

Digital Skills Future Ready: Video Marketing

1. The role of video in the modern booking journey

Video is no longer about inspiration alone. Its job is to reduce uncertainty and help people feel confident booking.

Quick trust check

Look at your **Google Business Profile** and **main social profile**.

Answer honestly.

- Do I have a video uploaded in the last 30 days?
- Does the video show real people or staff?
- Does it show what the experience actually feels like?
- Would I feel confident booking based on what I see?

Stop vs start check

Tick what applies to your current content.

What I should stop

- Rarely updating videos
- Using stock footage that pretends to be real
- Over polished promo style videos

What I should start

- Short phone shot clips
- Real people and real moments
- Simple updates that show activity and recency

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2. Create once, use everywhere

Repurposing is not about doing more. It is about getting more value from one useful video.

One video, many jobs

Think about one short video you could realistically create this month.

What could it be about?

Write one idea only.

My one useful video idea:

Where could this video live?

Tick all that apply.

- Website page
- Google Business Profile
- Instagram or Facebook
- YouTube
- Email newsletter

Channel mindset check

Match the platform to its job for your business.

Website

- Builds confidence
- Helps bookings

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Social media

- Shows activity
- Builds trust

Listings (Google and OTAs)

- Proves recency
- Reduces uncertainty

3. Simple production that works

You do not need better gear. You need better focus.

Filming essentials check

Before you worry about editing, tick what you can control.

- Clear subject or person
- Natural light
- Steady shot
- Short clips
- Clear audio if speaking

Confidence check

Circle the statement that feels most true.

- I feel confident filming short clips
- I feel unsure but willing to try
- I avoid video completely

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If you circled the last two, that is normal. This is why short, simple clips matter.

Live demo reflection

[Link to example marketing plan](#) that was drafted in the [Marketing Mate Custom GPT](#).

After watching the Canva demo, answer:

One thing that felt easier than expected:

One thing I could realistically try:

4. Final reflection

One action this month

Write one action you will take in the next 30 days.

Keep it small and specific.

Example

Upload one short video to Google Business Profile.

My action:
