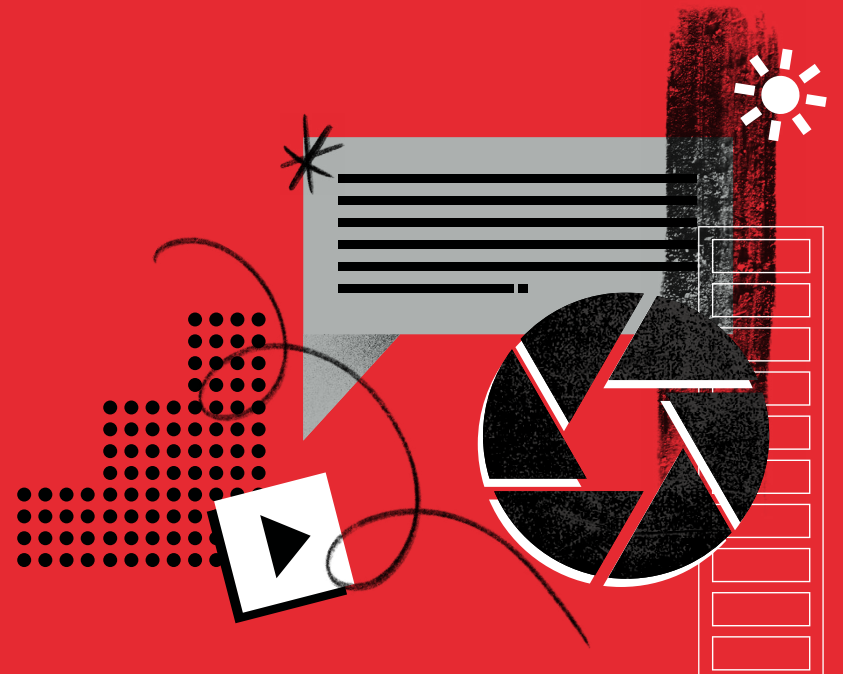
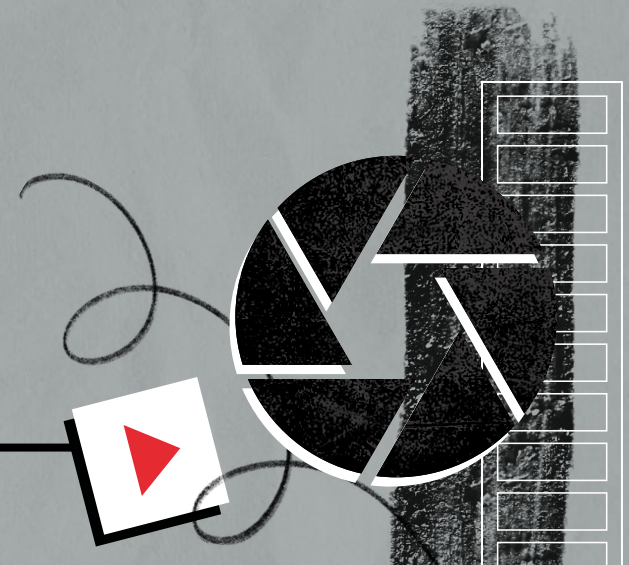

THE MARKETER'S GUIDE TO CREATING VIDEOS THAT DELIVER RESULTS





WHAT'S THE BIG IDEA?



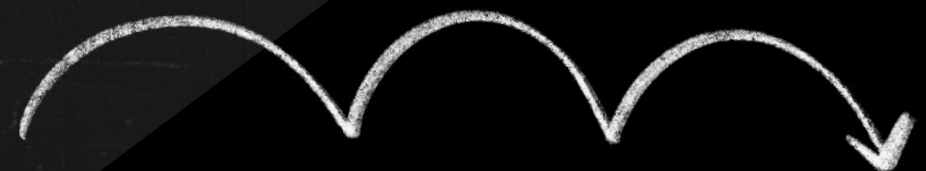
FANTASTIC VIDEO IDEAS DON'T JUST FALL OUT OF THE SKY.

They happen when imagination, strategy, and a tried-and-true process come together.

Whether you're just dipping your toe into video, stuck in a creative rut, or looking to get more ROI bang for your buck, your Eureka moment could be waiting inside.

And if it's still eluding you by the end, we'll be here to take you the rest of the way.

Let's get cracking.



