



9 Essential Types of Video for Business

A Guide to Using Them Throughout the Buyer's Journey

Table of Contents

03 Introduction

04 Video Types Throughout the Funnel

05 Explainer Videos

06 How-To Videos

07 Promo Videos

08 Thought Leadership Videos

09 Webinars

10 Case Study Videos

11 Culture Videos

12 Demo Videos

13 Personalized Videos

Introduction

Odds are, your brand is going to need more than one video. Why? Because different types of video serve different purposes and help your business achieve different goals.

A well-rounded video strategy—one that attracts, educates, converts, and retains your prospects and customers—includes videos that meet different needs across the buyer’s journey.

Some of the most popular video types for business are: Explainers, promos, demos, how to, case studies, culture, thought leadership, webinars, and personalized.

Each one can be made at varying production levels and used in myriad ways. Some work best when they’re more polished, others shine when they’re scrappy. Some are great for the top of the funnel, others help you retain existing customers. Some can be used throughout.

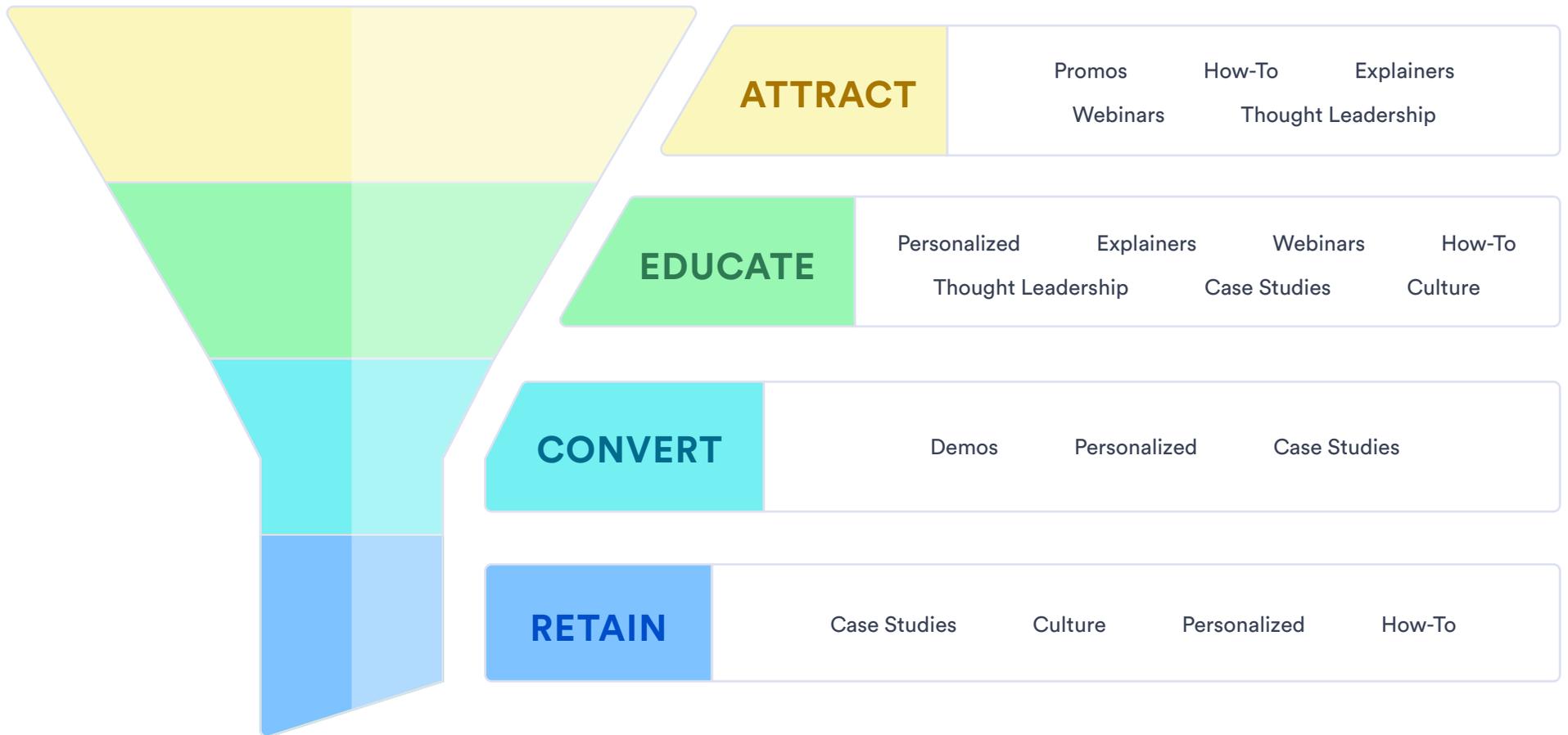
But with virtually endless possibilities, how do you decide which type to start with or know what to create next?

