



# 14 TYPES OF VIDEOS

You Can Create To  
Promote Your Business

The  
**LeadsHub**  
LEAD GENERATION STRATEGIES THAT WORK

The Leads Hub

# 14 Types of Videos You Can Create To Promote Your Business

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There is nothing like a good video to instantly grab someone's attention. It is that combination of audio and visuals that make videos a lot more pleasant for people to watch compared to just reading several paragraphs of text. These positive characteristics of videos are what makes video marketing a popular choice amongst very serious online entrepreneurs.

While video marketing has reached a point where anybody can try it out thanks to the numerous online services and simple software available, video marketing still requires a degree of creativity in order for this type of marketing to be effective. The sky is the limit when it comes to creativity and if you have trouble thinking about what your first video will be, you should understand first the various video marketing methods. This way, you can pick which video marketing approach that best suits your advertising needs.

## By Purpose

### **What is the primary objective of your video?**

That is something you need to address and while it is possible to tackle multiple fronts by creating a very long video, it is better to come up with a shorter video that accomplishes a specific goal. People have short attention spans and even if you come up with a strong intro, you don't want to bore the viewer and have him or her close the video before it even finishes buffering. Instead, you should have a video that lasts a couple of minutes where in the end, the viewer is asking for more and ends up clicking the link associated with the video or checking out the next video if any. Basically, regardless of purpose, all videos should have a call to action. Here are some of the types of videos you should consider making for your entire campaign.

## Introductory Videos

The goal of an introductory video is to tell the audience who you are and what you intend to do for them. You are coming out of the blue and you are offering products, services or other special offers that others have never seen before so you need to make your introduction strong and captivating to keep your audience hooked. For instance, a marketing coach that wants to make an introductory video to his services may start by telling how many years of experience he or she has in marketing.

Afterwards, you can pitch your call to action by introducing your biggest product, service or promotion and summarize what it is all about or you can encourage the viewer to check out a separate video containing all the promotional content. These videos are the kind of content you would want to place on the top of your capture page, the “About Me” section of your blog if you have one, or on your YouTube channel’s homepage.



## Promotional Videos

Promotional videos will be your main frontline where the main purpose is to generate traffic and leads. In these types of videos, you can give a much shorter introduction just in case people haven't watched your introductory video and then cut right to the chase and tell your audience what you have for them, how it will help them, and what they need to do next to acquire it.

How you do it is really up to you but a smart way is to take a systematic approach where you are as attractive as one of those advertisements you see in home shopping channels but not too overhyped where your offer looks too good to be true.

Keep it professional by starting off with an introduction segment that pulls the viewer in followed by some effects that put your branding and offerings on the spotlight. Past the minute mark, should be your content where you explain your offering followed by your call to action. Have some more graphics and branding as your outro and, if you like, add some outtakes or funny segments just to show that you want to entertain and not just sell.

## Follow-up Videos

Don't expect your awesome video to hypnotize the viewer and get every single person to do as you wish. There will always be some people that will just move on to something else and other folks that are just on the fence. Your follow-up videos will concentrate on the latter and the idea is to give them more encouragement to take that next step.

If you are familiar with other forms of marketing, think of a follow-up video as something like a follow-up email for those that have signed up in your list but haven't proceeded to the next step. In fact you can put a link to your follow-up video right on your follow-up email. The structure of these types of videos should be the same as the promotional videos but the content should serve as a small extension to them. You can put things like testimonials, a short demo of how a key element of your product or service works or anything that will remove that doubt in moving on.

## Interview Videos



An interview video is a more indirect approach to video marketing because on the surface, it looks like a standard chit-chat session between two individuals but the overall message is once again for the viewer to make that next bold move whether it is to opt-in or make a purchase. You, as the Internet marketer, should be involved in the video and the other person can be just about anyone that is familiar with what you are doing and knows how to keep things professional. Getting someone famous is a huge plus if you can pull that off.

In an interview, you can either serve as the person interviewing another or the person answering the questions. If you are going to have someone interview you, it will be more of an extension of the other types of video marketing methods. You can have the interviewer ask you questions where the audience knows more about you and your business. If you decide to take the live video approach (see the "Live Videos" section) you can have live people tuned in to ask you questions just to give them that peace of mind that you are really legitimate. If you prefer to interview someone else, that person should be someone that is successful in the business you are promoting or previously used one or more of your products and services if you are marketing them. You want your viewers to know that they can be just like the person you are interviewing.

## Educational Videos

Educational videos or tutorial videos are mainly designed for people that have already opted in or are on the verge of making a purchase. If a tedious step needs some explanation, your educational video should walk the person through that step. Educational videos can also highlight tips and tricks that people can use to become successful if you are promoting a business opportunity. Like other types of videos, you should give a short intro and make sure all the elements are present including a short call to action because once again, viewers might run into this video first. Asking them to subscribe to your channel increases the chances of that person checking out any other existing or future videos.

