



Video Supply Guide

Video Advertising Framework

CONTENTSUPPLY

Video Supply™ is the third step in the Content Supply Plan — *Medium*.



Our primary goal is to help you achieve clear results and success with video advertising. So what will success look like for you?

With clear expectations set, our process focuses on planning, creating and promoting all essential video content to generate more traffic, leads and sales for your brand.

We believe our collective success in working together is determined by aligning all decisions to your vision.

We do this by clarifying your messaging, optimizing your marketing, and then producing and promoting videos to:

- ✓ Position you as a market leader.
- ✓ Increase buyers to your best products or services.
- ✓ Create unlimited visibility and growth opportunities across all online channels 24/7.

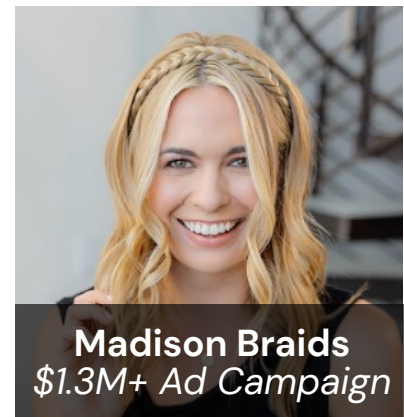
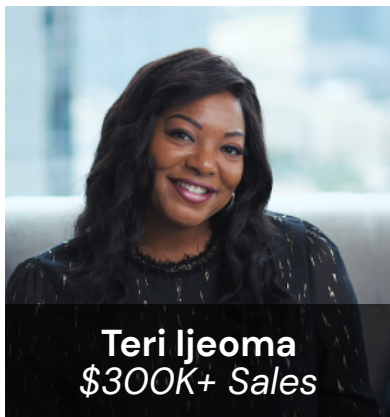
The goal of this guide is to show you the 3 proven steps you must follow to **grow your business with video**.

This is your medium — the way you will share your message with the world!

We call this framework Video Supply™.

This will be your guide for how to use video throughout all your marketing, including ads, funnels and products, to increase profit and impact in your business.

If you're reading this guide, chances are, you're ready to use video to amplify your brand and get your products and services seen by the world!



Ready to be our next success story, [schedule your strategy call.](#)

Check off anything that feels true about you and your business:

- ☐ I'm mission-driven with a vision to help others in a massive way.
- ☐ I have transformative products and services proven to convert.
- ☐ I have a unique message that *must be* shared with the world.
- ☐ I know my customers and industry inside and out.
- ☐ I dream of growing my authority to the next level using YouTube, Facebook, Instagram, LinkedIn, Google, and/or a variety of other channels to leverage paid and organic traffic.
- ☐ You're ready to partner with experts who can take your story and amplify it with the right marketing videos that actually work to grow your business.

Do any of these feel like you?

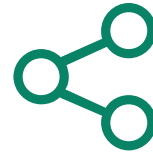
If so, now is the time to use Video Supply™ to grow your business using a simple, 3-step video advertising framework:



STRATEGY



CREATION



PROMOTION

The Video Supply Agency completes each phase over the next 3 months.

As we develop your custom strategy, we collect information about your brand, products and customers to guide all decisions.

And then Video Supply Agency experts will do everything 100% for you in collaboration with your team.

In the following pages you will find some details about our approach to creating successful videos.



How To Use This Guide

- ☐ Print it out
- ☐ If you're 100% digital, open up a notes app
- ☐ Implement Video Supply™ using our agency services or do it yourself with our guided coaching and courses.
- ☐ Grow your business with video ads



And, if you have any questions along the way...

Meet Josh Crandall.

He's the Creative Director of the Video Supply™ Agency and he's a quick phone call away as you review this guide.

Contact Josh anytime:

EMAIL

CALL

Video Supply

STRATEGY

Why do you want to create videos? What results will your videos create for your business?

CREATION

How will you create your videos? Batch film per quarter? Gear choice? Team? Tools?

PROMOTION

What data, platforms and distribution methods will you use to promote your products/services?

STEP ONE

Strategy

Begin with the end in mind.

What result do you want your videos to produce?

Describe below what your business will look like after you've successfully planned, produced and promoted videos that get the attention of your perfect customers, sell your products effortlessly and help you stand out.

Effective video advertising will grow your business every time.

And the Video Supply™ is the framework you can follow for success.

GOALS

Use the space below to set specific goals for your new video ads.