That’ll depend not only on where your video fits in your buyer’s journey and what goal you want to achieve with it, but also on the amount of time, energy, and resources you’ll have to produce it.

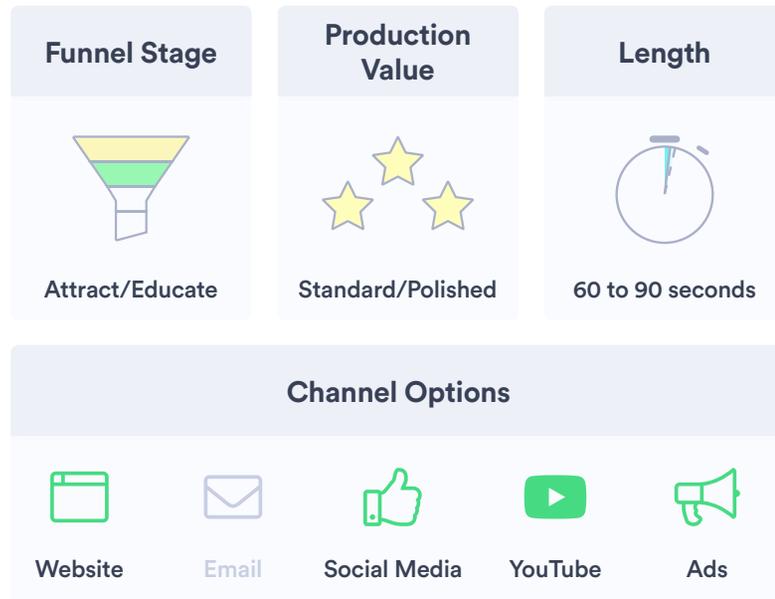
Learn more about where each type of video fits in the marketing funnel, what channels you can share them on, how long they should be, their expected production value, and things you should consider when making them.



Video Types Throughout the Funnel



Explainer Videos

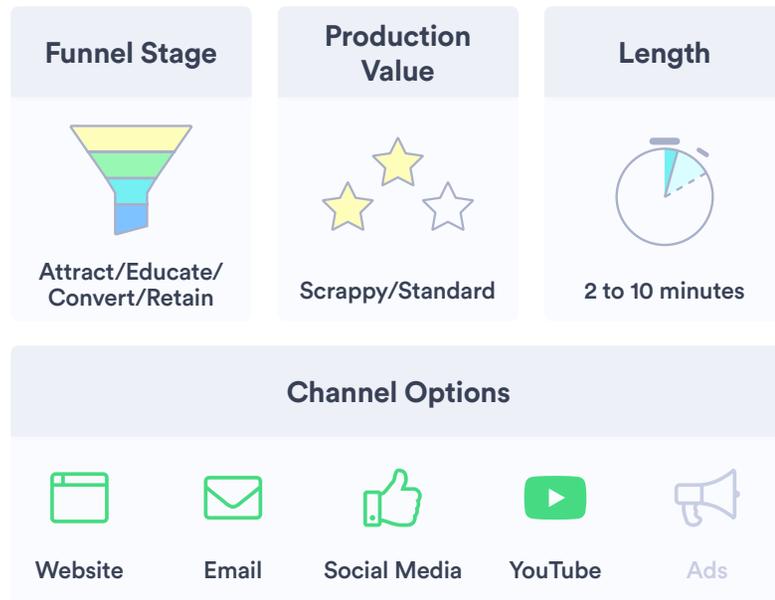


An explainer video is a short, powerful video that captures your brand promise and shows potential customers what you do and why they should care. Think of it as an elevator pitch in video form.

