



30 Inspirational Video Ideas for Your Business

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DOES YOUR BUSINESS NEED A VIDEO?

Have you watched any videos today? Chances are you have — by 2021, video will make up [82 percent of all IP traffic](#). And, chances are, some of what you watched was targeted directly to you, created by a brand and marketed to your exact demographics, likes, and interests.

That's because data is collected on every site and every platform, and (invasive as it may sound,) this provides marketers with a treasure trove of information to help them create the perfect content and entice the perfect customers at the perfect time.

What better marketing medium to use, then, than video? Video is one of the most engaging types of content and is only predicted to grow in the coming years.

- More than [500 million hours of video](#) are watched in a single day on Youtube.
- Over [72 hours of video](#) are uploaded to YouTube every 60 seconds.
- Brands are in on the action, too. Video marketing has been adopted by [81 percent of businesses](#).
- Users agree: [85 percent of people](#) say they'd like to see more video from brands in 2018.

Today, platforms like LinkedIn have even developed native video capabilities so you can not only engage directly with viewers,

but target the exact viewers who are most likely to convert.

*What exactly does all this mean? **You need video!***

Hopefully by now, you know that much. But where do you begin?

Don't worry - we're here to help! The first step is learning about all the different types of videos you can make and where those videos fall within the buyer's journey. Once you know the type of customer you want to target, you'll be able to narrow down the exact video you'll want to make.

Don't be overwhelmed by how many types of videos there are - this eBook doesn't even cover them all! Instead, read through this guide section by section. We'll cover videos that attract new customers, engage your audience, nurture your prospects, and delight your customers, plus, recruitment and team videos that'll help grow your business internally.

Your brand can benefit from all kinds of videos! Use this guide to help decide which ones might be the best fit for you.

Enjoy!

ATTRACT NEW CUSTOMERS

- [EDUCATIONAL VIDEOS](#)
- [INDUSTRY VIDEOS](#)
- [HOW-TO VIDEOS](#)
- [COMMERCIALS](#)
- [PROMOS](#)

If you're looking to attract new customers who haven't interacted with your brand at all, this is the place to start.

Everything you publish targeted at top-of-the-funnel prospects, including company videos, should be wholly authentic in tone and helpful in nature. These prospects are unfamiliar with your brand and may not even know about the problem they're facing. It's your job to not only educate them about the problem you solve, but empathize with them and introduce your brand.

But don't forget — these prospects aren't necessarily ready to buy and you shouldn't be pushing your product or service too strongly yet. Inform, attract, and raise awareness so you and your company stay top of mind, but avoid overselling.

ATTRACT

EDUCATIONAL VIDEOS

Educational videos aim to educate the viewer on a specific issue or area of interest that relates to your company, product, or service. These videos should be focused on educating your viewer and not selling your product.

This video can be longer and will likely live on a blog, though it can be repurposed for certain industry social platforms, like LinkedIn, Reddit, or Quora. Informing consumers about your industry, or a certain aspect of it, through video helps them learn that they have a problem you can solve.

Though you're not trying to sell your product or service here, you *can* show how your company is uniquely designed to solve the problem described.

First, think about the issues your consumers are facing when they find you. What questions do they have? What are they searching for? What pain points are they struggling with? Then, answer these questions thoroughly in your video and naturally introduce your brand.



CLIENT: YOGA ALLIANCE



CLIENT: US QUIDDITCH

ATTRACT

INDUSTRY VIDEOS

An industry video highlights the opportunities within your industry as a whole, but not necessarily your brand. In these videos, you're targeting people who may not even realize they have a problem.

Look at these videos as informative resources about your industry. What's a common misconception about it? Is there something very difficult to understand about your industry that you could simplify?

Because your target here is new customers, they're likely unaware of your brand, but are doing lots of research. Before you introduce yourself, use your video to provide useful, informative, and practical details about your trade. Your industry videos should establish you as an expert in the field and help build your trust and credibility as a thought leader.

Share these on your blog and website. Do some keyword research and use this video to boost your SEO results, not only gaining you more visitors,

but introducing your brand to a new audience. Paid advertising or media publication is also a good avenue for promotion.



CLIENT: TRIP ADVISOR



CLIENT: ISLAND WATER SPORTS

ATTRACT

HOW-TO VIDEOS

How-to videos hone in on a specific task or activity and explains it in a clear and concise step-by-step format.

This is one of the most straightforward types of video and can cover just about everything, including more generic how-to information about your industry, to more specific topics, like how to use your product. The user may or may not know about your brand, so this is the perfect video to introduce your brand and provide more information about your company or product.

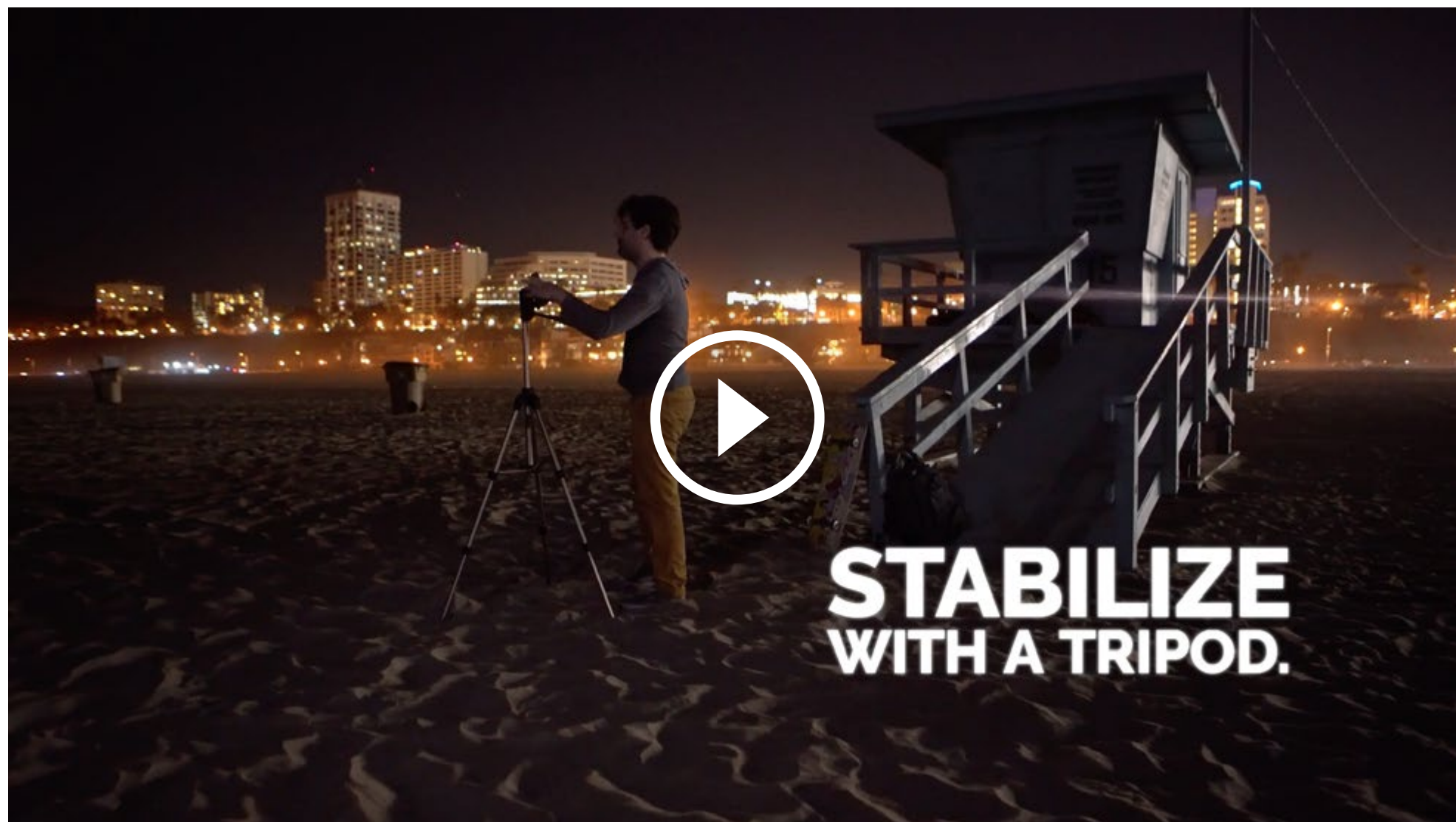
Typically, these videos can be used anywhere, but live primarily on a site's homepage or FAQ page, providing clarity on the questions users most commonly ask. They're also frequently shared on social media as a response to user questions, comments, and messages.

How-to questions are some of the most commonly searched queries, so think outside of the box when creating a how-to video. Instead of a

basic "How To Use Our Product" video, do a little industry keyword research and create a video answering some common industry questions, like "How to make the best latte" or "How to make a quadcopter at home." This video could help your SEO and connect your company to a brand new audience.



CLIENT: PAI TECHNOLOGY



CLIENT: PABLO

ATTRACT

COMMERCIALS

Commercials are brief, attention-grabbing videos that highlight your company's best features with a dynamic scene, beautiful imagery, or summary of exciting features, and end with a clear call to action.

This is the most common type of brand video. By now, you've probably watched thousands of commercials, either on television or while browsing online. Think Superbowl. Think famous jingles. Think celebrity cameos. Commercials can take many forms, but are the key to making your brand resonate with a new audience.

Because you're attracting new customers, use your commercial to provide the most important, relevant information about your brand. Decide what story you want to tell and find the right tone for your commercial. Use language that's easy to understand and don't get bogged down with the finer details. Work instead on creating a personal connection with your audience, establishing the problem they face, and presenting your product

or service as the solution they need.

These videos should be short, usually 15-30 seconds, and are typically distributed via paid advertising online or on television.

Commercials provide the perfect opportunity to showcase your brand's personality, humor, and passion. Anything that helps engage the consumer will be positive, so do just that. Avoid confusing jargon or unnecessary technical details.



CLIENT: ANGEL FIRE OPTICAL



CLIENT: LUMINZO

ATTRACT

PROMOS

A promo, or promotional video, is a video similar in style to a commercial, but with the express purpose of promoting a specific marketing initiative or sale.

These are most easily recognized as ads with an urgent, time-sensitive call to action. Ads with “Limited Time Only!” offers, special pricing, coupon codes, or seasonal sales or events would all be effective sales promos.

but make sure the main highlight of your video is still your brand and your brand message. Focus is still on who you are and why the consumer needs you or your product/service.

Promos are especially useful at drawing in clients because of their event-based value proposition. Fear of missing out compels users to take advantage of promos, and with the added visual appeal provided by video, a promo video could be an excellent way to attract a new audience to your brand.

Avoid being overtly salesy here. You always want to maintain brand authenticity and, since you’re talking to a new audience, you don’t want to appear desperate for a sale or overly enthusiastic. Provide the details of your promotion or event,



CLIENT: LONG BEACH BALLET



CLIENT: POLAR PLUNGE

ENGAGE YOUR AUDIENCE

- [BRAND VIDEOS](#)
- [CROWDFUNDING VIDEOS](#)
- [CUSTOMER SPOTLIGHTS](#)
- [DAY IN THE LIFE VIDEOS](#)
- [PRODUCT VIDEOS](#)
- [SOCIAL CONTENT VIDEOS](#)

You've worked hard and now you have visitors who have interacted with your brand by visiting your site or social media pages, but they haven't given up any of their personal information just yet, like an email address or phone number. These are the users you want to engage and turn into prospective buyers.

