

**Bonus Materials**

**Overall Video Tools and Guides**

* **Lemonlight:** [The Ultimate Video Marketing Strategy Guide](https://www.lemonlight.com/video-marketing-strategy-the-ultimate-guide/)
* **Single Grain:** [Pre-Production Tips to Create Successful Video Content in 2021](https://www.singlegrain.com/video-marketing/20-pre-production-steps-to-video-content/)
* **Wordstream:** [Go-To Social Media Video Marketing Cheat Sheet](https://www.wordstream.com/blog/ws/2020/08/10/social-media-video-marketing)
* **MotionElements:** [Video Broadcast Templates](https://www.motionelements.com/after-effects/broadcast-templates-15)
* **Vimeo:** [Free Video Templates](https://vimeo.com/create/templates/category/free_templates)
* **EnvatoElements:** [Video Templates Service](https://envato.com/elements/lp/video-templates/) and [10 Top Livestreaming Graphics Templates](https://photography.tutsplus.com/articles/top-live-video-overlay-graphics-templates-streaming-after-effects--cms-35278)

**YouTube**

* **YouTube:** [Brand Resources Collection](https://www.youtube.com/intl/en-GB/about/brand-resources/#logos-icons-colors)
* **Shane Barker:** [13 YouTube Marketing Tools You Need to Know in 2021](https://shanebarker.com/blog/youtube-marketing-tools/)
* **Hootsuite:** [The Complete Guide to YouTube Marketing in 2020](https://blog.hootsuite.com/youtube-marketing/)

**TikTok**

* **TikTok:** [Business Resources Collection](https://www.tiktok.com/business/en-US)
* **Pixlee:** [A Brand’s Guide to TikTok](https://www.pixlee.com/blog/brands-guide-tiktok/)

**LinkedIn Live**

* **LinkedIn:** [LinkedIn Live Best Practices Guide](https://business.linkedin.com/content/dam/me/business/en-us/amp/marketing-solutions/images/lms-linkedin-live/best-practices/pdf/linkedin-live-best-practices-v03.05-interactive.pdf)
* **LinkedIn:** [Getting Started with LinkedIn Live Guide](https://business.linkedin.com/marketing-solutions/linkedin-live/getting-started)

**Facebook Live and Instagram TV (IGTV)**

* **Facebook:** [Facebook Live Brand Guide](https://en.facebookbrand.com/facebookapp/assets/facebook-live/)
* **Facebook:** [Facebook Live Broadcast Templates](https://en.facebookbrand.com/facebookapp/assets/broadcast-templates-9/)
* **Instagram:** [VideoBroadcast Template](https://en.instagram-brand.com/assets/broadcasttemplate)
* **Later:** [IGTV for Business: 10 Brands Killing it with IGTV Videos](https://later.com/blog/igtv-for-business/)