

Clearhead's
BRIEFING GUIDE

*helping HE and FE marketers to
create strategic video content*

Video strategy

Creating video without a strategy is like getting in your car just to go for a drive. Hopefully you'll enjoy the journey, but it probably won't be your most productive trip. Instead, we recommend you complete this briefing document before you create or commission any video content for your school, college or university. Together, we'll cover the why, who, what, where, when and how of video strategy.

Project name:

eg. Open Day recruitment campaign

Why

Why are you creating this piece of video content? What's your objective for it, and how will you know if you've succeeded?

What's the objective for this video?

eg. The objective of the video is to encourage prospective students to register for our next open day.

How will you know if you've been successful?

eg. The video will be successful if 500 prospective students register for our open day after watching it.

Who

Who do you want to watch the video? Who needs to be involved in its creation?

Who is your target audience for this video?

The more specific the better, eg. The video will target prospective students aged 15 to 18, who live within 20 miles of our campus.

Where are they in the decision-making process?

e.g. At this time of year, the target audience will be comparing their progression options.

Who needs to be involved internally?

Who is responsible for leading the project?

e.g. Marketing Officer.

Who is accountable for the project's success?

e.g. Marketing Manager.

Who needs to be consulted?

e.g. Subject area lecturers whose areas are featured in the video.

Who needs to be kept informed?

e.g. All staff will receive updates on the project via newsletter, with a premiere before public launch.

What

What's the main message you want to convey in the video? What do you want people to do, think or feel afterwards?

What's the key thing you want people to remember?

e.g. Our open day will help prospective students decide whether the course they have in mind is right for them, no matter which institutions they are considering.

What do you want viewers to do after watching?

e.g Register now (via a unique landing page) so they can book to attend a sample class or book a career advisor appointment.

Where

How will you promote and distribute your video?

Are you targeting:

Desktop viewers

Mobile viewers

What channels do you intend to use?

OWNED CHANNELS

Website homepage

Course / context-specific webpages:

Social media channels (e.g. YouTube):

Video links in email campaigns

Search engine optimisation

On-campus digital screens

Other:

EARNED CHANNELS

Shares by target audience

Influencer outreach

Media coverage

Other:

PAID CHANNELS

Social media ads:

Paid influencers:

Broadcast advertising (cinema, TV, VOD)

Events and exhibitions

Other:

Promotion budget:

When

When does the project need to be complete? How long will this piece of content be in use?

When is your deadline for the delivery of the project?

e.g. Delivery by end of October, ready for our next recruitment cycle.

Are there any restrictions on filming dates?

e.g. Current students have exams in May and finish in June. So if using current students, need to film by April.

What is the required lifespan of the film(s)?

e.g. This video will be used for three open days (spread across the next 12 months), so we need to avoid featuring specific dates and times.

How

How should the video look/feel? What needs to be considered in the creative treatment of this video content?

What type of content are you looking to create?

Hero content

Big, bold, brave content that interrupts your target audience and forms a strong first impression.

Hub content

Engaging content that maintains and deepens your relationship with viewers who are already engaged with your college/university brand.

Help content

Timely, relevant and informative content that answers questions your target audience are searching for online.

What's your approximate budget for video production?

