30 INSPIRATIONAL VIDEO IDEAS TO DRIVE SALES AT EVERY TOUCHPOINT



lemonlight



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ARE YOU WASTING VIDEO MARKETING DOLLARS ON BAD TARGETING?

Have you watched any videos today? Probably so, given that video now makes up **82.5% of all internet traffic**. And, chances are, many of the videos you've watched recently were 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? Here's a few more crucial stats you probably didn't know:

- More than one billion hours of video are watched on YouTube every day.
- Over 60 hours of video are uploaded to YouTube every minute.
- Brands are in on the action, too. Video marketing has been adopted by 81 percent of businesses.
- Over 90 percent of people say they enjoy seeing video from brands when considering making a purchase.

Today, most social media platforms have developed native video capabilities—so you have the ability to not only engage directly with viewers, but target the exact viewers who are most likely to convert. The first step is learning about all the different types of videos you can make and where those videos fall within your inbound marketing strategy. 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.

WHAT EXACTLY DOES ALL THIS MEAN? **YOU NEED VIDEO!**

Don't be overwhelmed by how many types of videos there are. 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.

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-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.



EDUCATIONAL VIDEOS

Explainer 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.

GIANT BIKES



This video can be longer and will likely live on your website, though it can be repurposed for social platforms like LinkedIn, Instagram/Facebook, and TikTok. 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.

YOSHINO



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.

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.

AIRBNB



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.

FTL BAG



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.

HOW-TO VIDEOS

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

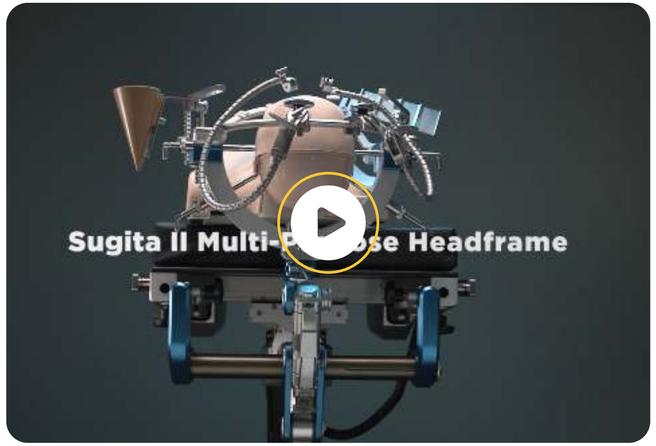
HOLY STONE



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.

MIZUHO



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.

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.

PRIZEPICKS



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.

YOGIBO



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.

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.

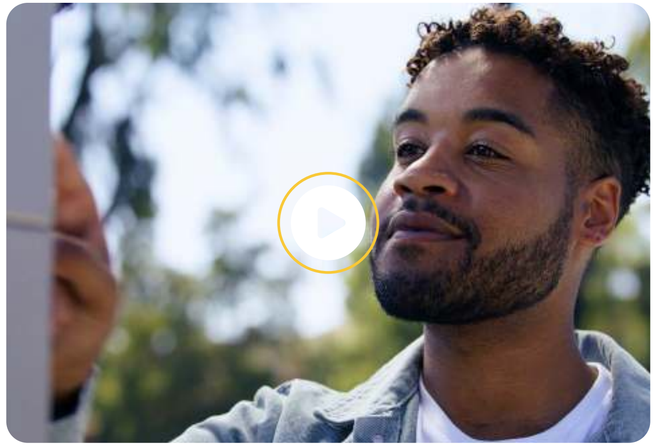
MAX QUEST



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.

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.

AAA



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, 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.

ENGAGE YOUR AUDIENCE

- BRAND VIDEOS
- CROWDFUNDING VIDEOS
- CUSTOMER SPOTLIGTHS
- 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.

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.

DIN TAI FUNG



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.