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1) Defining your video

- 06 — Define the Purpose / Goal
- 08 — Define your Target Audience
- 10 — Define your Customer Journey

2) Writing the perfect brief

- 13 — Fillable template

3) Where the pros get their ideas

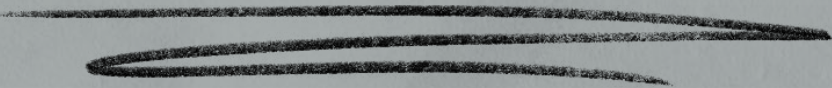
- 15 — How to come up with ideas for your videos
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DEFINING YOUR VIDEO

If someone asks you why you're making
your video, what can you tell them?



DEFINE THE PURPOSE AND YOUR GOAL

Working out the purpose of your video is your first step. And it's vital.

Purposes take many shapes. Yours could be generating sales, building your brand, attracting candidates, landing press coverage or anything else your business needs to grow.

It sets out what you want to achieve, and steers your decision making every step of the way. Get this right, and you're on a path to getting the results you want.

Defining your goal is equally important. Once you know what it looks like, you'll know when you've nailed it.

SO, WHAT DOES SUCCESS LOOK LIKE FOR YOU?

It could be:

- X% increase in social media impressions**
- X amount of new partnerships formed**
- X amount of product sales**

Then throughout the video production process, you can ask yourself if your decisions are inline with your purpose and your goals.

Not only that, but you'll use these objectives to measure the ROI and success of the video once it's live.

Don't start the video production process until you have done this. It'll save a lot of time and stress, and make sure you get the best outcome possible. We promise.



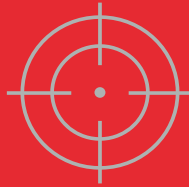


“WORKING OUT
THE PURPOSE OF
YOUR VIDEO IS
THE FIRST STEP,”



It's vital.

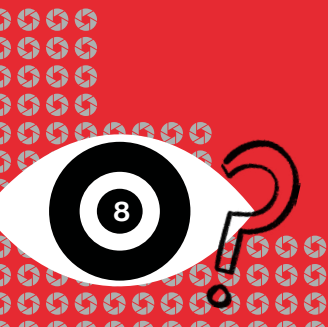
DEFINE YOUR TARGET AUDIENCE



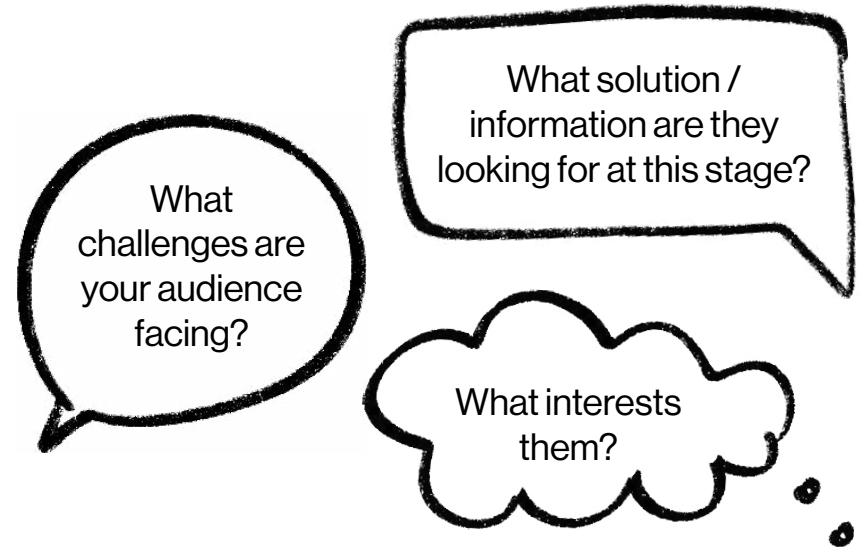
Who exactly is your video for? And how will it give them what they need?

Whilst you might know your target audience, or have an ideal persona for your business, you need to think about who you're targeting with this specific video.

Perhaps you want to appeal to your whole target audience, or a smaller, more strategic subset. After all, the more precise you can be about your audience, the more you can be sure you're speaking their language.




If you want your video to really resonate with your audience and drive action, you should ask:



And if you're not sure of the target audience, think about step one - **what's the purpose of the video?**

If you want to create new partnerships with other businesses, for instance, your audience could be in their purchasing teams or marketing departments.

