**Video Creation Idea: “Before & After – Digital Marketing Transformation”**

**Concept:**

Create a **short storytelling video** showing a **brand’s transformation** before and after using your digital marketing services (or strategy). This can be used as a promotional case study or social proof.

### ****Before & After: Business Transformation Journey****

**Idea:** Show a small business's “before” (low sales, no branding) and “after” (growth through digital marketing).

### ****Mini Tutorials or Tips Series****

**Idea:** Create a series of short AI-generated explainer videos (30–60 sec) each covering one digital marketing tip — e.g., SEO basics, Instagram algorithm hacks, email subject line tricks.

### ****AI Avatar as Your Brand Spokesperson****

**Idea:** Build a digital version of yourself (or a character) who talks about your services, welcomes users to your site, or shares daily updates.

### ****Marketing Myth-Busting Videos****

**Idea:** Create short videos debunking common myths like “SEO is dead” or “hashtags are everything.”

### ****Client Review/AI-Testimonial Montage****

**Idea:** Turn written testimonials into a visual reel using AI avatars or animated text with B-roll of services.