



Short-Form Video Content Ideas Checklist

Are your short-form videos working as hard as they should? In today's scroll-heavy digital world, uninspired or unoptimized video content costs you views, followers, and engagement without you even realizing it.

This checklist gives you the exact blueprint top creators and brands use to brainstorm captivating ideas, align with platform trends, connect

deeply with their audience, and maintain a polished, professional, and highly engaging video presence.

How to Use These Checklists:

1. Go through each item systematically.
2. Mark “[]” if the point is done or applies to your current situation.
3. Mark “[]” if the point is not done or needs attention.
4. For “[]” answers, note

down specific issues and potential solutions.

5. Prioritize areas for improvement based on their potential impact on your goals.

6. Regularly revisit and update these checklists as your business and strategies evolve.

I. Content Strategy & Audience

Target Audience:

[] Who is the primary target audience for this video

(demographics, interests, platform usage)?

[] What are their pain points, questions, or entertainment preferences?

Platform Selection:

[] Which short-form video platforms will be used (e.g.,

TikTok, Instagram Reels,
YouTube Shorts)?

[] What are the specific
trends, features, and
audience expectations of
each platform?

Goal of Video:

[] What is the primary goal
of this video (e.g., brand
awareness, education, lead
generation, entertainment,
product promotion)?

Brand Voice & Tone:

[] Is the video consistent with your brand's voice and tone (e.g., informative, humorous, inspiring)?

Trend Relevance:

[] Are current platform trends, sounds, and challenges being monitored for inspiration?

II. Idea Generation & Content Formats

Educational/Informative:

[] How-To/Tutorials: Simple, quick demonstrations (e.g., “3 ways to use X product,” “Quick tip for Y”).

[] “Did You Know?” Facts: Share surprising or little-known facts related to your niche.

[] Myth Busting: Debunk common misconceptions.

[] “Behind the Scenes”:
Show your process, office, or product creation.

[] Q&A/FAQ: Answer common audience questions in a rapid-fire style.

Entertaining/Engaging:

[] Challenges/Trends:

Participate in trending sounds or challenges relevant to your brand.

[] Humor/Skits: Create short, relatable skits or comedic takes on industry challenges.

[] Transformation/Before & After: Show dramatic

changes (e.g., product results, project completion).

[] Day in the Life: Give a glimpse into your daily routine.

[] Behind the Music: Use trending audio to tell a quick story.

Promotional/Product-Focused:

[] Product/Service Demos: Quick showcase of features and benefits.

[] Unboxing/Reveal: Show the excitement of opening or receiving a product.

[] Testimonials/Reviews: Short, authentic customer endorsements.

[] Quick Product Hacks: Demonstrate clever ways to use your product.

[] Flash Sales/Promotions: Announce limited-time offers.

Interactive:

[] Polls/Questions: Ask questions to encourage

comments and engagement.

[] “Fill in the Blank”: Start a sentence and let users complete it.

[] Duets/Stitches (TikTok/Reels): Respond to or build on other creators’ content.

III. Execution & Production Considerations

Hook:

[] Is there a strong hook within the first 1-3 seconds to grab attention?

Value/Entertainment:

Does the video deliver clear value or entertainment quickly?

Conciseness:

Is the video as short as possible while still conveying the message effectively (typically 7-15 seconds for highest engagement)?

Visuals:

Are visuals engaging, high-quality, and well-lit?

Are on-screen text and

graphics used to enhance understanding?

Audio:

Is the audio clear and free of background noise?

Is trending music or sound appropriately used?

Call-to-Action (CTA):

Is there a clear, concise CTA (e.g., “Link in bio,” “Follow for more,” “Comment below”)?

Hashtags & Keywords:

Are relevant hashtags

and keywords used for discoverability?

Accessibility:

[] Are captions/subtitles included for accessibility and silent viewing?

At Brand Shop, we provide strategic guidance and hands-on support in developing and implementing comprehensive growth marketing strategies.

What We Offer

Growth Strategy and Planning:

- Comprehensive business and marketing audits
- Goal setting and KPIs
- Target audience analysis and segmentation
- Tailored Growth Strategies and Roadmaps

Digital Marketing

Expertise:

- Google Search Engine Optimisation (SEO)
- Paid advertising (PPC, Social Ads)
- Content marketing strategy and execution
- Social media growth
- Email marketing automation
- Conversion Rate Optimisation (CRO)

Marketing Technology and Automation:

- Marketing software assessment and recommendations
- Implementation and optimisation of marketing automation
- Data and analytics setup (e.g., Google Analytics, CRM integration)
- Performance reporting and insights generation

1:1 Coaching and Workshops:

- Personalised guidance on growth marketing principles
- Training on specific marketing channels and tools
- Team workshops to foster a growth-oriented mindset

Consulting Services:

- Objective analysis and strategic recommendations
- Implementation support and project management
- Performance monitoring and iteration
- Long-term partnership for sustainable growth

Additional Areas of Expertise:

- Customer acquisition and retention strategies
- Marketing analytics and reporting
- Funnel optimisation

**If you're ready to move
beyond fragmented efforts
and build a strategic,
data-driven engine for
sustainable growth—
we'd love to connect.**



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