MEANINGFUL BEAUTY

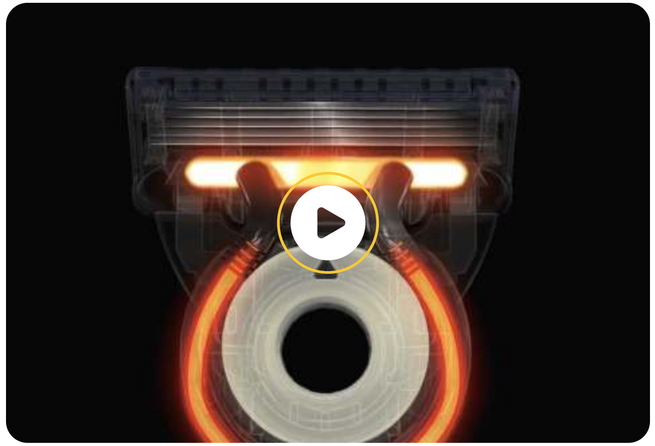


Building these strong relationships leads to return customers. This is different from a product commercial, since a brand video does not try to sell any particular item. A brand video avoids specifics. Think of a brand video like a mission statement. Menus, services, schedules, and products may change. The reason why you started your business, however, will not. A brand video should capture that reason.

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.

GILLETTE



LEGO FORMA



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.

CUSTOMER SPOTLIGHTS

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

OSMO



EXCESS TELECOM



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.

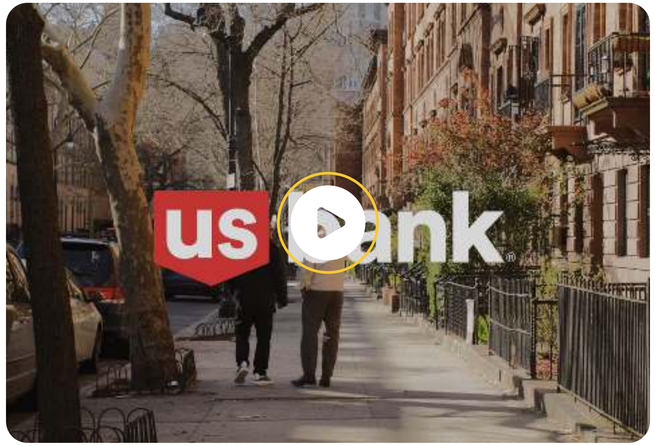
Even better, if the customer featured in your video is from the same industry as the viewer, they'll be more likely to identify with them. Customer spotlights are amazing because of their multi-functionality.

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.

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.

US BANK



LIFEHOUSE HOTELS



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.

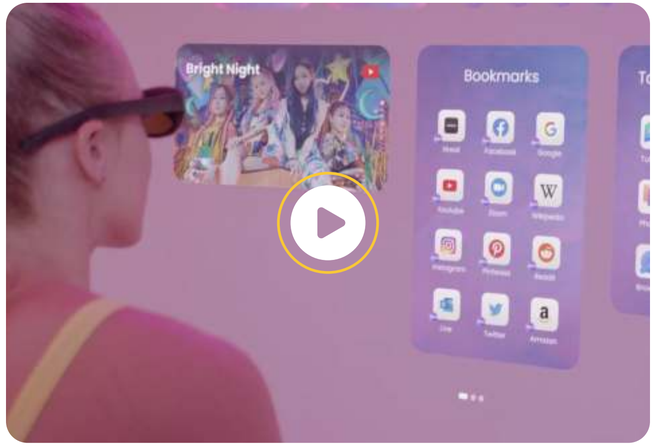
They should see something in the person profiled or the routine that reminds them of themselves and their lives. It should help them see their problem or obstacle clearly, and give them a solution in the form of your product. It should also build a narrative, an engaging story for the viewer to hold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

PRODUCT VIDEO

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

NREAL



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.

MELISSA & DOUG

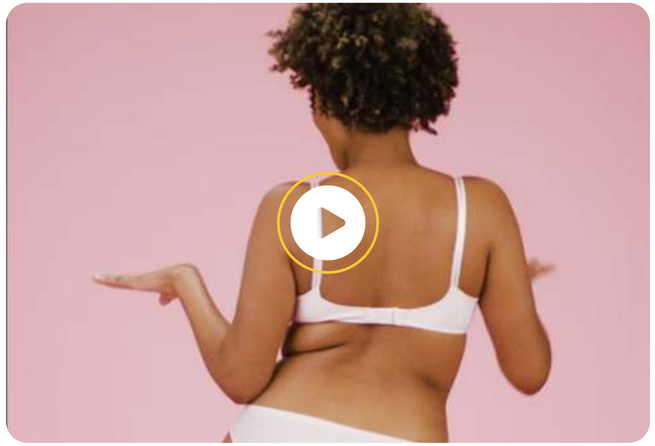


Use high quality production and engaging dialogue or voiceover to really communicate the professionalism of your company. Usually about 30 seconds long, product videos are one of the most easily distributed types of videos you can make. Share them on your website or ecommerce pages, social media platforms, 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.

