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Introduction

Content is king. ~ Bill Gates

When you go online, chances are that a lot of the content you see is in video format – and for good reason. Every day, approximately 100 million people watch at least one video online, so videos are an incredibly effective way of marketing your product or service. If you have been avoiding making videos because you think they will be too expensive or difficult to make, it is time to rethink your marketing strategy.

Video Statistics

Before we talk about why you need to be using videos to market your business, let's take a quick look at some statistics about the reach and power of videos:

- YouTube is the number two search engine, second only to Google
- A third of all the time users spend online is spent watching videos
- The average internet user watches more than 30 videos every month
- The average user spends more than 16 minutes each month watching video ads online
- Videos improve customers' understanding of your product by 74%

Those are some impressive statistics – and they're only the beginning of why you need to start making videos.

Basics of Online Video

What do you think makes a video effective? If you're like most people, you might say the things that matter are video quality, sound quality, good lighting, and a format that is easily digestible. Those things do matter, but in the end, they all come second to this: your video must focus on a topic that is relevant and useful to your customers.

The topics you select must relate to your industry. For example, Home Depot has produced a series of popular how-to videos that they have posted on their website. They clearly thought about their customers and what might interest them – and that's what you need to do, too.

Video marketing is so effective that, for many businesses, it is becoming the primary way they communicate with their customers. If you are not producing videos, you are missing a golden opportunity to connect with the people who buy your products. As impersonal as the internet can be sometimes, videos give you an opportunity to communicate in a way that feels more direct and personal; encouraging customer engagement with you and with your brand.

Here are some of the reasons businesses are turning to video:

- 80% of visitors to your site will watch a short video all the way through while only 20% will read all of your written content
- 75% of viewers visit the marketer's website after viewing a video
- 26% of viewers go looking for more information after they view a video online
- 12% of viewers make a purchase after viewing a video ad
- People can process images in as little as 13 microseconds, much faster than the process information they read or hear

Creative Opportunities

The great thing about videos is that there is no limit in terms of what you can do. There are so many different formats available, and once you know the kinds of topics you want to cover, you can easily pick a format that will be effective for your customers. Here are just a few examples:

- Live product demos
- How-to or instructional videos
- Screencast videos
- Animated videos

Whether you produce your videos in-house or outsource them to a professional, your video must be:

- Professional-looking
- Targeted to a specific audience

- Informative and entertaining
- Intriguing – leave customers wanting more
- Compelling – encourage customers to find out more about your company
- Persuasive – you need a strong call to action at the end of your video

If you produce videos that fulfill these criteria, you can increase brand awareness, sell more product, and turn one-time buyers into loyal customers.

The goal of this guide is to jump-start your creativity and activate your imagination in terms of the different kinds of video content you can produce to promote your business online. Let's get started.

Chapter 1: Video Content Ideas

If you're not inspired to start producing videos for your business yet, this chapter is all about giving you the inspiration you need. Regardless of your industry, there are multiple types of video content that will work for you. The key is to pick something that will be entertaining and relevant to your customers, which also presents your product or service in the most compelling way possible.

With that in mind, here are 50 ideas that you can use to create video content for your company.

Sales and Promotional Videos

1. **Video commercials:** Perhaps the most obvious choice, online promotional videos are a powerful way to grab the attention of your target audience and convert more of your prospects into customers. Like TV commercials, these videos have one goal – to quickly convince viewers to contact or visit your business. Depending on your product or service, there are many different types of promotional videos you can create: live footage, screencast, animated videos and more. The best thing about online promo videos is that they cost a fraction of what typical TV commercials, and even other traditional forms of advertising, would cost.
2. **Animated Story-Board Videos:** Animated explainer and whiteboard videos are perfect for telling a story about your brand, product, or ser-

vice. This compelling video style is rising in popularity. Typically, they are short videos that include animations, cartoon characters (optional), and motion graphics to capture and hold attention. Due to their captivating nature and their short length, people tend to watch them all the way to the end -- which means they actually get to your call-to-action. You can create these videos with animation tools that are available online. However, most business owners prefer to pay a professional to create them as there is a steep learning curve.