These users probably realize they have a problem, but aren't totally convinced they need your help. It's your job now to engage them, showing them the value of your brand and how you differ from your competition. Your goal is ultimately converting leads, but at this stage, you're still convincing these users they can trust you. Show them why they should by highlighting your

product's quality, unique attributes, and your commitment to satisfying their problem.

Video is unique in its ability to maintain a consumer's attention, so at this stage, focus heavily on the **first eight seconds** of your video. These opening seconds will determine whether the user sticks around for the rest, so make them eye-grabbing, engaging, and aesthetically captivating.

ENGAGE

BRAND VIDEOS

A brand video offers a high level overview of your company's brand, mission, and style. It's usually a simple "about us" highlight reel that shows your company off in an authentic, exciting way.

This is a video that focuses on your company's motto. Who are you and why did you start your business? A brand video looks at the big picture and provides the viewer with a sense of your company's mission. This is the video to put on your homepage or About Us page.

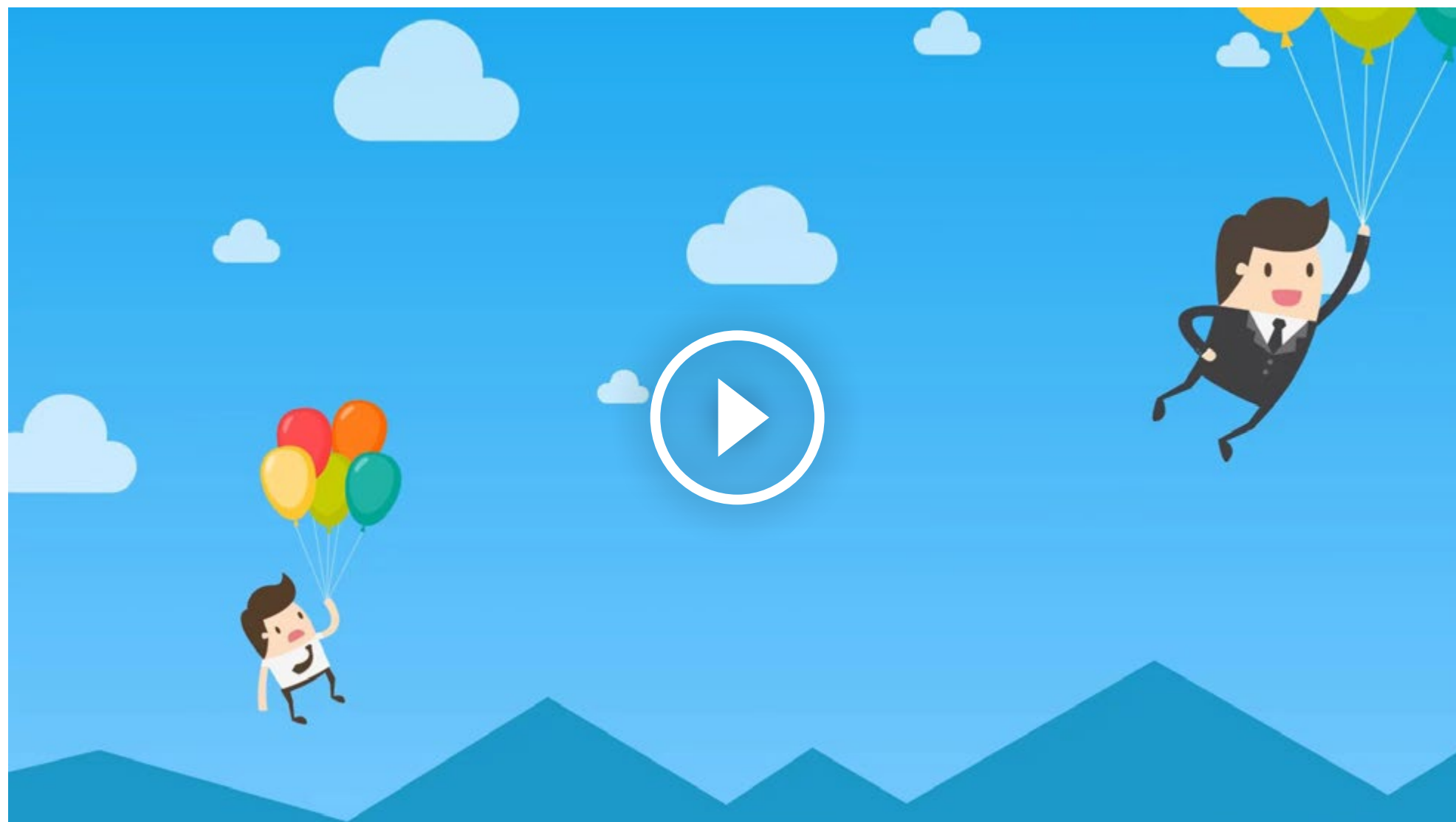
Though users may have some sense of who you are at this point, you're still introducing yourself to your customers and setting the foundation for a strong relationship, so you remain top of mind. Building these strong relationships leads to return customers.

This is different than a product commercial, since a brand video does not try to sell any particular item. A brand video avoids specifics. Think of a brand video like a mission statement. Menus, services,

schedules, and products may change. The reason why you started your business, however, will not. A brand video should capture that reason.



CLIENT: CIRCLE AUDI



CLIENT: MYRENOSI

ENGAGE

CROWDFUNDING VIDEOS

Crowdfunding videos are usually used on crowdfunding pages like Kickstarter or Indiegogo to highlight product features and benefits. They should demonstrate your company's story, the potential of your company, and a conclusive call to action.

Crowdfunding videos should provide your company's backstory, general facts, technology, and information about your team, all in a clear, fun, and engaging two-minute package. Shorten them and you can also use these videos as commercials.

You want to provide crowdfunders (those looking to invest in crowdfunding products or services) with all the information they need to decide whether or not to invest in you. Your video should highlight the personality and potential of your business, tie your company's story back to your business model, and convince the viewer to perform an action.

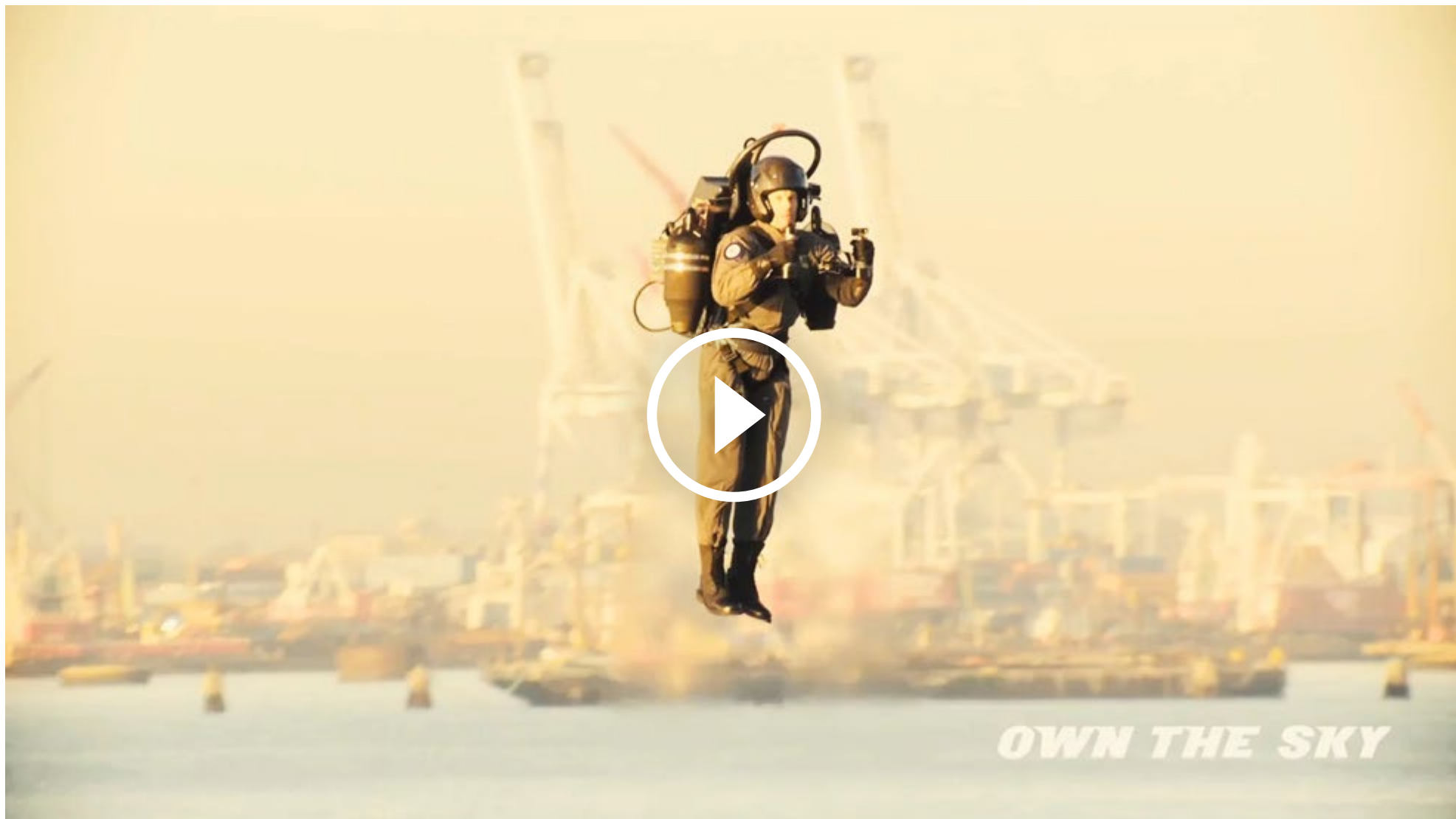
Because these videos ask for such a direct and immediate action to be taken, it's crucial these videos tell your brand story in an engaging and emotional way. Between [69 and 89 percent of](#)

[crowdfunding campaigns fail](#), so you want to draw the viewer in right away, in the first few seconds, and keep them engaged long enough to remember you. If they don't donate to your campaign right away, you want to stay top of mind so they come back to you soon.

You also need a clear and concise call to action. Whether you want the viewer to donate to your campaign, follow you on social media, or share your campaign, you need to make the desired action easy to accomplish. This is atypical of most videos in this stage — you usually don't push an action so hard, but crowdfunding videos are highly specific and require more information upfront and clearer guidance.



CLIENT: KUDRONE



CLIENT: JETPACK AVIATION

ENGAGE

CUSTOMER SPOTLIGHTS

A customer spotlight video highlights one of your customers and how they benefited from your product or service.

This is an excellent opportunity to engage your audience without having to say anything yourself! Let your customer do the talking for you — they'll tell their story and show you in the best light.

Customer spotlights differ from testimonials in that they focus more heavily on the customer, not your product or service. At this stage, the customer isn't ready to be sold. Because they're still doing research, a testimonial might come on too strong. Instead, let the customer talk about their company, mentioning how your product or service helped them without making it the primary focus.

