

Are you ready for a Content Create Experience?

This quick checklist helps you determine if your company is ready to capture 12 months of brand-building content in just one day.

People: Who Will Be In the Content?

- ☐ We have 3–5 team members who can speak confidently about our company, products, services, or values.
- ☐ They're comfortable having a casual, podcast-style conversation (not talking directly to the camera).
- ☐ We have internal subject matter experts who understand our customers' problems and how we solve them.

Space: Where Will We Film?

- ☐ We can provide a quiet, 10x10 space in our office, plant floor, or warehouse for filming.
- ☐ The space has good lighting or natural light (not required but helpful).
- ☐ We can block off the space for a half-day or full-day shoot.

Prep Time: Will You Help Us Prepare?

- ☐ We can commit to a 2-hour virtual prep session with 50 Marketing before the shoot.
- ☐ We'll work with your team to develop topics, sample questions, and talking points.
- ☐ We'll review conversation guides and prepare our team in advance.

Interview Format: Who Will Lead the Conversations?

- ☐ We have someone on our team who can interview team members on camera **or**
- ☐ We'd prefer 50 Marketing to provide the interviewer to guide the sessions.

Content Use: What Will You Do With the Footage?

- ☐ We plan to use this content for:
 - Website videos
 - Social media (LinkedIn, YouTube Shorts, Instagram)
 - Recruiting/employer branding
 - Email marketing
 - Sales enablement

How did you score? Tally how many boxes you checked:

5 or fewer: Let's start with a Discovery Call—there's potential, but you need a little prep.

6–10: You're almost there! A quick strategy session will get you ready.

11+: You're ready for lights, camera, action. Let's book your Content Create Experience.