SOCIAL CONTENT VIDEO

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

MAELYS



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.

TWILLORY



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. TikTok, Instagram, and Facebook videos should be shorter, while platforms like LinkedIn or Reddit lend themselves to slightly longer videos.

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!

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.

ART OF THE GENTLEMAN



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.

VERSED

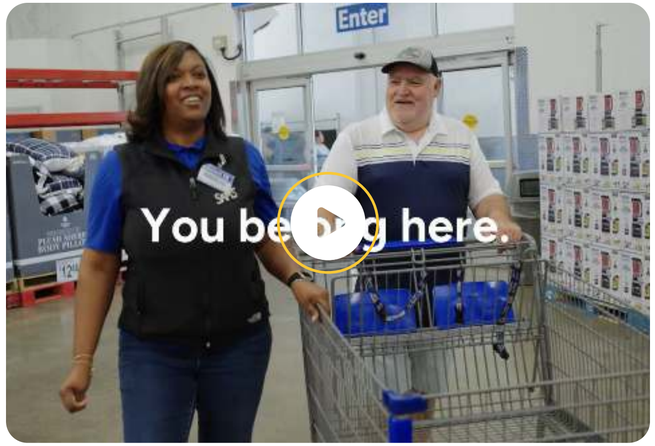


Armed with a good example of success, your before and after video will help convince prospective clients to give your brand a try. Publish these on your most visual platforms: TikTok, Instagram, Facebook, Instagram, Twitter, via email, and across your website. You might even want to create a dedicated page on your website for this content.

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.

WALLMART - DANIELLE WOODS



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.)

NEWELL RUBBERMAID



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.

TESTIMONIALS

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

CURATIVE



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, 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!

AVANT

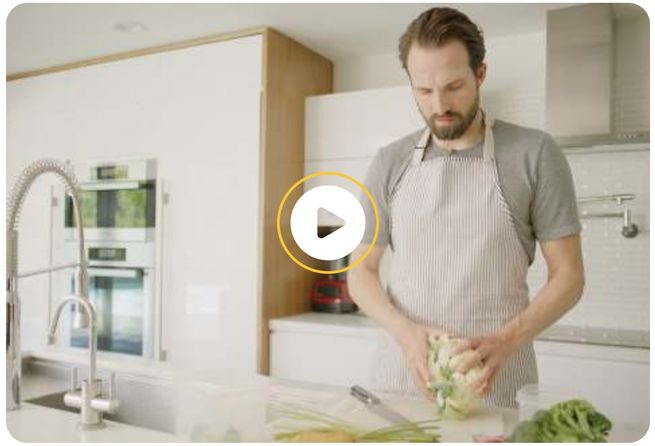


There are a few different types of testimonials you can create: a compilation, where multiple testimonials are edited together; a highlight, where you highlight one longer testimonial interview; or a real-time reaction reel, where you capture a live testimonial from someone who’s just tried your product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

TIPS AND TRICKS

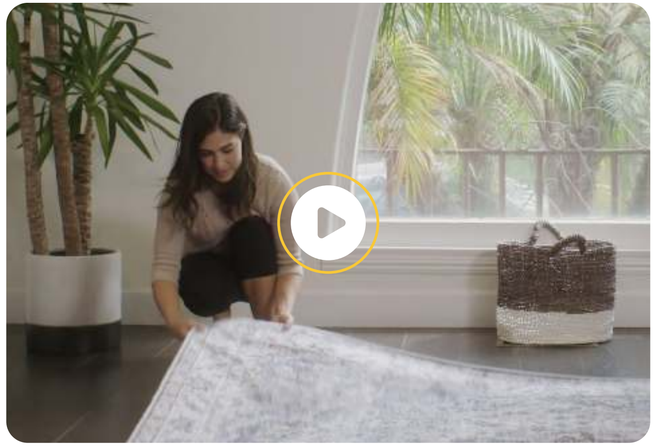
Tips and tricks videos provide your potential customers with information that adds value related to your product or your product industry. They’re usually short and snappy, fun, and informative.

TIDYBOARD



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.

