

GUIDE

Sample Video Strategy Guide

A fictional, anonymized example of the strategy handoff: the decisions, workflow, roles, roadmap, and measurement plan a B2B team walks away with.

By **Digital Accomplice**

Read this first

This is not a real client strategy. It is a fictional sample based on the shape of the work we do, so you can see what the finished strategy feels like before you book a call.

The real version is specific to your company: your buyers, your sales cycle, your subject-matter experts, your proof, your team, your budget, and your tolerance for polish versus speed.

FACT: The point of the strategy is not to make a prettier video plan. The point is to stop making the same 15 decisions from scratch every time someone says, "We should make a video."

Example company

AcmeOps is a fictional B2B SaaS company selling workflow software to mid-market operations teams. The product is trusted by current customers, but the company has three problems:

- Buyers do not understand the category until a sales call.
- Competitors are getting cited in AI answers for category questions.
- The internal team has smart experts, but nobody owns the video process.

The strategy below turns AcmeOps' existing expertise into a repeatable visibility engine. It starts small, captures the language already being used on sales calls, and makes that expertise legible to people and AI search engines.

Strategy summary

The first strategy is simple: record one expert conversation every month, break it into durable answers, and publish those answers where buyers and AI systems can find them.

The content should not start with "what can we make this week?" It should start with the buyer questions AcmeOps needs to own:

1. What is workflow orchestration software?
2. How is AcmeOps different from project management software?
3. What breaks when operations teams manage approvals in spreadsheets?
4. How do mid-market teams measure workflow automation ROI?

5. Which workflows should be automated first?

The first 90 days should prove the system, not exhaust the team. The goal is a sustainable cadence the company can keep after the novelty wears off.

The 15 decisions

These are the decisions most companies leave implicit. The strategy writes them down so production does not stall or drift.

1. **Business goal:** Increase qualified demo requests from operations leaders who already understand the category problem.
2. **Audience:** VP Operations, COO, RevOps, and IT-adjacent process owners in companies with 100 to 1,000 employees.
3. **Content ideation:** Pull topics from sales-call objections, support tickets, onboarding questions, competitor pages, and AI-search gaps.
4. **Formats:** Monthly long-form expert conversation, short clips, FAQ videos, blog posts, LinkedIn posts, and newsletter sections.
5. **Channels:** YouTube, the AcmeOps blog, LinkedIn, newsletter, sales follow-up, and selected landing pages.
6. **Posting schedule:** One recording per month, one long-form post per month, one article per month, and one short answer per week.
7. **Ongoing roles:** Marketing owns the calendar. Sales feeds questions. SMEs appear on camera. Digital Accomplice runs the capture and pre-purposing workflow.
8. **Research and testing:** Track buyer questions, citation surfaces, video retention, page engagement, and sales-team usage.
9. **Authenticity policy:** Prioritize clear expert answers over heavily polished brand language. Keep the human voice.
10. **On-camera performance:** SMEs answer one question at a time. No scripts. Use prompts and coaching to keep answers specific.
11. **Production tools:** Riverside for recording, Descript for transcript review, YouTube for video hosting, CMS for articles, CRM notes for source questions.
12. **Production pipeline:** Question backlog, monthly recording, transcript cleanup, clip selection, blog draft, QA, publish, measure.
13. **Quality control:** Every asset must answer one clear question, name the audience, avoid vague claims, and point to a next action.
14. **Measurement:** Track leading indicators first, then pipeline influence. Do not judge the strategy only by views.
15. **Budget:** Start with the crawl cadence. Move to walk or run only after the process proves useful.

Record once, publish everywhere

One recording is not one asset. It is the source material for a whole month of useful content.

The transcript is the center of the system because it is readable by people, search engines, and AI answer engines. The video builds trust. The transcript makes the expertise portable.

One 45-minute conversation becomes:

- 1 long-form YouTube video.
- 3 to 5 short clips for LinkedIn and YouTube Shorts.
- 1 blog post built from the transcript.
- 4 to 6 FAQ answers for sales enablement and AI-search coverage.
- 1 newsletter section.
- 3 to 5 sales follow-up snippets.

"The transcript is the asset the machine can read. The person on camera is why the buyer trusts it."

The first 90 days

Month 1: Crawl

Build the backlog, record the first conversation, publish the first article, and get the team used to the operating rhythm.

The first recording should answer category-level questions. Keep the quality bar clean but practical. The early goal is not to make the definitive brand film. It is to prove that the team can capture expertise without adding a new burden to everyone else's week.

Month 2: Walk

Use the first month of data to tighten the topics. Which clips got saved, shared, or used by sales? Which questions produced the clearest answers? Which articles gave the team a better asset to send after calls?

This month adds one recurring series. For AcmeOps, the recommended series is "Workflow Fixes," a plain-English set of short answers to common operational bottlenecks.

Month 3: Run the test

Compare the content against three measures: buyer usefulness, AI visibility, and sales-team adoption.

If the system is useful, increase cadence or depth. If the system is not useful, change the source questions before changing the production style.

Roles and handoffs

The strategy only works if ownership is boring and clear.

- **Marketing lead:** Owns the calendar, approvals, publishing, and monthly reporting.
- **Sales lead:** Supplies recurring buyer questions and flags which assets help in active deals.
- **Subject-matter expert:** Shows up for one monthly recording and reviews technical accuracy.
- **Executive sponsor:** Makes priority calls when the team is tempted to make every video do every job.
- **Digital Accomplice:** Runs the recording, editing, pre-purposing, production flow, and strategy iteration.

The default approval path is one business day for technical accuracy, not a brand committee rewrite. The goal is to protect trust without sanding off the expert voice.

Measurement plan

The first 90 days should be measured with leading indicators. Revenue matters, but most teams kill useful programs too early because they demand lagging proof before the channel has time to work.

Measure these every month:

1. **Buyer usefulness:** Which assets sales actually sends, which questions they replace, and where buyers reply.
2. **AI visibility:** Which questions cite AcmeOps, competitors, YouTube, or owned pages.
3. **Engagement quality:** Saves, replies, watch depth, article scroll, and qualified CTA clicks.
4. **Production health:** SME time spent, approval time, publish cadence, and reuse rate.
5. **Pipeline influence:** Deals where a video, article, or answer helped create or accelerate trust.

FACT: Views are useful context, not the scoreboard. A video that helps one qualified buyer understand the problem can be more valuable than a clip that entertains 10,000 people outside the market.

Crawl, walk, run budget path

Start with the smallest cadence that can teach the team something true.

Crawl: \$1,500/month. One monthly recording. Weekly shorts. Blog and newsletter from the transcript. Best when the company needs consistency before scale.

Walk: \$5,000/month. Two episodes per month, six to eight shorts, blog posts, newsletter support, and testing. Best when the company needs a visible cadence and enough output to learn faster.

Run: \$20,000/month. Multi-show slate, near-daily publishing, quarterly flagship film, full pre-purposing, and optimization. Best when video is becoming a core go-to-market engine.

Flagship films, campaign launches, and high-production customer stories should be scoped separately. They are not substitutes for the engine; they sit on top of it.

What happens after the strategy

At the end of the strategy sprint, AcmeOps has a written operating guide, a topic backlog, a first 90-day roadmap, and a clear decision about what level of Phase 2 makes sense.

The team can run it internally, hand pieces to freelancers, or ask Digital Accomplice to run the engine. The important part is that nobody is guessing anymore.

Want to discuss your situation?

If this helps you picture the handoff and you want a version built around your company, let's talk through whether the strategy sprint is the right starting point.

See if this is a fit →

Digital Accomplice is a video-first, AI-search studio for B2B.