Ultimately, this helps the user picture themselves using your product. Even better, if the customer featured in your video is from the same industry as the viewer, they'll be more likely to identify with them.

Customer spotlights are amazing because of their multi-functionality. Share them on your homepage or blog, across your social media platforms, via email, and more. Plus, you can use snippets of interviews in other videos, like your brand videos or commercials.



CLIENT: WAYFAIR



CLIENT: BEBEE

ENGAGE

DAY IN THE LIFE VIDEOS

Day in the life videos bring your product or service to life by walking the viewer through a typical day in the life of someone using your product or service.

Like customer spotlights, these videos help users envision themselves using your product, displaying the ease and quality your product or service provides. However, day in the life videos do so more directly, covering a longer period of time (not just a quote or interview) and profiling a person who very closely matches your buyer's persona.

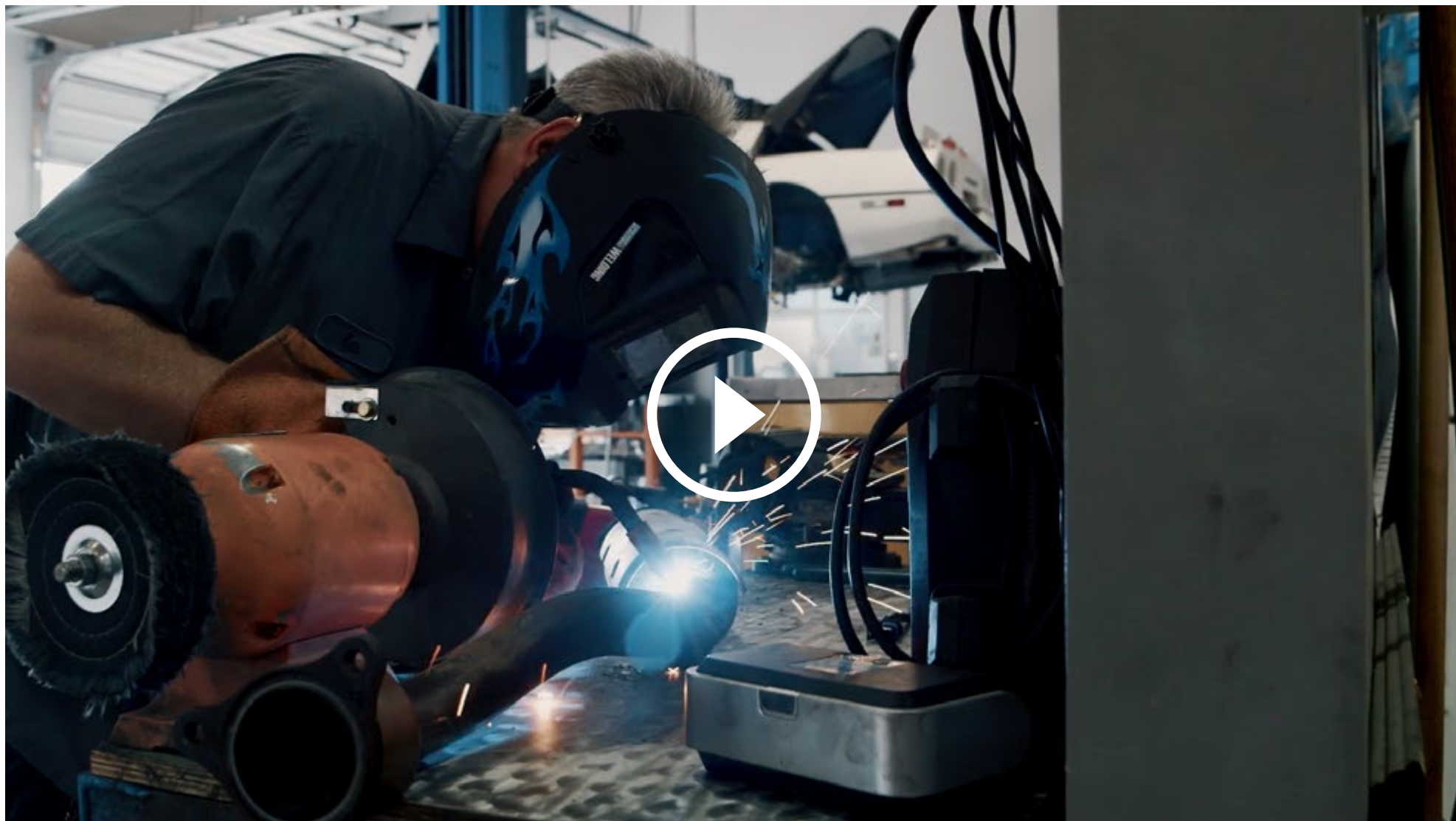
Your day in the life video should resonate strongly with the viewer. They should see something in the person profiled or the routine that reminds them of themselves and their lives. It should help them see their problem or obstacle clearly, and give them a solution in the form of your product. It should also build a narrative, an engaging story for the viewer to hold on to.

Because of this storytelling aspect, day in the life videos can be used almost anywhere, including

your website, blog, email marketing, social media, and more. For extra authenticity and relatability, highlight the person or character you profile. Tag them in your social media posts if they're a real person; if not, pretend they are by giving them a name — "Know someone like Shelly?" This personifies not only your character, but the issue they struggle with.



CLIENT: BRUMBLE BIKES



CLIENT: MEINEKE

ENGAGE

PRODUCT VIDEO

A product video tells your customers about your best selling products or services and their top features.

Product videos help companies easily showcase what a product can do and they're the preferred way for your potential customers to learn more about your product, especially if your product isn't in retail stores or easily available.

The main goal of a product video is to help attract new customers to your product, along with giving those already familiar with your brand more confidence, convincing them to choose you over the competition. Focus not only on your unique features, but on how your product or service actually helps solve a particular problem. Use high quality production and engaging dialogue or voiceover to really communicate the professionalism of your company.

Usually about 30 seconds long, product videos are one of the most easily distributed types of videos

you can make. Share them on your website or ecommerce pages, social media platforms, email, or through paid advertising. Just by watching a high quality product video on your website, web visitors are [73 percent more likely to buy your product.](#)



CLIENT: TRAKK TECH (SHELL BACKPACK)



CLIENT: INCROWD

ENGAGE

SOCIAL CONTENT VIDEOS

Social content videos are short video clips designed solely for social media platforms. These are usually fun, playful, engaging, and designed to be shared.

Social content is a little tricky to categorize, since most videos can be published on social media and can typically fall anywhere along the buyer's journey. But due to their fun and engaging nature, as well as their shorter length, social videos most often work to engage potential and current customers.

Try to keep these videos under 30 seconds. Unlike most other types of video, which require some form of narrative or story, social video content can be almost anything — short clips, a montage of scenes relating to your product or service, short interview sound bites or quotes, or just a beautiful shot of your product. On certain platforms, the video may automatically loop, so have fun with editing! You can make your video transition seamlessly from start to finish, holding the viewer's attention that much longer.

Whether you post organically or as a paid advertisement, these videos should be eye-catching and in line with your company's mission. If you produce another video and feel like you have footage leftover that you're not sure what to do with, consider publishing it on social media. Other videos can also be easily repurposed for social, just edit down the length depending on where you plan on posting it. Instagram and Facebook videos should be shorter, while platforms like LinkedIn or Reddit lend themselves to slightly longer videos.



CLIENT: CHANNEL ISLAND SCUBA



CLIENT: COCONUT GROVE

NURTURE YOUR PROSPECTS

- [BEFORE AND AFTER VIDEOS](#)
- [CASE STUDIES](#)
- [TESTIMONIALS](#)
- [TIPS AND TRICKS](#)
- [EVENT VIDEOS](#)
- [FAQS](#)
- [PRODUCT REVIEWS](#)
- [PRODUCT/COMPANY UPDATES](#)
- [VIDEO SERIES](#)

Your users have finally given you that prized piece of information — you’ve got an email address that’ll enable you to communicate directly with your audience and make a sale. Now is your opportunity to really nurture the relationship you’ve developed and close in, answering any questions your prospects might have and taking away any of their reservations.

This is the stage where users actually begin seeing themselves using your product. They remember your brand’s name and are engaging with your content, a clear sign of their interest to buy. But don’t be *too* pushy! Coming on too strong could still dissuade them altogether, leading them into the arms of your competition.

Instead, continue nurturing this prospect by providing value, continuing to promote top-of-mind awareness, and showcasing your success stories.

This is probably the most important stage of the video marketing funnel and can make or break your sale. Be patient. It can be a long game, but nurturing that relationship and building long-term trust and loyalty pays off big here. And, thanks to the visual nature of video, it’s one of the most important tools at your disposal when it comes to nurturing your prospects. Use it wisely!

NURTURE

BEFORE AND AFTER VIDEOS

Before and after videos help your viewers understand the quality of your services by showing visual representations of the customer's journey before and after trying your product.

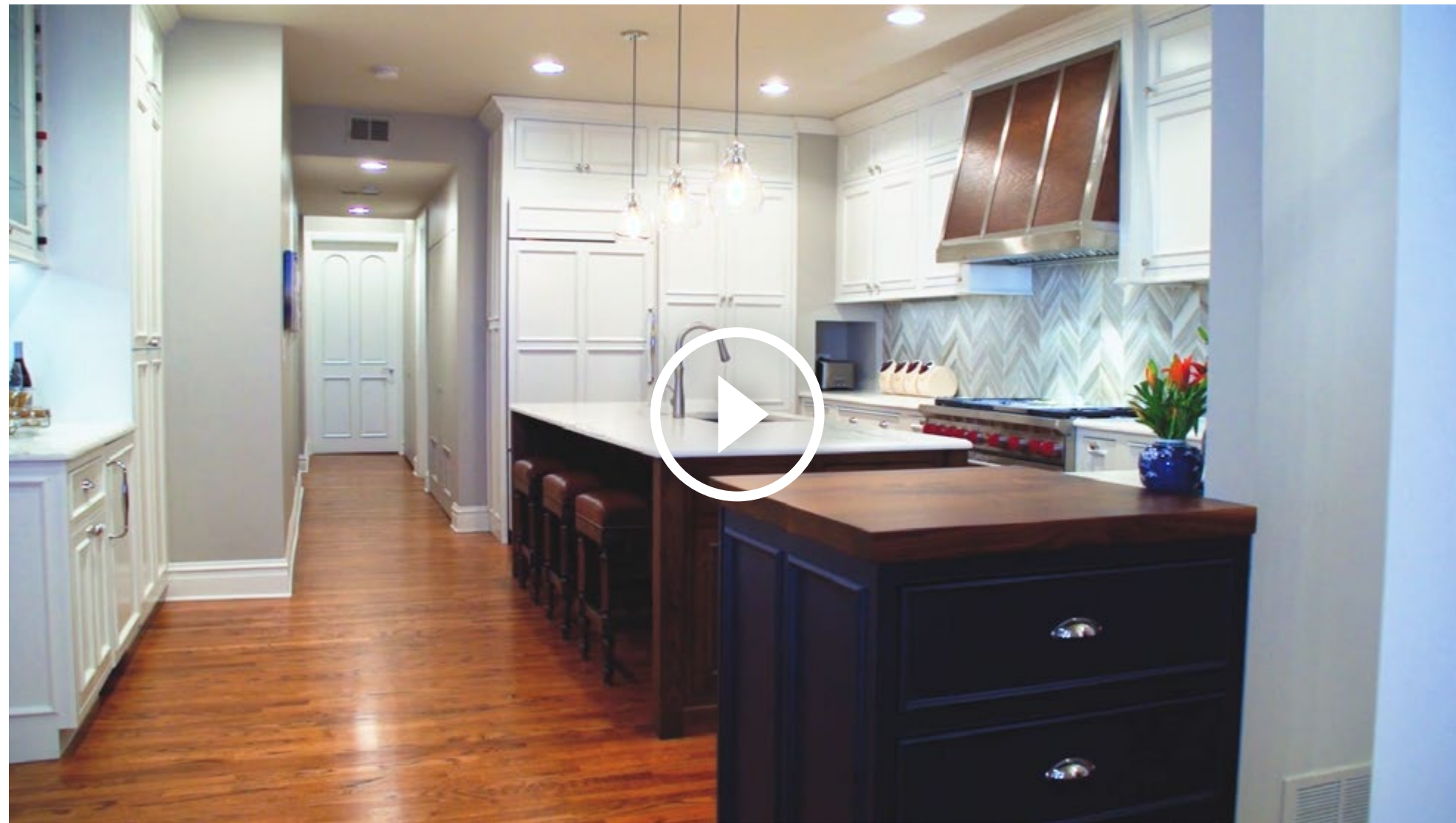
These videos typically use shock value to draw viewers in — showing very drastic changes in physical appearance — and then keep viewers engaged by describing in further detail the product's benefits, features, or other relevant information.

