The Ways and Means

MARKETING FOR ASSOCIATIONS

Video Impact Checklist for Associations

Whether you are planning your first video or have a finished project ready to launch, don't just publish it and hope for the best. This checklist is your practical guide to ensuring your video gets seen by the right audience and delivers measurable results. It transforms your new video into a powerful, momentum-building strategic tool.

How to Use This Checklist

This checklist is organized into three powerful phases designed for maximum impact.

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Pre-Production: Quick wins to implement prior to planning and scripting.

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Phase 1: Foundational Strategy ensures your video's message, audience, goals, and internal advocates are aligned before launch.

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Phase 2: Launch & Dissemination provides the blueprint for maximizing reach by optimizing your landing page and breaking the video down into high-performing social media assets.

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Phase 3: Post-Launch & Measurement guides you to move beyond simple view counts to track real-world conversions and strategically repurpose your content for sustained impact.

00 Pre-Production Quick Wins

- [ ] **Engage the Viewer Early:** Ensure your script or interview flow addresses the "Why" within the first 5 seconds to capture attention.
- [ ] **The "Authentic Interview" Method:** Provide interviewees with a list of themes and similar questions 48 hours in advance, rather than the exact script. This allows them to prepare their thoughts without sounding over-rehearsed or "robotic."

- **Note:** The tip above suits most interviewees. If interviewees are professional actors or proven public speakers you should provide the exact script or interview questions so they can rehearse.

- [ ] **Success Alignment:** Before filming, confirm that your video’s core purpose (e.g., Member Recruitment or Advocacy) aligns with your association's broader strategic goals.

01 Phase 1: Foundational Strategy

Decide What Success Looks Like

- [ ] Awareness
- [ ] Event Registrations
- [ ] Member Recruitment
- [ ] Advocacy
- [ ] Donations

> **Tip:** Ensure this primary goal aligns with your association's broader strategic plan for the year. This clarity will guide every creative decision you make during production.

Define Your Audience

- [ ] Before you hit "publish," identify 3-5 key audience segments (e.g., prospective members, policymakers, current members, industry partners). Your goal is to tailor the context of the message (captions, emails, opening lines), not the video file itself.
- [ ] Create different opening introductory messages for each group. For a policymaker, start with, "Are you looking to support X?" For members, try, "Members like you helped us achieve Y."
- [ ] Tailor your captions and send targeted emails with distinct calls to action like "Join," "Attend," or "Support."

Align Internal Advocates

Get your team on board before the public launch. Staff, board members, and key volunteers are your first and most valuable amplifiers.

- [ ] Send them a preview link and talking points.
- [ ] Provide a ready-to-use "share kit" with pre-written posts for social media and a brief email blurb.
- [ ] Encourage them to schedule their posts for launch day to create an immediate wave of momentum.

External Partnerships

- [ ] Identify external partners such as industry allies, key government stakeholders, or media contacts who share an interest in the video's message and can help you reach a wider audience.
- [ ] Target industry influencers, journalists, partner associations, or key government allies.
- [ ] Prepare a "partner media kit" with shareable assets and pre-written posts.
- [ ] Tag and thank them in your launch posts to foster goodwill and future collaboration.

Conduct a Tone & Sensitivity Check

Before releasing any content, especially on a sensitive topic, perform a final review.

- [ ] Check for unintended bias or imagery.
- [ ] If needed, add disclaimers (e.g., "This video reflects general guidance, not legal advice").
- [ ] For sensitive subjects, consider a controlled release through a newsletter or private webinar before going fully public.

Ensure Full Accessibility

Make your video accessible to everyone.

- [ ] Always provide closed captions (using a professional or human-verified SRT file, not just auto-generated captions)
- [ ] Post a full transcript alongside the video on your landing page. (This is essential for SEO, but use an accordion or toggle to keep the page visually clean.)
- [ ] If the visuals are critical to understanding, include an audio description track.
- [ ] If you haven't filmed yet, ensure your script includes 'visual descriptions' so that the video is naturally accessible to those with visual impairments.

02 Phase 2: Launch & Dissemination

Optimize Your Landing Page

- [ ] Add Video Schema Markup to your landing page HTML. This tells search engines and AI LLM's (like Google, Google AI and ChatGPT) exactly what the video is about (title, duration, description), which can help it appear as a rich search result.

> - **Tip:** Many CMS platforms (like WordPress) have plugins that automatically generate Video Schema.

- [ ] Embed the video near the top of the page and ensure it’s mobile-friendly.
- [ ] Surround it with at least 300 words of keyword-rich copy that explains who the video is for, what it's about, and why it matters.

Maximize Reach by Creating Micro-Assets

To maximize the value of your professional content, strategically break it down into a few smaller, platform-optimized assets for ongoing engagement.

- [ ] Create 10-15 second micro-videos, ensuring you use the optimal aspect ratio (e.g., 9:16 vertical for Reels/Shorts; 4:5 or 1:1 for LinkedIn/Meta).
- [ ] Pull key quotes to turn into branded quote posts for newsletters.
- [ ] Plan a multi-week content campaign. Don't just post your video once. Instead, plan a campaign to maximize its impact. This could look like:
  - **Week 1:** Launch. Share the full video on all your channels.
  - **Weeks 2-3:** Highlights. Post short, 10–15 second clips of key moments or quotes from the video to keep the momentum going.
  - **Weeks 4-6:** Use the remaining clips as a reminder to take action, whether that's registering for an event, joining the association, or downloading a resource.

Foster Community Dialogue

Give your audience a reason to engage, not just watch.

- [ ] Include a clear call to action that relates to the video's message, e.g., "Share your story using #Our[Industry]Impact".
- [ ] Encourage your board members and ambassadors to share their personal reflections on the video's message.

03 Phase 3: Post-Launch & Measurement

Go deeper than just view counts

- [ ] Monitor engagement metrics like video completion rate and audience retention curves in your analytics platform.
- [ ] Track conversion rates from the video to your intended action, such as event registrations or downloads.
- [ ] Use UTM tracking links to measure referral traffic from each social post.

Set a Paid Amplification Plan

A small paid budget can dramatically increase your reach and impact.

- [ ] Allocate your budget strategically across platforms based on your audience.
- [ ] Use a simple ROI calculation: (New event registrations × registration fee) - (Video production + ad spend).

Repurpose & Recycle

- [ ] Re-edit clips for future event follow-up emails ("See what you missed") or turn key statistics into shareable infographics

About Us

The Ways and Means is a marketing agency focused exclusively on helping associations and other membership-based organizations achieve their marketing and business goals.

Why associations? Because what you do truly matters. You uphold standards, tackle big policy challenges, and spark innovation.

Why Work With Us? We've poured decades of experience into resources that address the specific hurdles of member recruitment, retention, and revenue generation. We don't just produce videos; we build strategic tools designed for measurable momentum.

Ready to start your next video project?

Planning a high-impact video can be overwhelming. We can help you manage everything from foundational strategy to post-launch amplification.

Connect with Us

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