

Free Videography Business Marketing Planner

Use this grab-and-go checklist to grow your videography business. Remember to keep it simple, stay consistent, and check the boxes

Owner: _____ Date: _____

1. Build a Website

- ☐ Add 5–10 samples of my best work
- ☐ Create a contact form that works and sends to my inbox
- ☐ Write an “About Me” page with a clear niche
- ☐ List my services and starter packages with prices or “from” rates
- ☐ Collect 3–5 testimonials and display them
- ☐ Make the site mobile-friendly and fast (less than 3 seconds to load)
- ☐ Add a “Book Me” CTA on every page

Notes: _____

2. Use Social Media for Storytelling

- ☐ Choose 1–2 platforms: Instagram Reels, YouTube Shorts, or TikTok trends
- ☐ Post at least two posts per week
- ☐ Post behind-the-scenes clips (shoot day, gear, setup)
- ☐ Share editing before and after transformations
- ☐ Post one mini client case study per month
- ☐ Join an online videography group and interact weekly
- ☐ Batch-create 4–8 short clips per month

Notes: _____

3. Network and Partner to Find Clients

- ☐ Make a list of 10 local partners (photographers, event planners, venues, etc.)
- ☐ Reach out and schedule three coffee chats
- ☐ Brainstorm bundled offers and referral swaps
- ☐ Agree on next steps and put dates on your calendar
- ☐ Share each other’s work on socials once per month

Notes: _____

4. Let Reviews and Testimonials Do the Talking

- ☐ Ask 3 past clients for reviews (send template + links)
- ☐ Create and send out customer surveys (Net Promoteor Score (NPS) + 3 questions)
- ☐ Post reviews to website & Google Business Profile
- ☐ Turn the best quotes into graphics/videos for socials
- ☐ Optional: add photos of me with happy clients to my website and socials

Notes: _____

5. Use Emails to Stay Connected

- ☐ Add a signup form to my website (header + footer + contact page)
- ☐ Ask new clients to join after every project
- ☐ Share signup link on socials monthly
- ☐ Collect signups at events with QR codes
- ☐ Send a monthly newsletter (one helpful tip + one story + one CTA)

Notes: _____

6. Future-Proof Your Videography Marketing

- ☐ Test short-form video formats (Instagram Reels, TikTok trends, YouTube Shorts)
- ☐ Try at least one AI-assisted post-production tool this month
- ☐ Offer eco-friendly shoot options (LED, solar, rechargeable batteries)
- ☐ Refresh your portfolio quarterly

Notes: _____

Quick Metrics

Monthly inquiries: _____

Booked projects: _____

Close Rate: _____ %

Average project value: \$ _____

Email subscribers: _____

Followers (primary platform): _____

Quick Metrics

- ☐ One outreach touch (partner or past client)
- ☐ Two social posts a week
- ☐ One portfolio update or WIP clip
- ☐ Inbox zero + follow-ups