Meant to aid your prospective customer in visualizing themselves using your product or service, before and after videos are a great way to nurture your leads in a way that specifically involves your product. By showing exactly what a problem looks like and, subsequently, how much better the solution *could* look, you're showing them the true value of your product or service.

Keep in mind, these videos work best for brands that enable physical transformation, like lawn care specialists, weight loss programs, dental

specialists, or interior decorators. Armed with a good example of success, your before and after video will help convince prospective clients to give your brand a try.

Publish these on your most visual platforms: Facebook, Instagram, Twitter, via email, and across your website. You might even want to create a dedicated a page on your website for this content.



CLIENT: INSPIRED INTERIORS



CLIENT: ELITE DENTAL

NURTURE

CASE STUDIES

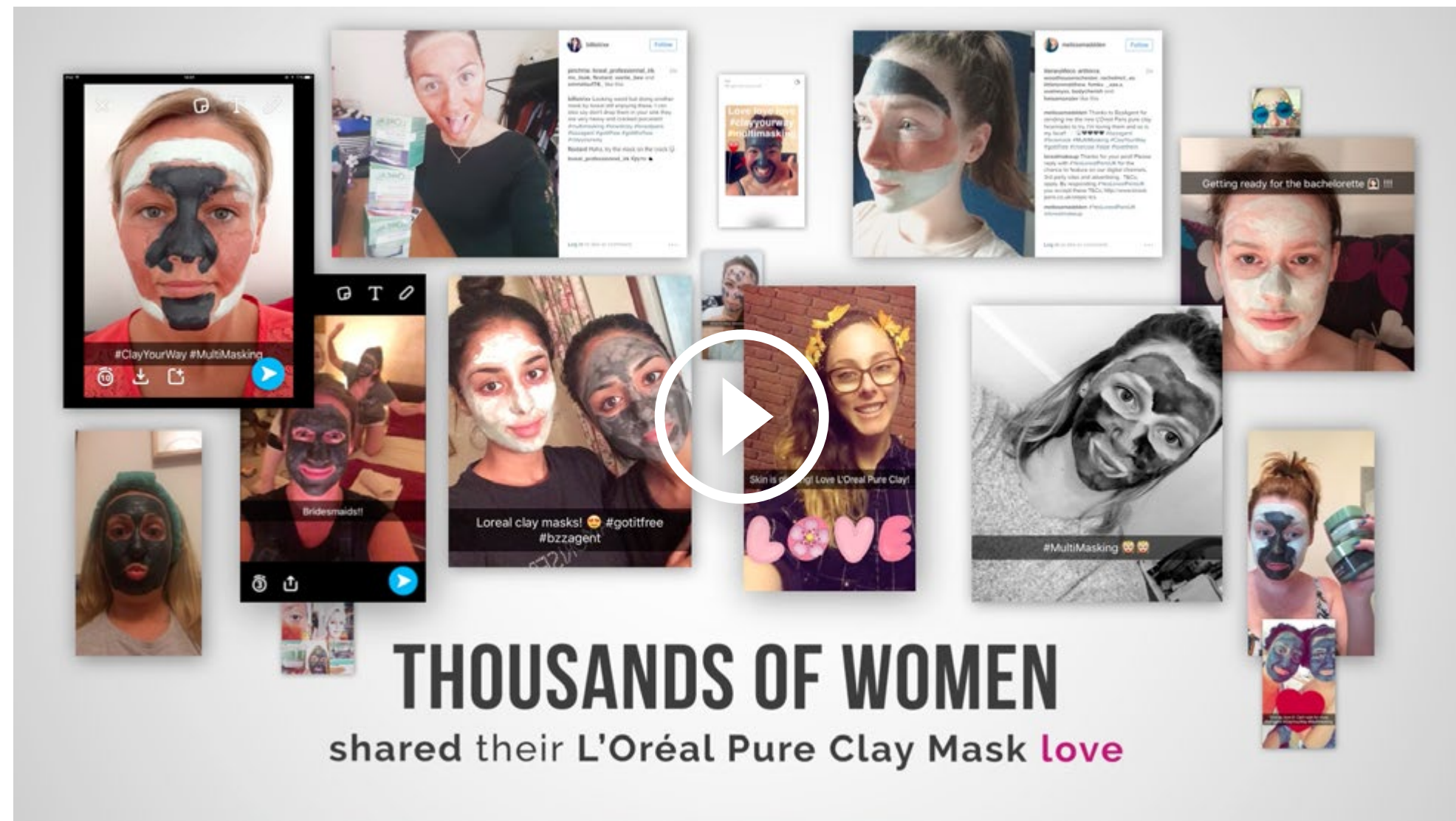
Case study videos typically highlight a specific customer's experience from beginning to end, studying their successful results as a testament to your product or service's positive benefits.

Think of these videos as an in-depth analysis of why something was a success. How did your product help a person or another company succeed? Did you simplify a process? Facilitate information? Was your product or service key in helping accomplish a goal? Use a case study to outline a problem, showcase how your product or service helped, and the success that followed.

Because case studies provide a real-world example of success, they're perfect for convincing prospects to purchase. The video should answer any practical questions about usage, features, services, and more, as well as enable your prospect to visualize themselves using the product. Ideally, the case study will also provide a sort of "a ha!" moment — a new way of looking at a problem or

solution (or your product.)

Case studies are best published on your About Us or FAQ pages, on your blog, or across social media. They can also do well via email, as an educational resource targeted to prospective clients. They're also great resources for other companies in your industry. You may think of these companies as the competition, but if you help prove something they've been trying to prove, you may become their go-to, linking to you and featuring you across their content.



CLIENT: BZZMEDIA



CLIENT: CLEAR LIGHT PARTNERS

NURTURE

TESTIMONIALS

A customer testimonial is a video that shows past or current satisfied customers talking about their positive experience using your product or service.

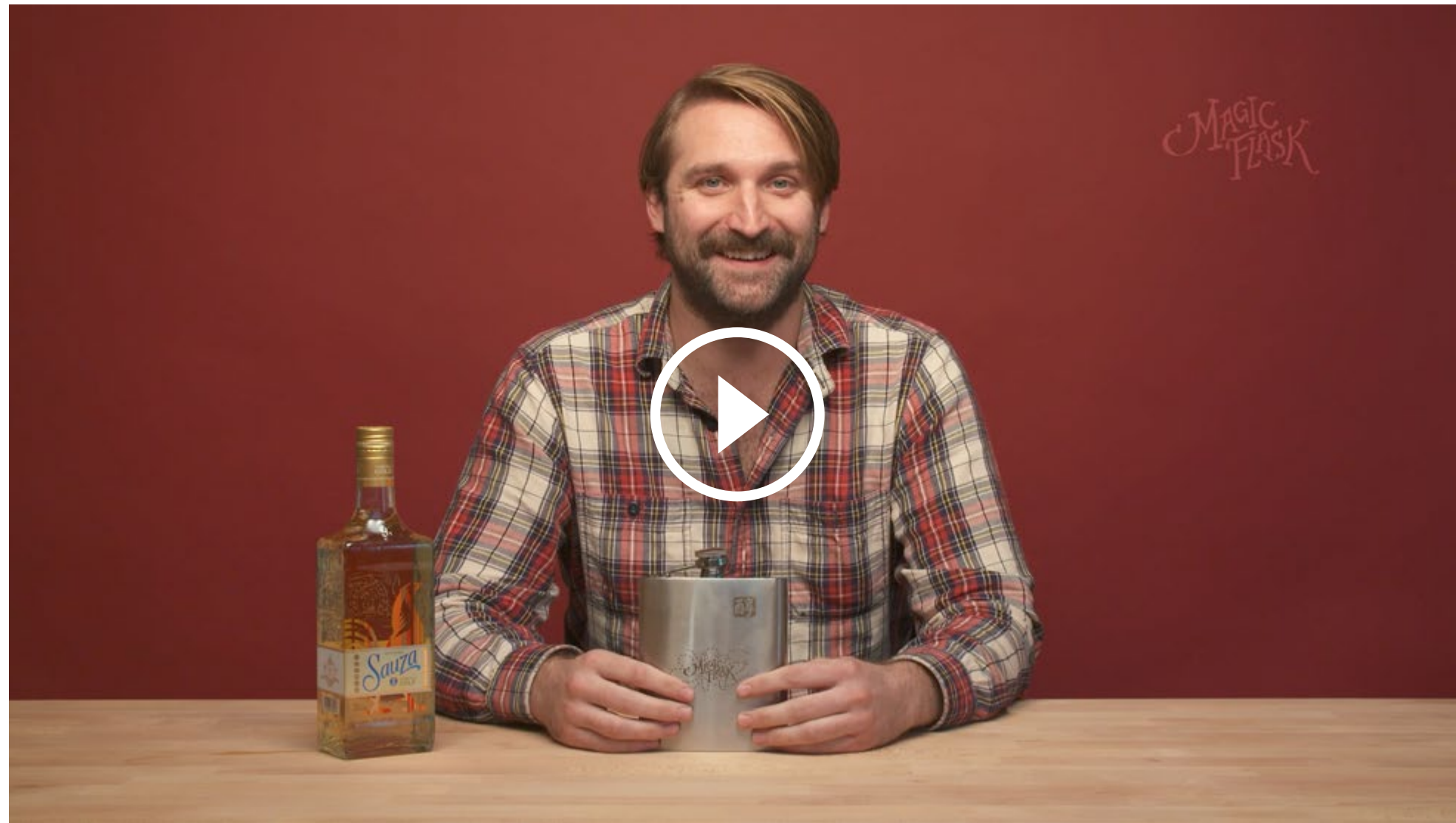
Testimonials are one of the strongest types of videos you can make. They give your brand credibility, and because people trust the opinion of other people so strongly, it's the closest thing to a personal recommendation out there. As a matter of fact, 90 percent of consumers say their buying decisions are [influenced by online reviews](#), so think of this as the most visual and engaging review you could create.