3. **Video Sales Letters:** In the past, one of the primary ways businesses welcomed users to their site was by writing a long-form sales letter. Because videos are so popular, it was inevitable that marketers would find a way to convert the sales letter to a video format. The video sales letter is a way for you to speak directly to your customer. You do not have to be in the video, but if you are, it adds a personal touch. You can use still images with a voice over if you prefer, or use a combination of live video, animation and still images to connect with customers. You can also use this type of letter in an email to your list.

4. **Press Release Videos:** Standard written press releases are typically four paragraphs of text. Nowadays, more companies are transforming press releases into compelling visual content. Instead of announcing the launch of a new product, you can use a video to show it to them. The real challenge with this kind of video is to find a way to put the focus on the customer by mentioning what your new product or service will do for them.

5. **Landing Page Videos:** Videos are starting to replace plain text on web pages all across the internet because they convert better. If you are using landing pages for the sole purpose of getting users to take a specific action, such as signing up for your mailing list, try using a video on the page instead of plain text. You can always include a text version of the video content below the video itself.

6. **Video Ads:** If you've ever watched a video on YouTube, you've seen the video ads that stream before your video plays. They are very popular with advertisers, and for good reason – they work. It's fairly inexpensive to buy True View pre-roll time on YouTube to help attract subscribers to your channel. Video ads can also be effective on sites like Facebook and Twitter. Social media advertising lets you target your audience using things like gender, age, location and hobbies, and it's affordable, too.

Corporate Videos

7. **Company Introduction Overview:** Instead of having a written history of your company on your "About Us" page, why not think about replacing it with a video? The video can cover your products and services, the history of your company, and details about your service areas. You can use a video like this to highlight the things that make your company unique, whether it's an innovative product, a special service, or better quality than your competitors.

8. **Bio Videos:** Along the same lines as the video above, you may also want to consider doing a bio video for yourself. A video talking about who you are can be especially effective if you are the face of your business in the community. You can use it to give customers your professional credentials, but it's also important to tell them a little bit about who you are. When they finish watching, customers should feel that they know you.
9. **Behind the Scenes Tour Videos:** Get up-close and personal with your customers and prospects by opening your doors to them and allowing them to understand who you are. Show off your office, workshop, factory or warehouse, and wow them with a behind the scenes sneak-peek of how you do business.
10. **How We Make It Videos:** Expanding on the last topic, you can also create videos that show how you make a specific product that you sell. This type of video is more effective for certain kinds of businesses. For example, it might be especially effective if you sell an artisanal product or have a unique manufacturing process.
11. **Photo Slide Show Videos:** If your company's products or services are highly visual, put together a montage in PowerPoint and turn it into a video slide show. A video like this is a great way to showcase what you have to offer and give your audience a bird's eye view of it. This type of demonstration can be especially effective for companies who provide products that rely on being pleasing to the eye.

12. **Staff Introduction Videos:** Help consumers connect with your staff before they come in to visit your establishment by introducing them on video. Not only is it valuable for your target audience, but your staff will enjoy it too. It gives them a moment in the spotlight and solidifies their importance as a part of your business. Some ideas might include having your staff talk about how long they have been working for you, or what they like about their jobs.

 13. **Industry Interview Videos:** Provide value to your customers and prospects by interviewing various experts in your company or industry. This type of video is effective for discussing topics that are of interest to your target audience. What should you interview them about? Discuss current industry trends, common consumer issues and questions, and your outlook on the future of the industry. You might begin by touching on some of the common issues and questions your customers and prospects may have, and move on from there.

 14. **Funny Company Story:** Did something comical and unique happen in your office? Why don't you or your staff share it with your target audience? Humor has a way of breaking down barriers, and it can also help to put a human face on your company and pique curiosity about your brand. You could even take it a step forward and create a full dramatization of the event (if it's a good fit for your business.)

 15. **Special Event & Promotional Announcement Videos:** Whether it's an event you hosted or one that you participated in, record the announcement or recap the event, and share videos with your audience. Re-
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strict this type of video to events that relate to your industry. Viewers will appreciate that you cared enough to think about them during the event, and it's another way to associate high-value online video content with your brand.

16. **Recorded Webinar Videos:** If your business offers webinars, be sure to record them as they can be used later to attract new business. If the webinar focuses on a high-value topic in your industry, you can even sell it to your target audience as an additional stream of income.

