

# 7 TYPES OF VIDEO CONTENT

Every Business Needs  
to Create in 2021





Did you know that online videos

will account for

**MORE THAN 80%**

of all consumer  
internet traffic in 2021

**81 %**

of businesses are now  
using video for marketing?

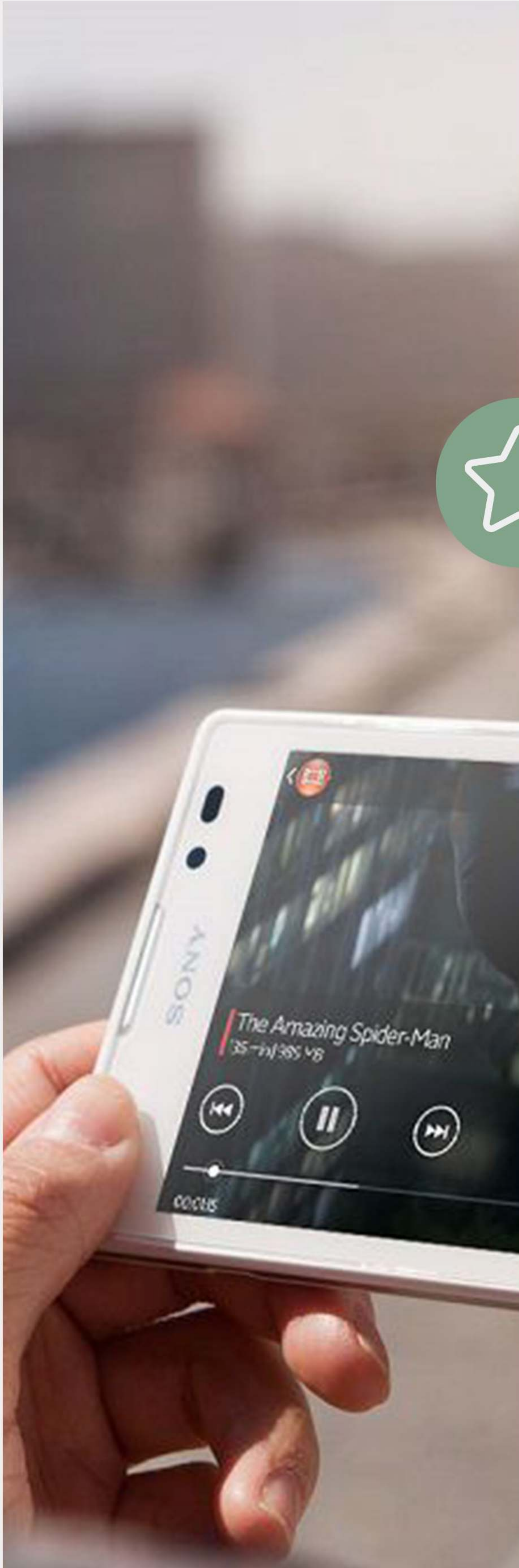
Are you already one of them?  
There's no denying it, video is powerful. Whether you're using Facebook, Instagram, Twitter, Snapchat, YouTube or TV, video has revolutionized marketing.

There are plenty of different types of videos out there and part of creating an effective content marketing strategy is having a solid understanding of your purpose before you sit down and create the video.

We have pulled together a list of the top types of videos every business should create in 2021.

The time is now to

**JUMP IN AND GET STARTED!**



# THE MOST ENGAGING TYPES OF VIDEO CONTENT

You Need to Create

[www.website.com](http://www.website.com)

# LIVE VIDEO

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Live video streaming is one of the easiest to create and one of the most effective ways to reach your audience online.

Well... what is

# LIVE VIDEO STREAMING?

Live video streaming is exactly what it sounds like: a video that is streamed live on the internet, rather than pre-recorded and uploaded to social media platforms. Live videos will allow you to connect with your audience on a more personal and authentic level. For many viewers, live streaming offers an ability to see “behind the scenes” which sends the message of full transparency and creates a stronger bond with clients.

Whether you choose to go Live on Facebook, Instagram, Youtube, or on any other social media platform, the type of content that will work best for you will vary based on your target audience. However, content such as interviews, Q&As, tutorials and behind-the-scenes access have proven to generally be effective for brands.

And the fact that all the action happens in real time can only enhance the credibility of your brand and help you move more successfully through the sales funnel.

