

Video Script Template

Date:

Client:

Project:

Video/ SOT (captions)	Narration w/ Timecode	Graphics/Video & Timecode
Logo and animation	Video blogs are a great way to drive new website traffic, boost engagement, and increase your average time on site.	Logo / 1-3 seconds
Kevin's close up	Hi. I'm Kevin from [insert company name]. When done strategically, video blogs can be one of the greatest assets on your website. Remember, a video blog is just a quick 30 – 60 second video where your goal is to cover one topic or answer one question.	Kevin 3-7 seconds
Cut to clips: <ul style="list-style-type: none"> - What is a video blog? - How we use a video blog. 	One of the easiest ways to make video blogs is to stand in front of the camera and answer some of your company's frequently asked questions. Ask people on your team what some of the most common questions they get from customers.	Animate a question 1 second Capture the answer 3-10 seconds
Call To Action	Want more marketing and blogging tips? Visit our website at Penhee.com/blog	Cut to website 3 seconds