



21 IDEAS ON HOW TO LEVERAGE VIDEO IN MARKETING YOUR BUSINESS

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When you create videos for your Instagram account, you're creating videos for the platform. When you create videos for your business and distribute them on your Instagram, you're creating video content that's going to move you closer to your marketing goals. It's a subtle shift but thinking from this lens will not only push you to think more creatively, but it will ultimately make a bigger impact in your marketing efforts.

I've put together 21 unique ideas on how you can leverage the power of video to advance your marketing goals for your business. You don't have to implement them all. In fact, I don't suggest doing so because that would be A LOT. Instead, I'd suggest picking 1 of the 5 Core Videos and then distribute that video across one or multiple marketing channels/verticals such as your website, social channels, or email list.

Most importantly, have fun!

*Don't create videos for your Instagram.
Create videos for your business and distribute
them on your Instagram.*



5 CORE VIDEOS



1. Process Videos

Showcase your unique approach and explain what your prospects can expect when booking your services.

2. Product Explainer Videos

If you offer physical products to compliment or enhance your services, make a video explaining the benefits of that product and the results your prospects can expect.

3. Frequently Asked Questions

Answer your prospects most common questions that you receive. You can showcase these videos on a FAQ page on your website and distribute them periodically across your social channels.

4. Promotional Videos

Run a promotion for a season or holiday and create a video about it that you can distribute on social, email and on your website.

5. Comparison Videos

If you offer multiple services that address the same problem, consider creating a video that explains the difference between each option. For example, if you offer multiple products or services that address the same problem, create a video explaining the differences and how to determine which option is best for your prospects.

HOW TO STRUCTURE YOUR VIDEO

Before we continue, let's address an elephant in the room – what exactly should you say on video? When you're creating any of the 5 Core Videos in your business, use this framework as a guide to structure your content. Think of it as a Slinky (remember those toys back in the day). You can condense it for a 30 second video or expand it into a 5+ minute video.

Curiosity Gap

Start off every video with curiosity. Some people start with creating a “Hook”. As in a statement that “hooks your audience’s attention”. But I prefer to start with a Curiosity Gap: a statement that creates a wedge between what your audience knows and wants to know (sometimes it's so strong they need to know). The objective here is to grab their attention with a statement that perks their curiosity.

Problem

What problem is your target audience facing? Talk about what they're thinking, feeling, or how they're acting as it relates to the result that their seeking. You want your audience to feel like you're in their head and that you can relate to their problem.

Agitate

Poke at the problem even further. Add more details, a story or an example that will resonate with your target audience. If your video is short you can skip over this step.



Solution

Introduce your solution to the problem and the benefits that solution will offer them. If your video is longer in length you can add more details and address some of your target audience's objections as well.

Call-to-Action

End every video with a call-to-action (CTA). Not every CTA needs to be a direct call to purchase. Consider mixing other creative CTAs that encourage audience engagement such as "Visit our website to learn more", "Follow us to see more __", "Share this video", or "Tell us your thoughts in the comments below".

6. About the Business Video

Explain the story behind why you started your business. What was your inspiration? How is your business and the services you offer different from your competition?

7. About You Video

Talk about why you do what you do from the lens of your prospects. Remember, your prospects don't care what you do, but rather care what you can do for them.

8. About Your Team/Staff Videos

Put a face to your team and introduce them so your followers get to know them before their visit. Consider asking a personal question in addition to their professional background to connect with your patients/clients. For example, "What's your favorite show on Netflix?"

9. Behind-the-Scenes Videos

Show a glimpse of what goes on behind the curtain. Think of these videos as an exclusive look that only people who follow you get to see.

10. Thank You Video

Add a more personal touch and stand out from your competition by creating a Thank You Video your followers see after requesting an appointment/consultation on your website.

11. Announcement Videos

Have something newsworthy in your business like an event, new product, or service you've added? Consider making the announcement in a short video. If it's a new product or service, show what your followers can expect when booking.

12. Interview Videos

TV interviews aren't the only way to increase your visibility. Pitch yourself to industry publications, online groups, or ask your sales reps if their company is open to a Facebook/Instagram Live on what you enjoy about their services/products and how you use it in your business.

13. Day in the Life of Videos

Show what a typical day is like in your business from beginning to end. Showcase some of the highlights and take your followers behind-the-scenes in your business.

14. Testimonial Video

Showcase some of your success stories to your followers. Give them a sense of what other people think and feel about their experience with you.

15. Before & After Videos

Instead of showing your before and after photos side-by-side, show them in as a video. You can also consider adding a narration explaining what the transformation was like and the results your patient/client achieved.

16. A.I. Videos

Add a layer of automation to your marketing and make it more efficient. One of my favorite tools for this is called, "Video Ask". This technology allows you to embed videos directly onto your website to make it more interactive and create more personal lead generation funnels.

17. Email Marketing Videos

Although you can't embed videos directly into your emails, you can simulate a video in 2 ways. 1 – You can take a screenshot of your video on your YouTube (or Vimeo) channel and hyperlink the image to the actual video. Or 2 – you can convert a short clip of your video into an animated Gif using <https://ezgif.com/>. Using a Gif makes your emails more eye catching and unique.

18. Website Background

Add an eye-catching video above the fold on your landing page that showcases the vibe/experience. These videos should be short, and their file size should be as small as possible (without jeopardizing quality) to avoid slowing down your website's speed.

19. Office Video Tour

Create a video walk through of your office and show your prospects what they can expect when they book a consultation or procedure with you.

20. Video Narrations

Not all videos need to be face-to-camera. Video narrations can be a great option when you're getting started with video or to add some variety to your content. I love to use video narrations for before & after content or for short format videos.

21. Paid Social Media Video Adverts

Create a series of videos for your paid social media advertisements. Remember these videos should be created with a specific goal in mind such as building your following, signing up for your email newsletter or booking an appointment with you.



**Drop Me A Line,
Anytime ;)**

www.MilanMarketingAndMedia.com
Hello@MilanMarketingAndMedia.com
IG: @MilanMarketingandMedia