17. **Thank You Videos:** Customers love to be thanked for their business, and a video can be a very effective way to do that. You might consider making a brief thank you video to play after someone makes an online purchase, or sending one out to your mailing list. You could also make a thank you video after the successful launch of a new product, and post it on your social media accounts.

18. **Charitable Donation Videos:** If you run a charity, videos can be an incredibly powerful way to show potential donors what their donation can do. When people can see the problem, they are far more likely to want to be part of the solution.

Customer-Related Videos

19. **Customer Testimonial Videos:** Social proof is very important to people who search for local businesses online, and a customer testimonial

video is one of the best ways to provide it. Customers want to know what other consumers think before they do business with a new company. Having a satisfied customer tell the world that they love your company, products, and services can greatly increase the chances that a new customer will convert. If you're already asking your customers to leave online reviews for your business – and I recommend that you do -- take it a step further and ask some of them to provide you with video testimonials. You can post them on your website, social media sites, YouTube, and more for ultimate exposure.

20. **Case Study Videos:** Take customer testimonials to the next level by producing an in-depth case study. Nothing is more compelling than a video that gives an in-depth explanation about how your product or service has helped a customer. By showing viewers from start to finish the problem your product solves, and the solution it provides, you are giving them a real life example of how your product or service will help them.
 21. **In-the-Street Interview Videos:** Usually reserved for building buzz around upcoming events, this is a spontaneous way to interview random people about topics related to your industry. It's a great way to get real-time ideas and insight into what your target audience craves from companies such as yours. Not only that, but they're usually entertaining and a great way to get people to watch your videos all the way through.
 22. **Customer Interview Videos:** Another way of getting customers involved is to interview them about their experiences with your products and services. You can do the same with industry experts. These videos
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are best when done on camera, and you can create them using Skype, Google Hangouts, and other online tools.

23. **Customer Feedback Videos:** Add a personal touch to your "Tell us what you think" feedback requests by creating a video. In it, assure customers that their opinions matter and let them know how much you value their business. This type of video is a fantastic way to make sure customers feel special and more connected with your company. Take it a step further and ask your customers to provide their feedback on video (testimonial).
24. **Greeting and Thank You Videos:** Show your customers how much you appreciate them by creating greeting and thank you videos to play on your website. For example, you might have a short greeting video that plays as soon as a customer visits your home page, or a "thank you for buying our product" video that plays after a customer makes a purchase.

Product and Service Videos

25. **Product Introduction Videos:** The purpose of this type of video is to present your new product or service with an emphasis on the benefits it will provide to your customer. Do not focus too much on the bells and whistles of your product. Instead, make sure the content is heavily geared towards explaining how the product will solve your customers' problems. A video like this is a great way to show them why they should choose your product as opposed to your competitors' products.

26. **Product Demo Videos:** Product or service demonstrations done on camera are extremely effective in converting prospects into buyers. When customers see a real-time demonstration of how your product works, it will remove some of the barriers they have when it comes to making a purchase. Think of it as a short infomercial. Demo videos are also helpful to your existing customers, and may help turn them into repeat customers.
27. **Product Reviews:** Similar to a customer testimonial, a product review is a video of a customer reviewing one of your products or services. Written reviews are great, but video reviews take things to the next level. The more positive product reviews you have floating around the web, the more prospects you will be able to convert into customers.

Content-Focused and Informative Videos

Content marketing is taking over the web – and online videos are perhaps the most powerful form of content any business can use to market their brand. The purpose of this type of video is to demonstrate the problems your product or service can solve. The focus is not on your brand– in fact, your brand might appear only at the end of the video. These are not sales pitches but are meant to be informative and entertaining.

28. **Helpful Tips Videos:** Most of the videos you produce should focus on your customers and potential customers. Helpful tips videos are great for

showing off your expertise, as well as building your authority in your industry.

A tips video gives your audience valuable information that will help them. As a result, they will trust you more when it comes to fulfilling their needs – and, as a result, they may decide to buy what you’re selling.

What are the most common questions you receive from your target audience? Answer them in a video and share them with the world. You can view these videos as “objection busters” because they will help you crush any objections that your target audience may have when it comes to why they need your product or services. These types of videos can also help a great deal with your SEO when optimized properly and distributed online, such as YouTube.