TUMBLE

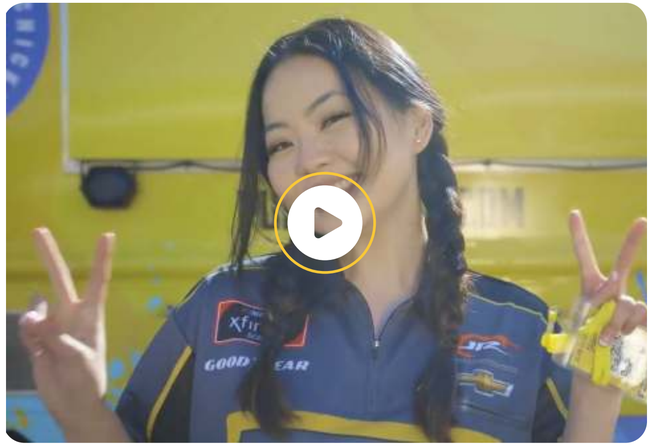


Get creative! Use voiceover in unique, out-of-the-box ways and consider demonstrating your tips live. Use these videos to highlight your passion, your knowledge, your humor, and anything else that sets you apart from your competitors. Post tips and tricks videos on social media, on your blog, in your email newsletter, or almost anywhere else. Industry videos function great on professional forums, like LinkedIn, Reddit, or Facebook community groups.

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.

PUBG



COVERED CALIFORNIA



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!

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.

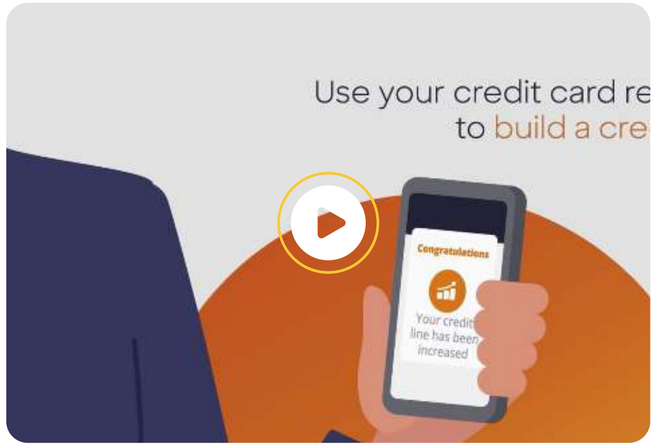
THOMPSON REUTERS | FINDLAW



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.

IQUANTI | DISCOVER



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.

PRODUCT REVIEWS

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

LUCYD



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.

COEUR SPORTS



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.

PRODUCT / COMPANY UPDATES

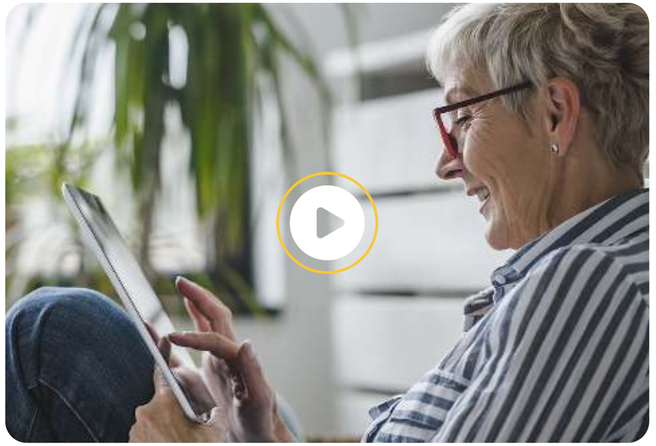
A product or company updates video features important company news or product updates in order to explain something or otherwise connect with current customers or staff.

RE/MAX ALLIANCE



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.

