## THE LIFECYCLE OF A SUCCESSFUL VIDEO

When creating an online video, there are four critical life stages of a successful video:

Strategy, Creative Storytelling, Production and Analytics.

PHINSE I. STRATEGY

The first phase of video development is identifying the strategy and approach.

Phase I is critical and answers the Five Ws of "who, what, when, where and why".

where the visual and conceptual aspects of an animated video are developed.

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Writers ripts red p to tell each story.

Once the video is made, what truly matters is how successful it is.

> Powerful hosting platforms provide valuable performance data about each video that can be directly applied to your existing video strategy.

PHASE 3: PRODUCTION

