

Comprehensive Marketing Video Checklist

Pre-Production Checklist

- **Define Your Goals**
 - ◆ Clarify the purpose of the video (brand awareness, lead generation, product launch, etc.).
 - ◆ Identify your target audience.
- **Research and Concept Development**
 - ◆ Conduct market research and competitor analysis.
 - ◆ Brainstorm video concepts and ideas.
 - ◆ Develop a unique selling proposition (USP).
- **Scriptwriting**
 - ◆ Write a compelling script that aligns with your goals and resonates with your audience.
 - ◆ Ensure the script includes a clear call-to-action (CTA).
- **Storyboarding**
 - ◆ Create a storyboard to visualize the scenes and sequences.
 - ◆ Plan for any transitions, graphics, and text overlays.
- **Budgeting**
 - ◆ Allocate a budget for production, including equipment, location, talent, and post-production costs.
 - ◆ Track all expenses to stay within budget.
- **Scheduling**
 - ◆ Develop a detailed production schedule, including key milestones and deadlines.
 - ◆ Coordinate availability with all team members and talent.
- **Location Scouting**
 - ◆ Choose suitable locations for shooting.
 - ◆ Obtain necessary permits and permissions.
- **Talent and Crew**
 - ◆ Cast the right talent for your video.
 - ◆ Assemble a skilled production crew (director, camera operators, sound engineers, etc.).
- **Equipment and Props**
 - ◆ List all necessary equipment (cameras, microphones, lighting, etc.).
 - ◆ Ensure all equipment is in working order and reserve any rentals needed.

- ◆ Prepare and organize props and costumes.
- **Legal and Compliance**
 - ◆ Obtain any necessary releases and agreements (talent release forms, location agreements, etc.).
 - ◆ Ensure compliance with any industry-specific regulations and guidelines.

Production Checklist

- **Equipment Check**
 - ◆ Test all cameras, microphones, lighting, and other equipment.
 - ◆ Bring backup equipment and spare batteries.
- **Location Setup**
 - ◆ Set up the location according to the storyboard and shot list.
 - ◆ Ensure the location is free of any distractions and unwanted noise.
- **Lighting and Sound**
 - ◆ Set up lighting to match the desired mood and atmosphere.
 - ◆ Test sound levels and ensure clear audio capture.
- **Shot List and Storyboard**
 - ◆ Follow the shot list and storyboard closely to ensure all planned scenes are captured.
 - ◆ Verify all essential shots and angles are filmed.
- **Talent Preparation**
 - ◆ Brief talent on their roles and the script.
 - ◆ Ensure they are comfortable and ready to perform.
- **Filming**
 - ◆ Capture multiple takes to provide options during editing.
 - ◆ Monitor footage for quality, focus, and framing.
- **Review and Adjust**
 - ◆ Review footage regularly to ensure it meets expectations.
 - ◆ Make any necessary adjustments to lighting, sound, or performance.
- **Backup Footage**
 - ◆ Regularly back up all footage to prevent data loss.

Post-Production Checklist

- **Footage Review and Organization**
 - ◆ Review all footage and select the best takes.
 - ◆ Organize clips into folders for easy access.
- **Editing**

- ◆ Edit the video according to the script and storyboard.
- ◆ Incorporate transitions, graphics, and text overlays.
- **Audio Editing**
 - ◆ Clean up audio, removing any background noise or imperfections.
 - ◆ Add music, sound effects, and voiceovers as needed.
- **Color Correction and Grading**
 - ◆ Adjust colour balance to ensure consistent and visually appealing footage.
 - ◆ Apply color grading to enhance the overall look and feel.
- **Special Effects and Graphics**
 - ◆ Add any special effects, animations, or motion graphics.
 - ◆ Ensure all effects are seamless and enhance the video's message.
- **Review and Feedback**
 - ◆ Share the edited video with stakeholders for feedback.
 - ◆ Make any necessary revisions based on feedback.
- **Final Edits and Quality Check**
 - ◆ Perform a final review of the video for any remaining issues.
 - ◆ Check for consistency in audio levels, colour, and overall quality.
- **Exporting**
 - ◆ Export the video in the appropriate format and resolution for your intended platform(s).
 - ◆ Create multiple versions if needed (e.g., different aspect ratios for social media).
- **Distribution Plan**
 - ◆ Develop a distribution strategy (social media, email, website, etc.).
 - ◆ Schedule and publish the video according to your plan.
- **Performance Tracking**
 - ◆ Monitor the video's performance using analytics tools.
 - ◆ Measure key metrics (views, engagement, conversions) and adjust future strategies based on insights.