Set some goals for the future and align your content with those goals. Whether you want to increase website traffic, generate engagement or create more educational pieces, when you define your goals, it will be easier to determine what videos you need to create within the year.

03

Make a timeline. Set up a schedule that drafts out when you'll create and finalize each video in your strategy. Use your business's calendar as a jumping-off point. Are there any key dates? Do you have any events, sales presentations with larger clients, etc.? These are dates to consider when deciding when you'll need specific videos.

04

The final step is to upload any marketing videos you create to ESP. It's completely free to include a video in ESP®, whether it's a product video in your product listing or a video on your Supplier Store. Adding your videos to the platform will result in more views and recognition.



TIP

Think of as many types of video as possible that could work for your goals. This way, if you need to pivot your strategy later in the year, you'll have options to choose from and will have already done the dirty work.