You'll find a lot of guides online to help you build a buyer persona or a detailed target audience profile, but don't over-complicate it. Once you know who your video is for, and what motivates them, you're good to go.



**“CATCHING YOUR
AUDIENCE AT JUST
THE PERFECT
MOMENT IS AN
ART FORM”**

And it's where you'll get your best results.



DEFINE YOUR CUSTOMER JOURNEY

Perhaps you already know which part of the process you'll be targeting, but which kind of video will be most effective at connecting with that audience?

At Seven, we use these customer journey stages:

- AWARENESS**
- INTEREST**
- EVALUATION**
- ADOPTION**
- LOYALTY**

Here are a few examples of the types of video that we've seen generate great results, time and time again:

AWARENESS

- Social media videos
- How-to and tutorial videos
- Brand videos

INTEREST

- Explainer and educational videos
- Product / service demonstrations
- Demonstrating the experience of working with your company

EVALUATION

- Client video testimonials
- Comparison videos
- Awards and accreditation promo videos

ADOPTION

- Welcome and on-boarding videos
- An introduction to working with you
- Ongoing relationship check-in videos

LOYALTY

- Exclusive content
- Behind the scenes or VIP access videos
- Webinars and Q&A sessions

DEFINE YOUR CUSTOMER JOURNEY

Once you know the stage of the customer journey, and the objective of the video, you now need to determine what you actually want your audience to do after watching the video.

Knowing the next stage you want them to progress to following the video, means you can be very specific with the content and the all-important 'Call to Action'.

We recommend **focusing on one strong, clear, Call to Action**. Don't try and do too much with the video, too much choice can be distracting, and lead to no action at all.

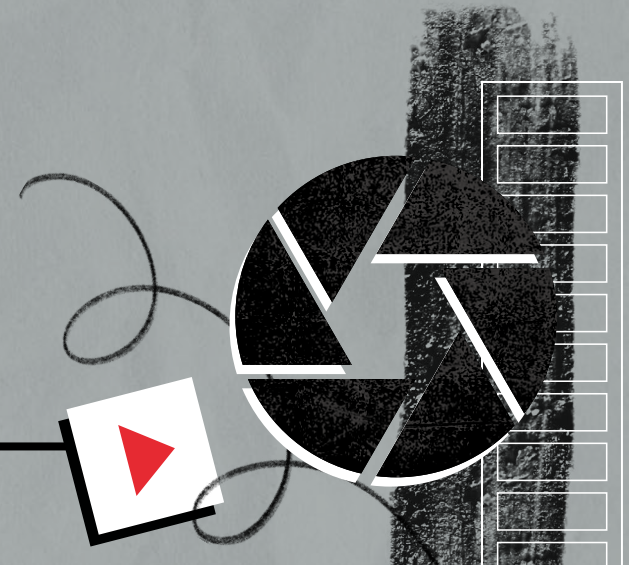
Make it clear and easy, and you're more likely to get the response you're looking for.





WRITING THE PERFECT BRIEF

As your briefs get better, your results will too.



A quick and easy template brief

Use this sheet to craft the perfect brief for your next video.

Project name

What is the objective of the video?

Is this part of a wider marketing / other campaign?

Who is the target audience?

How will success be measured?

What stage of the customer journey is this video for?

Key message to cover

Call to action

If you've made it this far, but need some inspiration for the creative work, give us a call. We'll be happy to talk about the exciting, influential ways we can bring your idea to life.

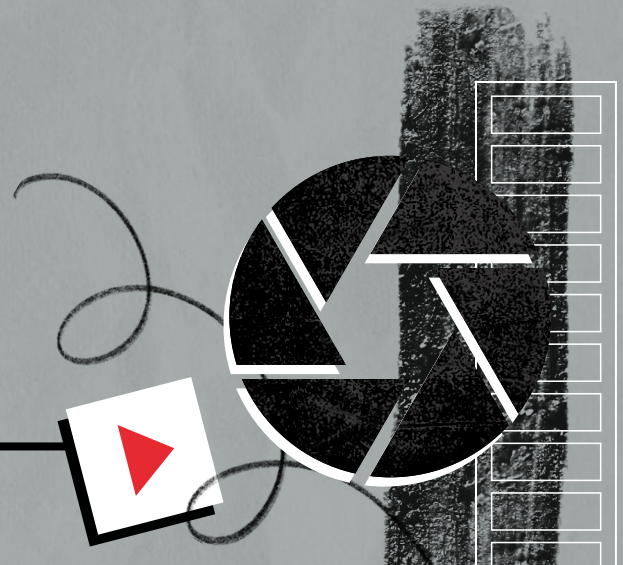
Creative ideas to visually deliver the message

