

# Digital Marketing Recipes

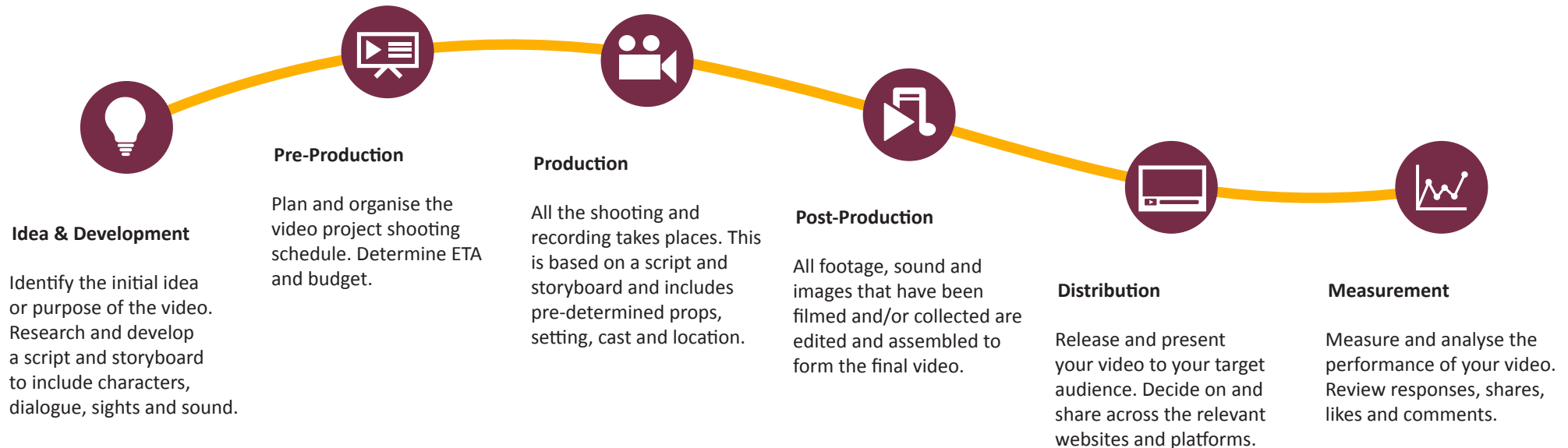


## A step by step guide to creating effective online video...

One of the benefits of improving a website and to increase the conversion rate of website visitors is through video. It is increasingly becoming the way to communicate key messages to users. Video allows you to shape and project a better brand image and/or campaign message. It is also a means of communicating a lot of information in a short period of time.

### Objectives

An email marketing program aims to communicate with large groups of potential or existing clients, build customer relationships and generate potential leads for your business.



# Digital Marketing Ingredients



Ideas & Development	Pre-Production	Production	Post-Production	Distribution	Measurement
<p><b>Objective</b></p> <p>Identify the initial idea or purpose of the video. Research and develop a script and storyboard to include characters, dialogue, sights and sound.</p> <p><b>Measure of success</b></p> <ul style="list-style-type: none"> <li>• Research historical and cultural aspects to make video as reliable as possible</li> <li>• Collect any content required</li> <li>• Spend time designing well rounded content</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>• Develop a script</li> <li>• Create a graphic storyboard</li> </ul>	<p><b>Objective</b></p> <p>Plan and organise the video project shooting schedule. Determine ETA and budget</p> <p><b>Measure of success</b></p> <ul style="list-style-type: none"> <li>• Spend time planning and preparing the project plan</li> <li>• Creating a detailed video shooting schedule</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>• Completed production plan</li> <li>• Estimated work determined and scheduled</li> </ul>	<p><b>Objective</b></p> <p>All the shooting and recording takes places. This is based on a script and storyboard and includes pre-determined props, setting, cast and location.</p> <p><b>Measure of success</b></p> <ul style="list-style-type: none"> <li>• Follow the script and storyboard</li> <li>• Film and record all footage required</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>• Complete filming in the scheduled time frame</li> </ul>	<p><b>Objective</b></p> <p>All footage, sound and images that have been filmed and/or collected are edited and assembled to form the final video.</p> <p><b>Measure of success</b></p> <ul style="list-style-type: none"> <li>• Good quality footage, well-edited to form a coherent and engaging video</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>• Video assembled and completed based on the initial script and storyboard</li> </ul>	<p><b>Objective</b></p> <p>Release and present your video to your target audience. Decide on and share across the relevant websites and platforms.</p> <p><b>Measure of success</b></p> <ul style="list-style-type: none"> <li>• Upload the video to the website and/or relevant social media platforms</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>• A live video available to view and respond to</li> </ul>	<p><b>Objective</b></p> <p>Keep track of how your video is performing on your website and across social media platforms</p> <p><b>Measure of success</b></p> <ul style="list-style-type: none"> <li>• Tracking the response that your video is getting</li> <li>• Track the success of your video by reviewing likes, comments, views and shares</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>• Analytics reports</li> <li>• Report on the response of your video</li> </ul>