Marketing Video Questions for Potential Clients

1. **WHEN WILL THIS VIDEO BE NEEDED?
(Let us know if it will be used for an upcoming event or promotional advertising contract.)**
2. **WHO IS THE AUDIENCE?
(“Everyone” is too broad to be effective. Give careful thought about who you want to reach: Parents, Students, Faculty, Staff, Donors, etc.)**
3. **WHY DO YOU WANT THIS VIDEO?
(What do you want viewers to learn? What should the audience do after watching? Visit a website? Participate in an event? Donate time or money?)**
4. **DO YOU ALREADY HAVE A CONCEPT FOR THIS VIDEO?
(It’s okay if you don’t, we can help you find one. But if you do, please describe the video as you imagine it in your head.)**
5. **LIST THE MAIN TALKING POINTS THAT NEED TO BE COVERED
(Please be specific.)**
6. **WHEN WILL THERE BE OPPORTUNITIES TO CAPTURE FOOTAGE?
(If event(s) are involved, provide the time and location here.)**
7. **WHAT PARTICIPANTS NEED TO BE FEATURED IN THIS PIECE?
(A broad description will do, but be as specific as you can.)**
8. **DISTRIBUTION METHOD(S)/COMMUNICATION STRATEGY
(Where will this piece be shown/posted/aired?)**
9. **ANYTHING ELSE WE SHOULD KNOW?
(Every video is different. Should we be considering something not mentioned above?)**