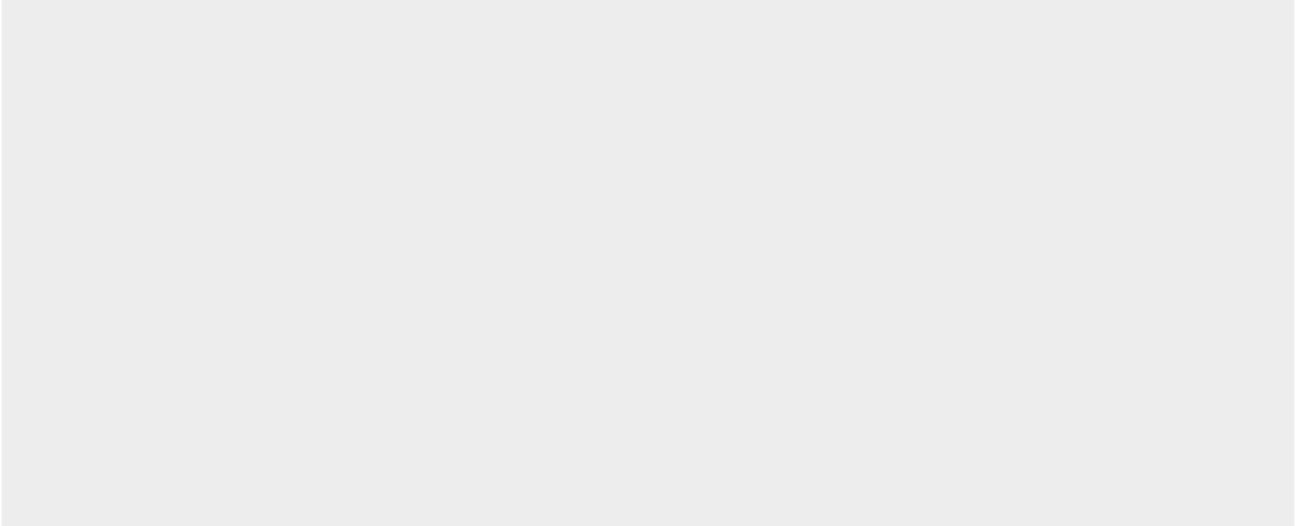
What approximate length should the video be?

e.g. 60-seconds for the full video, with a 30-second edit for cinema and three 15-second edits for social media.

What creative influences should be considered?

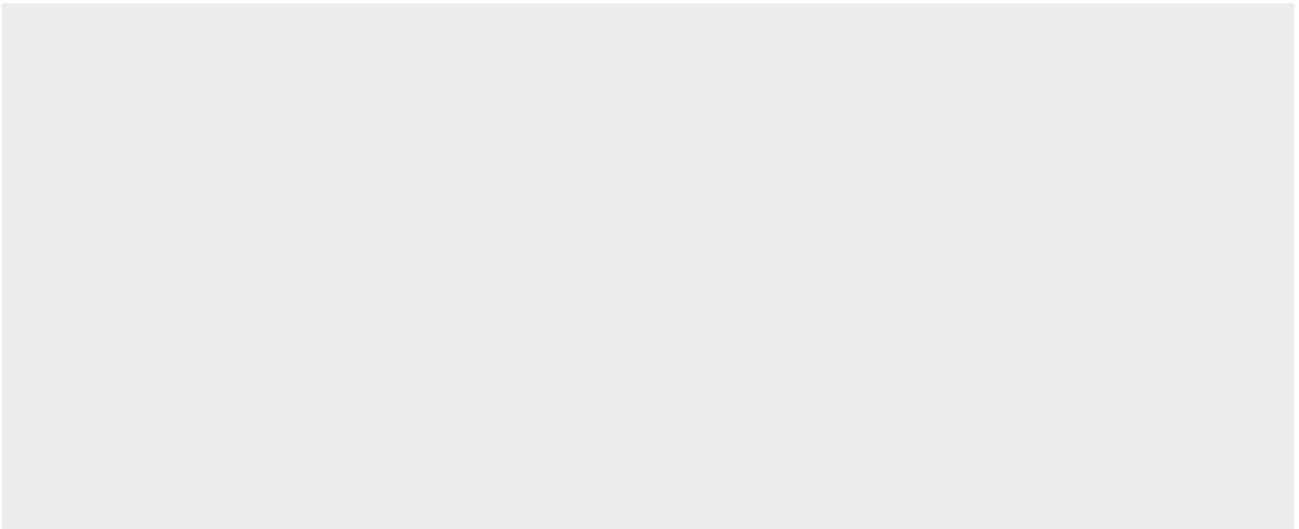
e.g. The promotional films for Northampton College and the University of Hertfordshire performed well with a focus group of our students.

What existing content will the video need to align with, in terms of look, feel and tone?



e.g. This video will need to integrate with our printed prospectus, which also promotes our open days, and our brand guidelines.

What are your current thoughts regarding your audio options?



e.g. We would prefer not to have a voiceover but a strong piece of music instead, which can be licensed for cinema broadcast within our production budget. Any words or sound effects will need to have subtitles for prospective students with hearing impairments.

FINISHED YOUR BRIEF?

Email it over (or snap a photo of each page if you printed it off)

We can challenge your brief, talk through your options and/or provide a quote as required.