In the next 3 months, my videos will...

...free up my time so I can focus on brand building, make sales on autopilot, give me more time off...

Now, set goals your traffic, leads and sales.

Video Supply™ Ads will create massive brand growth with product/service 1



Traffic Goal: How many video views and sales page views?



Lead Goal: How many new leads captured?



Sales Goal: How many new sales generated?

RESEARCH

Market Research provides insights on what the competition is doing, popular products, common trends, what's working and what's not.

Brand Research helps you discover what makes your business stand out, identify brand voice, effectiveness of web presence and a confident understanding and the vision all messages and content will serve.

Customer Research provides essential data on potentials buyers desires, pain points and how they talk about what they want and need so videos can powerfully communicate the solution. Do interviews and collect data.

Product Research helps the marketing team understand the products and services being sold and how to communicate it simply to the target audience.

Use the following questions to do research to prepare your video strategy.

What is your brand mission?

What motivates you to accomplish this mission? What's your vision for the future?




What is your most profitable product or service?

This is the main product people are happy to pay for. It's proven to sell!



What is your monthly revenue for this product or service?



What are your sales goals in the next 3 months?

Price per unit and goal for number of units sold.



How do you generate leads for your product or service?

Links to free or paid lead magnets and other resources.



What are the free ways people can engage with your brand?

Links for your Blog, Facebook, Groups, Instagram, LinkedIn, YouTube, Podcast, Webinar, Lead Magnets, etc.



Who are your customers?

Describe their dreams, where they spend their time online, what they enjoy, etc.



What are your customer's problems?

What stops them from being successful. What frustrates and pains them?



BRAND MESSAGE

Crafting a clear message is essential to business growth.

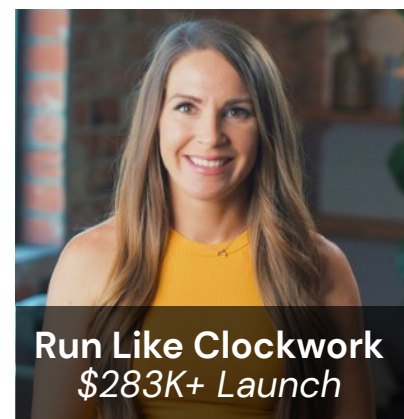
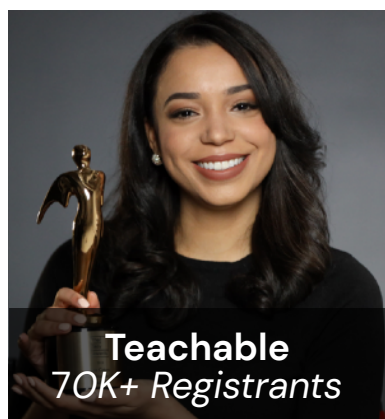
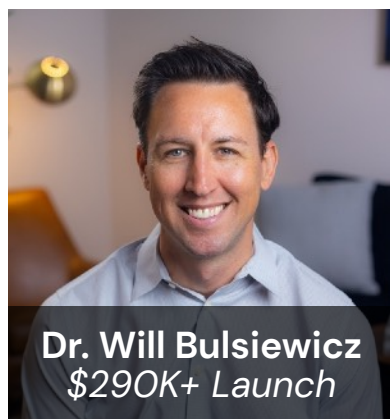
The more clearly you can talk about what you do and how you can help your customers, the more you will win over your customers.

Your unique message is your competitive edge and helps you stand out from the other noise online.

And, it will make video scripting much easier. You'll be confident in how to create all content online, not only video. You'll build a profitable connection with customers and they'll understand why they need to buy your product or service.

To do all this messaging magic, we use Story Supply™ — our signature brand messaging framework that will help you clearly and confidently talk about what you do in a simple yet powerful way.

Before you prepare video scripts, update your story supply so your messages will resonate from ads to your product communication plan.



Use the following questions to start your messaging strategy..

What is your brand message?

How do you communicate your offer to your audience?



What is your unique selling proposition?

What makes your product or service different and better than the rest of the market.



What's your movement?

Who do you stand for and how will you support and serve them to get what they want in a transformational way?



MARKETING PLAN

With message clarity, you're ready to build a marketing plan that works. Naturally, Marketing Supply™ is our signature marketing framework.

It's a simple, 3-phase plan to help you build a sales funnel. In this plan you categorize all marketing content and decisions as **Traffic, Leads, or Sales**. Get access to the guide [here](#).

