



# Strategic Planning. Confident Filming. Projects That Stay on Track.

## Video Strategist at Lucihub

A **Video Strategist** helps set a clear direction at the start of your project, turning ideas into a focused, actionable plan. They clarify messaging and ensure you're prepared with the right inputs for scripts, shot lists, and filming guidance before filming begins. Powered by **Lucihub's Copilot AI tools**, planning happens faster, eliminating hours of manual prep while keeping strategy and creative intent intact.

### ✓ Strategy and planning

- Clarify the goal of the video (who it's for, what it should accomplish)
- Recommend the best format (testimonial, case study, social cutdowns, internal comms, etc.)
- Define the key message, structure, and CTA
- Build a simple plan: outline, script, talking points, or AV script

### ✓ Removing the guesswork from self-filming

- Shot list + B-roll guidance
- Setup tips for lighting/audio/framing

### ✓ Keeping everything on rails

- Catch missing essentials early (footage gaps, what to film vs stock footage)
- Set a clear, realistic timeline that matches your internal deadlines and review needs
- Minimize revision churn by preventing common avoidable issues and clarifying direction upfront

**For more info email us at  
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