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?)**