

The Ultimate Promotional Video Planning Checklist

By Nuclear Lizard Media

A planning worksheet for businesses and organizations preparing a promotional video project.

1. Define Your Goal

- Increase brand awareness
- Promote a product or service
- Generate leads
- Drive sales
- Announce an event
- Recruit employees
- Raise donations
- Other: _____

Success would look like:

2. Identify Your Target Audience

- Existing customers
- Potential customers
- Event attendees
- Business clients
- Sponsors
- Employees
- Other: _____

Audience Description:

3. Define Your Core Message

If viewers remember only one thing from this video, what should it be?

Three key points you want viewers to know:

1. _____

2. _____

3. _____

4. Decide on Your Call to Action

Visit website

Schedule a consultation

Contact your team

Purchase a product

Register for an event

Follow on social media

Donate

Other: _____

5. Choose Your Video Type

Brand Story

Promotional Advertisement

Event Highlight Reel

Customer Testimonial

Product Demonstration

Recruitment Video

Social Media Campaign

Other: _____

6. Gather Essential Information

Business/Organization Name: _____

Website: _____

Social Media Links: _____

Phone/Email: _____

7. Collect Brand Assets

- Logo files
- Brand colors
- Brand guidelines
- Product photos
- Existing video footage
- Approved graphics
- Music preferences
- Testimonials/reviews

8. Determine Where the Video Will Be Used

- Website homepage
- Instagram
- Facebook
- LinkedIn
- TikTok
- YouTube
- Email campaigns
- Event presentations
- Digital advertising
- Other: _____

9. Consider the Visual Style

- Professional
- Corporate
- Inspirational
- Energetic
- Educational
- Luxury
- Fun
- Community-focused
- Modern
- Other: _____

Examples of videos you like:

10. Prepare for Filming

Potential filming locations:

People who may appear on camera:

Special permissions needed? Yes No

11. Establish Your Timeline

Desired completion date: _____

Important milestones: _____

Upcoming event or launch date: _____

12. Determine Deliverables

- Full promotional video
- 30-second version
- 15-second version
- Social media reels
- Vertical video
- Horizontal video

- Captions/subtitles
- Thumbnail design
- Other: _____

13. Budget Considerations

Have you established a budget range? Yes No

Estimated budget: _____

Final Review

- I know the goal of my video.
- I understand who the audience is.
- I have a clear call to action.
- I have gathered my branding materials.
- I know where the video will be distributed.
- I have a target completion date.
- I know which deliverables I need.

About Nuclear Lizard Media



Nuclear Lizard Media specializes in promotional content for events, agencies, and content creators.

Website: nuclearlizardmedia.com

Email: kim@nuclearlizardmedia.com