Rough storyline



WHERE THE PROS GET THEIR IDEAS

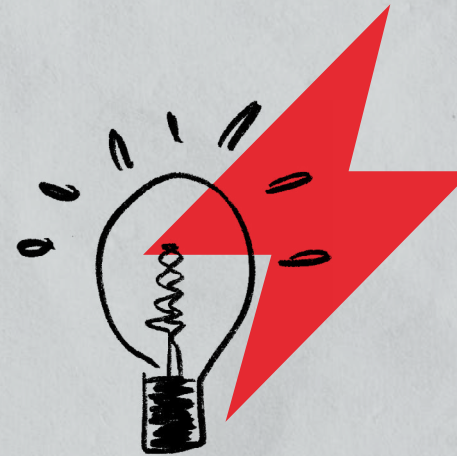
The strategies and methods that storytellers rely on.



HOW TO COME UP WITH IDEAS FOR YOUR VIDEO

By now, you should have a good idea of your video's requirements, including your target audience and the problem it should be solving.

Now comes the tricky part: turning all that insight into a creative idea.



Staring at a blank piece of a paper until a moment of glorious genius strikes isn't going to work for everyone. Luckily, there's more than one way to find your Eureka moment.

In this section, you'll discover creative techniques that professional storytellers use again and again. And these methods are incredibly useful any time you find yourself needing to generate ideas, not just for engaging video content.

Pick whichever method you think will work best for you, and let us know what worked best.



THE WALT DISNEY METHOD



This method involves splitting your teams (or your thinking, if it's just you) into three distinct groups:



STEP ONE: DREAMERS

The first group, the Dreamers, come up with a list of ideas for your video without any restrictions. At all. No thinking about budget or resource restrictions, just the most outlandish ideas possible, in as many iterations as they can think of.

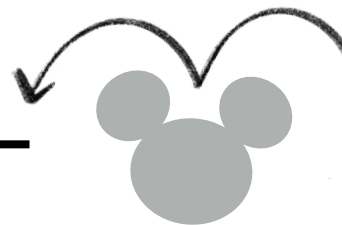
STEP TWO: REALISTS

Here, the Realists take the ideas that the Dreamers came up with, and look at how to turn those ideas into reality. Find out which of the ideas is possible, and how you might need to adapt them to make them achievable. This step should help you focus on just two or three ideas.

STEP THREE: CRITICS

Lastly, you take the ideas from the Realists and analyse the proposed idea from a practical (and critical) standpoint. This means scrutinising and questioning every detail until you have an idea that you're happy with. Then you're ready to start planning the video.

For this method to work, you need to give each stage time and respect. Skip any part of the process and you're going to lose the benefit of a tried-and-true method.



REVERSE BRAINSTORMING

Traditional team brainstorming can see you miss out on some great ideas, as team members keep quiet for fear of embarrassment. Or the feeling that they're going to get something wrong.

Reverse brainstorming asks people to come up with the most crazy, or worst, ideas possible.

Not only does it take the pressure out of the creative process, you'll get surprising, interesting ideas thrown around, and people feeling a lot more creative freedom.

The aim of the Reverse Brainstorm is to come up with unrealistic, crazy ideas. Nothing else. No judgement or discussion around each, just a list of ideas.

After the brainstorm, you can work through each idea and turn some of them on their heads. Some of these ideas might just surprise you. And could be one that you wouldn't have found if you did a 'traditional' brainstorm.




METHOD IN ACTION: AARON SORKIN

It's exactly what Aaron Sorkin, the Oscar-winning writer of *A Few Good Men* and *The West Wing*, does in workshops with aspiring writers.