Video advertising is not only about generating traffic on social media and other platforms, it also applies to the video messages needed for capturing leads and making sales.

Think about the journey your customers go on to learn about your brand and buy your products. Each step requires a different type of message.

Brainstorm all the ways your customers experience your brand during each phase of marketing.

Traffic

Leads

Sales

VIDEO LIST

Using the customer experience list, it's now time to prepare your video list. This becomes your own *video supply*!

Prepare a list of videos that fit in each phase of your marketing.

Traffic — Ad Videos

A large, empty rounded rectangular box with a thin gray border, intended for listing ad videos.

Leads — Funnel Videos

A large, empty rounded rectangular box with a thin gray border, intended for listing funnel videos.

Sales — Product Videos

A large, empty rounded rectangular box with a thin gray border, intended for listing product videos.

Get access to the video planning template for more in-depth implementation workshops inside the [Video Supply Course](#).

VIDEO SCRIPTS

Using your video list, prepare SEO-driven titles, descriptions, tags and thumbnail ideas to guide your video outlines and scripting.

It's not essential to do word-for-word scripts for every video but organize your ideas helps remove rambling and speeds up filming time.

Download and use our video scripting guide, called **Video Supply Scripts**, to plan, outline and write your videos scripts.

AUDIO <i>Narration / SFX / Music</i>	VISUALS <i>Shots / Graphics / Ideas</i>
This is where you put the words of your script – what will be said. You can assign numbers, use matching colors or align the words to the supporting visual.	Enter your creative and visual direction here. Match up each visual with a specific part in the narration such as ideas for shots, graphics, etc. Consider including timecode to map out the pacing of the video.
Hi, my name is...!	0:00 – 0:10: Talking head.

DISTRIBUTION

Every video advertising strategy requires distribution planning in the early stages. During research, video list planning, and scripting take note of where and how each video should be distributed.

Add *“Platform”* and *“Distribution Notes”* in your video list.

Platform can include all channels available to publish your videos such as YouTube, Vimeo, Wistia, Facebook, Instagram, LinkedIn, Pinterest, Twitter, Email, Website, Event, etc.

Understanding where the video will be published to adjust scripting, filming and editing decisions.

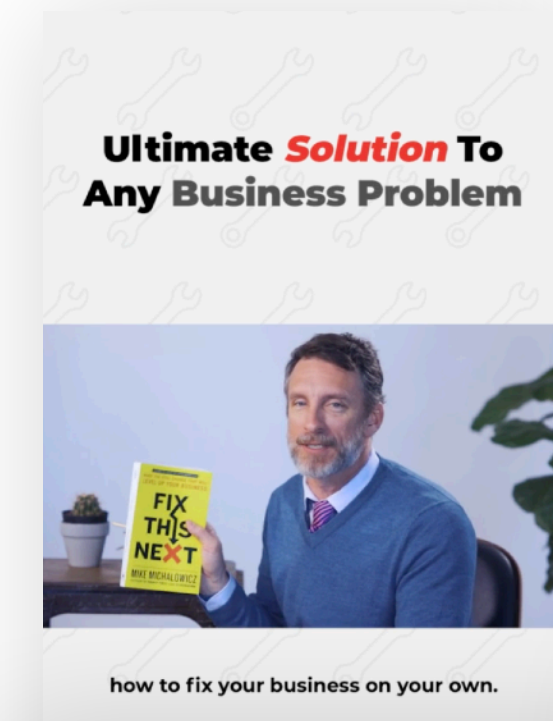
Distribution Notes can include creative direction from all teams that need to be involved during video planning: social media and ad buying creative teams. They will be handling all distribution and as experts guide video changes, hook ideas, design choices, and more.

With all creative teams involved during Video Strategy preparation, ads manager and social media channels can be optimized to reflected new messaging updates, easy website access and other branding adjustments needed for your fancy, new video advertising campaign.

VIDEO BRANDING ASSETS

To streamline your editing, get to work now preparing your video design assets using your brand color palette, logos and fonts.

Prepare designs for every platform. Get inspired with some of our agency samples below.



TEAM AND TOOLS

Automate Systems with the right tools, checklists, apps and project management solutions so your team can successfully operate without you as traffic runs 24/7!

Talent Selection and casting if relevant to the videos. Some or all videos may include you or your team as the main people on camera presenting the message.

Build Relationships with partners, influencers and PR opportunities to position your authority, cross-promote your content and even collaborate on commercial productions.

