

HOW TO:

Get the most from your content agency

Utilising your brief
to create a
rounded content plan.

MARKETING

PRODUCTION

PLANNING

CONTENT

01 - Creating a Content Plan



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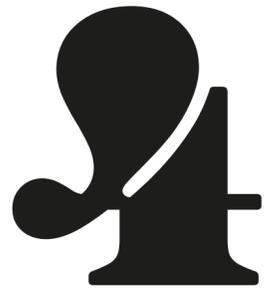
We're a visual content agency;

which means we are a highly skilled team of creatives with a shared passion for film, music, photography, and design; working with brands and companies to create amazing video, animation, and photography content.

CONTENT IS KING



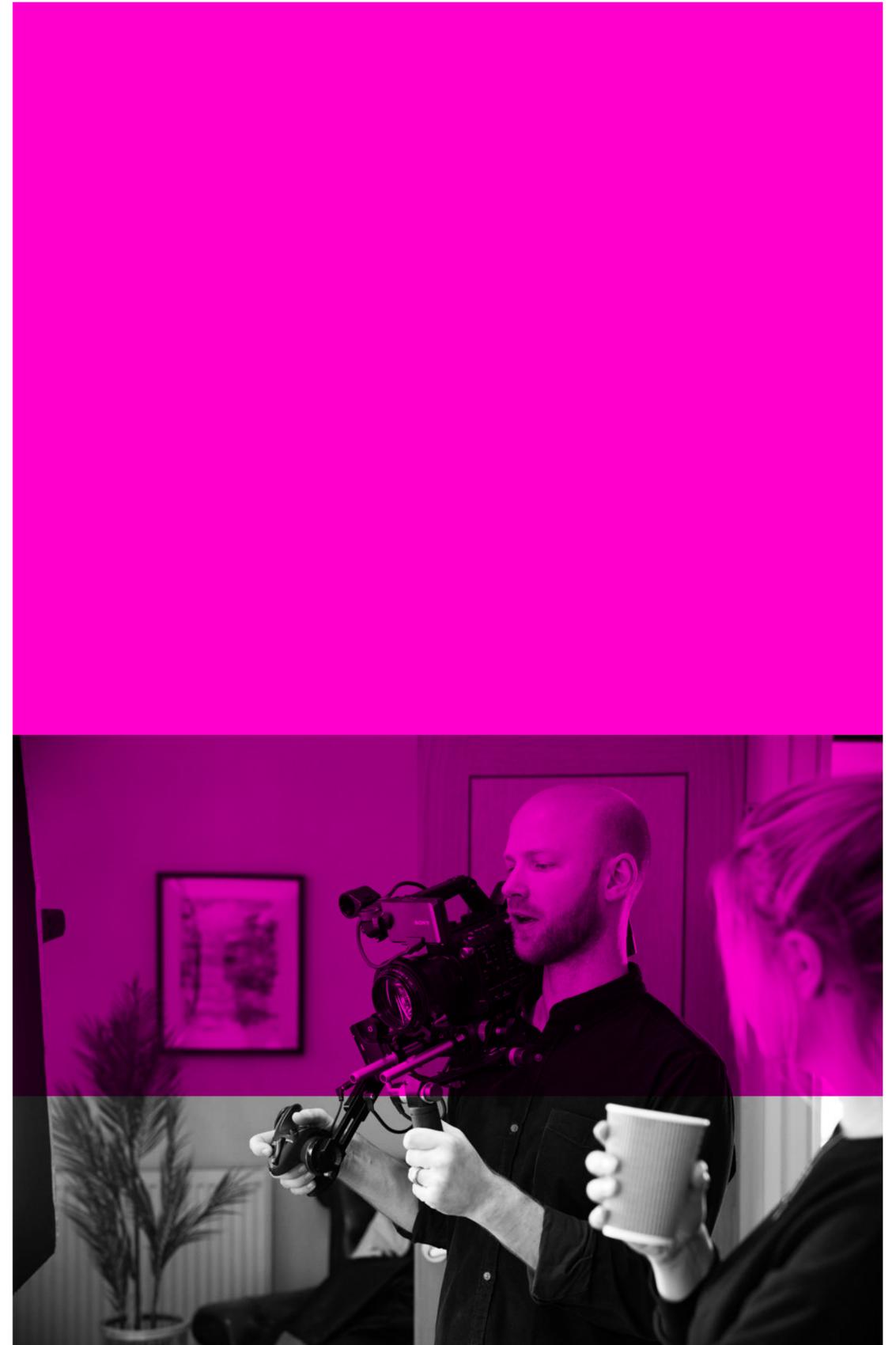
     CREATING AN EFFECTIVE BRIEF AND ROADMAP FOR SOCIAL MEDIA



DESIGNING FOR SPECIFIC PLATFORMS

Think about each aspect of your content and how you'll use it before you approach your agency. Think about your content on a daily, weekly or even monthly scale. Think about how one product video can be diced into 10 social snippets, or used alongside infographics.

Doing this can change the meaning and use of your content and can be designed for specific platforms. Doing this can double your content output from one master video.