HUMANA

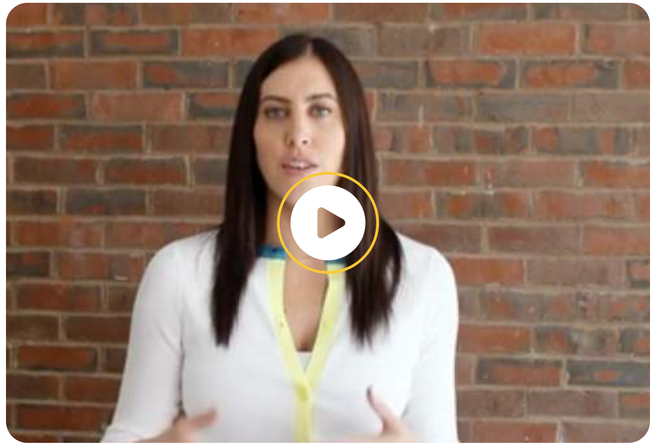


On the other hand, if you’re communicating bad news, like the discontinuation of a product, this also gives you an opportunity to communicate very deep, heartfelt emotion. Use it to bond and make your company stronger.

VIDEO SERIES

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

KOTTER INTERNATIONAL



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.

JOB SUPPORT SERVICES

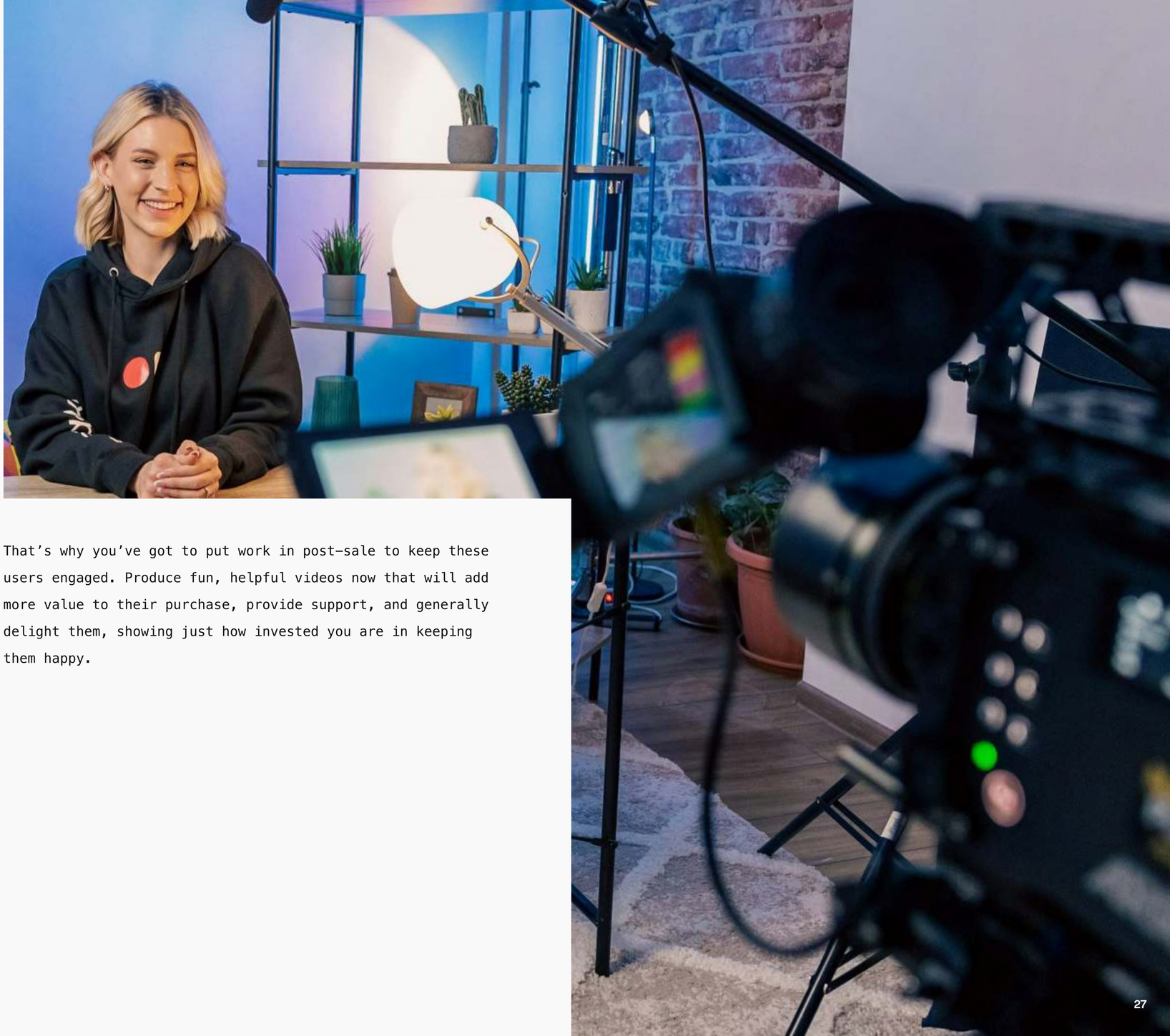


Because a series describes the way in which your videos are edited and released and not the actual content itself, video series can often cross over into other video categories. A series can include numerous how-to videos, educational videos, testimonials, or tips and tricks.