Empower An Expert Team to help automate and publish consistent, branded content. This includes a dedicated team of creatives, filmmakers, editors, designers, writers, ad buyers, strategists and more to run your content marketing campaigns for you.

Use the following questions to organize your team and tools.



Who do you currently have on your team?

List name and role.



What tools and apps do you currently use?

Google Suite, Slack, Asana, etc.



What is your brand style guide?

Logos, Colors, Fonts, etc.



Your video advertising strategy is now ready.

Let's get filming!

STEP TWO

Creation

Now it's time to create your videos. Consider the following...

Focus On Message Over Visual because the message you share is far more important than how cinematic your visuals may be. A well-written script with smart ad buying strategy will always be more successful.

Production Preparation and Checklist to ensure all teams and tools work successful to capture the messages and visuals we need to launch the most impactful videos.

Book A Film Location in a studio space, rental property or in the peace and quiet of your home office so you can film with no distractions.

Appearance, Wardrobe and Make-Up that align with your vision and brand design style guide.

Film Production where you spend 1-2 days to film all videos for your ads, sales funnel, website and products.

When you ***enroll in our agency services*** we will do this 100% for you.

Our production team films you, your team or hired talent in a studio and at locations based on the scripts.

You can also ship your product to our studio or share online access if it's a digital products so we can do the research, script the videos and film the ad creative.

Film Variations And Test different messages to see which will resonate with and engage audiences the most. Allow data to drive decisions and creative editing to ensure share-ability and impact before launching the videos.

Edit and Design Videos formatted for each distribution platform.

Repurpose into other videos, blogs, podcasts, graphics, emails, webinars, lead magnets, ads and more.



STEP THREE

Promotion

As you edit, design and prepare your videos it's now time to launch and promote your products with video ads.

Use Data-Driven Distribution by making sure videos are distributed, tested and updated based on data collected from ads and customers to drive the biggest impact.

Test Variations by making multiple versions, using different hooks, sampling creative approaches, various video sizes and graphics, trying out alternate endings and more to make sure your ideal customer will want to share the content, click through and buy your product.

Ad Buying applied across Facebook, Instagram and YouTube. This helps you setup, optimize and prepare to launch video campaigns.

Content Calendar for consistent publishing, scheduled weeks and months in advance, that speaks directly to your audience's pain-points and keeps you top of mind for your dream customers.

Automate and Train a team and tools to distribute each video. This includes easy-to-follow checklists and workflows for free and paid publishing.

Maximize ROI by developing a deep familiarity with the various social platforms, algorithms, audience types, influencers and how to fit with the relevant content. We leverage all this data for launching each promotion for solid ROI from ad budget invested.

SEO and PR Optimization to plan titles, descriptions and video positioning with media partners to get authority features in major publications and increase organic reach of the video for the short and term impact of the video — making it a very relevant lead generation machine.



How To Get Results

We follow this exact process, customized for every client, to get predictable results with videos designed for the entire sales funnel. Our agency services begin at 3 months.

- ✓ Month One: **Video Strategy**
- ✓ Month Two: **Video Creation**
- ✓ Month Three: **Video Promotion**

We implement Video Supply™ advertising into your business when you apply to work with our done for you agency services.



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APPLY NOW

Enrollment

Here's what happens when you apply to work with us.

1. **Discovery:** When you apply to work with our agency, you are immediately directed to [book a free discovery call](#) with our team to review your mission and goals to decide if we're a good fit.
2. **Strategy:** Once we decide we're a good fit to work together then we begin all brand research and launch roadmapping to build a custom plan in a 1 hour strategy call.
3. **Enrollment:** With a completed 3 month launch plan ready, we'll review all expectations, sign a contract and officially enroll your brand with our agency services program. You'll get access to all resources, frameworks and team members for a successful service and launch.
4. **Planning:** We do further brand, product, customer and messaging research so our creative and ad buying teams can write scripts, design storyboards and prepare for your video production.
5. **Production:** Our pro video crew meets with you, your team and all talent at a studio to batch film all videos in 2 days.
6. **Promotion:** We edit, design, optimize and test your videos to launch for biggest impact, using paid and free distribution strategies.
7. **Scale:** After three months, and we successfully launch and distribute your videos, we review the results, optimize as needed and then identify further ways to scale the impact and ROI of your videos by scaling distribution reach or creating new videos for your campaigns.

