

VIDEO MARKETING MASTERMIND

WEEK 1

YOUR STRATEGY

Would you rather have (a) one amazing marketing video, or (b) a library of video content?

Whose marketing videos do you watch and enjoy? Why?

ELEMENTS OF GREAT VIDEO MARKETING

What can you include in your videos to improve POSITIONING?

What can you include in your videos to show PERSONALITY?

What can you include in your videos to create PROMOTION?



NOTES / IDEAS: