



AI Readiness Checklist: Video Production in Marketing

This checklist ensures marketing teams effectively integrate AI into video production, fostering innovation and maintaining a competitive edge.

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Organization Considerations

- ✓ **Leadership Buy-In:** Secure commitment from management to support AI tools in video production, emphasizing its potential to enhance efficiency and creativity.
- ✓ **Change Management:** Plan for organizational adjustments, such as training, communication strategies, and fostering a culture that embraces AI integration.
- ✓ **Skills and Expertise:** Assess current video production and AI capabilities, identifying skill gaps. Invest in training or hiring experts in AI prompting, machine learning, and video production.
- ✓ **Culture of Innovation:** Encourage experimentation with AI video tools and reward innovative approaches to content creation.
- ✓ **Strategic Alignment:** Ensure AI initiatives align with business and marketing objectives, focusing on solving specific challenges like personalization and cost efficiency.

Technical Considerations

- ✓ **Tech Stack Compatibility:** Evaluate current video production software and hardware to ensure compatibility with AI tools like Sora and others.
- ✓ **Data Quality:** Organize and clean existing video and metadata archives to optimize AI model training and application.
- ✓ **Compliance and Security:** Verify compliance with copyright laws, intellectual property rights, and data protection regulations. Implement secure protocols for video and data storage.
- ✓ **Scalability:** Ensure infrastructure can scale for growing video production needs, accommodating more complex AI applications in rendering, editing, and analytics.

AI-Driven Video Production Skills to Master

- ✓ **AI Prompting:** Learn how to craft effective prompts to guide AI tools in generating video scripts, storyboards, and animations.
- ✓ **Machine Learning Basics:** Understand the fundamentals of machine learning to optimize AI tools for video production workflows.
- ✓ **NLP and Storytelling:** Use Natural Language Processing to create cohesive, narrative-driven video scripts and subtitles.
- ✓ **Computer Vision:** Apply AI to improve video editing, color grading, and scene transitions by understanding spatial and visual relationships.
- ✓ **Video Analytics:** Leverage AI to track audience engagement metrics and adjust video strategies for better ROI.

Next Steps

- ✓ Regularly review and update AI processes to stay aligned with industry standards.
- ✓ Provide continuous training to ensure staff stays adept at using evolving AI tools.
- ✓ Monitor and evaluate the impact of AI adoption on video production quality, cost savings, and audience engagement.