

Title: 12 Video Marketing Ideas for Your Business

Meta description: Here are 12 video marketing ideas to inspire you to produce your company's next video.

12 Video Marketing Ideas for Your Business

Studies show that [people spend 30 minutes every day watching online videos](#). 55% of people [watch a minimum of one video every single day](#).

Videos are also popular among shoppers, with 50% stating that they watch product videos [before deciding to go to a brick and mortar store](#).

It's clear that video is a popular format among consumers and that's why you should try to incorporate video marketing into your marketing strategy.

We've prepared twelve video marketing ideas to inspire you to start creating your own videos to promote your business.

Before we talk about specific types of videos you can create for your business, let's look at how your company can benefit from using video marketing.

Why you should use video marketing

There are a number of ways in which video marketing can help your business. Video marketing allows you to:

Develop authority in your industry - Publishing educational videos on topics that interest your audience can help you establish your company as an authority and a thought leader in your industry.

Build meaningful relationships with your customers - Using videos to tell your company's story, share behind-the-scenes action, and educate your customers will help to build meaningful relationships with your customers and your target audience.

Generate sales - Producing and publishing videos regularly will help you generate more traffic, leads, and sales for your business.

Increase brand awareness - Videos can help keep your business top of mind and improve brand awareness.

1) Introduce yourself

An introductory video is the perfect way to introduce yourself and your business to your target audience. Create a short video in which you'll let people know what exactly you do and how you can help your prospects.

2) Introduce your team

Apart from introducing your business to your audience, you can also create a video (or multiple videos) where you'll introduce your employees. This is a perfect way for small businesses to show their personality and appear more friendly.

Ask each employee to stand in front of the camera and say a little bit about themselves, their role in your company, as well as reveal a few fun personal details such as their hobby or their favorite movie.

3) Share your story

Creating a video to tell your company's story is an excellent way to build a deeper emotional connection with your audience and show your company's core beliefs and values. You can use this video to explain why you started your company and what kind of obstacles you encountered and surpassed to be where you are today.

4) Show your happy customers

One of the best ways to use videos to drive more sales to your business is to show your happy customers. In fact, [59% of shoppers say that video testimonials have influenced their buying decisions.](#)

Ask a few of your satisfied customers if they would be willing to participate in a testimonial video. If possible, record the testimonial at the customer's home or workplace and let them talk about the issue they were having and how your company helped them solve it.

Create a few testimonial videos and then place them on your website so that new visitors can easily see what kind of experience they can expect when doing business with your company.

5) Thank your customers

Your company wouldn't be where it is today without your customers. Take a moment to thank them for their continued trust and support in your next video.

A thank you video is a very cost-effective way of improving and retaining customer loyalty. The best time to post a video like this is on the day of your company's anniversary or during the holidays.

6) Educate your audience

Videos are an excellent way to share your knowledge and expertise with your target audience. Educational videos can help you build credibility and show your customers that you know what you're doing.

Create videos where you'll talk about topics relevant to your industry to educate your prospects and customers as well as establish your company as an industry thought leader and authority.

7) Answer frequently asked questions

You probably keep getting the same questions about your products or services over and over. Why not create a video where you'll address all these questions?

Collect the most commonly asked questions about your offering and create a video where you'll relieve customers of their most frequent concerns about your business.

8) Show your products in use

No matter what kind of products your business sells, most customers would love to see the product being used. This allows potential customers to see the product from all angles and understand it better while existing customers can find out about additional innovative uses of the product they might not have thought about themselves.

9) Announce new products

You can also use videos to announce your latest product offering and keep your customers excited about your new releases.

Use stunning visuals and try to spark your audience's curiosity. Highlight the products' features and talk about how your customers can benefit from using the product.

10) Share behind-the-scenes action

Give your audience a sneak peek of how you do things at your company. If you create your products yourself, show the process of how they're made. Otherwise, show your audience how a regular day at your company looks like to help them feel a stronger connection with your brand and with what you do.

11) Interview industry experts

Consider inviting an industry expert for an interview. Ask their opinion on interesting, thought-provoking, or controversial topics in your industry. You can include your customers in the whole process by letting them send questions which you can then ask during the interview.

12) Support a cause

[87% of shoppers state that they would buy from a company that supports a cause they care about.](#) If your company contributes to a charity, create a video where you'll talk

more about it. Apart from creating more awareness for your cause, a video like this will help you connect with your audience on a more deeper level.

Video marketing tips

Now that we've given you a dozen ideas for your next video, here a few tips to help you make your videos more effective. When creating videos, make sure to:

Keep it short - Most videos you create, with the exception of interviews and Q & A videos, should be fairly short. Try to keep your videos under 90 seconds and hook your viewers within the first 5 to 10 seconds.

Make it interesting - Try to create exciting, compelling videos that will inspire your audience.

Use a call-to-action - As with all the content you produce, you should make sure to include a call-to-action in your videos. Think about what you want to accomplish with your video and make it clear to your audience what you want them to do after they finish watching the video.

Optimize the thumbnail - Your video's thumbnail is one of the most significant factors in determining whether a visitor will play your video or not. You need to take special care to make your thumbnail appealing. Studies show that the best type of thumbnail is one that [features a smiling person](#).

Add share buttons - If you're posting the videos on your website, make sure to add share buttons under your videos so that your visitors can easily share the videos on their social media pages.

Conclusion

Videos are an excellent way to show your expertise, build relationships with your customers, drive traffic and sales, and improve brand awareness. You can use videos to introduce your company and your employees as well as share your story.

Videos give you the opportunity to educate your customers, answer their questions, and thank them for their support. Videos are also a great medium to showcase your products and share behind-the-scenes footage of everything you do at your company.

To increase the reach of your videos, you'll need to make an active effort to promote them. You can promote your videos in a number of places, including:

- YouTube - Being the largest online video platform, YouTube is the place where you should certainly publish every video you produce.
- Your website - You can also post your videos on your website. Your homepage is a great place to feature customer testimonial videos while your product demonstration videos are best suited for your product pages.
- Social media channels - Share thank you videos, interviews, and product announcement videos on your social media channels to make sure they reach your audience.
- Email - Your email subscribers would undoubtedly be interested in your videos so make sure to let them know about any new videos you produce.

That would be all! Now go ahead and start making videos to experience for yourself all the benefits that video marketing can bring to your business.