To make a testimonial a testimonial, you need sincere feedback from an honest customer. This person will be selling your product for you, convincing your prospects to purchase without being overly pushy. Authenticity is what really makes these videos, so you'll need to put a little effort in finding the perfect customer to represent you.

The more comfortable they are in front of the camera, the better!

There are a few different types of testimonials you can create: a compilation, where multiple testimonials are edited together; a highlight, where you highlight one longer testimonial interview; or a real-time reaction reel, where you capture a live testimonial from someone who's just tried your product on camera.

These videos are versatile. They can be published almost anywhere, including your company website, your blog, your social media pages, in email newsletters, through paid advertising, and more.



CLIENT: MAGIC FLASK



CLIENT: PLANET SWIM SCHOOL

NURTURE

TIPS AND TRICKS

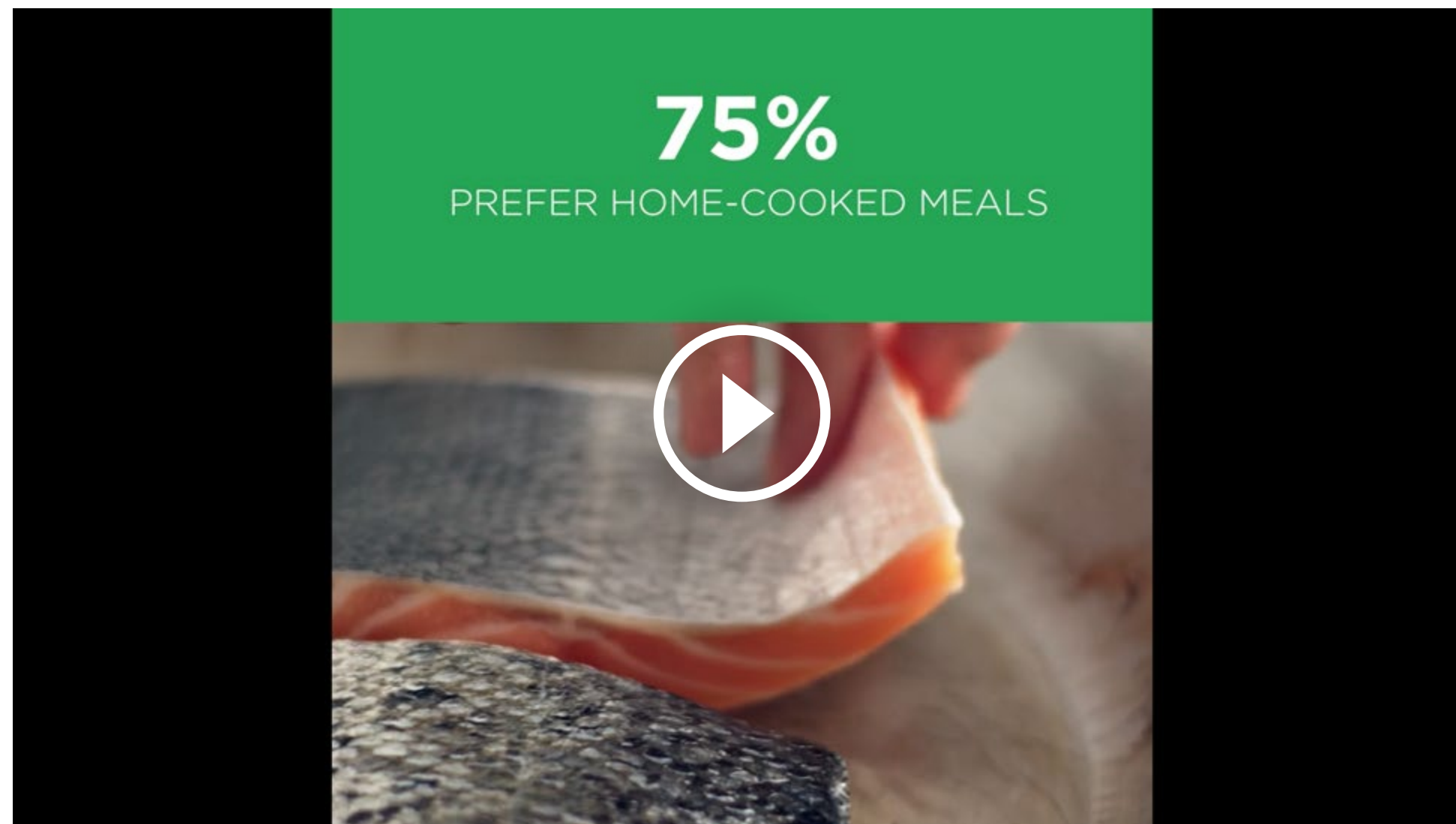
Tips and tricks videos provide your potential customers with information that adds value related to your product or your product industry. They're usually short and snappy, fun, and informative.

These are excellent videos for anyone in the research stage of the buyer's journey. Whether you create a video focused on your specific product or service (how to use it, benefits of using it, etc.) or your industry as a whole (industry trends, general information, etc.), these videos will help inform your potential customers and give your brand more authority and credibility.

Because they tend to be fun in nature, tips and tricks videos can include special imagery, animations, or other graphic elements to help further engage the viewer. Get creative! Use voiceover in unique, out-of-the-box ways and consider demonstrating your tips live. Use these videos to highlight your passion, your knowledge, your humor, and anything else that sets you apart from your

competitors.

Post tips and tricks videos on social media, on your blog, in your email newsletter, or almost anywhere else. Industry videos function great on professional forums, like LinkedIn, Reddit, or Facebook community groups.



CLIENT: HOME CHEF



CLIENT: INSPIRING CONVERSATION



CLIENT: VIDSTART



CLIENT: SILICON BEACH FEST

NURTURE

EVENT VIDEOS

An event video is a video featuring an event your company organized or participated in. It should show your company or product in action and can feature other industry players or community members.

This is your opportunity to really show off your company's personality. Your event video should highlight your company's heart and mission. It helps keep the lines of communication open with your current users, providing information given at a particular event to those who could not attend, or introduce your company to an entirely new audience, as marketing collateral for your next event.

Ultimately, event videos serve as a form of documentation. What you use that documentation for is up to you, but because events happen at a specific time and place, event videos help bring your event to more people in more places.

Event videos are perfect for recruitment on your company's careers page, promoted on your social

media pages, or posted on your blog. Portions filmed can even be repurposed as shorter social media clips or as filler for other company videos.

Not sure what qualifies as an event? Everything from industry expos, to company off-sites, to webinars, and more. Even company holiday parties are events, so keep a video camera on hand and get recording!

NURTURE

FAQs

FAQ videos put you two steps ahead of your users by providing answers to your company's frequently asked questions, saving both your prospective clients and your internal team a lot of time.

Technically, these videos can help nurture your prospects or delight your customers once they've purchased your product or service and have questions about its use. These are usually informative videos aimed at educating, and can pertain to your specific product or to your industry in general.

Take this opportunity to do some research. Figure out which long-tail queries are most associated with your brand. Ask your sales or customer service associates what questions they get asked most often. This will give you a good idea of what content to focus on. The easier you make it to find these answers, the happier you'll make your prospects — converting them more quickly into paying customers.

Avoid using difficult-to-understand jargon, complex trains of thought, or convoluted industry speak in your FAQ videos. Keep these straightforward and simple. You want them to be clear and answer your users' questions without bringing more to mind.



CLIENT: ANOKHA SKIN CARE



CLIENT: LEMONLIGHT

NURTURE

PRODUCT REVIEWS

Product review videos give your prospects a third-party opinion on your product, usually from an influencer or current customer.

Similar to testimonials, these videos carry a lot of weight and could be one of the biggest determining factors in the decision-making process. Because the viewer is getting an honest opinion from someone outside of your company, these reviews are usually deemed more truthful or authentic than any other branded video you create. That's why it's important to find the right person and focus on the right features in your video.

Unlike testimonials, however, product reviews focus more heavily on the physical or tangible aspects of your product, and less on the overall customer experience. Things like packaging, durability, performance, and lifespan are reviewed, along with user satisfaction.

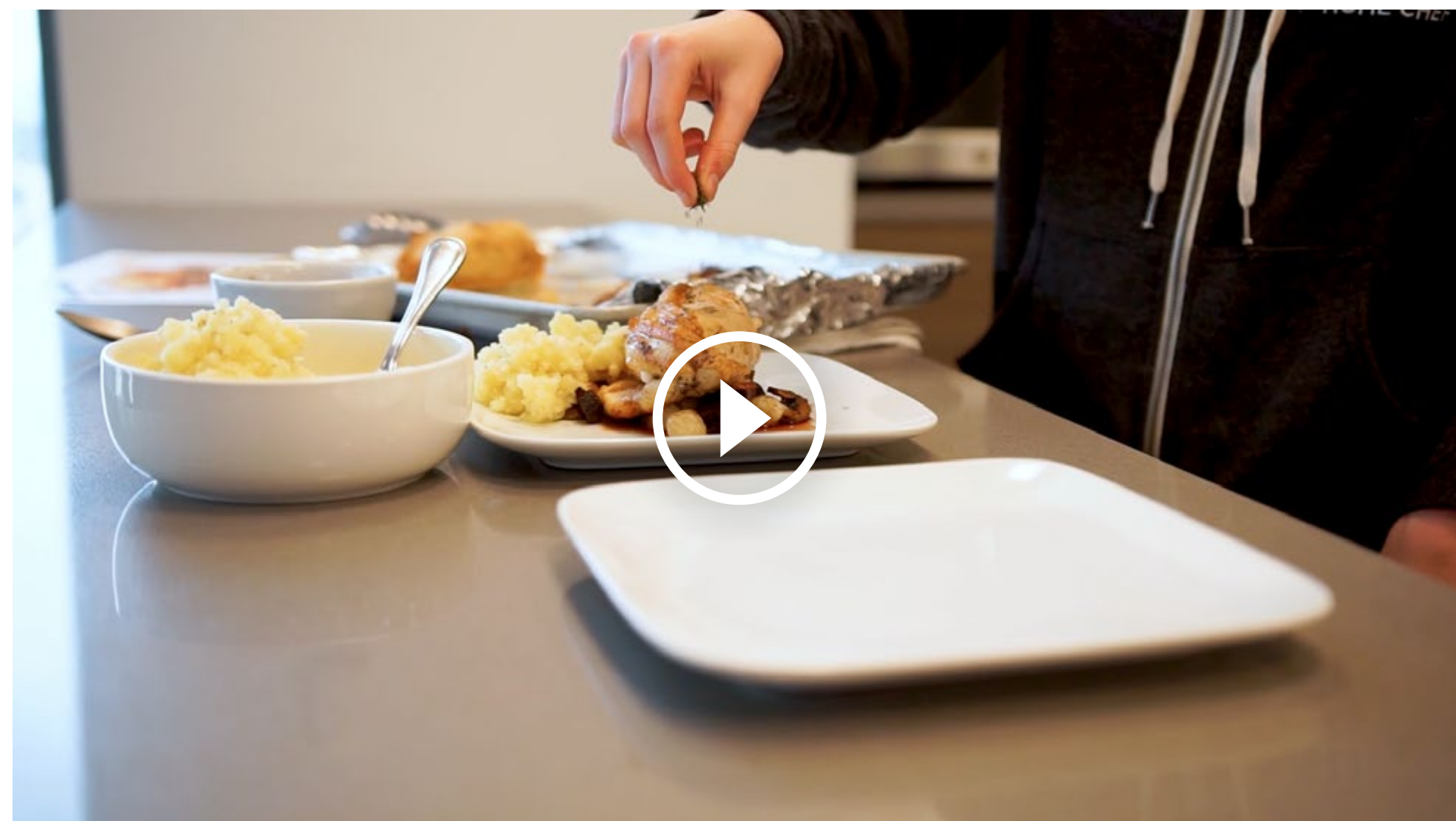
Because reviews are usually sought on the eve of making a purchase decision, you want to make

sure your product review answers any last minute questions your prospect may have about the quality of your product. Make sure the video takes away any hesitations or reservations that may still be lingering, and use this video to really push the viewer to purchase.

