

# THE MARKETING REALITY CHECK

A Comprehensive Guide to Developing a Video Content Strategy



## Building a Strong Foundation for Video Content Success

Video content has become one of the most powerful tools in modern marketing, offering businesses a dynamic way to **engage audiences**, **communicate their brand story**, and **drive tangible business outcomes**. Whether it's through captivating product demos, behind-the-scenes glimpses, or educational tutorials, video has the unique ability to connect with viewers on an emotional level, making it a cornerstone of any successful marketing strategy.

However, creating impactful videos isn't as simple as hitting the record button. To ensure your video efforts deliver meaningful results, it's essential to take a **strategic approach**. This means stepping back and assessing your organization's readiness, understanding your audience, and aligning your video content with your overall business and marketing goals. Without this foundation, even the most visually stunning videos risk falling flat.

This **Marketing Reality Check** is designed to help you reflect on key areas of your business and marketing efforts, enabling you to create a video content strategy that is purposeful, effective, and aligned with your audience's needs. By evaluating these areas, you can uncover **opportunities for growth**, address gaps in your approach, and ensure your video content resonates with the right people at the right time.

Below, we'll explore the most critical components of a successful video content strategy. Each section includes a brief explanation of why it matters, along with guiding questions to help you assess your current position and identify areas for improvement. Use this as a framework to build a strategy that drives real, measurable results.

**Let's dive in!**



## TARGET AUDIENCE AND PERSONAS

**Explanation:** Your video content will only be effective if it's tailored to the right audience. Understanding your target audience and developing detailed buyer personas ensures your message resonates with those who matter most to your business.

### Questions to Ask:

- Who are your ideal customers? (Consider age, gender, location, income, profession, etc.)
- What are their interests, hobbies, or values?
- What motivates them to seek your products or services?
- What platforms do they use to consume content (e.g., YouTube, Instagram, TikTok, LinkedIn)?
- What problems are they trying to solve, and how do they typically find solutions?

**Tip:** Use data from customer surveys, website analytics, and social media insights to develop accurate and detailed personas.



## PAIN POINTS



**Explanation:** Pain points are the challenges or frustrations your audience faces. Identifying these pain points helps you create videos that demonstrate how your product or service can solve their problems.

### Questions to Ask:

- What are the most common complaints or challenges your customers face?
- How does your product or service address these challenges?
- Are there any misconceptions or barriers that prevent customers from choosing your solution?
- What emotional triggers are tied to their pain points (e.g., frustration, fear, or desire for convenience)?

**Tip:** Use testimonials, customer feedback, and conversations with your sales or support teams to identify recurring pain points.



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## MARKET NEEDS

**Explanation:** In addition to individual pain points, businesses must address larger market needs and trends. Understanding the “bigger picture” allows you to position your brand as a leader in your space.

### Questions to Ask:

- What trends or shifts are impacting your industry?
- Are there unmet needs or gaps in the market that your business can address?
- What are your competitors doing in terms of video content?
- How does your product or service stand out in the market?

**Tip:** Conduct competitive analysis and stay updated on industry news to identify opportunities where your organization can shine.



## MESSAGING



**Explanation:** Consistent and compelling messaging is critical for effective video content. Your messaging should clearly explain your value proposition while aligning with your brand's identity and tone.

### Questions to Ask:

- What is the core message you want your audience to take away from your videos?
- Is your messaging clear and easy to understand, or is it too complex or vague?
- Does your messaging align with your brand's personality (e.g., professional, fun, inspiring)?
- Are you highlighting the benefits and outcomes your product or service provides?

**Tip:** Stick to one main idea per video to keep your messaging focused and memorable.





## CONTENT FREQUENCY

**Explanation:** Consistency in video production and posting is essential for building trust and staying top-of-mind with your audience. Planning your content frequency ensures you can maintain a sustainable schedule.

### Questions to Ask:

- How often can your team realistically create and post video content?
- Do you have a content calendar to plan your video topics and posting schedule?
- Are you balancing quality with quantity?
- Are you creating a mix of content types (e.g., tutorials, testimonials, product demos, behind-the-scenes videos)?

**Tip:** Start with a manageable posting schedule (e.g., one video a week or month) and adjust as your team becomes more efficient.



## CALL TO ACTION (C.T.A.)



**Explanation:** Every video should include a clear and actionable CTA that guides viewers toward the next step in their journey with your brand. Without it, your audience may not know how to engage further.

### Questions to Ask:

- What action do you want viewers to take after watching your video?
- Are your CTAs clear, specific, and easy to follow?
- Do your CTAs align with the goal of each video (e.g., awareness, engagement, conversion)?
- Are you making it simple for viewers to take the next step (e.g., clickable links, easy-to-follow instructions)?

**Tip:** Examples of CTAs include “Visit our website,” “Sign up for a free trial,” “Follow us on social media,” or “Contact us today.”



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## AUDIENCE ONLINE PRESENCE

**Explanation:** To maximize your video's impact, you need to distribute it on the platforms where your audience is most active. Each platform has its own best practices for video content, so understanding your audience's online behavior is essential.

### Questions to Ask:

- Where does your audience spend most of their time online (e.g., TikTok, Instagram, Facebook, LinkedIn, YouTube)?
- What type of video content performs best on these platforms?
- When is your audience most active online?
- Are you optimizing your videos for the platform (e.g., vertical videos for Instagram Stories or short-form content for TikTok)?

**Tip:** Use platform analytics to track engagement and adjust your strategy to meet your audience where they are.





## BRINGING IT ALL TOGETHER



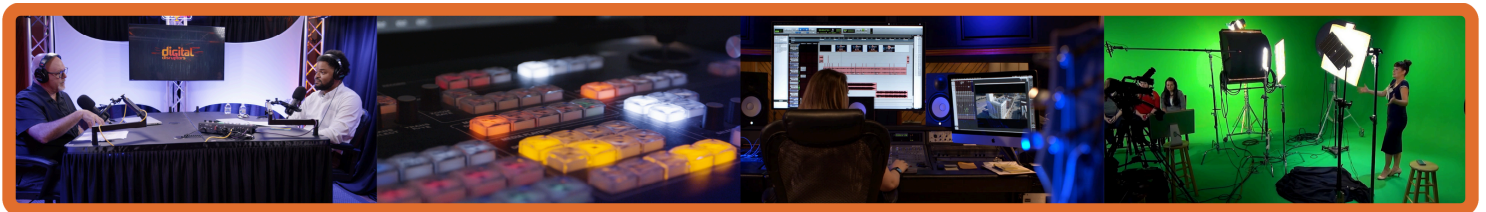
This **Marketing Reality Check** is designed to help you assess your organization and identify gaps or opportunities in your video content strategy. By addressing these key areas, you'll be able to create videos that resonate with your audience, solve their problems, and drive business results.

### Next Steps:

1. Use the questions above to evaluate your current strategy.
2. Define your goals.
3. Evaluate your team's ability to achieve your goals.
4. Stuck? Setup a strategy session with the Real Media team find the right solution.
5. Setup your meeting at [strategy.realmediakc.com](https://strategy.realmediakc.com)

Remember, successful video content is built on a strong foundation of strategy, planning and execution. Take the time to understand your audience, their needs, and how your business can provide value through engaging and impactful videos. Need help? Give us a call.

Ready to start? Your audience is waiting! Reach out to us today!



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