Service

Your 3 month, Video Supply™ Service Includes:

- ✓ **Custom Strategy:** We partner with you to build your strategy with distribution and goals in mind, considering all aspects of creative, press features, SEO, entire marketing funnel and more.
- ✓ **Creative Scripting:** Our team plans and writes all video scripts based on the power of your message combined with proven marketing strategies.
- ✓ **Film Production:** Our team meets with you, your team and selected talent to batch film ALL your marketing videos to achieve your current or next launch goals.
- ✓ **Complete Campaigns:** Full funnel videos for ads, funnels and products optimized to drive direct sales and brand awareness through organic and paid traffic strategies.
- ✓ **Consulting and Resources:** Gain exclusive access to our expert team for ongoing consulting calls, online course library and recommended tools for all the support you need. Included a dedicate support Slack channel.

Frequently Asked Questions

What guarantee can you give me that your services and learning resources will work?

The success of your business is still completely determined by you, not our team. Our proven marketing and messaging strategies do work when implemented correctly.

Marketing and realizing your vision is a long-game strategy. We don't guarantee detailed results with every client being different but we believe in frameworks and patterns for success. And our process is successful. Our services often contribute to consistent to high 5 and 6 figure launches. And then lifetime value from our work is even greater.

How do you measure success?

We lead with this question when first talking to new clients. We help you define what success will look like for you over the coming weeks and months as we implement Content Supply into your business. We even track our progress to show ROI both in revenue and impact made.

What types of videos do you create?

We create videos for the entire customer experience. This includes video ads for brand awareness and direct-response, sales funnels, products, events, video series and documentaries.

Each video fits within your marketing campaign so it's relevant to the message your customer needs right now. Depending on the distribution strategy for each video, most videos will be published on YouTube, Vimeo, Wistia, Facebook, Instagram or other support platforms.

Will Dallin be involved in strategy calls and services?

Our Creative Director leads our strategy and service fulfillment with the support of our team and yours.

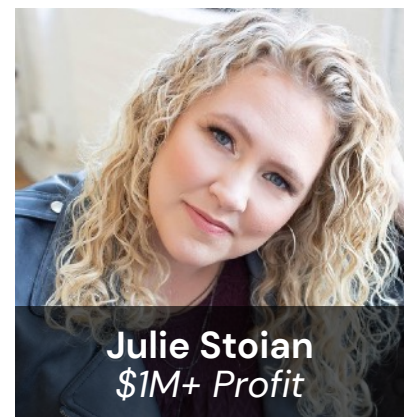
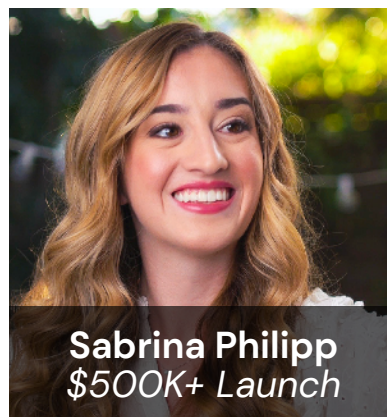
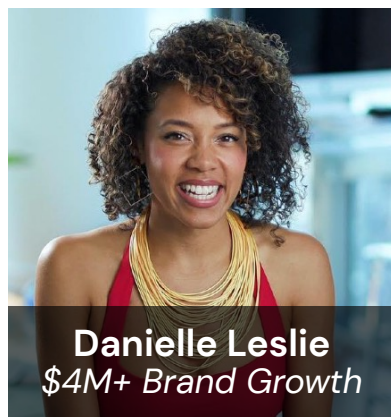
Dallin will not be on strategy calls but he will be updated on the progress of clients' accounts in each team meeting and ROI report.

What is the timeline in working with your agency?

Every client in our services program signs a 90 day contract contract at the start of services.

At the end of 90 days, if you choose to end your contract with us you may do so.

Or, as our brand name suggests, to continue to receive your ongoing supply of content you can sign a monthly retainer for continued strategy, creation and promotion (organic and paid ad) support.



Our Mission

Our mission is to inspire others to discover and live their perfect future by helping them build an impactful brand through crafting a powerful message, building a marketing plan that works and creating transformational content to communicate their vision with the world.

We believe in a world where mindset, environment and technology is no longer a barrier to sharing influential messages that build profitable businesses and meaningful relationships.

The people who change the world are the ones who take a stand for what they believe in, share that message with content (especially video), and invite others into their shared purpose.



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