Checklist for Creating Explainer Videos

- Stick to one or two key messages
- Focus on your audience and how you help them
- Start strong to capture attention straight away
- Address viewers directly using words like “you”
- Keep it short and entertaining
- Match the narration to the video’s tone
- Answer your audience’s questions
- End with a strong call to action

How-To Videos

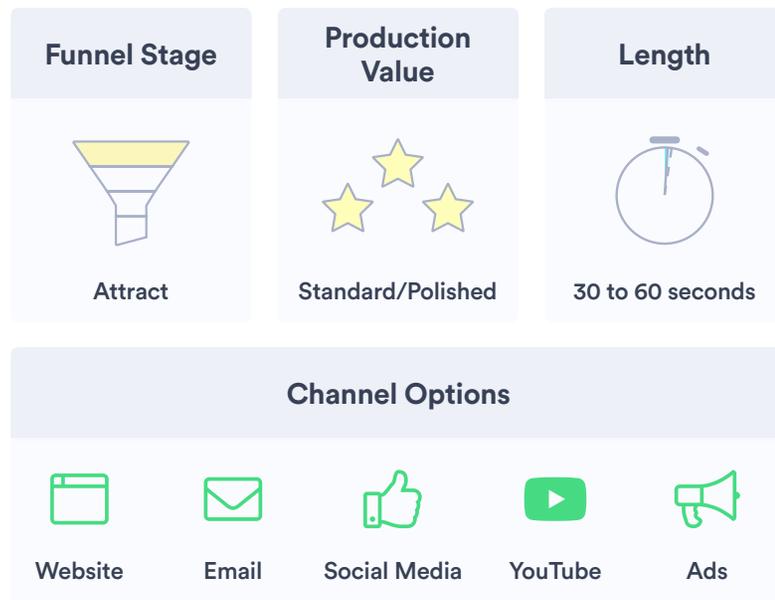


A how-to video shows the viewer the steps they need to take to complete a task, in logical order. How-to videos use visuals and audio or text instructions to communicate the process clearly and concisely. They are incredibly popular content online.

Checklist for Creating How-To Videos

- Research common questions to tailor your video topic
- Put steps in the logical order (even if you film them out of order)
- Highlight expertise
- Consider recording narration separately for better control when editing
- Use a simple, neutral backdrop to avoid distracting your audience
- Include keywords in your title and description to improve discoverability
- Select an enticing thumbnail so people will click to watch
- Don't go for the hard sell