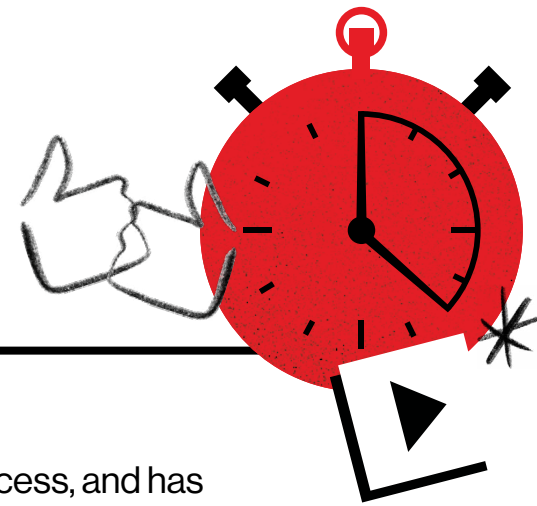
He asked them to come up with the most ridiculous ideas for how the next series of *The West Wing* would start.

Once they'd written down all the terrible ideas, they looked at what the opposite of them would be and found they uncovered some great ideas.



This method is particularly useful for avoiding clichés, old ideas and preconceived notions you may have had going into your project.

TIME BOXING



This might seem obvious, but set yourself or your team a time limit to come up with ideas. It's that simple.

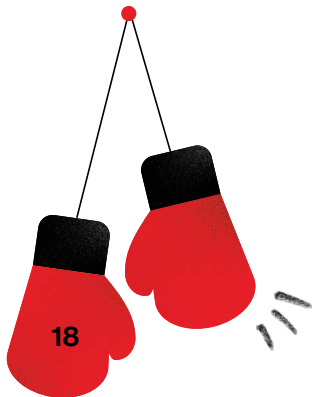
Time-boxing is effective across every part of the creative process, and has been shown to dramatically increase a team's output. It brings focus, energy and urgency, prevents overthinking and reliance on safe choices. And it can be just as effective when on your own as when you're working in a team.

Not only is it useful to set aside the total amount of time, but also to break down that time into smaller chunks to ensure that no part of the process gets a disproportionate amount of attention.

For example:



Time-boxing moves the process along quickly, and can help you avoid getting stuck for too long.



'ALWAYS-ON' CREATIVE AND IDEAS CULTURE



This is less of a method, and more of a workplace culture that promotes creativity and idea generation.

The key here is setting up environments and workflows that spark creativity, encourage sharing ideas, and provide a place to channel those ideas.

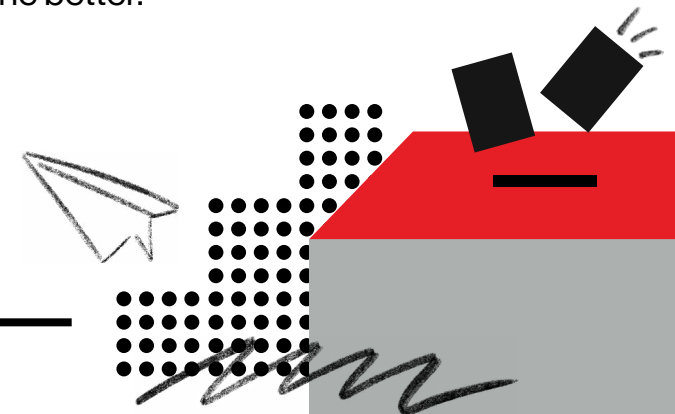
At Seven, we encourage the whole team to come to us with marketing ideas they've thought of. We keep them up to date with our current plans and priorities, and they know we're always open to hearing their ideas. This means we don't lose some of the great ideas that the wider team might have. After all, some of them work closer with our target audience than others.

Another way of promoting this culture, but keeping anonymity to take pressure off the individual, is to set up a Google Form for people to submit their ideas - as and when they come up.

By placing QR codes to the form around the office, people could easily share their ideas. No need to wait for a meeting or review, just a steady flow of original thinking.

Having a 'no idea is a bad idea' culture will help you greatly here. You'll find your team are more likely to share ideas, more often, and think more creatively in general.

It'll take a while to establish a culture like this, but it will change the way you work for the better.



