



VIDEO PRODUCTION

# Checklist

MILLENNIAL MEDIA



# Introduction

## A VALUABLE RESOURCE FOR YOU

During the creative process, there will be a constant stream of communication and information flowing back and forth between you and the production team. Things can become even more complex if you're working on multiple branding or content marketing projects simultaneously!

To help you maintain organization over the various components involved in this exciting endeavor, we've created this handy interactive checklist to be used as a reference guide over the course of your creative timeline.

While every item may not be needed for your particular project, we recommend keeping a copy of this list in an accessible location so it can be referred to easily during the various stages of the production process.

# Checklist

## YOUTUBE STARTER PACK ELEMENTS

- Login credentials (email, user id, and password)
- Website link, preferred URL for YouTube channel, and name of YouTube Channel
- Any public contact info to be listed on the YouTube profile. This may include your email, phone number, and/or business address.
- Your business email address if desired
- Any content for your about page or profile bio
- Logo and any branded content including a profile photo, preferred colors, and fonts
- YouTube plugin or app integrations with your website
- Social media scheduler account for video (optional)



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## YOUTUBE ELEMENTS

- Edited content for posts
- Raw content for posts (optional for video editing packages).
- Preferred photos, images, or graphics for header and/or animated intro or outro
- Keywords for niche topics

## VIDEO ELEMENTS

- Raw video footage
- Any desired licensed music, graphics, or logos to be used in promo video
- Any text to be used in promo video

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## VIDEO STRATEGY ELEMENTS

- Comprehensive video content strategy that incorporates your primary content drivers and fits within your overall online communication purpose
- Specific YouTube channel strategy to reach your target audience
- Optional YouTube growth strategy (This may include active participation and reaching out to networks, effectively using keywords and hashtags, or occasionally using paid social media ads.)
- Content creation and curation strategy
- Content publishing strategy (once a week, bi-monthly, once a month, etc.)
- Editorial calendar