Don't feel limited by the format – as long as you have information to share, you can create an enticing and engaging video series.

DELIGHT YOUR CUSTOMERS

- WELCOME VIDEOS
- THANK YOU VIDEOS
- FUNDRAISING VIDEOS
- PUBLIC SERVICE ANNOUNCEMENTS
- ANNIVERSARY VIDEOS



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.

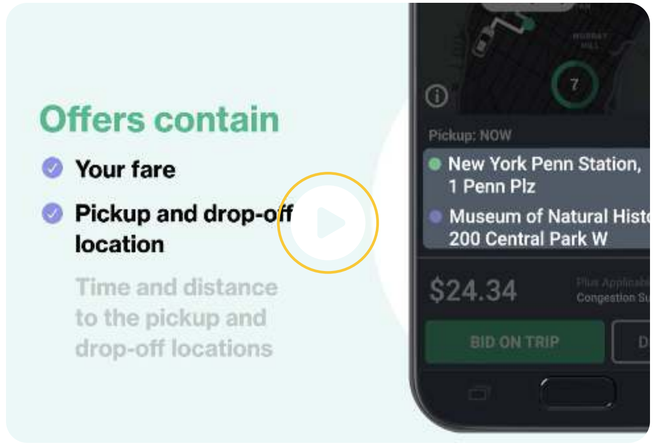
Happy customers not only continue buying from you, but they spread word of mouth and play a huge role in building your reputation, both online and off.

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.

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.

CURB MOBILITY



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.

STAKE CENTER LOCATING



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.

THANK YOU VIDEOS

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

SOUTHWEST LAW SCHOOL



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.

BUDDIG



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.

FUNDRAISING VIDEOS

A fundraising video is a short promotional video intended to raise funds for a specific cause, project, or campaign. Fundraising videos can help a company accomplish increased visibility, attract new donors or investors, and generate the necessary funds to support their initiatives or goals.

STARTENGINE



Fundraising videos often highlight the impact and importance of a cause or project, showcasing success stories, testimonials, or real-life examples to create a sense of urgency and connection with potential donors. These videos enhance visibility and create awareness about a company's mission, values, and the specific cause they are fundraising for.

By reaching a wide audience through various online platforms and social media channels, a fundraising video can attract attention and engage individuals who may not have been previously aware of the company or its initiatives.

ASCEND FUNDRAISING SOLUTIONS

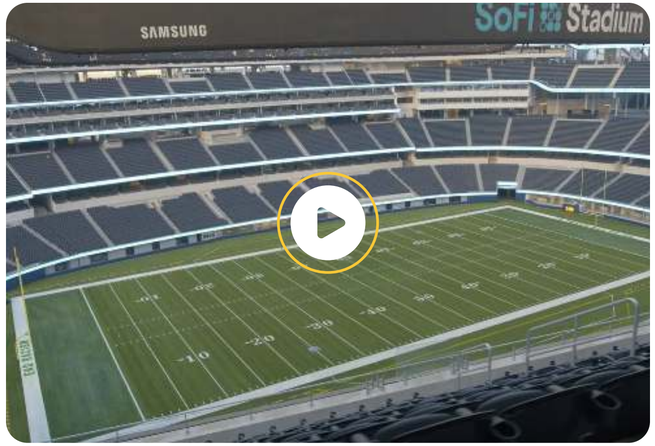


The emotional connection established through a fundraising video's storytelling can motivate viewers to take action and become advocates for the cause. Also, these videos directly contribute to a company's financial success by generating the necessary funds to support their projects or goals. The persuasive nature of fundraising videos, combined with clear calls to action and convenient donation mechanisms, encourages viewers to make contributions. In turn, this financial support enables a company to implement and sustain their initiatives, launch new projects, or expand existing programs, ultimately driving the company's mission forward.

