MARKETER'S EDIT BAY
CHECKLIST

As you begin incorporating video into your marketing strategy, here is a checklist to take with you into the edit bay so you can guide your team in creating excellent content with optimal efficiency.

☐ **When should your editor(s) be finished organizing the footage?**

☐ **Who needs access to the footage?**

    Where does the footage live in order for all the right team members to have access? (We recommend Jellyfish shared storage for the most comprehensive solution or cloud-based systems like Frame.io, Dropbox or Google drives if you're in a pinch.)

☐ **When do you expect to hear a radio edit?**

    Who needs to be a part of the approval process for the initial radio edit? What is the process for giving notes?

☐ **How many rounds of revisions are you allowing and how many days do they have to complete those revisions?**

☐ **Who is responsible for resolving conflicting notes?**

    Someone (likely you), needs to be responsible for collating notes, cross checking them with original intentions for the piece and what need its solving, and parsing them down for the editor to make specific changes.

☐ **Who needs to give final sign-off on radio edits and who needs to be included in the notes process?**

    (Try using a platform like Frame.io or Wipster and add the appropriate individuals to the project for review.)

☐ **Who will be responsible for title cards and graphic treatments within the video?**

    Consider any lower thirds, title cards, thumbnails, etc. and be clear about the time-line for deliverables.

☐ **Where will the video live?**

☐ **What are the aspect ratio requirements for each place the video lives?**

☐ **What is the roll-out plan for promotions and how will the right versions of the video get to the right people?**

    (For instance, who will be responsible for writing the description of the video on YouTube and who will be responsible for building complementary content to promote the video on other social media platforms? Where will the various versions of the video live for all these purposes?)

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You're one step closer to creating more awesome video content for your brand!

Hopefully this checklist helped position you as a thoughtful and knowledgable team member on your project. If you want to continue investing in tools that enahance collaboration in the video content creation process, check out our blog for free information or learn from other video teams at lumaforge.com/portfolio.

Don't forget to keep this list handy. With each new team member and with every project, you have the opportunity to get everyone organized and focused by asking these questions. We would love to see what you're working on. Tweet us at @Lumaforge and show us how you're integrating video into your marketing strategy. We're always looking for video teams to highlight who are doing what they can to make this a more collaborative experience!

From one marketer to another,

Krysta Masciale | LumaForge

FASTER,
TOGETHER