You'll want to publish this video wherever you can, but also encourage your reviewer to publish it on their channels, as well. If they have a large following, you'll be introducing your product to an entirely new audience, in addition to reaching those who are already searching for reviews of your product.



CLIENT: ZUMA JUICE



CLIENT: HOME CHEF

NURTURE

PRODUCT / COMPANY UPDATES

A product or company updates video features important company news or product updates in order to explain something or otherwise connect with current customers or staff.

These videos serve as announcement videos and can cover everything from a company name change to a change in product or service offerings. Be sure to answer the 5 w's in your video: who, what, when, where, why, (and sometimes how.)

Whether you're communicating internally with staff or outwardly with your current or prospective clients, your product or company update videos give you a good chance to showcase your personality and have a little bit of fun.

On the other hand, if you're communicating bad news, like the discontinuation of a product, this also gives you an opportunity to communicate very deep, heartfelt emotion. Use it to bond and make your company stronger.



CLIENT: BEL AIR LUXURY CINEMA



CLIENT: WEWORK MIAMI

NURTURE

VIDEO SERIES

A video series is a series of short, bite-sized snippets of information meant to be shared over time.

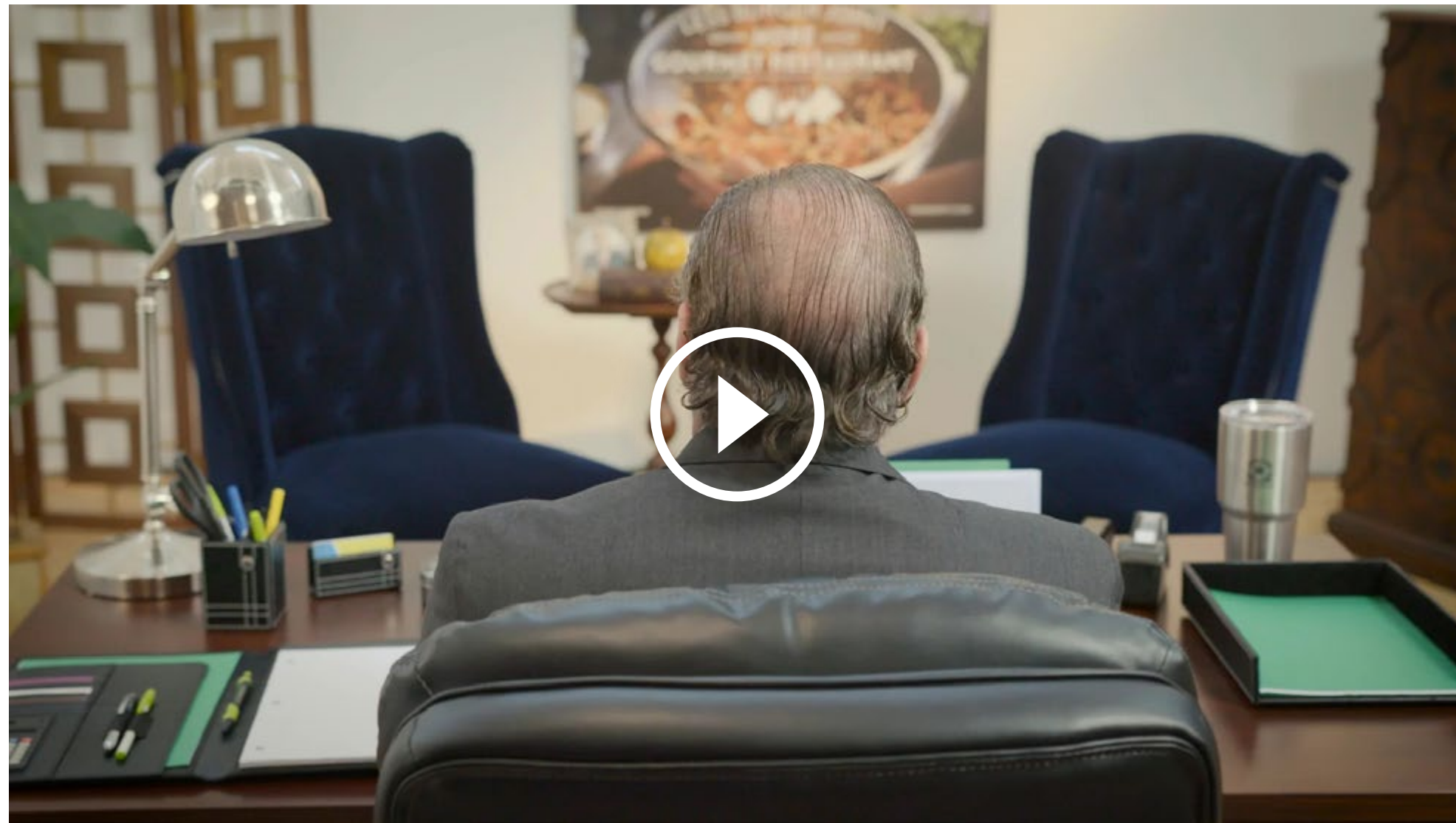
The main goal of a series is to keep viewers coming back for more content. Since all the videos in your series are related, viewers have to come back and keep watching in order to learn everything you have to share.

The information can be long or short, but as long as you break it up into more easily digestible snippets, you can release them steadily over time, providing more content for your prospects and increasing long-term engagement. This means you continue to remind your prospects not only about your brand (increasing your brand awareness), but you establish yourself as an expert, building trust over a longer period of time.

Video series can be fun and playful, or serious and informative. The tone is up to you, just be sure it matches your brand and the platform(s) on which

you're sharing.

Because a series describes the way in which your videos are edited and released and not the actual content itself, video series can often cross over into other video categories. A series can include numerous how-to videos, educational videos, testimonials, or tips and tricks. Don't feel limited by the format — as long as you have information to share, you can create an enticing and engaging video series.



CLIENT: BURGERFI (NOT LOVIN' IT)



CLIENT: BURGERFI (CHICKEN)

DELIGHT YOUR CUSTOMERS

- [WELCOME VIDEOS](#)
- [THANK YOU VIDEOS](#)
- [TUTORIAL/INSTRUCTIONAL VIDEOS](#)
- [ANNOUNCEMENTS](#)
- [BLOOPERS](#)

Now comes the most fun stage of all! You've got a paying customer because you've done tons of work. You've tracked their behavior, you've provided content to guide them through the buyer's journey, and they've finally converted. You feel like a rockstar! But don't call it quits just yet...

At this point, you want to do everything you can to keep your customers happy. Happy customers not only continue buying from you, but they spread word of mouth and play a huge role in building your reputation, both online and off.

That's why you've got to put work in post-sale to keep these users engaged. Produce fun, helpful videos now that will add more value to their purchase, provide support, and generally

delight them, showing just how invested you are in keeping them happy.



CLIENT: ZENGO CYCLE



CLIENT: HARVARD-WESTLAKE

DELIGHT

WELCOME VIDEOS

Welcome videos welcome new customers who have just made a purchase or signed up for a service and lets them know the next steps of the process.

You've probably seen a few different versions of a welcome video. These are friendly and enthusiastic in tone and serve as a guide to your product, service, website, or company. This video should answer two very important questions: How do I use this product or service? What's next?

Remember, at this point, your customer has already signed up for your service or purchased your product, so the purpose of this video isn't to push for a sale. You do, however, want to highlight the positives and show them how to best utilize whatever they've purchased or signed up for. These videos can be used internally, for members who work within your organization, or externally, for the public at large, so be sure you're addressing the right audience.

Similar to a thank you video, welcome videos are

one of the first content touchpoints a user will have immediately after purchase, so you want to make sure you're putting your best foot forward. Keep your video short and in line with your company's mission statement.

Email this video to your customers immediately after purchase. You can also host it on a unique page on your website, like a confirmation page after purchase or on a redirect after submitting a form.

DELIGHT

THANK YOU VIDEOS

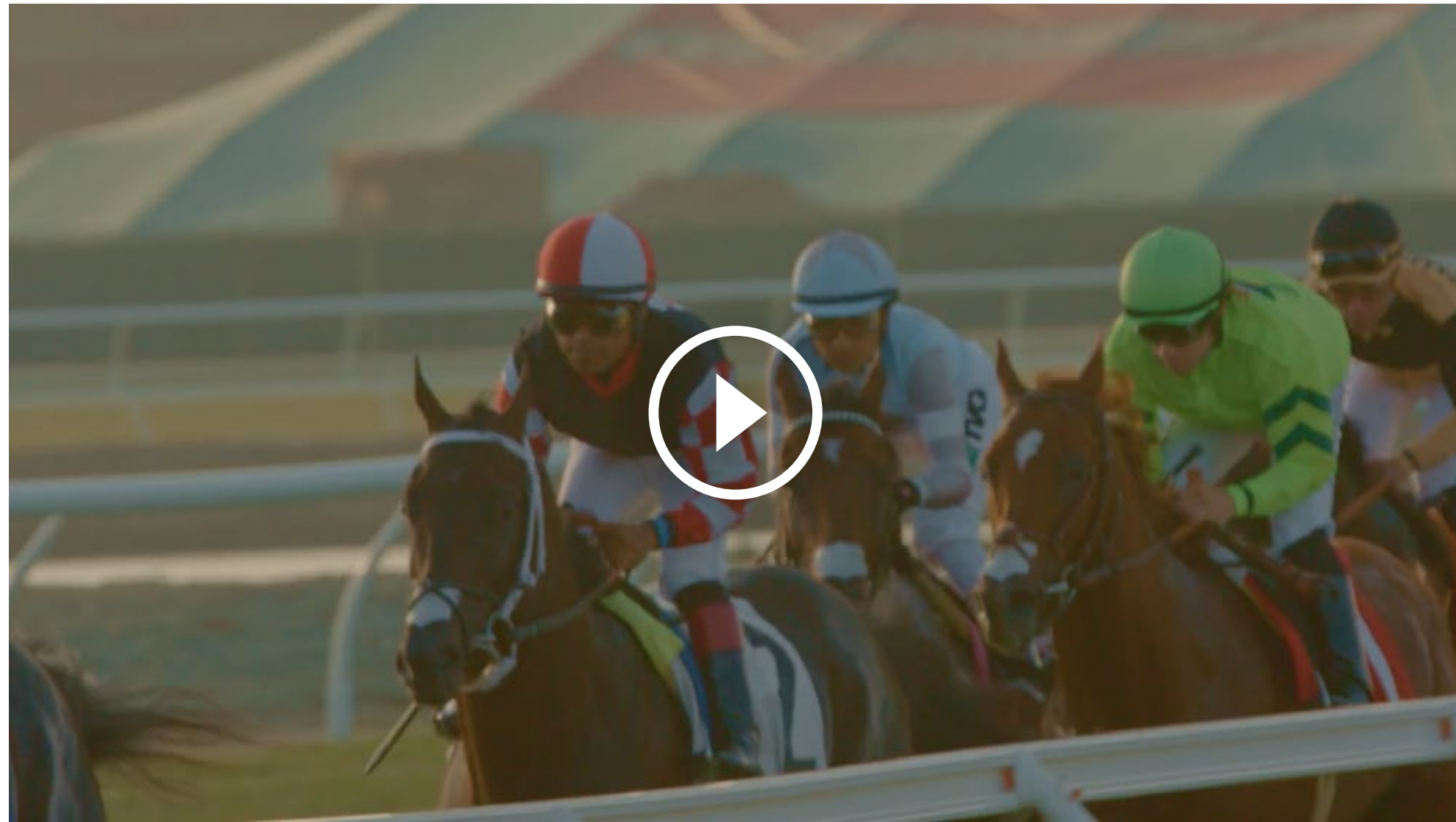
A thank you video thanks your customers for an action, like signing up, attending an event, donating, or making a purchase.

