


Video Strategy Framework


Video Vision

What is our ambition for video-
for our business and customers?

Notes

Put video into its technical
and cultural context

Tie the vision to the
business objectives

Video Formats

What type of video are you using
and what should you be using
more of?

Notes

Webinars (formats)


Personal video campaigns

Product Demos

Brand films

Digital Events

Automated video touch
points

Video Platforms

Do you have the right technical
infrastructure in place to get the
most out of video?

Notes

Video Marketing Platform

Video First website

Video Section


Video Library

Video App

Webinar Hub

CRM Integrations

Content Engineering

Video Organisation

Do yo have the tools and team in
place to put video a the heart of
what you do?

Notes

Create a CVO

Build a video team

Video as a specialism


Make video cross business-
not siloed

Build a video studio

Train/Enable everyone to
use video

Recruit video natives

Working with a Video
Agency

Video Budget

Do you have clear sight on what
you spend on video across your
organisation?


Notes

Create a central video
budget

Ensure clarity on who owns
all aspects of the budget

Be clear on what it includes
and does not

Quantify it as a pc of all
marketing spend

Video Metrics

What metrics do you have to
assess how you are building your
video capabilities?

Notes

What are your webinar
targets

What engagement do you
track

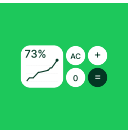
How are the new teams
responding

What ROI is Video delivering

Tools to Accelerate Video

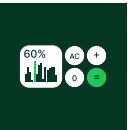
At TwentyThree, we don't just provide
you with the platform to make engaging
video and webinars.

Here you can find the supplementary
tools you need to succeed



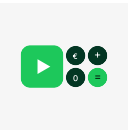
Video Maturity
Benchmarker

Is your organization ready for a
video-first world? Use our tool to
work out your Video Maturity
baseline - and then build from
there



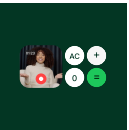
Video Engagement Score

Most companies underestimate
video when it comes to tracking
their engagement. Use our
calculator to get the real picture.



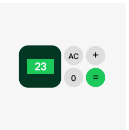
Video Budget Estimator

The first step to optimizing your
future video budget is knowing
how much you're spending here
and now. Use our tool to get a
truer picture.



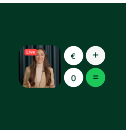
Personal Video ROI
Estimator

See how much revenue your
company could add by adding
personal videos to your emails.



TwentyThree Upgrade
Estimator

Is your tool holding your webinar
program back? See how you
could supercharge your webinar
ROI by upgrading to TwentyThree.



Webinar Budget Estimator

The first step to optimizing your
future webinar investment is
knowing how much you're
spending here and now. Use our
tool to get a truer picture.