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## THOUGHT LEADERSHIP VIDEOS



Consumers in general do tend to turn to places like YouTube to learn how to do things they didn't already know. And creating thought leadership videos is a perfect way to establish your brand as an authority and position as a market leader in a particular niche.

Thought leadership videos are meant to educate and inspire your audience. And it is one of the most effective ways to build awareness around your brand and your products.

The great thing about thought leadership videos is the many ways you can go about creating them and bringing value: you can share some interesting facts or tips, create a webinar, and a lot more. You can even do an interview with a fellow expert or colleague in your niche.

# THE POSSIBILITIES ARE ENDLESS!



When creating thought leadership videos, the most important thing is to start with research and know exactly what your audience needs and what questions they want you to answer.

# HOW TO VIDEOS

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First of all, people love to learn new things. And people also love to share what they have learned with others. And if you are the one teaching and giving your audience something valuable that will solve their problems, you will get to associate your brand as an authority voice in your niche that delivers quality content, and become the go-to reference in your sphere, building brand trust, and recognition.



One of the best things about video is that it can make learning easier, faster, and more fun. What type of educational and how-to videos can you create that will bring real value to your audience and help them solve their daily challenges?

Educational videos are especially helpful during the awareness stage of the customer journey, but they can also start the momentum that will ultimately lead to conversions.

## PRO TIP

The combo of education + entertainment + providing the right kind of info, is what makes these videos engaging

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# WEBINARS

Webinars are truly unlike anything else; if done right, you can keep your audience engaged for hours on end and that's something that videos put simply, struggle to do.

Not only that, but your audience can also ask questions and get real-time feedback. Webinars can be a powerful tool at any stage of the customer journey. They can help build awareness around your brand, nurture those relationships, and convert them into sales.



No wonder

# 78% OF BUYERS SAY

that webinars helped them make B2B purchasing decisions.

When applied properly webinars can be a vital sales driver and also play a crucial role in marketing operations.

Webinars have the ability to inform, provoke participation and deliver tangible insights - all the while guiding attendees from leads to customers.



# BRAND VIDEOS

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How do you differentiate yourself from dozens of companies out there? One of the best ways to stand out is to let the viewer see your company from the inside out: your products, values, the culture, and your team. If your business offers services or products that isn't immediately understood, an explainer video on your homepage or a landing page may be just what you need.

These videos typically feature animation with a voiceover that explains what your business offers for the audience. And what better way to demonstrate a product or service than with a video?

Especially since 4 times as many customers would prefer to watch a video demonstrating a product than read all about it. Seeing your product or service in practice will help your audience visualize themselves in your place and see how the product can help them.

Company culture videos have two unique purposes. First, they highlight the ethos of your company to potential customers. The intention here isn't to sell a product or service, but to market your brand as a whole.

Second, culture videos are great for attracting new talent. Sometimes you need to market your brand not to new customers, but to potential new employees, which can be essential for growing your business. One of the best ways to do this is to capture your most passionate employees on camera



Use the power of video to share your brand's culture and personality with your viewers and to connect on a more personal level.

# VIDEO CASE STUDIES



Nice words and pretty pictures are great but what people really want is social proof: proof that your product or service will work and benefit them. That's where case studies come in. They're a fantastic way to provide valuable data while at the same time driving conversions. Case studies are often the last piece of social proof necessary to "seal the deal" with the customer.