## Review Videos

Review videos are basically promotional videos without the promotional element. This is another discrete approach to advertising where you essentially talk about the product or service and discuss the highlights and benefits the viewer can get. Getting someone else to talk about the review is recommended so it really appears that an ordinary user is talking about the product or service. If you really prefer conducting the review, try to make it as unbiased as possible by mainly highlighting the advantages and also pointing out a couple of cons and possible workarounds to make the experience better. You don't want people to realize that the whole purpose of the review is to sell the product. Being as real as possible can be rewarding.

## By Execution



Planning what content goes in each of the types of videos is a good start because it is easy to do and it helps you with the next big and challenging step – execution. Execution is where you put your tools and creativity into good use. You know the goal and content of your video and all that is left is to make the video and smooth out all the rough edges so you have some killer videos that will dramatically increase traffic and lead generation. For newbies, that is tough to accomplish because some of the best videos are made by people who have extensive knowledge in filmmaking and video creation. But there is proof that even beginners can attract an audience too. The trick is to choose an execution that best fits the type of video you have planned and let your creativity do the rest with whatever tools you have.

## Recorded Videos

A recorded video is a good type of video marketing approach for beginners to start out with because they can be simple to make and don't require much technical expertise. These types of videos are also more convincing when done right because viewers will see that you are indeed a person willing to open up to others rather than some shady scammer hidden in the dark. You can use your front webcam on your laptop or the camera on the front of your smartphone. But if you don't want to feel cheap, you should invest in an external webcam (preferably one that records in HD video) or a video camcorder if you are fine with investing in other items like a tripod.

The real challenge in making a recorded video is making it convincing. You have to be confident in your presentation starting from the intro all the way down to the call of action. You also have to make sure you are not too boring and you can do this by filming different segments at different angles or inserting some graphical visual aids to keep the video dynamic. You can only get away with a full recorded video if you are a great and entertaining speaker and know how to compose yourself on camera. Having a good background can make the video more interesting too.

## Graphical Videos

If you are not confident in showing yourself on camera but have some artistic abilities, you can go for a full graphical approach. Obviously, you can't use this approach for interview videos but you can make some exciting promotional and follow-up videos if you really take the time in making them. Beginners can use the various free online and offline tools that come with templates and different animation effects to make the video interesting while professionals can use complicated software like Adobe After Effects to make something really original. To add some legitimacy to the video, you should at least try to add some voiceovers especially if it is a promotional video. You can talk about a specific feature and have some animated chart or infographic supporting your statements. If you are really not comfortable on camera, you can at least close the video with a picture of yourself thanking the audience for watching the whole video.

## Slideshow Videos

A slideshow video is a poor man's form of a graphical video and it should only be a tactic done by people that lack the technical expertise, tools or time to create a recorded or graphical video. The advantage is that you can use something as simple as Microsoft PowerPoint to come up with a video in just a few minutes. While it might seem like a crude way to present say a promotional video, you can still make a fairly high impact if you use the right images and transitions. Amateur graphic designers can actually take the slideshow approach if animation proves to be too difficult. Combine some interesting infographics



with some attractive royalty-free stock images and stock music found on the Internet and you can still have a good video. Throw in some voiceovers to add some polish. What matters most is that your viewers see that you have exerted more effort than just making a simple static capture page.

## On-screen Videos

An on-screen video is a recorded video of a computer screen. This type of video is great for educational videos as you can easily demonstrate a process on the computer for those that are not so tech-savvy. With a screen capture software, creating these videos is simple and you may add overlays, watermarks and other effects to make the video even easier to understand.

## Short-Length Videos

Making a short-length video is a relatively new type of video marketing approach. Just like how Twitter revolutionized the way people make short and sweet text ads, emerging services like Twitter's own Vine service and Facebook's Instagram are tackling the short video front. Instagram currently allows 15 seconds of video to be uploaded while Vine only allows 6 seconds. It may seem like a short amount of time but you can do all sorts of things like a quick slideshow or just some fancy animated billboard. Like Twitter, this restriction forces you to be even more creative and to let those creative juices flow, be sure to follow other Instagram and Vine profiles and you'd be surprised to see what other people and businesses can dish out.

## Live Videos



A live video can be any type of video that is being broadcast to a live audience. Commonly used in live webinars, presenting a live video is a solid way to convert potential leads into actual sales and opt-ins because you are using your own convincing power in addition to any recorded videos you made to remove all those doubts that still may be present. You can even go beyond that by having an open forum which works a lot like an interview but anybody can ask questions and you can answer them all.

As long as you do not try to mislead your audience and keep the basic structure of the video (Attention grabbing intro, content and call to action) intact, your video should come out great. Being a perfectionist with regards to quality is nice but if you are just getting started, keep in mind that even a rushed video can be far better than a very large capture page where the visitor has to press "Page Down" 10 times.

For more information about creating and marketing videos, please visit [TheLeadsHub.com](http://TheLeadsHub.com).