



The Educational Video

How to Plan a Marketing Video

You know you need video in your marketing campaigns to be successful, but you're not an expert in video marketing. Relax, we've got you covered!

Educational videos work because people are hooked by interesting or unusual facts. Think of the last time an educational video popped up on your Facebook newsfeed: I bet you've learned many new and unusual things about the world many times this way.

What is an Educational Video?

It's exactly what it sounds like: a video in which you teach your target audience about something they'd be interested in.

If you make essential oils, you might have an educational video about how to use lavender oil to help with stress. Or if you're a coffee shop that gives part of its profits to help provide clean water to developing countries, an educational video might share information about the water crisis.

The Educational Video Structure

The structure of a educational video can vary depending on what you're teaching and the style of your brand. Here's a recommended flow you can follow or modify as you see fit:

- 1. The Hook.** Use the *first 6 seconds* of your video to grab your audience's attention. For educational videos, a great way to do this is to state the problem a customer might have if they didn't have the knowledge you're about to share.
- 2. The Rationale.** Think of this video as a *direct reply* to an FAQ on your website. Tell your audience the value of what you are about to teach by letting them know what question/s you are about to address.
- 3. The Rundown.** Briefly discuss what the video will cover. This can be as simple as an answer to a single question or a short list of information on a single topic. This helps your audience anticipate what they'll be learning.
- 4. The Highlight.** Explain the key concepts as straightforwardly as possible. If the topic is complicated, start with the more simple concepts and work to the more complex. The goal is to choose one educational idea that will surprise, inspire, or provoke your audience into action.
- 5. The Call-to-Action.** Now that your audience has this new information, what should they do to experience or affect change? Should they share the video, tag friends who may like it, or click a link to find additional resources and downloads? Tell them what to do next.



Worksheet: Planning the Perfect Educational Video

Let's get ready to brainstorm video ideas for your video! Fill out the worksheet to the best of your knowledge, and interview a few key customers for further insights.

IDENTIFY THE AUDIENCE	
<p>Target Audience Define your ideal target audience as clearly as possible. If you have several different target audiences, fill out a separate worksheet for each audience.</p> <p>Knowing your market deeply in advance will help guide the tone and production of your video.</p> <p>In addition to the basic info at right, include information when relevant about:</p> <ul style="list-style-type: none">• Education• Employment• Income• Location• Language• Family• Race/ethnicity• Media consumed• Internet use• Buying behavior	Age
	Gender
	Interests
	Other
CHOOSE A FOCUS PROBLEM	
<p>Educational Topics What questions do they have or problems are they trying to solve?</p>	
<p>Select the Main Topic To Cover in This Video Choose the item to teach that would provide the most value in return.</p>	
<p>Highlights What are the top points you can explain within 2 mins?</p>	
<p>Rundown Summarize what you'll cover in this video in 1-2 short sentences.</p>	



PRO TIP: A 2-minute video will contain roughly 300 words. If you need more than 300 words to explain something, consider creating multiple videos or placing additional information on screen.

PLAN THE VIDEO	
<p>Tone Describe the tone of your brand or company. How do you want to be perceived?</p>	Examples: Smart, quirky, young, somber, childlike, conservative, etc.
<p>Call to Action Action items may be as direct as getting a customer to call for an inquiry or purchase, but having a sales funnel is also a great way to push sales and generate leads. Consider creating a sales funnel for your campaign and linking it to this video.</p>	At the end of your video, share the call to action. What should they do with the information they just received?
<p>Distribution Where will this video be used? Different platforms have different specifications and best practices for post-production, so determine how and where you'd like to use this video in your marketing plan.</p>	TV
	Facebook
	YouTube
	Website
	Other

Other Tips and Tricks

- Another great idea for an educational video is sharing something you just learned with your audience. If you've just returned from a conference or discovered some new technology in the industry, let your audience know!
- We highly recommend including text and graphical animations on your video. That way, the viewer not only hears the message but also see key points on screen.
- Relate to your audience with simple, conversational language. If you're funny, be funny! You may feel the urge to make yourself sound academic when making an educational video, but it's almost always better to speak naturally.
- When you can, use an analogy or tell a story. Stories have been proven time and again to help with retention, and they also serve as great hooks in the beginning of your video.



Have an idea for a marketing video, and now you need a team to help you film, edit, and execute it? Marketing Videos Club is the "production team in your pocket," helping marketers like you to scale businesses with powerful, custom marketing videos. Visit our [website](#), or [set up a meeting today](#) to learn more.