Promo Videos

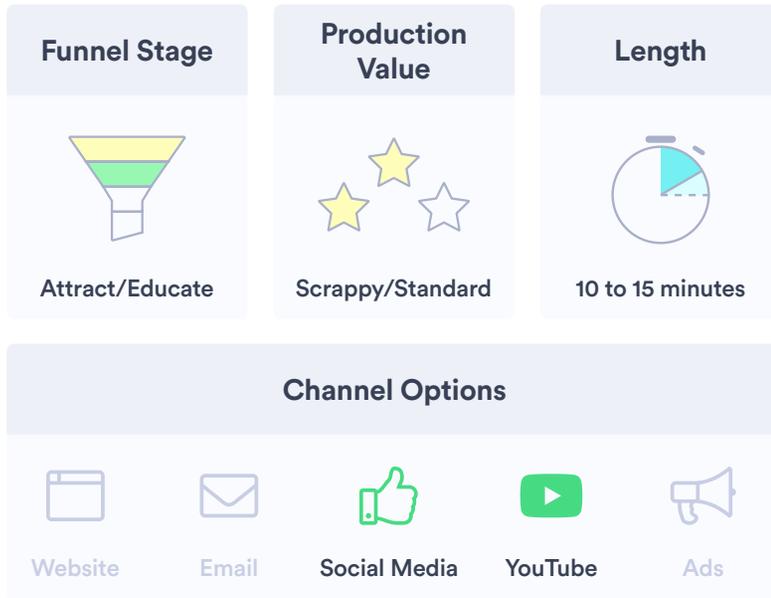


A promo video is designed to promote something: a content asset, a product, a service, or a brand. Promo videos, or hype videos, are like movie trailers for businesses.

Checklist for Creating Promo Videos

- Keep it short
- Script it in advance to keep things succinct
- Practice before shooting to nail your dialogue
- Focus on emotion
- Don't give it all away in the video: Aim to spark curiosity
- Consider using stock footage
- Pump up the excitement with music
- Include a strong CTA to whatever it is you're promoting

Thought Leadership Videos

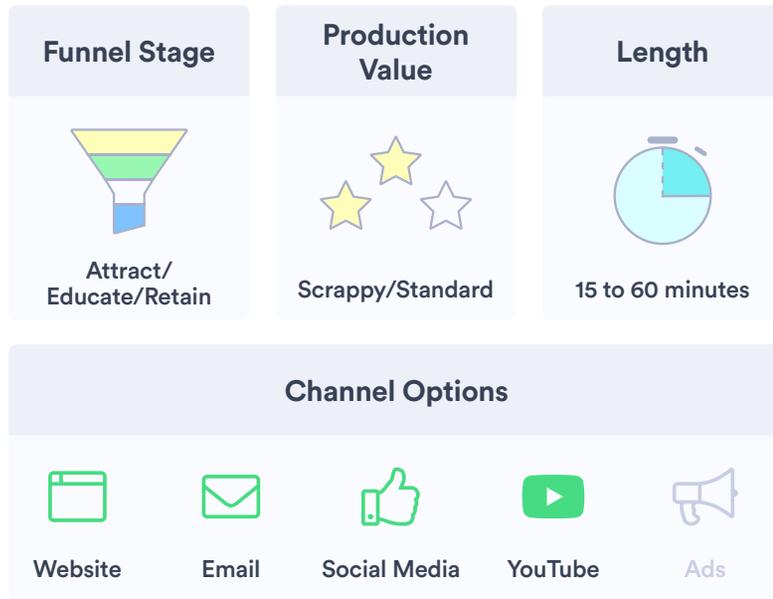


A thought leadership video establishes expertise, shares knowledge, and increases influence. Thought leadership videos are a great way to share a point of view and build credibility with an audience.

Checklist for Creating Thought Leadership Videos

- Be authentic—to yourself and your brand
- Show personality
- Share a unique point of view
- Stick to a topic area you're well-versed in
- Focus on sharing knowledge
- Prepare talking points (but don't script everything)
- Consider partnering with other thought leaders to increase reach
- Think of thought leadership videos as a series and be consistent