Here are a few basic templates to help you conceptualize ideas for content-focused videos:

29. **Top 10 List of _____:** Internet users love a good list, as proven by the popularity of content providers like BuzzFeed. If you have a multipurpose product, you might make a list of the top 10 ways to use it, or list the top 10 things customers love about your product.

30. **How to _____:** We already talked a bit about Home Depot’s how-to videos. Many people learn more easily if they see something demonstrated, and a how-to video is a great way to do that.

31. **10 Frequently Asked Questions About _____:** Most companies have an FAQ page on their website. Why not make a video along the same lines, where you answer customers' questions about your company or industry? You can even solicit questions on your social media pages and give credit to the customers who asked the questions you select for your video.
32. **10 Mistakes to Avoid When _____:** Most people want to feel that they are doing things in the best and most efficient way. If you have specialized knowledge about a particular area of your industry that poses challenges to people, why not make a video about it? This type of video can apply to almost any industry. For example, the owner of a clothing store might make a "10 Mistakes to Avoid When Accessorizing" video and demonstrate with products from her store.
33. **10 Things You Should Know Before _____:** This video is similar to the mistakes video listed above, but it's more about helping your customer prepare to do something. For example, a car dealership might make a "10 Things You Should Know Before Buying a Car" video. A video like this can serve as a way to overcome buyer objections up front.
34. **10 Tips for _____:** Almost any industry can find a way to make an effective version of this type of video. For example, a florist might produce a "10 Tips for Choosing Flowers for Your Wedding" video.

35. **10 Cost-Effective Ways to _____:** People love a bargain, and they love advice on how to save money. The benefit of this kind of video is that it offers valuable advice, and also indirectly says to consumers that you understand their money concerns and want to help them save.
36. **10 Hottest Trends in _____:** If your industry is one that changes frequently, you might want to consider keeping customers updated on what's going on by making a video about trends. This type of video is helpful for things like fashion, entertainment, and software.
37. **10 Reasons You Need _____:** A "10 Reasons You Need" video is a way of subtly selling customers on your company. It can be especially effective for selling services, such as financial planning. This type of video naturally focuses on the customer, which is what you want it to do.
38. **10 Pitfalls of _____:** Like the above video, this type of video can be a good way to induce customers to use a particular service. For example, many homeowners decide to sell their homes themselves instead of using a realtor. A realty company might do a "10 Pitfalls of Selling Your Home without a Realtor" video, and post it on their website and social media pages.
39. **_____ Checklist:** If your product or service is one that people use at times of great transition, such as moving or starting a new job, you might consider doing a checklist video to give them information to help them do what they need to do. This type of video can also be good for

seasonal companies. For example, HVAC companies could make an effective “Winter Preparation Checklist” video.

40. **10 Ways to _____:** Like a tips video, a “10 Ways to” video offers significant value to your customers. For example, a travel agent might produce a “10 Ways to Get the Most out of Your Cruise” video that lets customers in on benefits and features that might not be obvious.

41. **_____ vs. _____:** Which One Is for You? This type of video can be a good way to compare two of your products, or to compare general options for people interested in your industry. For example, a realtor might make a “Condo vs. House: Which One Is for You?” video to help potential customers decide what to buy.

42. **Video Articles:** Do you have an archive of blog posts or articles that you’ve written? Bring them back to life by converting them into videos. Simply place your article content on video slides using software such as PowerPoint, read the content (or have someone else record the voice over), and then post them on your website to supplement your textual content. You can also publish them on other sites, such as social media.

43. **Vlogging Videos:** A “vlog” is short for “video blog.” In fact, some marketers prefer to create a long-term series of video blog posts – instead of using text. In short, instead of posting written articles to your blog, you can create a library of video posts on similar topics. Many people prefer to get in front of the camera for vlogging. Keep these videos

limited to your blog; it's a great way to keep traffic coming back to see what you have to say next.

44. **Tutorial Videos:** Similar to "Tips" videos, tutorial videos are aimed at providing your audience with value-packed information related to your industry. If there's a product or service that can be better explained with a tutorial, use that to your advantage to move people closer to purchasing it.

 45. **Industry News Videos:** If you think you can put a unique spin on news events in your industry, you might consider making short videos to share with your customers. If your customers and social media followers like your voice and personality, they will watch the videos even if they have previously heard the news you're discussing. This type of video can also give a real boost to your SEO efforts.

