VideoScribe
created by SPARKOL

Video infographic planning worksheet

You've got research, data or information that's valuable to your audiences. Only problem is, you're not sure how to share the content to create the impact it deserves. Use this planning sheet to map out your video infographic and captivate your audience.

These 6 questions will help you plan your infographic video and ensure you that your video delivers your objectives. Use it to keep you on track or as a briefing sheet to colleagues and partners.

1. Define the objectives of your infographic video – what are you trying to achieve with your video?

Objective 1:

Objective 2:

Top tip: make sure your objectives are specific, achievable and most importantly, measurable.

2. Outline your target audience for the video – who do you want to see it?

Age:

Persona (e.g. customer, prospect, student, colleague):

Geography:

What are your audiences' pain points?

3. Collect and analyse your data - what do you want your audience to learn?

Primary research:

Secondary research:

Research summary:

Top tip: make sure you answer the following questions:
- What's the core message/trend you want to convey?
- What do you want your audience to leave knowing?
- Which of your results is going to grab your audience?

4. Storyboard your infographic video

Mapping out how your video will start, progress and end will make creating your video easier and ensure you don't miss any key pieces of information. We've created a free storyboard planning template that you can download to help you storyboard your infographic video.

Download the Storyboard Template >

5. Now it's the fun part - produce your video

☐ Whiteboard animation (tick boxes)

☐ Animation

☐ Live action

Add a URL link to a video here to act as your reference point and inspiration:

Top tip: Add in your own animated graphs and charts to display data. Find out more here.

6. Export your video and market it

Website video - how will you host your video?

☐ YouTube

☐ Vimeo

☐ Sho.co (MP4)

☐ QuickTime MOV

Social media - what social channels will you promote your video?

☐ Facebook

☐ Twitter

☐ Instagram

☐ YouTube

☐ Linkedin

Email - will you be adding your infographic video to your email?

☐ GIF

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The video specs for the popular social networks

YouTube
Min. 426x240px
Max. 3,840x2,160px

Facebook
1,200x720px

Instagram
600x600px

Twitter
1,280x1,024px