



Media & Entertainment

# **5 QUESTIONS MARKETERS MUST ANSWER BEFORE CREATING A VIDEO**

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**Youth**



**Women & Family**



## SchoolTV || Tập 12: Halloween | Official

YAN News  
2,830,333 views



## SchoolTV || Tập 1: 7 Kiểu Học Sinh Tiêu Biểu |

YAN News  
3,563,157 views



## SchoolTV || Tập 4: Học Sinh Mới | Official

YAN News  
3,309,117 views



## 8 Văn Phòng Tập 2: Nội Quy Công Ty

YAN News  
1,124,549 views



## 8 Văn Phòng || Tập 5 : Đồng Phục Công Ty |

YAN News  
1,063,843 views



## 8 Văn Phòng - Tập 3: Phong Thủy

YAN News  
1,179,525 views

**5 QUESTIONS  
MARKETERS MUST  
ANSWER BEFORE  
CREATING A VIDEO**

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1

WHAT IS THE  
**PURPOSE**  
OF THE VIDEO?

**OBJECTIVE**

**EXPECTATION**

**S.M.A.R.T**

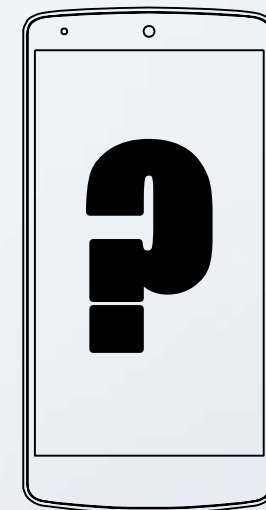
**Schooltv** will generate 1M views and result in 5,000 subscribers within 7 days. This will allow me to increase my channel growth and bring potential clients.





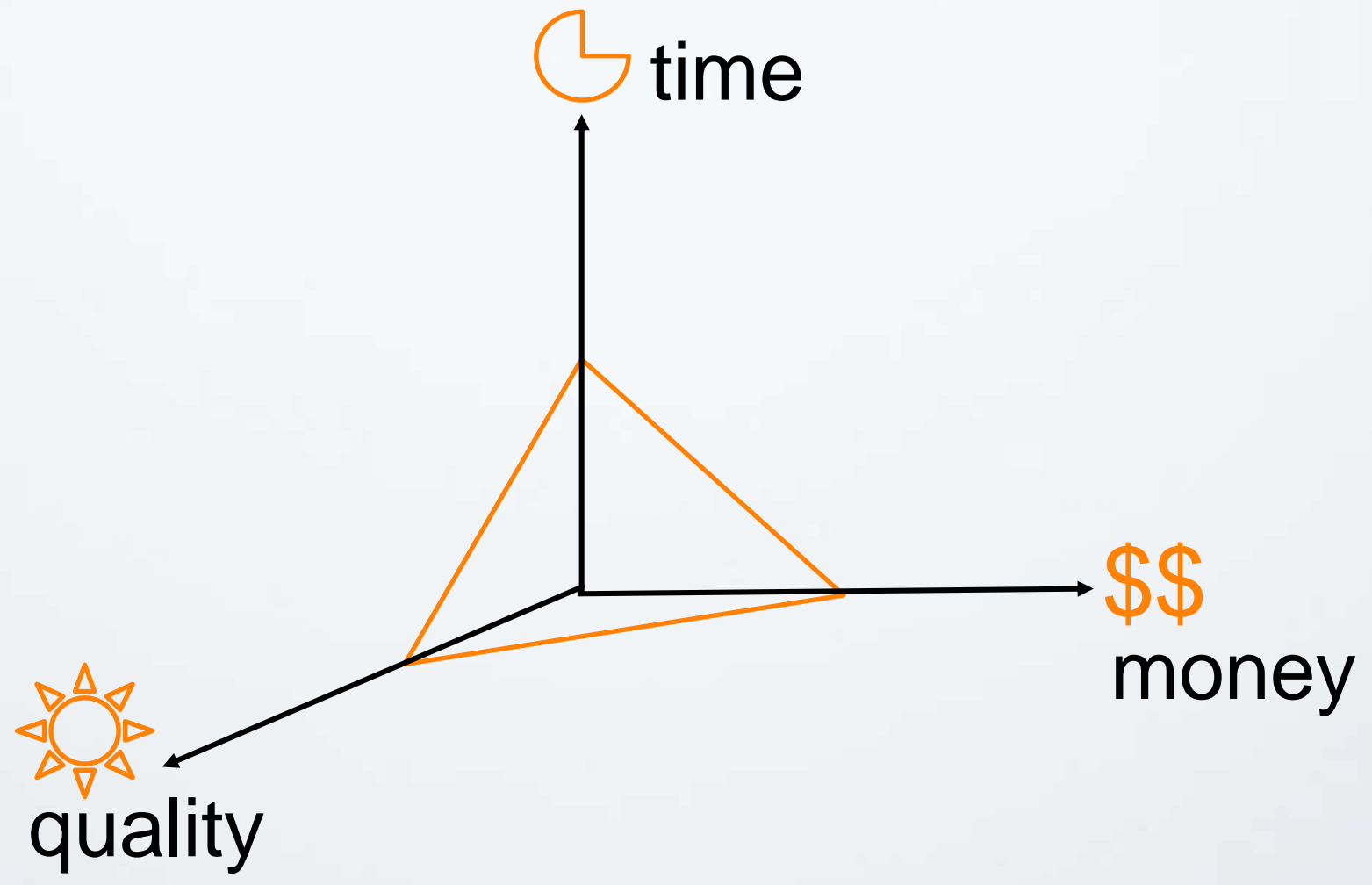
**2**

**WHERE  
WILL THE VIDEO BE  
DISTRIBUTED?**



**3**

**WHAT IS THE  
TIMELINE  
& BUDGET?**



**4**

**HOW WE WILL  
MAKE A VIDEO  
SUCCEED?**

# CONTENT



**concept.**  
**type. format.**  
**mood&tone.**

# RESPONSIBILITY

**in house.  
outsource.  
the team.**

# PROMOTION

**owned.  
paid.  
earned.**



**5**

**HOW WE WILL  
MEASURE  
ROI?**

**absolute**

**relative**

**attribution**

# 5 QUESTIONS MARKETERS MUST ANSWER BEFORE CREATING A VIDEO

- I. WHAT IS PURPOSE OF A VIDEO?
- II. WHERE WILL THE VIDEO BE DISTRIBUTED?
- III. WHAT IS THE TIMELINE & BUDGET?
- IV. HOW WE WILL MAKE A VIDEO SUCCEED?
- V. HOW WE WILL MEASURE ROI?

THANK YOU FOR LISTENING

**Any Questions?**