 46. **Response Videos:** If you see a video on YouTube or other platforms that you like and want to make a response to, make a response video and link back to the original video. This type of video can engage viewers, and may also help you establish a professional relationship with whoever produced the original video. You might also consider responding to customer questions from your social media pages in video format.

 47. **Live Q&A Session Videos:** Today, interactive video is steadily growing in popularity. Social networks such as Google+ allow you to create "hangouts" where you can film yourself answering pressing questions from a live audience. Once it's done, you can post the video on your
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website and social media pages for people who were not part of the original audience.

48. **Presentation Videos:** Have an awesome PowerPoint presentation lying around collecting dust? Turn it into a video! This is a great way to create a captivating digital slide show that relays your presentation data. Give them a boost by adding music and even a voice over.

Competitive Videos

For certain kinds of businesses, it may be helpful to introduce a competitive element to things. Consumers like to see competitiveness and fun associated with a brand.

For instance...

49. **Taste Test Videos:** If you sell an edible product, you might set up a taste-testing station at a local event and have people taste your product side-by-side with your competitor's product.
50. **Efficiency Tests:** The popular talk show *The View* sometimes does races where the hosts test out new kitchen gadgets. Typically they compete head to head, with one person using the new product and another one doing something manually or with a regular chef's knife. If your product would lend itself to this kind of demonstration, it can be a great way to showcase what you're selling.

There you have it – 50 ideas for videos that you can make and share online. I hope they provide you with plenty of inspiration to get started producing videos. Remember, these ideas are only a jumping off point. If you have an idea that I have not listed here – one you think would be particularly effective for your business – then go ahead and make it.

Regardless of the type of video you choose to create, make sure that the content is a great fit for your target audience and that it is a clear representation of your brand.

The next section provides some tips to help you make effective videos...

Chapter 2: Tips for Making Effective Videos

As you can see, just about any content can be shared in video format. You can share information about people, including yourself, your employees, and your customers. You can demonstrate your product or show people how you make it. You can provide virtual tours of your office and other facilities. Perhaps most importantly, you can give your viewers valuable information that can turn prospects into customers, and one-time buyers into repeat customers.

Here are some things that will help you get the most out of your videos:

- Study the competition. Looking at your competitors' online content might help you identify areas where their content is lacking. You can then produce videos that will help fill in the gaps and bring customers to your site.
- Keep videos short and sweet. Short of taking an online class or watching a movie, viewers' attention span for watching online video is very short. In most cases, two minutes is long enough to get your point across while not asking for a significant commitment from viewers. If you have a topic that you believe is worthy of a longer story, break it into smaller sections and promote it as a series.
- Use interactive features in your videos. Video technology now exists that allows you to include clickable features, such as a call to action or

a form. Interactive videos allow your customers to feel like they are part of the video. You can expect to see these features becoming more popular as technology continues to evolve.

- Do multiple videos and create a series where applicable. Video series can be very effective. They can encourage customers to subscribe to your YouTube channel. You can also sell a series of videos as a webinar.

- Keep mobile in mind. Approximately 80% of internet users access the web using mobile devices. Make sure your videos and other web content are optimized for mobile.

- No matter what your video is about, also consider these tactics:
 - Use both still images and video together for variety.
 - Include a call to action, whether it's an invitation to take advantage of a special offer or just to visit your website.
 - Don't forget about music. Adding music to your video can make it more engaging. If you don't have the budget to commission original music, you can find music clips in online music libraries.
 - Include a thumbnail graphic of your video when you send email to your list. You'll increase the number of views your video has, and customers will see it even if they haven't visited your site recently.

If you combine these recommendations with one of the ideas from the previous chapter – or with your own, unique idea – you’ll have a video that can serve as a powerful marketing tool and a way to connect with your customers.

Hire professionals if you lack the technical know-how to produce a video.

There are plenty of places online where you can find people to:

- Write a script
- Film the video
- Edit the video
- Provide graphics and special effects

Remember, it is essential that any videos you share online look professional. Hiring someone will require some up-front expenditure, but you will earn it back in the long run.

Of course, creating great video content is only the first step. The next thing we’ll talk about is how to promote your video so the people who need to see it – your customers and potential customers – see it...