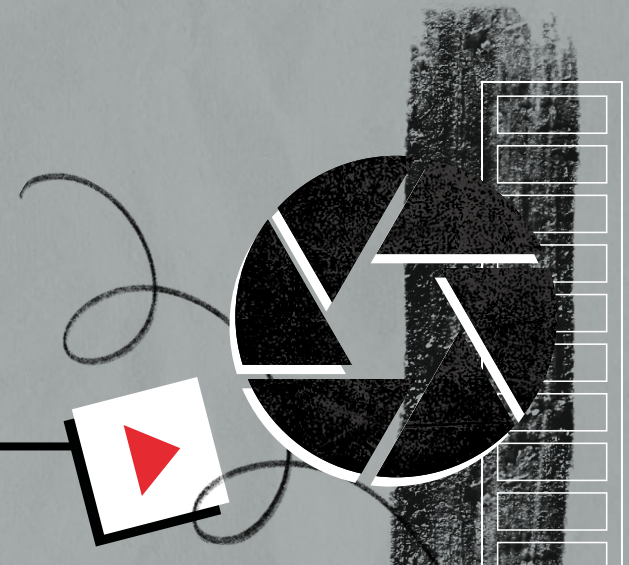


**In the next section of this ebook,
we'll talk you through how to turn
your ideas into a compelling story
that engages your audience.**



HOW TO TELL A STORY

Stay in your audience's minds long after your video ends.



HOW TO DEFINE YOUR VIDEO IDEA USING STORYTELLING TECHNIQUES



Storytelling is the backbone of your video idea. At Seven, we use a method called Muse Storytelling.

Muse Storytelling uses four core pillars - People, Plot, Purpose, and Places. These touchstones make it easy to resonate with your audience throughout.

PURPOSE 

PEOPLE 

PLOT

PLACES 



DEFINE THE BROADER GOAL

Before immersing yourself in the narrative, it's crucial to determine your objectives for the video.

Whether it's inspiring change, educating your audience, entertaining viewers, or prompting specific actions, it's crucial to make sure that every aspect of your story aligns with your overarching goal.

Purpose also shapes the character development, plot structure, and location choices, ultimately aiming to make a more meaningful impact on the viewer.



SCENARIOS

DEVELOP CHARACTERS

People are the heart of Muse Storytelling.

Characters with clear desires, motivations, and distinct traits make your story relatable. They're the bridge between your message and your audience, propelling the narrative forward.



Well-developed characters provide viewers with a reason to invest emotionally in your video's journey.

Find someone that really embodies the story you're trying to tell - for example, if you're telling a story about how your product can really help families, use a family or a parent in the video to get that message across.

OUTLINE THE ESSENTIAL PLOT POINTS

Plot encompasses the sequences of events that make up your story, and is vital for sustaining viewer engagement.

It involves establishing conflict, guiding viewers through various challenges and turning points, and then ending in a resolution.

The journey from conflict to resolution provides opportunities to evoke emotions and effectively deliver your message.

The Plot provides direction and momentum, keeping viewers invested in the outcome.



