**Video planning template**

Use this to frame your thinking to plan out videos. Keep in mind that your prospective customers may not be searching for your business right now, so think about the challenges they may be seeking to solve earlier in their buyer journey.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Capturing traffic** | | | | **Content strategy & value** | | **Conversion & lead gen** | |
| Topic | Keyword/phrase on YouTube | Volume | Search Intent: What are people actually looking for with this phrase? | Why our brand should talk about this | How our video could be better than what’s out there? | What would be a next step someone can take from this video to move down the sales funnel? | Relevant other videos or resources to mention during the recording |
| *EXAMPLE: Doing your taxes* | *Tax mistakes* | *500+* | *How to do your taxes cause the quickbooks help area isn’t giving them clarity* | *We’re a CPA firm so we can demonstrate our value but also increase the awareness that it’s not easy and you could hire someone to help* | *Most videos I found ramble on about the software – we could offer 5 key things to keep in mind and highlight common mistakes* | *Book a free tax review call – but make sure to use a form that segments them by size of firm* | *Visit our site for an ebook that will help* |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

Use this to frame your thinking to plan out videos. Keep in mind that your prospective customers may not be searching for your business right now, so think about the challenges they may be seeking to solve earlier in their buyer journey. To gain insights in any of these boxes, there are a variety of tools to use – but first one is a secret hack and that is use the language of your customers. How they talk about their problems can be a key insight that drive better relevance.

**Tools to use in your B2B video strategy:**

**SEMRush**

Semrush is an SEO tool that does your keyword research, tracks the keyword strategy your competition uses, runs an SEO audit of your blog, looks for backlinking opportunities, and lots more. Internet marketers all over the world trust Semrush. It is also used by a number of businesses, big and small.

Use SEMRush to figure out what searches and questions are being asked, and what types of traffic may exist for those phrases.

**VidIQ**

VidIQ is a SaaS product designed to help YouTube creators find topic and keywords for their videos. The tool also has a robust YouTube SEO feature set that assists with creating SEO-friendly titles, descriptions and tags. You can type in a search term and get key data on that term, plus a list of keyword variations.

**TubeBuddy**

TubeBuddy can also help you find topics and search volume for keywords, as well as what videos are the top performers for those topics. You can use TubeBuddy to a deep dive on video performance and strategize how to best optimize your videos.

It's also a great tool to use for SEO and doing a search on the best keywords or to see what is trending. TubeBuddy makes it possible to test thumbnails, headlines, tags, and more – plus streamline your uploading process and updating of videos across the platform. It also provides a checklist of things to do when uploading a video to ensure the best optimization.