Chapter 3: Promoting Your Videos

The final step in creating a successful video marketing campaign is finding ways to get people to watch your videos. The time and energy you spend producing videos will be wasted if your customers don't see them. Your goal with any marketing campaign is to maximize the return on your investment (ROI.) When you market selectively and track your results, you will be able to correct course if you need to, and produce new content to get the desired result.

Chances are you already have some tools you can use to promote your videos without spending any money. However, it is also worthwhile to think about investing a little bit in paid advertising and promotion. Let's talk about the options.

Video Promotion Methods

Once you have produced your first video, you will want to start promoting it right away. Here are some things you can do immediately:

- Promote your videos via all of your marketing channels:
 - Place them on your website or blog
 - Place them on YouTube and other video sharing sites
 - Share them on your social media sites. You can post videos on Facebook, Instagram and LinkedIn, and links to videos on Twitter.

- Email the video to your list, or include a thumbnail of it in your next regular email.
- Optimize your YouTube profile and video description to help draw more traffic.
- Write a brief article about your new video, and post it on industry-specific directories and customer forums.
- Ask your fans and followers to share your video. You can combine this idea with a product giveaway. Ask people to share, and enter everyone who does in a contest to win a gift certificate or free product.

All of the above ideas are things you can do for free. While you are posting your videos, I also recommend checking to make sure your social media profiles are complete and that you have included links back to your website in your profile. Taking these simple steps will improve your SEO and make it easier for people to find your content.

Once you have posted your video in all of the places you can do so for free, you should consider one or more of the following paid advertising options:

- Facebook advertising. Facebook is the most popular social media site with the highest levels of user engagement. They have an easy-to-use advertising platform that will allow you to carefully target who sees your video. You can use a wide range of demographic information to choose your audience, including things like age, gender, geographical location, and hobbies. You can specify a goal for your campaign, such as getting Likes on your page or getting visitors to click through to

your website. Facebook also allows you to set a daily spending cap on your advertising, making it easy to keep your budget in control.

- YouTube advertising. YouTube offers several different advertising and promotional options for businesses. You can target viewers using things like demographics, video categories, interests, and keywords. One good option for local businesses is to place the video on a pre-roll for local viewers. (Pre-roll is the term for the video ads that play before your chosen content.) Other options include paying to be a suggested video or sponsoring a search so your video comes up in response to suggested keywords. Like Facebook, YouTube offers ways to cap your daily spending.

- Twitter advertising. Twitter advertising is not yet as common as Facebook advertising, but it is a good option for promoting your videos. Twitter offers demographic targeting similar to YouTube and Facebook. You can promote a Tweet, and Twitter will let you direct it at users in a specific zip code if you choose. You can also set spending caps.

Using these three strategies in combination with the free promotion options above will ensure that your video gets out to as wide an audience as possible without requiring too large an expenditure.

One key thing to keep in mind is that once you commit to using video marketing, you will need to make a point of releasing new video content periodically. It might be helpful to make an editorial schedule for your

videos, and release a new one at regular intervals. Having a YouTube channel won't do you any good if all of your content is dated.

Conclusion

Thank you for reading *50 Online Video Ideas for Small Businesses*. I hope you are feeling inspired and motivated to start producing videos to promote your business. While other forms of web promotion content are still popular, video is by far the most popular kind of content. It is slightly more expensive to produce, but you are also far likelier to get a good return on your investment than you are with other types of content.

Tips for Getting Started

The information in this book will give you a good foundation for getting started, but here are a few tips to remind you of what you need to do:

- Do competitor research
- Brainstorm ideas about what information to include in your video
- Choose a format for your video
- Write (or hire someone to write) a script for your video
- Obtain other necessary items, such as photographs and music
- Produce the video
- Post the video online - your website, social media pages and YouTube
- Send emails to your customer list with either embedded video or a thumbnail link to your video

- Promote your video using both free and paid marketing
- Set up an editorial schedule for producing new videos

It's a good idea to vary your video content. For example, if the first video you produce is an "About Us" video for your company, you might make the next one a product demonstration or customer testimonial.

It may also be helpful to keep most of your videos as evergreen as possible. In other words, avoid mentioning dates unless it is necessary to make the content clear.

Before long, you'll have an impressive library of video content that will continue to attract new customers effortlessly!

If you have any additional questions about how videos can enhance your online visibility, as well as how they can send more prospects walking through your doors, contact me today at **916.934.2040**.

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