

DO YOU EVEN NEED VIDEO?

START WITH YOUR STORY...

WHO'S THE HERO?

YOUR VIEWER

You're the mentor in **THEIR** journey

(They're looking for something and your business/organization is there to show them the way)

IS IT EDUCATIONAL?

Are you teaching your viewer something of benefit to **THEM**?

Y

N

Will it answer a question **OR** explain your product/service?

Are you providing an answer to a FAQ or introducing your viewer to the benefits of your solution?

Y

N

Will it provide relevant background or history?

Is it directly relevant to your viewer?
Eg. you sell kits to isolate DNA and believe a quick video on how restriction enzymes work would be helpful to your viewer's workflow?

Y

N

Will it show a viewer how to perform something?

Are you providing step-by-step instructions of a protocol, helping your viewer troubleshoot a problem, or believe they'd benefit from a screen recording of how to use your product?

Y

N

WATCH THIS LINK
Ask TaqMan

Is it purely entertainment?

WATCH THIS LINK
In a Nutshell

Are you looking to produce a series of entertaining content?

Y

N

ARE YOU SURE YOUR VIEWER IS THE HERO?
Be honest...

Y

N

START OVER

PROCEED WITH VIDEO

YOU

You're sharing information about yourself

Whether video works (or not) will depend on what you're trying to convey. However, in instances where video doesn't work well, the content **almost always** falls under this category

WHAT'S YOUR STORY?

Are you sharing a story about **YOUR** company or organization, **YOUR** founder, or the work/research **YOU** do?

Y

N

This is awkward. If you've ended up on this side of this infographic the answer should be **YES...**

Are you trying to connect emotionally with your viewer?

Y

I said **"EMOTIONALLY"**

Are you communicating your "WHY" or trying to share values that are also important to your viewer?

Y

N

Is it about your founder?

Y

N

Is it about your work or research?

Y

Is there an interesting story behind it?

I said **"INTERESTING"**

WATCH THIS LINK
Regeneron's Story

Do you have an interesting story to tell?

Y

N

STOP

These kinds of stories tend to provide little value for the viewer. Unless your founder's story is incredibly interesting or connects with your audience on a really deep level, there are better ways to add value.

Is there another way to add value?

START OVER

I said **"INTERESTING"**

WATCH THIS LINK
The story of Warfarin

Do you have an interesting story to tell?

Y

N

Is it just data?

Y

N

Is it a strategic **OR** operational plan?

Plans **NEVER** make good stories. **EVER.**

Y

N

Hmmm. This is embarrassing. Your content should have fallen into some other category by now.

START OVER

CONSIDER AN INFOGRAPHIC

OR

CONSIDER AN INTERACTIVE

STOP

SUMMARY

The links above should provide you with plenty of inspiration but, if you'd like a little help brainstorming, share your goals and we'll pitch you some ideas!

NO OBLIGATION

CLICK TO BOOK YOUR STRATEGY SESSION

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