PUBLIC SERVICE ANNOUNCEMENTS

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

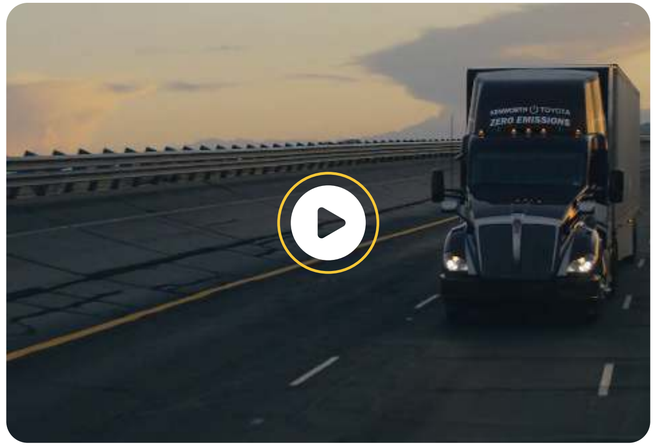
IFMA | SOFI STADIUM



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.

TOYOTA AI VENTURES

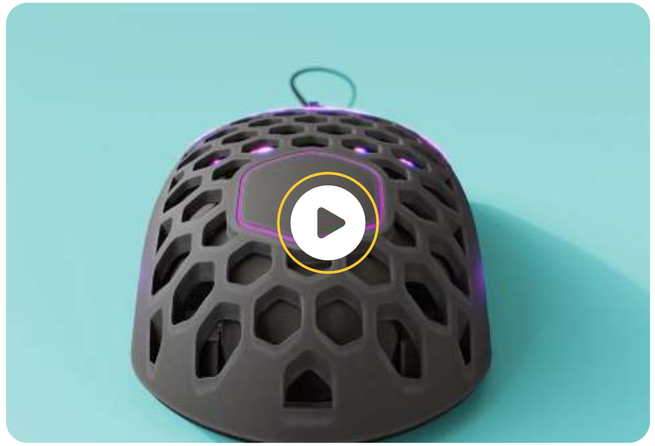


So, if you create an internal company PSA, distribute it only to your employees or staff. But someone who has already purchased from you will be interested in knowing how you're trying to become better, what your brand is up to, and any relevant news that affects their purchase. PSAs can be published anywhere, including your company website, blog, social media channels, and even via paid channels and media publications.

ANNIVERSARY VIDEOS

Anniversary videos celebrate and commemorate significant periods in a company's history, such as their founding or years of operation. These videos can be used to engage and connect with the brand's audience, fostering a sense of nostalgia, loyalty, and brand affinity.

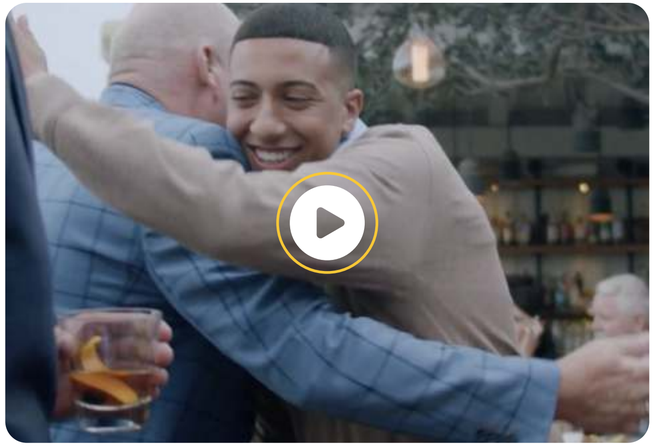
COOLER MASTER 30 YEAR ANNIVERSARY



By showcasing key moments, achievements, and the evolution of the brand over time, anniversary videos can effectively reinforce the brand's identity, values, and legacy. They serve as a powerful marketing tool, allowing brands to reflect on their journey, express gratitude to their customers and stakeholders, and reinforce their position in the market.

Furthermore, anniversary videos can be shared across various platforms, including social media, websites, and email marketing campaigns, to reach a wide audience and enhance brand visibility.

SIGNAL



They can help brands attract new customers, re-engage existing ones, and create positive associations with their longevity, trustworthiness, and commitment to excellence. Overall, anniversary videos serve as a valuable means for brands to celebrate their achievements, strengthen their brand image, and cultivate a deeper connection with their audience.