Webinars

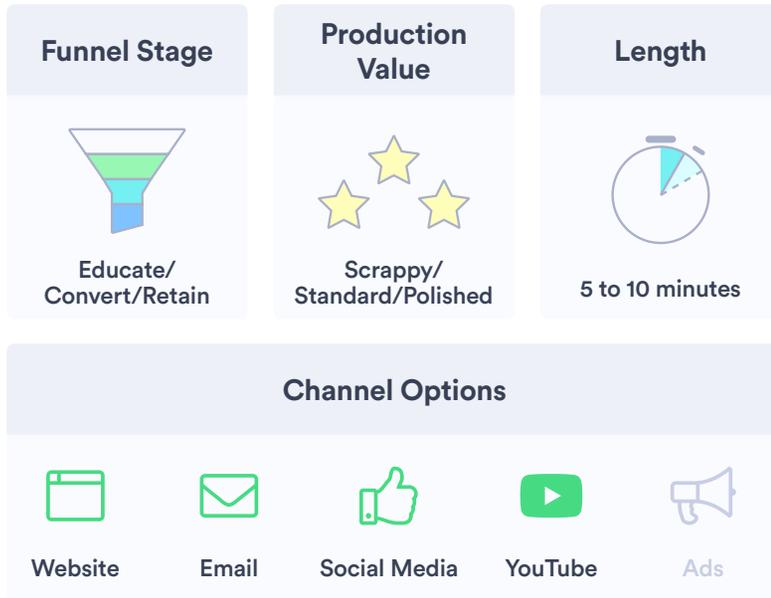


A webinar is an online seminar. As such, they tend to be educational in nature. This can take a few different forms, including prepared lectures, panel interviews, or live Q&A sessions.

Checklist for Creating Webinars

- Focus on educating your audience
- Choose the right speakers
- Have a moderator on hand to troubleshoot if needed
- Make the recording available on-demand after the live session
- Cut the recording into bite-sized pieces you can reuse
- Create a hub where all your webinars can live
- Score attendees according to the level of time commitment
- Follow up afterwards to send attendees related content

Case Study Videos



A case study video tells the story of how a real customer uses your product to achieve their goals. Case study videos illustrate the value of a product by providing third-party validation from real people enjoying its benefits.

Checklist for Creating Case Study Videos

- Conduct background interviews
- Plot your story arc and plan your questions ahead of the shoot day
- Choose a shoot location that fits the tone of the story
- Get your customer on camera to tell their own story
- Ask your customer to include part of the question in their answer
- Focus on benefits rather than features
- Back up the story with metrics and stats
- Shoot B-roll footage to add visual variety to your final video

Culture Videos

Funnel Stage	Production Value	Length
 Educate/Retain	 Scrappy/Standard	 2 to 4 minutes

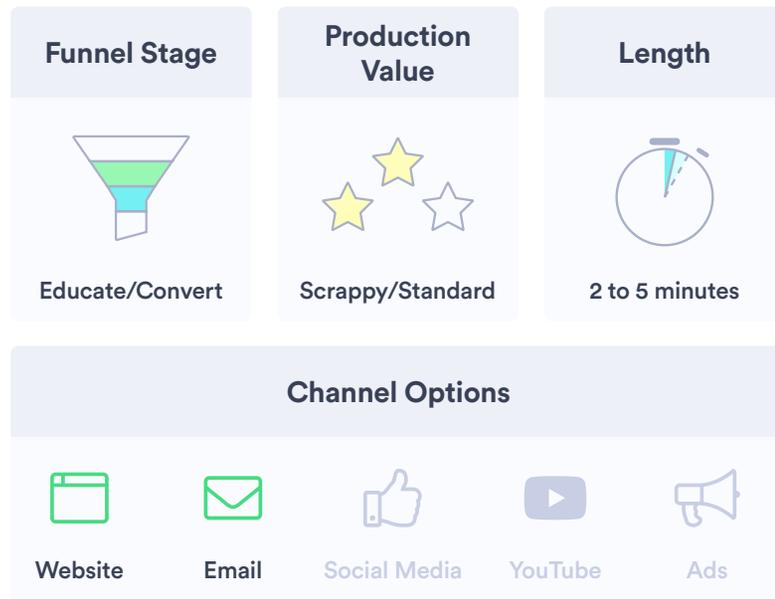
Channel Options				
 Website	 Email	 Social Media	 YouTube	 Ads

The purpose of a culture video is highlighting your brand's culture and personality for prospects, customers, and potential employees. Culture videos help tell your brand story to get people excited about doing business with you.