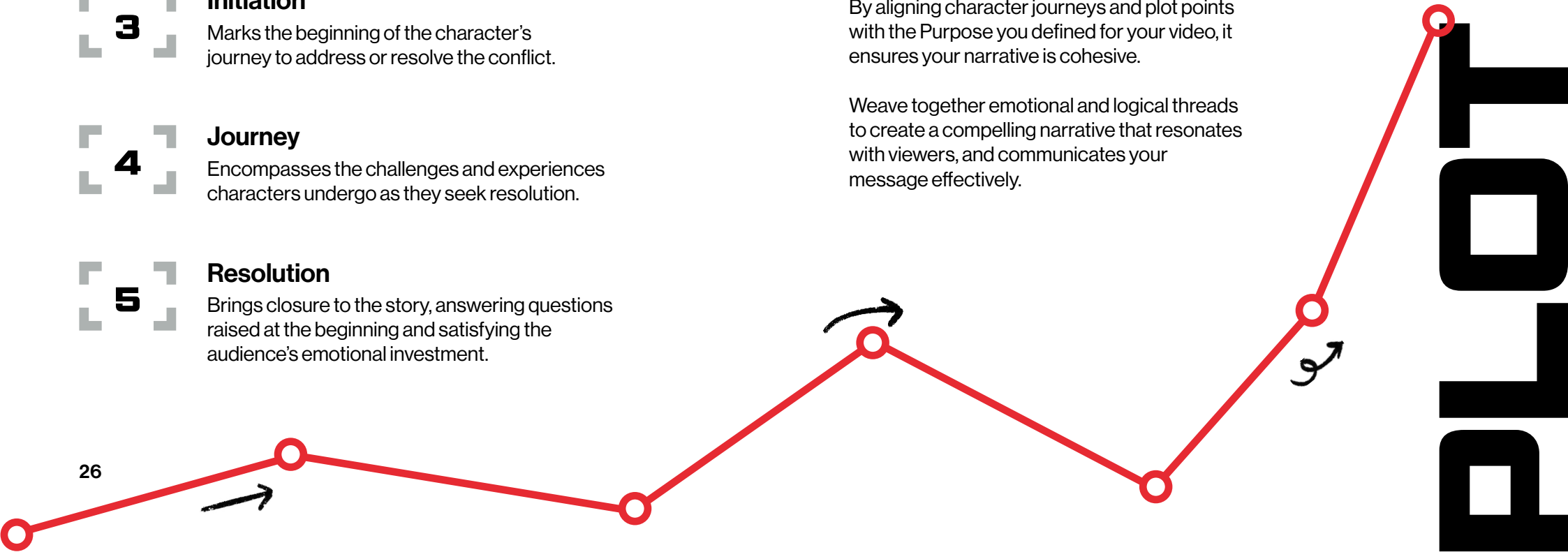
HERE'S SOME PLOT POINTS TO USE TO CREATE THE STORY

- 1 Hook**
Grabs the audience's attention immediately, posing a question or presenting a situation that piques curiosity.
- 2 Conflict**
Introduces the main challenge or problem that characters must confront, creating tension.
- 3 Initiation**
Marks the beginning of the character's journey to address or resolve the conflict.
- 4 Journey**
Encompasses the challenges and experiences characters undergo as they seek resolution.
- 5 Resolution**
Brings closure to the story, answering questions raised at the beginning and satisfying the audience's emotional investment.

- 6 Jab (Moment of Impact)**
This is a crucial plot point that should significantly impact the audience, emerging directly from the story's resolution. It should serve as a profound punch to the gut, motivating the audience to act - be it signing a petition, joining a waitlist, or a desire to find out more.

- 7 Align Character Journeys Plot Points with Purpose**
By aligning character journeys and plot points with the Purpose you defined for your video, it ensures your narrative is cohesive.

Weave together emotional and logical threads to create a compelling narrative that resonates with viewers, and communicates your message effectively.



SETTING YOUR STORY'S SCENE




In Muse Storytelling, places deeply influence your story's impact. They're not just backgrounds but essential elements that connect your narrative to the audience.

For brand stories, the setting can highlight your product's relevance and appeal. For instance, using a cosy home to present a family-centric product instantly evokes warmth and trust.

Choosing the right place enhances the authenticity of your message, making your brand's story resonate on a personal level.

It's important to remember that a place is not just the best-looking backdrop - it needs to tie into the overall story and help to elevate it. Try to ensure that every setting you choose adds depth and context.



EMBRACE THE ITERATIVE NATURE OF STORYTELLING

Remember, storytelling is a fluid process where constant refinement is key. Stay open to change and iteration, always striving for the best story that aligns with your purpose.

Remember, the story you end up with may differ from the one you started with, as long as it serves your overarching objective

PLACES



Document for you to complete to make sure you don't miss any element of the story.

Project name

Choose a descriptive and memorable name for your video project that reflects its essence or theme.

Purpose

Clarify the primary objective of your video. What do you aim to achieve with this storytelling endeavour? Consider whether you seek to inspire change, educate your audience, entertain viewers, or prompt specific actions.

People

Identify key characters or personas central to your story. Remember, compelling storytelling doesn't always revolve around the most senior individuals. Often, it's the unique perspectives and experiences of diverse team members that enrich the narrative. How do they drive the narrative forward and connect with your audience emotionally?

Places

Consider the significance of locations where your story unfolds. How do these places add authenticity and depth to your narrative? How do they influence the emotional response and connection of your audience to the story?

Plot points

Sketch out the sequence of events that form the backbone of your story. Include crucial plot points such as the hook, conflict, initiation, journey, resolution, and jab (moment of impact). What challenges do your characters face, and how do they evolve throughout the narrative?

Hook

Conflict

Initiation

Journey

Resolution

Jab

The first time you tackle storytelling, it can seem daunting. But if you follow the process, you're going to find it easier and more natural with every project.

Hopefully you're starting to come up with a host of new ideas, and can't wait to bring them to life. We'd love to hear them.

Get in touch and we can start making engaging content for your audience that gets great results.

GET IN TOUCH

For more information visit www.seven.video
Email hello@seven.video
Call [0113 360 7700](tel:01133607700)

SEVEN