

10 Types of Videos That Every Business Can Use

As our world gradually becomes a digital marketplace every day, businesses, both large, medium and small move along with the tide and find new ways on how they can survive and thrive in the large pool of competition. Regardless, many businesses are still stuck in their old methods and find it quite difficult to adapt and familiarize themselves with the new world methods.

Video content marketing is a marketing strategy that can be used for a large number of reasons; to promote and create awareness about company and individual ideas, brands and products, convert customer engagements into sales, offer quality customer service, passing on information of new and old product updates and also for job advertisements.

Video content marketing is not a new strategy in business and many businesses have taken advantage and profited off of just video content marketing and have used this method in taking their businesses to the next level. In this article, we'll be highlighting different types of videos that any business can use in showcasing and promoting themselves and their products.

Types of Videos

1. Promotional video
2. Teaser video
3. Product video
4. Testimonial video
5. Company culture video
6. BTS (Behind the Scenes) video
7. Employee portrait video
8. Video/Web series
9. Live streams video
10. On boarder video

Promotional Video

These kind of videos have a singular and specific end goal, which is to get the viewer to purchase a product, sign up to a newsletter or click on a link to your website. A promotional video is normally used to persuade an audience into doing what you want them to do. This kind of video can also be used to stirrup some excitement within an audience and workers. Various visuals are used, such as animations, words or even live action and they must be enticing enough to get the audience to make that "call to action" move.

Teaser Video

A teaser video is the kind of video that is created to grab the attention of an audience and direct it towards a specific content or product. Usually, a short clip from the video content is attached to the reason why a brand wants their audience to find out more or should be interested in the content they are bringing to them, for example, a movie

trailer. This kind of video marketing should be fun and convincing enough to convert the audience into loyal customers.

Product Video

This kind of video is basically used to describe and showcase a product. From how to use tutorials to benefits of the said product, this kind of video goes deep into detail, including the materials used in the production of the products and why the audience should purchase it. This type of video basically shows the audience what to expect from a company or brand's products up close. Take for instance, Fenty skin posted a video on its Instagram page talking about its brand new product, a face moisturiser and the benefits of this product.

Testimonial/ Product Review Video

This type of video involves showing an audience and potential customers real life testimonials from previous customers. A brand or company can always get its customers to record and send progress testimonial videos to them, talking about and describing how they have benefited from their products and services. The purpose of this kind of video is to further convince potential customers of a brand's authenticity, as most people would only patronise a brand with proof of originality. This kind of video can help a brand in gaining the trust of its audience.

Company Culture Video

A company culture video gives the audience some insight into the essence of a brand or company. This video is meant to highlight what a brand or business stands for, what it hopes to achieve and what the end goal of the said company is. When an audience sees a brand or business that is focused and have a specific goal, they tend to want to know more and in time get attached to the said company by becoming consistent viewers and loyal customers.

BTS (Behind the Scenes) Video

This kind of video unveils what happens in a company or business that isn't seen by the public. This involves them showing the audience how they craft their products, create their content or source for their raw materials. The purpose of this video is to establish a certain level of trust with an audience, and it puts the minds of doubting potential customers at ease, as they get to see exactly what goes into the products and services that are being offered to them.

Employee Portrait Video

This type of video focuses a company or brand's leaders and employees and what they do. Their passions and dedication to their work is brought to full display to the audience. This type of video can be used to either convince people to apply for job positions within a company or to show an audience the brand's authenticity and originality. When a brand or company reveals some of its activities to an audience, the audience slowly become engaged with

Video/ Web Series

This kind of video is pretty much like a brand's commitment to its audience to show detailed information concerning a specific subject, content or product over a series of videos and at scheduled times. A video or web series can start with an initial subject or product, and stretch with time over a couple of more videos to the final product or topic. The audience gets to observe the progress of the said product or topic and drop suggestions on how the company or brand can make improvements.

Live Streams Video

This type of video comprises of products or updates announcements, Q & A's and upcoming events. It makes the viewers feel included in activities and provides them with the intimacy of getting to experience it all live. It is not expensive, complex or complicated at all as it is shot directly and without any editing. It can also be screen recorded and posted as a regular video content on a brand's page for the audience who may not have been able to join live.

