

# The Essential Video Marketer's **Buyers Guide**



Resource Companion

Before we can improve the production value of our videos (often by purchasing various pieces of equipment), it is important that we take stock of what our current situation is first. This way we can strategically formulate a plan for improving video production with time, as our budget allows it.

## Q1: What Equipment Options Do I ALREADY HAVE?

### RECORDING VIDEO

(i.e. smartphone video camera)

### RECORDING AUDIO

(i.e. smartphone microphone)

### STABILISING VIDEO FOOTAGE

(i.e. mini tripod)

### LIGHTING VIDEO FOOTAGE

(i.e. window / daylight)

After taking stock of our video production kit, we will know what you have available to use. Next we need to ensure that our equipment is able to produce the level of quality that we need to satisfy the basic elements of creating good quality video (or at least identify what pieces are missing).

## Q2: What Essential Equipment Is MISSING From The Kit?

- VIDEO RECORDING DEVICES
- AUDIO RECORDING DEVICES
- STABILISATION EQUIPMENT
- LIGHTING EQUIPMENT

### Your Notes:

Identifying what is missing from our video production kit is one thing, but being able to upgrade the quality of our existing kit is another. Budget constraints can often be an issue, but identifying areas to be upgraded is very helpful for satisfying the basic elements of creating good quality video.

## Q3: What Essential Equipment Needs An UPGRADE?

- VIDEO RECORDING DEVICES
- AUDIO RECORDING DEVICES
- STABILISATION EQUIPMENT
- LIGHTING EQUIPMENT

### Your Notes:





Now that we have completed a strategic plan for improving the production value of our videos, we need to consider what we are doing **AFTER we shoot our videos**. Understanding this will help to identify gaps in our video marketing processes and areas that could be improved.

## Q5: What Am I ALREADY Doing / Using?

### VIDEO EDITING SOFTWARE

(i.e. Do-It-Yourself or Done-For-You)

### VIDEO PUBLISHING PLATFORMS

(i.e. Wistia)

### MARKETING AUTOMATION TOOLS

(i.e. LeadPages)

### EDUCATION / SUPPORT

(i.e. The Squadron)



### Q6: What Should We INVEST Further In? (Continued...)

EQUIPMENT ITEMS	BUY NOW	BUY NEXT	BUY LATER
i.e. LeadPages		X	
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We hope that after going through and completing this checklist, you will have more confidence in being able to develop your own strategic plan for improving the quality of your video production and overall video marketing, as your budget allows it with time.

If you found this resource valuable and would like to learn more about video marketing or other business related topics; then you will definitely want to check out our [online community](#).

To your video marketing success!

