Video Content Requirement Brief

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| **Project Name:** | Tech Content Hub – Founders Video Content |
| **Date:** | 19 May 2022 |
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| **Project Owner:** | Marketing |
| **Project Support:** | Tech |
| **Overview** | |
| To produce video content specific to the Self-Assessment criteria says you must register with HMRC to complete a tax return if you are a company director. | |
| **Objectives** | |
| Position JC as a leader in the market offering guidance and support anyone starting a new business.  Our strategy is to create a content hub on our website that business founders and entrepreneurs bookmark and return visit as well as being somewhere we can direct new prospects and enquiries. The idea being that not only are we presenting existing clients with rich value added content but also potentially driving qualified sales leads to the tech team.  Explainer video content created with the purpose of increasing engagement should align with this strategy by eventually leading to increased sales. This will be measured through video views and enquiries.  Another key objective is to fully engage with our new clients and ensure a seamless and informative onboarding experience which will allow for better customer retention.  Good video content has a proven track record of improving conversion rates on landing pages and prospect forms (increasing conversions rates by up to 80%) as well as also increasing engagement from existing customers. | |
| **Audience Profile** | |
| The audience is further along than that of the small business guide (which is brand new start up, too early for JC services) and is more bespoke to the tech sector than the entrepreneurial hub (which is also more a start-up audience and generic). | |
| **Content Requirements** | |
| The content of the video will be based upon the following written content that has already been supplied to us. The style will be a talking heads style format of video.  *The Self-Assessment criteria says you must register with HMRC to complete a tax return if you are a company director, but in practice you only need to register once you have tax to pay that is not fully collected via PAYE. Generally, founder directors are paid a low salary enhanced by dividend payments and this will bring you into the Self-Assessment regime.*  *You will need to register to complete a tax return by 5 October following the end of the tax year (5 April) in which you have a reporting requirement.*  *Your tax return will need submitted to HMRC online by 31 January following the end of the tax year along with payment of the tax due for the year and, potentially, payments on account due for the following tax year.*  *As your business grows and you begin to build more significant profits within your company you may want to introduce more sophisticated tax efficient remuneration strategies. There are tax breaks for electric cars which have negligible personal tax implications and 100% corporation tax relief for your company. Salary sacrifice schemes help reduce tax and NIC pension contributions and certain other benefits, or you may wish to shelter larger sums in a pension and consider more flexible schemes such as a Self-Invested Personal Pension (SIPP).*  *Working from anywhere is now a standard operating procedure, but as your business grows you may have to spend more time overseas to expand your international offering or you may simply choose to live in a more tax efficient location. If you work for your UK business from outside the UK there could be significant tax, social security, immigration, and reporting considerations for you personally, as well as your company. It is essential you review the tax consequences and your reporting obligations before you venture overseas. Living overseas or spending significant amounts of time overseas can have tax benefits, but it can also open up problems with where your company is resident for tax purposes, and potentially the tax reliefs you were relying on when you exit the company.* | |
| **Implementation** | |
| The video would sit on the Founders landing page within the new tech content hub on the Johnston Carmichael website. | |