

YOUR VIDEO PROJECT QUESTIONNAIRE

In film we like to say that too much video coverage is the perfect amount. The more information you can give us about you and your business, the more it will help us create your video in line with your brand. It's also beneficial for you to have a chance to think deeply about what you want to use your video for, and where you'd like it to go in the buyer's journey. These are the kinds of questions we ask our clients when we work together one-on-one, and questions you should be asking yourself every time before you sit down in front of the camera.

Your Info

The basics:

Your Name: _____

Your Email: _____

Your Phone: _____

Your Style Guide

If you have a business style guide already, we'd love it if you could upload it with your video files. Otherwise, let us know as much as possible of the below:

Font/s (eg, Nexa Light, capitalised): _____

Brand Color Hex Codes (eg, #3a0091): _____

Your preferred name and title for your lower third graphic (eg, ~~Jeff Barkacs~~, Founder, Dominion Marketing):

Links to videos you like/are inspired by: _____

Links to current branding (maybe there's a Pinterest board, your Instagram feed, or a specific web page that

has an excellent example of your branding): _____

Your Call to Action

What do you want to go on your end card? Where can people find you? Do you have a message you'd like to display in the final frames of your video?

Where do you want this video in terms of the buyer's journey? Awareness, Engagement, Conversion, Retention, Advocacy?

What are your goals with this video? What would you like viewers to do after they watch it?

Your Links

Where can we find your footage and other files?

If you use a font you've downloaded and would like music playing in the background of your video, please upload these files with your footage.

Keep in mind you may need to buy royalty-free music, see our music guide below:

Music Guide

A lot of websites exist across the web offering music that is royalty-free. This means that you, the video creator, need only pay a one-time fee to download the track, and then you can use it as many times as you want, in as many projects as you want, because you own the music license and do not have to pay a recurring royalty fee since it does not exist.

Here are some examples of websites that offer this kind of music:

<https://audiojungle.net/>

<http://www.shutterstock.com/music/>

<http://www.premiumbeat.com/royalty-free-music>

<https://www.pond5.com/music/1/popular.html>

Tracks on these sites can range from \$25 to \$79 for ownership, usually falling somewhere in between.

Sometimes, royalty-free music doesn't cost anything at all. There are various sites that offer music at no charge. In most of these cases, the sites are run by the composers themselves, who choose to offer their royalty-free tracks for no cost to the listener.

We recommend Kevin McLeod's Incompetech: <http://incompetech.com/music/royalty-free/>

Or browsing Bandcamp or Soundcloud for royalty free music by independent artists.

<http://bandcamp.com/>

<https://soundcloud.com/>

Independent artists who choose to do this benefit by getting their music out to a larger audience than they might if they charged for their music.

Another way you can get music for free is to look for music with a creative commons license. Anything with this kind of license is free for the public to do with as they please, within the terms of the CC license.

Here are some sites you can use to find free and legal music that is licensed by CC:

<http://freemusicarchive.org/curator/video>

<http://audiofarm.org/>

<http://www.podsafeaudio.com/>

Returning Your Questionnaire

Save your form with your completed answers then attach it to an email and send it to:

support@dmarketingllc.com

If we've missed anything, you have more to add, your form isn't working, you have questions or feedback, or just generally want to chat, please do! You can reach Jeff personally at jbarkacs@dmarketingllc.com.