Like a welcome video, a thank you video will probably be one of the first pieces of content seen after an action or purchase. There are, however, more opportunities to thank a user than there are to welcome them; You can thank a customer after signing up for a newsletter, after referring a friend, after submitting a lead, or after writing a review. You can thank someone after almost any action, so be sure to think strategically about where you want to include these videos and which actions or purchases warrant them.

The primary function of thank you videos should be to establish an emotional connection. You want to be sincere in your gratitude and maybe even go a step further, letting the user know what their purchase or attendance will mean for your brand.

Thank you videos are especially useful for brands

with corporate social responsibility initiatives, or for institutions like universities, where doing something like donating money or making a purchase will actually provide something tangible to a community or group of people.



CLIENT: LITTLE RED FEATHER



CLIENT: 1ST FAMILY DENTAL

DELIGHT

TUTORIAL / INSTRUCTIONAL VIDEOS

Tutorial and instructional videos show users how to do something. They provide customers with the best possible experience by getting in front of any questions or confusion they might have about how to use a product or perform a specific action.

These videos are especially handy for companies in certain industries, like tech and software development, where understanding a product or service is not necessarily the easiest. Similar to a how-to video, these videos walk users through a process step-by-step, though they're more often focused on a product and not on general industry information. Instructional videos also use live demonstrations and guided walk-throughs.

Topics might include how to use a product, how to develop a particular skill, or a series of lessons or related how-to's.

Used internally to communicate within an organization, or externally to communicate directly with consumers, tutorial and instructional videos can be shared on a company website or blog, via

email, or on most social platforms.



CLIENT: FROZEN BEAN



CLIENT: TOSHIBA

DELIGHT

ANNOUNCEMENTS

Public service announcements announce something important. They often relate to corporate updates, corporate social responsibility programs, betterment of products or services, or community engagement programs.

A PSA may be necessary if there is a message you want to spread to a large group of your employees, audience, or users. Any update to your offerings influenced by consumer feedback should be announced via a PSA, for instance.

Company news or updates will not interest someone who has not purchased from you, and it won't help nurture prospects — company updates might even dissuade someone from making a purchase. So if you create an internal company PSA, distribute it only to your employees or staff. But someone who has already purchased from you *will* be interested in knowing how you're trying to become better, what your brand is up to, and any relevant news that affects their purchase.

PSAs can be published anywhere, including your

company website, blog, social media channels, and even via paid channels and media publications.



CLIENT: HARVARD-WESTLAKE



Vikki Spruill
President & CEO
Council on Foundations

CLIENT: COUNCIL ON FOUNDATIONS

DELIGHT

BLOOPERS

Bloopers are short videos that show the outtakes from other video productions, meant to make you and the viewer laugh.

You've probably seen your fair share of blooper reels thanks to shows like *America's Funniest Home Videos* and *Saturday Night Live*. Bloopers essentially cover any outtakes that occur during filming and provide a fun, inside look at your company and team members.

This is definitely great content for delighting your customers. It doesn't push a sale or encourage an action; it's just fun for the sake of fun! Your bloopers should elicit laughter, smiles, and lots of engagement in the form of comments and social shares.

The best part is bloopers are super easy to create. If you're already working on a video production, just keep the camera rolling! Film authentic screw-ups, laughter breaks, and fun moments on set. Piece these together for a cute blooper reel that

you can share across your social platforms and email newsletters.



CLIENT: HOLISTIC NUTRITION NATURALLY



CLIENT: YOGA PALM BEACH

GROW YOUR TEAM

- [RECRUITING VIDEOS](#)
- [TEAM VIDEOS](#)
- [TRAINING VIDEOS](#)
- [YEAR-END HIGHLIGHTS](#)
- [AWARD VIDEOS](#)

A major part of your marketing efforts should include growing your internal team. That means dedicating time and effort to recruitment and company expansion.

Video is one of the best mediums for communicating information to potential hires about the benefits of your company. From culture and perks, to office layout and overall vibe, video can help not only attract the right candidates, but make them excited to work for you.

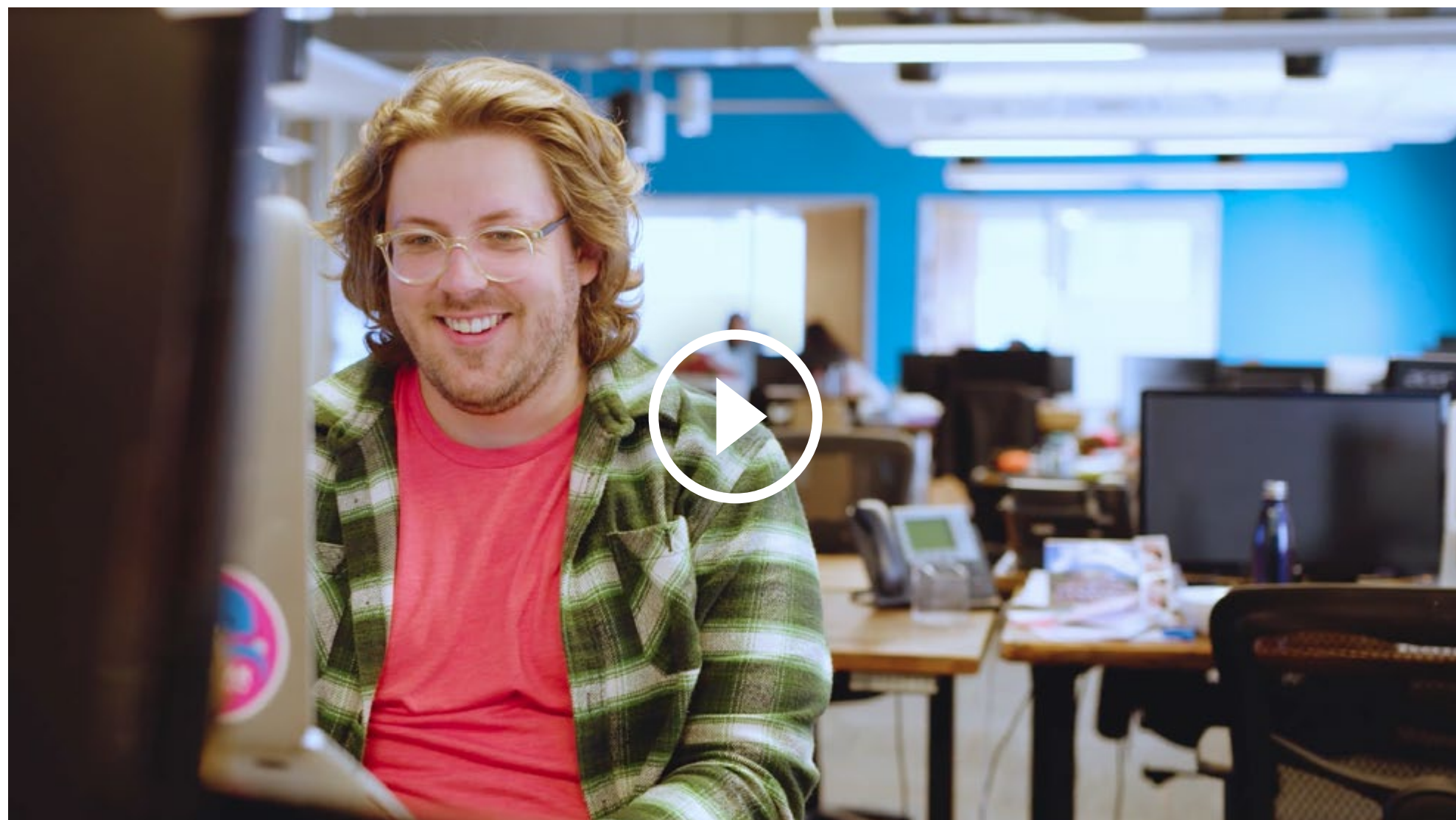
More than that, videos aimed at growing your team can also serve as excellent resources for new hires, informing them what your company sells, the history of your company, how your company makes money, internal communication standards, and more. See these videos as

teaching opportunities and take full advantage of what they can offer.

Your videos should be fun and informative. You want to show off all the positives in a way that's clear, effective, and highly engaging. You want applicants to talk about your video (and your company!) long after they've applied.



CLIENT: TIX



CLIENT: TRENDKITE

GROW

RECRUITING VIDEOS

A recruiting video is a video that highlights the greatest aspects of a company in order to attract more employees. These are often shared on professional networks.

In order to attract the best talent, you need to show off the best your company has to offer. With so many applicants looking for reasons to be swayed one way or another, it's important you put your best foot forward.