That's why

# 82% OF MARKETERS

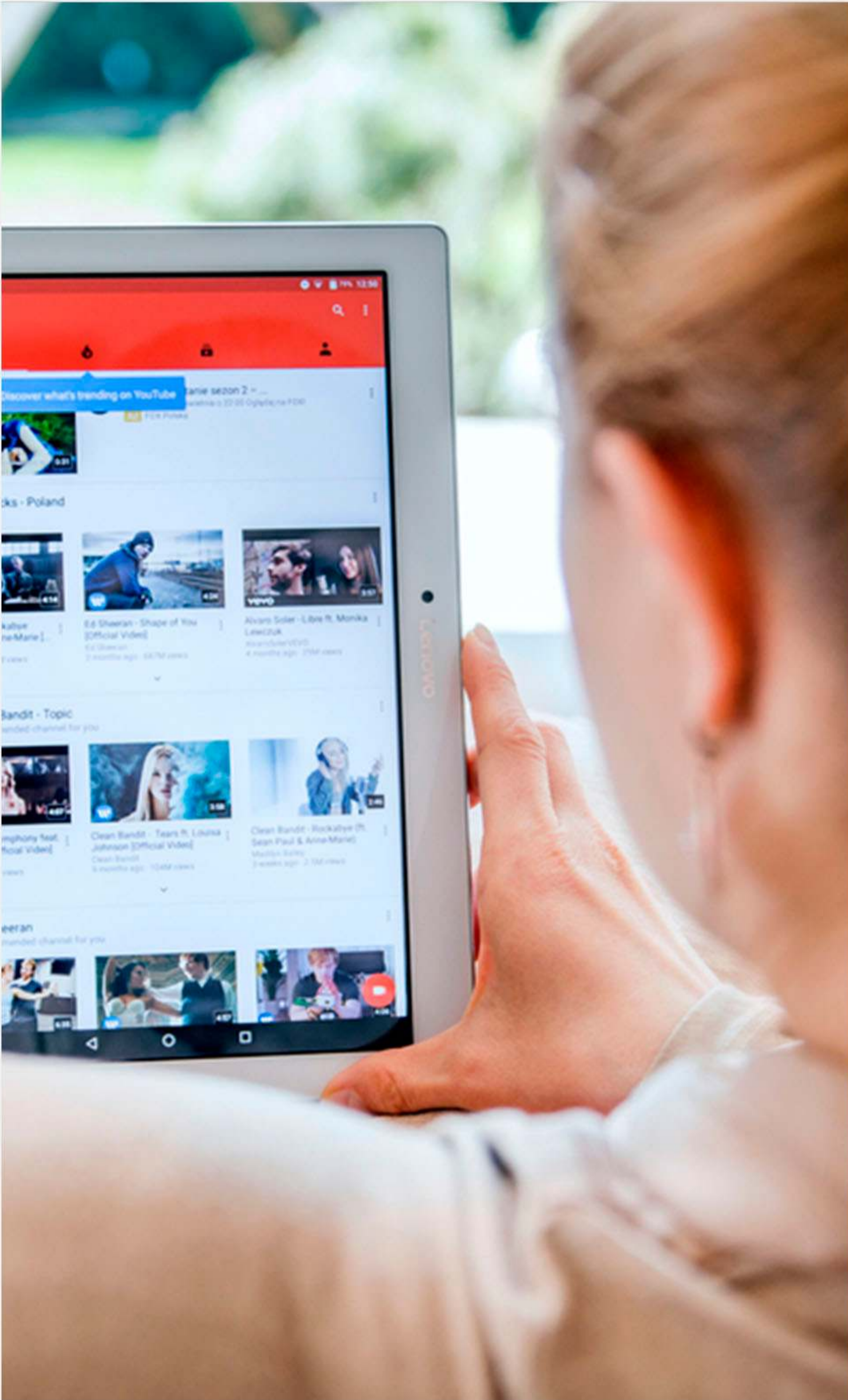
use case studies as a part of their content marketing strategy and you should too

But oftentimes, the word case study can conjure up some dry, boring, and uninspired idea of what that video content would look like.

That's why this example from Slack "So yeah, we tried Slack," is so powerful. It showcases how we can tell better stories when we share them through the eyes of our customers.

# TESTIMONIALS

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Consumer reviews are generally trusted more than manufacturer descriptions. They're also one of the best ways to provide your audience with the social proof they need to make the final decision. So, reach out to a few past and current customers who are especially happy with your product or service and ask them to record a short video for you.

Most will be honored to help out. To make it easier for them to create the video and to make sure you get a great testimony, give them a few questions to answer.

## QUESTIONS LIKE:

What was your main concern when buying the product or service?

What results did you get?

What did you like most about the product or service?



Once you've collected a few great video testimonials, you can use them on your website or on a sales page promoting a specific product or service. You can even share them on social media.

The key is to make your potential customers see themselves and their problems in these testimonials. They have to believe that your product can help them like it has helped your customer from the tutorial.

No matter what you're trying to do for your business—whether it's promoting a product, sharing your vision, or connecting with customers—high quality, professional video content can do it all.

Start producing video to capture attention of your audience, and build your brand a more dynamic way.



# CLAIM YOUR FREE 30 MINUTE "VIDEOS THAT BOOST BUSINESS GROWTH" CONSULTATION CALL

Claim free 30-minute strategy session

Get your **100% FREE No-Obligation 30 minute strategy session call** and we will show you:

1. A solid system that will enhance your production process
2. A process to identify the nature of the problem and integrate it with a rational solution that fits all the elements in hands
3. Ideas that make your next production a big success