On Boarder Video

This kind of video is like a pre-recorded introduction/ welcoming video, used in welcoming new members or recruits into a company, business or brand. A brand can use this video in helping new employees get complete insight into their new workspace. This kind of video is mainly for staff and employee conveniences, as it may be tiresome having to go live every time a new employee is hired in order to talk them through their roles and what to expect in their new workplace.

Despite the fact that video content marketing is one of the best marketing strategies, every one of these videos have their advantages and disadvantages. Below are some of the general advantages and disadvantages that every business should be mindful of;

Advantages

1. Attention catching and entertaining
2. Variety of potentials
3. High sales and conversion rate

- Attention catching and entertaining

If a brand, business or company's video contents are really good, clear and well executed, it should be able to catch the attention of its target audience and keep them entertained. Being able to keep your audience entertained can in time help the brand to gain loyal customers who want to keep coming back.

- Variety of potentials

With video contents, there are no limits to what you can do and achieve with your business. Using video contents you can expand your business, increase your sale conversion

rate, drive more traffic towards your social media platforms, increase your engagements with your chosen audience, get feedback from your audience and improve on your customer services.

- High sales conversion rates

Good and quality video contents are very capable of converting your engagements into sales. The audience who find your content appealing and interesting enough could decide to patronise your brand and can in time become loyal customers.

Disadvantages

1. Saturated market
2. Time consuming
3. Costly

- Saturated market

So many brands and businesses have dived into the video content marketing and the general audience see a lot of videos all the time. The general audience could very well ignore your videos, so unless your video contents are of high and very good quality and can easily capture the attention of your audience, your video will just be another one to ignore.

- Time consuming

The production process of video contents can be very time consuming and tiring. You will need to spend a lot time, and sometimes money, in the production and editing of your video contents to make sure that they are as clear and self-explanatory as possible to your audience. Having to spend hours behind a camera can be very unpleasant, but you can and must spend time in the production of your video content.

- Costly

The equipment needed for video production can be expensive. Even if you decide to use a phone in the creation of your video contents, the phone has to have a high quality camera. There isn't an option to settle for cheap equipment, because for your content to have high engagements and positive interactions, it needs to be of high quality. The picture quality must be clear enough for your audience to interact with.

There are a number of things that your video content must possess for your video content marketing to be successful. They are all vital points that should not be taken lightly. Below are a few of those points that every business owner who wish to include video content marketing in to their marketing strategy should take note of;

- Your video must be of high quality. These kinds of videos are created and produced using very good cameras and phones. Video content with blurry images will not seem appealing to the audience you are targeting.
- Diversify your creativity. Your videos contents cannot all look the same. Think of fresh ideas that can be used every time you need to create new video content.

Posting the same or similar content every time will get boring for your audience and they will begin to lose interest.

- Focus on your target audience. Find a niche to focus your content on. You cannot post your content everywhere. You may end up posting your content on a platform that does not have any interest in your products. For instance, posting video content that highlights the sales of lingerie as its main service on a platform that has mostly men or elderly people. Your target audience will not be found on such a platform.
- Be active. Posting consistently and being active on your brand's various social media platforms keeps your viewers engaged, entertained and up to date with updates from your brand.
- Your content must be easy to understand and comprehend. An audience would definitely not appreciate a video that is not self-explanatory enough. Your video must be simple and should get straight to the point. No beating around the bushes and making your audience to wait and guess. Your video must be simple and should get straight to the point. No beating around the bushes and making your audience to understand your words more.

There is no limit to what one can do with video content marketing. One can make videos in various ways and for various reasons without having to follow a particular set of instructions. Any business can decide to engage in video content marketing in order to promote their products and services, convert their engagements into sales and offer quality customer services. If you have a business that has never engaged in video content marketing before and you are considering including it in your marketing strategy, then it is advisable that you seek out a professional video content marketer. With time, you may become more conversant with the processes involved and can decide to create your marketing videos on your own.