

COMBOS THAT BUILD WINNING BRANDS

VIDEO REVIEW:

In today's video landscape, there are 3 ways to share video.

PRODUCED - Any video that is shot, edited and then uploaded

EXAMPLE: Youtube, Vimeo and most Facebook videos

LIVESTREAM - Any video streamed live

EXAMPLE: FB LIVE, Youtube Live, Periscope

SHORT TERM - Any video that expires in a given amount of time

EXAMPLE: Snapchat stories, IG stories

WHAT CREATES A WINNING COMBO?

A consistent flow of new videos sharing who you and your brand are to the world.

Write down 2 combos of videos that you will create this week. ie. Video combo: 1 produced video & 2 livestream videos.

CREATE A VIDEO COMBO

Now write down 1 TKO (Title, Keynote and Offer) for each of these types of videos.

PRODUCED

LIVESTREAM

SHORT TERM