GROW YOUR TEAM

- RECRUITING VIDEOS
- TEAM VIDEOS
- TRAINING VIDEOS
- YEAR-END HIGHLIGHTS
- MILESTONE 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.

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.

SPECIAL TOUCH HOME CARE



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 firsthand account of life in the office. Try giving a tour, stopping by your fully stocked kitchen, beautiful outdoor areas, and roomy work stations.

ARMELLINI LOGISTICS RECRUITING

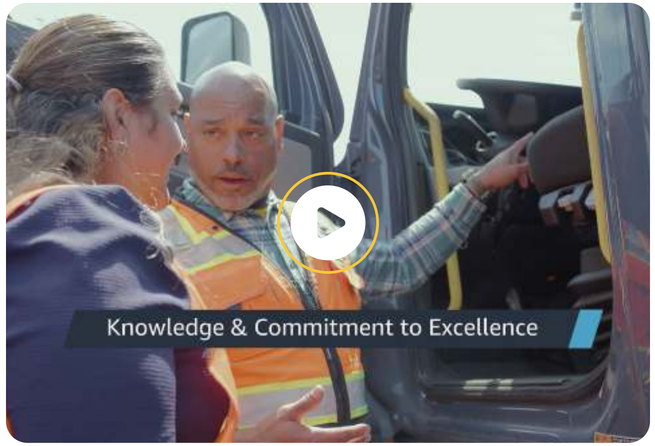


Don’t have the best office digs? Instead, show off office culture, friendly faces, and testimonials about the quality of work your company does. Nothing sells better than authenticity, so make sure every face on camera is honest and sincere. Recruiting videos can go just about anywhere, but function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

TEAM VIDEOS

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

AMAZON FREIGHT PARTNERS



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.

WALLMART - DANIELLE WOODS



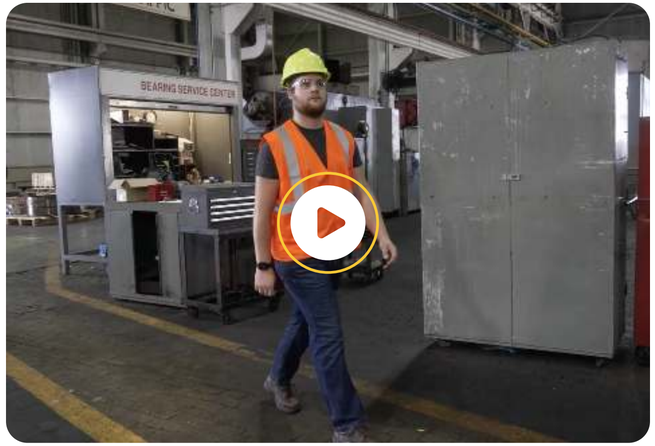
Want a fun piece that’s less concrete and more multi-functional? Edit together a fun montage of your employees being quirky – this shows off their personality and can be reused in other types of videos down the road.

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.

TRAINING VIDEOS

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

CONSTELLIUM



These videos will only be seen by your staff or employees. Different from 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. 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.

VF CORP



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 distributed via an internal portal.

YEAR-END HIGHLIGHTS

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

HONEST COMPANY



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.

DANSKO



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 wherever 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.

MILESTONE VIDEOS

Milestone videos acknowledge and celebrate significant accomplishments in a brand's journey, such as reaching a certain number of customers, sales targets, or product launches.

LEMONLIGHT



By highlighting specific milestones, achievements, and growth, milestone videos effectively communicate a brand's success story and build a positive perception among customers and stakeholders. They can be shared through various marketing channels to create excitement, generate buzz, and attract new customers, while also fostering a sense of pride and loyalty among existing ones.

CLOVE HITCH | MAGIC LEAP



Furthermore, milestone videos provide an opportunity for brands to express gratitude to their customers, employees, and partners who have contributed to their success. By recognizing their support and collaboration, these videos can strengthen relationships, inspire continued loyalty, and demonstrate the brand's commitment to its stakeholders.

START MAKING VIDEOS!

With so many options to create scroll-stopping videos that convert, you shouldn't wait a second longer to get started. 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, Lemonlight can help. We've produced over 50,000 videos across every industry since we began in 2014 and would love to work with you to take your video marketing strategy to the next level.

WE'VE PRODUCED **OVER 50,000 VIDEOS**

SCHEDULE A CALL

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