



Local Business Video Marketing Checklist



Find the pivotal moments in the customer journey when personalized video can deliver unique value.



Key Takeaway: Video marketing is a great opportunity to speak directly to customers at a pivotal moment in their customer journey.



Identify which type of video speaks most effectively to that moment in the customer journey



Key Takeaway: Different marketing video types are best-suited for different moments in the customer journey. Identify your target audience and where they are in their journey, then ask yourself how they would most benefit from a marketing video.



Personalize to engage, nurture, and reward repeat business



Key Takeaway: Remember that customers want to shop local; it makes them feel good. Use personalized marketing videos to drive home your connection to your community.



Take the time to build a social media presence



Key Takeaway: Software is your friend! Social media software comes in all shapes and sizes. Click here for a breakdown of Hootsuite and five of its alternatives.

The era a video is here. Check out the full article at [Capterra.com](https://www.capterra.com)