Checklist for Creating Culture Videos

- Think about the intended audience
- Let your personality shine through
- Showcase your brand values
- Engage your audience with humor
- Be authentic and real throughout
- Consider using employees as on-screen talent
- Tell a story
- Don't get caught up in the sales pitch

Demo Videos

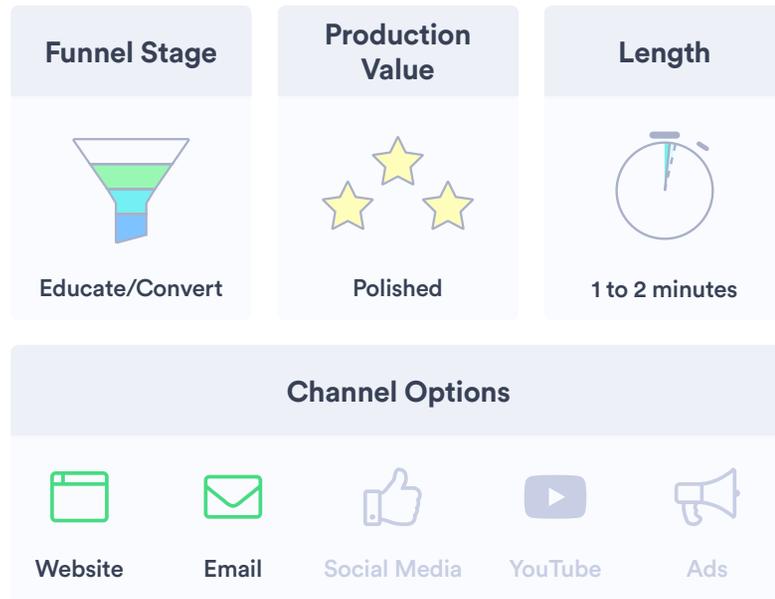


A demo video is a practical exhibition of how something works. Short for “product demonstration video,” they can take a couple of forms including a high-level overview, pre-recorded demo, or live demonstration.

Checklist for Creating Demo Videos

- Conduct research to find out what people want to see
- Practice before recording to keep things concise
- Skip acronyms and jargon
- Avoid filler words (like “um”) in narration
- Use subtitles
- Tailor it to the audience (create more than one, if needed)
- Leave some questions unanswered so viewers have a reason to contact sales
- Consider creating a series of micro-demos in a playlist

Personalized Videos



A personalized video is a video that includes elements that are customized to the viewer. This includes things like their name, company, or photo—though specifics vary depending on whether you’re generating the personalization in batches or in real time. Personalized videos are typically more scaleable than one-to-one videos, which are created for each individual viewer.

Checklist for Creating Personalized Videos

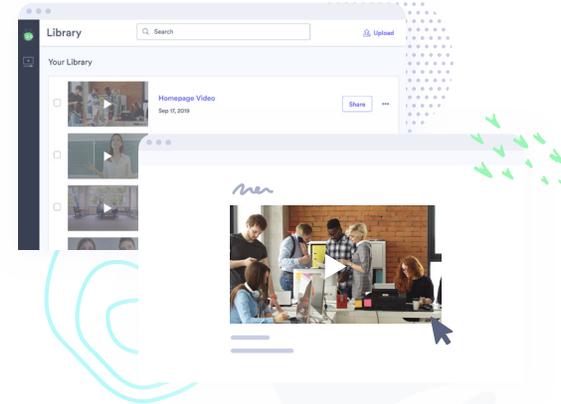
- Make sure you know what’s possible during planning
- Decide how you’ll deliver the video (it’ll impact your options)
- Plan out personalization points before filming
- Get creative—there are tons of possibilities
- Tie personalized elements to your key message
- Don’t personalize everything—you’ll overwhelm the viewer
- Aim to include at least three points of personalization
- Use a later shot that includes personalization as the thumbnail

About Us



Smart businesses know that people want video. Everyone craves it, relates to it, and most importantly, presses play. But smart businesses also know that you need more than just eyeballs on your content. That's where Vidyard, the video platform for business, comes in. Simply put, Vidyard gives you the power to create better, stronger business results, like more (and better!) leads, more pipeline, and more customers.

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Get Started for Free

Vidyard is the fastest way for businesses to create and share video—for free. Put your videos to work.

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