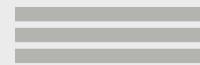
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WHY VISUAL CONTENT MATTERS

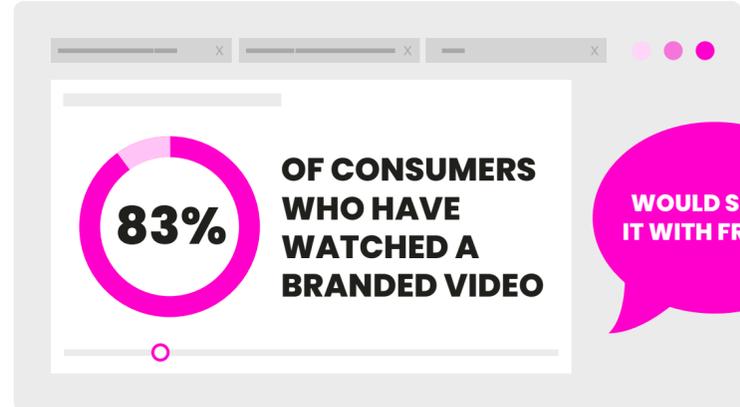
Successfully briefing a visual content agency can elevate your brand to the next level. Visual content agencies can help you develop and create premium digital content, maximising your content output. To do this, a clear content plan and brief are essential.





CONSUMERS SEE BETWEEN 
4,000 & 10,000
ADS DAILY 

VISUAL CONTENT GETS VIEWED
94%
TIMES MORE



83% **OF CONSUMERS WHO HAVE WATCHED A BRANDED VIDEO** 
WOULD SHARE IT WITH FRIENDS



BRANDED VIDEOS INFLUENCE PURCHASE DECISIONS
81% OF VIEWERS

VISUAL CONTENT ON WEBSITES

INCREASES CTR & ENGAGEMENT



FURTHER

CONTENT

YOUR

PUSH

Content agencies can suggest creative ideas or build on your existing strategy, either way they'll execute your content requirements to a high standard. They can even elevate your brand's content by combining multiple mediums for creatively strong final results.

The opportunities are limitless; you could combine live action video with animated infographics, drop 3D renders of your product into a 2D animated explainer - showcasing its features in an attention grabbing way. You could even develop animations to explain your offering whilst telling your company story.

why use a visual content agency



WHAT DO YOU NEED?

your content plan

Before approaching your chosen agency, there are some important things that you need to understand about your content.

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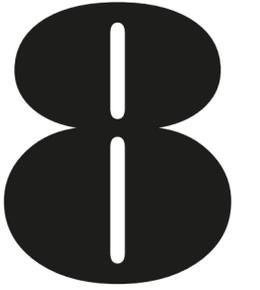
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W H Y

Before coming to an agency, have a clear understanding of why you need fresh content, what's its purpose? Is it brand awareness or highlighting product/service information?

There is a plethora of uses for digital content, so identifying why you're using the content is the first step into having a really clear idea of what you need.



W H A T

You don't need to know what your video, animation or photography content will look like, but knowing what you want out of the project is key.

A good content agency will provide you with ideas, solutions, and suggestions to help you get the perfect content that's right on brand.



W H E R E

Everywhere is not the answer. Saturating your newly formed content and cross-posting over every platform may not be the most efficient way to use it.

However, splitting your content across social platforms in different ways can subtly remind your consumers of the brand whilst not over-saturating them.





H O W ?

How long should your content last in duration and in timescale?

With this in mind, you can discuss it with your content agency before the content creation stage. This means they can shoot additional b-roll, product and serviceshots,orconstruct additional animated scenes to be able to fulfil your time scales when it comes to content output.

you're agency ready

Since you have a succinct idea of what you want from your project, relaying this to your content agency should be easy. Provide them with a full picture of what you expect from your project from the get go. Once you've told them what your needs are, they'll come back to you ready and prepared with a clear understanding of what you want; meaning you'll both be happy.





Workshops let you and your creative agency talk collaboratively, ironing out detailed aspects of your project. We host our workshops in house, which means we develop fantastic relationships with our clients, have a great time bouncing around ideas and get a real feel for the faces behind the business, all of which help us develop a sense of what the project will look like.

**identify
your
needs**

1



challenge your agency

Don't be shy to discuss with your agency what is possible and how you can get the most out of your project without breaking the bank.

Often clever/tactical editing won't cost a whole lot more, but will diversify and add to your content output, so don't hold back. See what your content agency can do to make things work for you.





it's impolite
not to talk
about money

We repeat, don't be shy.

Really discuss your budget, be honest and open with your agency. If they're people you want to be working with, they want you to be happy and get the most out of your budget. It's a two-way street, happy customers, happy business. Being honest and respectful is key.

Use this quick guide to help you break down what your content plan will consist of:

why?

Think of it's purpose. What will it do for your business?
Is it brand awareness, promoting a product, or even highlighting a service?

what?

This is less of what the outcome will look like,
and more of what you want outcome of the project to be.

where?

Which platform is your strongest? Who are you trying to engage?
Do you need more brand awareness on a different platform?

how?

How long do you want your content to last? Do you need a master video to
create multiple shorts? Do you need b-roll or service shots?

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Let's talk ↗