

AT ZAGPRO ACADEMY, WE FOLLOW A SIMPLE 7-STEP PROCESS FOR CRAFTING REPEATABLE VIDEO CONTENT, AS SHOWN BELOW:

65%

of people use
YouTube to help
them solve a
problem

1. START WITH THE END IN MIND WITH YOUR CONTENT TOPIC ON THE VALUE AND MESSAGING.
2. CONDUCT AS MUCH RESEARCH AS YOUR CAN ABOUT YOUR CONTENT TOPIC.
3. CREATE AN OUTLINE FOR CREATIVELY PRESENTING YOUR CONTENT INFORMATION ON THE VIDEO.
4. RECORD YOUR VIDEO CONTENT. PAY ATTENTION TO THE AUDIO, LIGHTING, AND VIDEO QUALITY.
5. RELEASE YOUR VIDEO CONTENT THROUGH A VARIETY OF DIGITAL MEDIA CHANNELS.
6. REPURPOSE YOUR HIGH PERFORMING VIDEO CONTENT ACROSS CHANNELS.
7. REVIEW THE DATA ANALYTICS AND KEY PERFORMANCE INDICATORS (KPI'S) FOR YOUR VIDEO CONTENT TO DRIVE FUTURE CONTENT OR VIDEO FORMATTING DECISIONS.
8. BONUS: REPEAT BACK TO STEP NUMBER 1 FOR YOUR NEXT VIDEO CONTENT CREATION AND REPEAT THE PROCESS.