

Uplevel Your Video Marketing

10 Point Checklist

Ken Okazaki

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**"In video content creation, there's still a massive gap
between making videos and monetizing them."**

KEN OKAZAKI

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Create a video marketing plan that aims to represent my business in the best light. Every campaign needs a working strategy.
- Learn how people's minds work on a deeper level to understand how they engage with marketing. Learn more about psychology and behavioral patterns through books and podcasts.
- Don't focus too much on my image. Audiences usually follow influencers because of their content, not just their appearance.
- Speak to the person watching me from their screen, not to my camera. Imagine that only one person is watching me and talk as if they're the only ones I'm communicating with.
- Add a graphic headline to videos, preferably at the top of the frame. People who watch videos on their phones tend to see text first when they scroll down.
- Add captions to videos. 85% of videos on social media - specifically Facebook, Instagram, and LinkedIn - are watched without sound.
- Develop a structure for creating and uploading my videos—research about best upload times and best practices most suitable for my business. Create a schedule and make sure everyone working on my content follows proper guidelines.
- Invest in high-quality equipment, so the final video is high quality. Always have my audience's best interest in mind by making sure I publish valuable content they'd want to share.
- Be authentic. People can sense if other people are faking their intentions even if they're just watching someone on a screen.
- Check out [Ken Okazaki's website](#) to learn more about how to create engaging videos.