

People remember...



**20%**

20% of what they hear



**30%**

30% of what they see



**70%**

An amazing 70% of  
what they see & hear!



***SAUCY HORSE SWIPE & DEPLOY GUIDES:***

***QUESTIONS TO ASK BEFORE YOU MAKE  
A VIDEO FOR YOUR BUSINESS***

Do you have a campaign strategy for online video?

Do you know how you will harness the power of video marketing before your competitors beat you to it?



If you don't, and you'd like some help getting started – here's our guide to the right questions to ask at the outset.

***How to leverage video in your marketing campaigns:***

1. Ensure you understand the message your video needs to deliver to your prospects.
2. On that basis, define the call to action before you decide on anything else. What do you want your viewer to do when they've watched your video?
3. [Watch other videos and identify the ones that appeal to you](#), or made you want to know more about the product or service.
4. Work with a professional scriptwriter and video production team to create the treatment for your video.
5. If you want to do this yourself, read our free guide to making your own video – <http://www.saucyhorse.co.uk/ec-resources/>
6. Just as important, make sure you know the pitfalls... and avoid them! [Our report "Making a Video For Your Business? 7 THINGS YOU MUST AVOID!"](#) will steer you in the right direction.
7. Get a sound strategy in place for how you will distribute and deliver your video content to ensure a healthy pipeline of leads.



Video marketing helps you to increase awareness and visibility, generate more leads into your sales funnel, whilst building a relationship with your customers and prospects that gives you insight into how you can grow their custom. Importantly, video marketing also creates inbound links which boost your SEO rankings in Google and improve your search ranking. What's not to love?

### Questions to ask when you make a business video:

1. Who are you talking to? You need to have absolute clarity about who your customer and prospect is – a client persona. You must define the territory, type, age, background, job title, interests for each persona. What are they looking for? What do they want from life?
2. What do you offer that provides a solution to your customer's pain. Do you save them time, money, improve efficiency, health – why would they aspire to your product or service?
3. What do you consider your key messages to be? What do you have that your competitors do not, or what do you do that your competitors do not. Your message needs to be laser targeted to each of the customer personas you have defined. You cannot be all things to all people and expect success.
4. What are the core values of your business that you want to get across. How do you want your business to be perceived? Think of 4 or 5 words that sum up your approach and how you'd like customers and prospective customers to think about you. Ensure that you reflect all those values in the quality of the video you produce.
5. What guarantees do you offer? Do you have specific offers for specific audiences?
5. The call to action – what do you want people to do when they've watched the video? How are you going to make sure that they do it?
6. Distribution – how will you get your video in front of the right viewers? What is your plan to encourage sharing on the social platforms and do you have a strategy to ensure you are able to maximise the exposure your video brings you?

For more ideas on how to turbo-charge your video and digital marketing results [visit saucyhorse.co.uk](http://www.saucyhorse.co.uk)

