

Alliance Media Outcome Planning Tool

When planning the outcomes you want from a video strategy, it’s important to ask the right questions to understand your goals and objectives. Here are 10 questions to help you to plan the desired outcomes of your video strategy:

You can use this word document to complete the questions below and email us with your completed Outcome Plan.

**Questions:**

**What is the main objective you want to achieve with your video strategy?**

**Who is your target audience for these videos?**

**What message or story do you want to convey through your videos?**

**How do you want your audience to feel or react after watching the videos?**

**What specific actions do you want your audience to take after watching the videos?**

**How do you plan to measure the success of your video strategy?**

**What is your desired timeline for implementing and achieving the outcomes of your video strategy?**

**Are there any specific platforms or channels where you want your videos to be distributed?**

**Do you have any preferences or guidelines regarding the style, tone, or aesthetics of the videos?**

**What resources or budget do you have available for the development and production of your video strategy?**

By asking these questions, we can gather important information to align your expectations and goals with the video strategy planning process. This will help us to create a focused and effective video strategy that delivers the desired outcomes and meets your expectations.