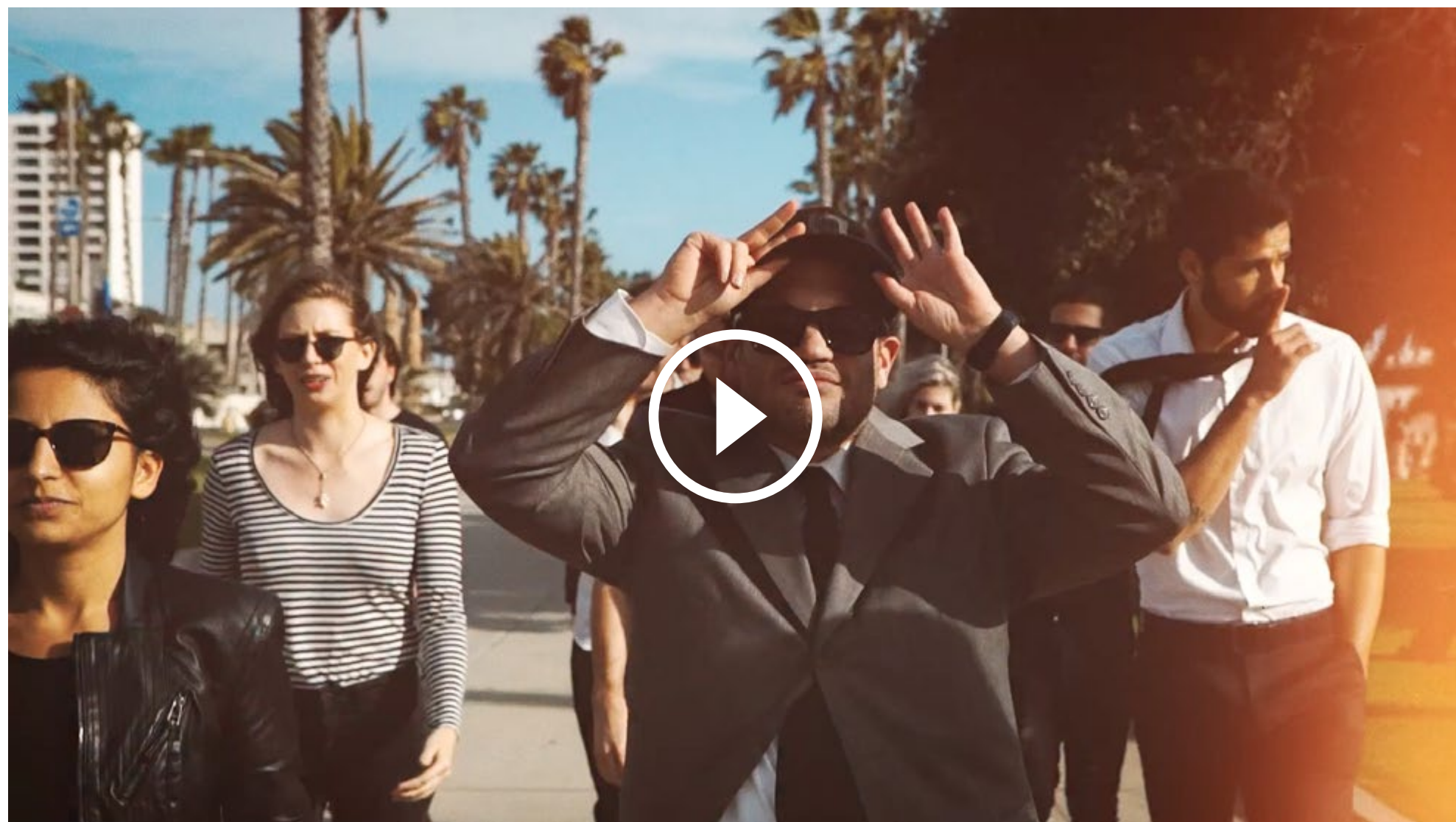
Use recruiting videos to do just that. Highlight some of your company's best employees, who should be more than happy to give their first-hand account of life in the office. Try giving a tour, stopping by your fully stocked kitchen, beautiful outdoor areas, and roomy work stations.

Don't have the best office digs? Instead, show off office culture, friendly faces, and testimonials about the quality of work your company does. Nothing sells better than authenticity, so make sure every face on camera is honest and sincere.

Recruiting videos can go just about anywhere, but function especially well on recruitment sites, social media, and on a company's careers page. If you want to get the most bang for your buck, try sending it out to relevant industry sites, as well, who may feature it on their homepage or blog.



CLIENT: 24HR HOME CARE



CLIENT: LEMONLIGHT

GROW

TEAM VIDEOS

A team video highlights your company's team and allows your potential customers to see who they'll be working with.

These videos communicate who you are in a friendly, enthusiastic way, so be passionate and let your personality shine through! They can be used to recruit future employees or as a way to show clients who they'll be working with. Either way, you'll want your team video to be warm and welcoming.

You can make a team video in almost any format. Want to build a narrative? Perfect! Tell the story of your team and why they're the best at what they do. Want to highlight specific testimonials? Excellent! Pick a couple of people and let their quotes or voiceover lead the direction of the video. Want a fun piece that's less concrete and more multi-functional? Edit together a fun montage of your employees being quirky — this shows off their personality and can be reused in other types

of videos down the road.

The great thing about these videos is they can help attract new business, while also helping your team build strong rapport.

Place your team video on your company's website or careers page and share it via email newsletter or social media. You can even create video gifs and use them in company signatures.



CLIENT: BURGERFI



CLIENT: BURGERFI

GROW

TRAINING VIDEOS

A training video teaches your employees how to complete work-related tasks.

These videos will only be seen by your staff or employees. Different than a how-to video, training videos are slightly more utilitarian. They don't give more context than necessary and are always about a very specific task, following every step of the process in order to teach the viewer. These are not marketing resources, but teaching resources meant to be used widely and often.

distributed via an internal portal.

Utilitarian as they may be, training videos do serve a very important function: They save time teaching certain tasks, which can become repetitive and onerous. In larger enterprise companies, this is especially useful.

Training videos can come in any format, including live demonstrations, animation, interactive video, and more. Since these are typically meant only for internal use, they should not be widely distributed. Keep them on a secure area of your website or



CLIENT: BURGERFI



CLIENT: INCROWD

GROW

YEAR-END HIGHLIGHTS

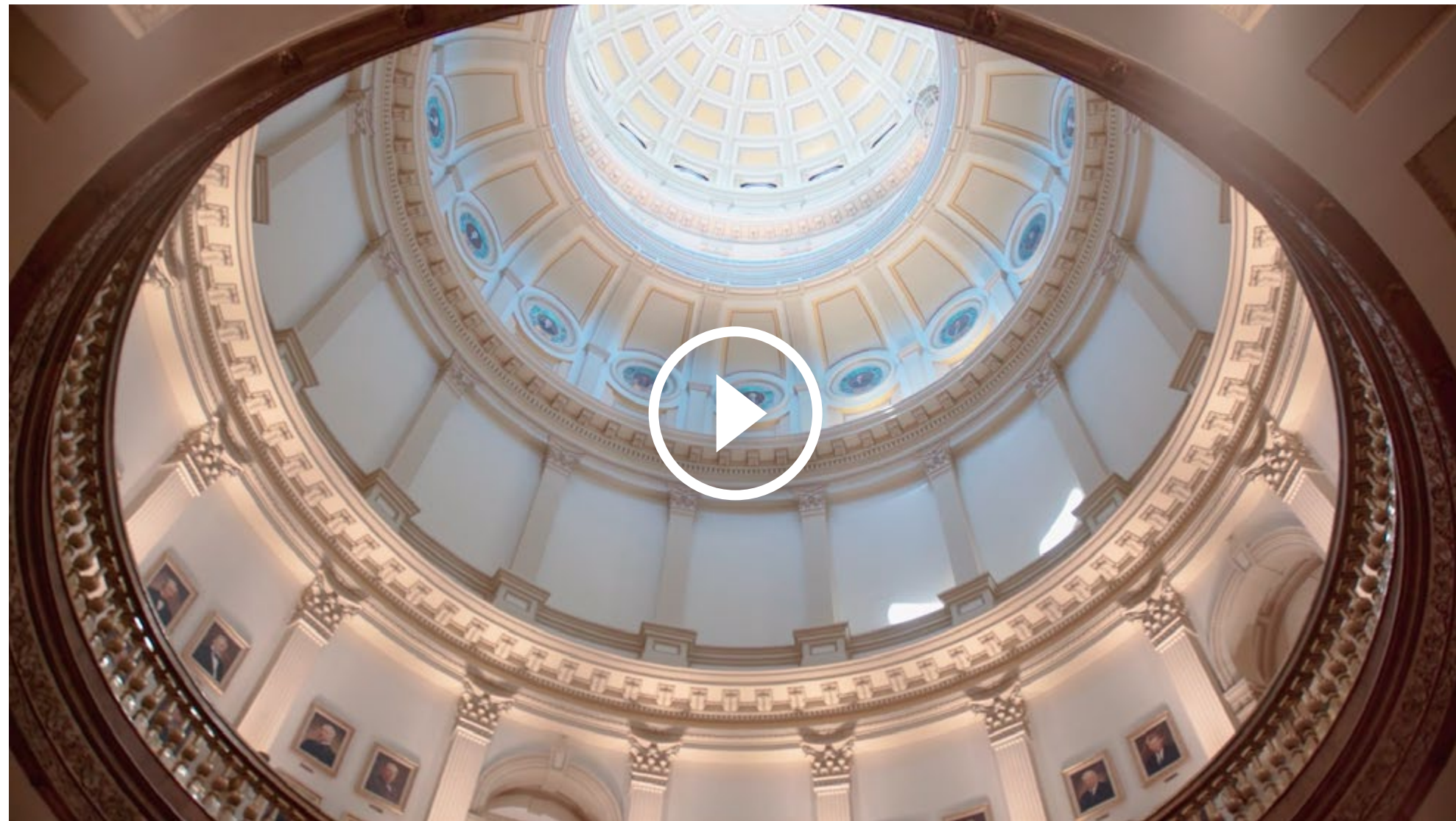
Year-end highlights show off your company's major milestones from the past year in a fun, creative format.

Whether used internally to show your colleagues just how much you've done in the last year, or created as a fun and engaging user-facing social post, your year-end highlights should bring a smile to anyone watching.

Focus on your accomplishments: your growth, your new hires, your new clients, your happy hours — anything that's positive and worth mentioning. Present the video in a fun and unique way. Think outside the box! Maybe you want to create a highlight reel showcasing users' social comments over the year. Maybe you want to ask individual employees to share their personal, year-end wrap-ups. Maybe a song or performance would spark a new level of camaraderie and result in a fun video to share on social. Whatever you do, let this be your opportunity to leave your customers and

coworkers with a good vibe and positive brand associations.

Then, share it where ever you think is appropriate. Social is often the best for fun, year-end content like this, but maybe you also want to include it in a newsletter or on the company blog.



CLIENT: UNIVERSITY OF DENVER



CLIENT: COUNCIL ON FOUNDATIONS

GROW

AWARD VIDEOS

Award videos highlight the special accomplishments of a team member or organization.

Used to boost employee morale and highlight the accomplishments within a company, award videos can be almost anything! Use an award video to highlight one special employee or department, or create a series to highlight your highest performers (like an employee of the month series.) You can also film award ceremonies, acceptance speeches, or create a montage of company press clips to show off how much you and your company have accomplished.

Where you share this video will depend on what kind of video you make. Employee highlights might be shared internally or on social media. Company award videos could be shared via email or in media publications. Think about who your target audience is and distribute accordingly.

START MAKING VIDEOS!

With so many options and so many opportunities to create beautiful video, you shouldn't wait a second longer to get started on your video marketing plan. Plan out your goals, your strategy, your resources, and how you'll measure success. Then, you'll be able to pick just the right video type to meet your needs and expectations.

If you need help putting together the perfect plan, talk to a video agency who can help you align the perfect type of video with your marketing goals.

Here at Lemonlight, we've produced over 5,000 videos since our launch in 2014. Let us show you how it's done! We specialize in producing high quality videos all across the country at an affordable price.

[SCHEDULE A CALL](#)

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