

The Ultimate Menu Of Business Videos

**Is your business craving for a
video?**

**Different
Types of
Videos For
Your
Business**

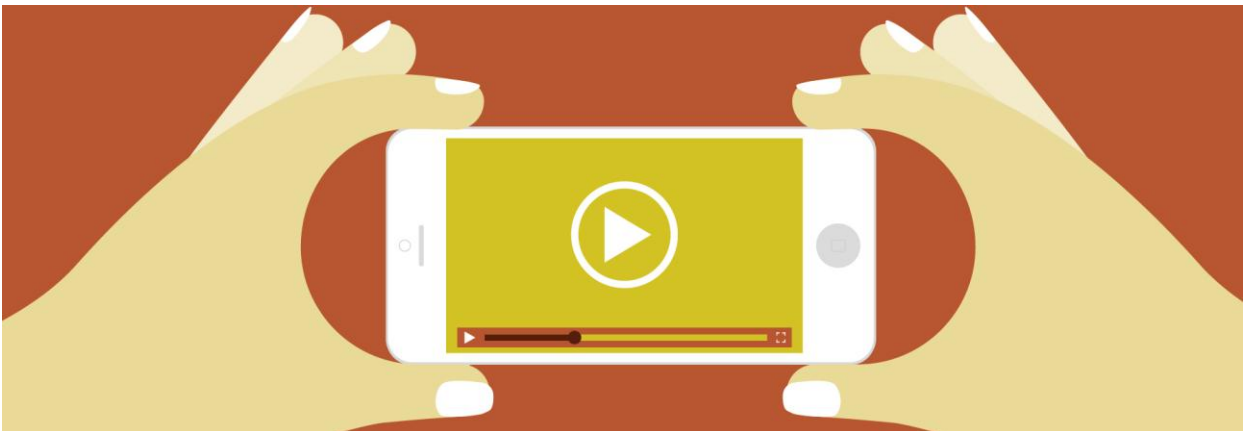
A World Of Videos

Ever since the Old Spice shook the advertising world with the “The Man Your Man Could Smell Like” viral video campaign, big and small businesses have started investing on videos like crazy, hoping to repeat P&G’s Old Spice success (the sales skyrocketed by a whopping 107%).

Or even that of Dropbox, who drove 10 million extra signups and \$48,000,000 of extra revenue from their 2 minute explainer video. Go figure!

Anyways, Old Spice and Dropbox are just the tip of the iceberg. And, while these video success stories might make help you earn some ear in your next business party, you should take a plunge in the world of videos and learn about the different types of business videos.

And, not just info! We will also tell you exactly how you can develop these kind of business videos pronto.





Discover

Different Types of Videos

There's a video for everything.

1. Explainer Video

You get a lot of traffic.

But only a small portion of that traffic converts into leads, and the lead-to-customer conversion is even tinier.

Why? The number one reason is interest. When people understand your business, and it's relevant to them, they would be interested in you. But due to our 8 second attention span, most of your prospective customers get bored easily. They are not just in the mood for business information.

However, they would be delighted to watch a short video! That's where an explainer video comes as a big relief.

Explainer videos are short, 60-90 second marketing video that explains what you do and how you do it. And, since the explainer videos are tailored to put your best sales pitch forward in the most persuasive way, it helps you quickly convert viewers into customers. That's how Dropbox, Rypple, Crazy Egg, CaseComplete drove conversion. And, you can too.

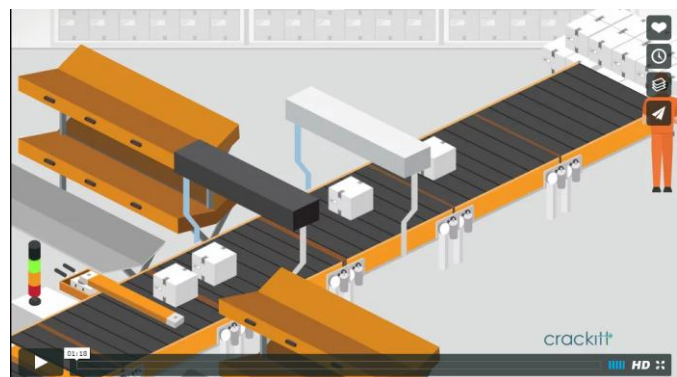
HOW YOU MAKE IT?

An explainer video is short, 60 to 90 seconds long, engaging sales pitch that resonates with the target audience and persuades them to say 'yes'.

There are two ways to get an explainer video made.

One. Hire a freelance artist and animator.

Two. Hire a professional team. Crackitt is not necessarily the only explainer video production company. There are several others; in fact, more than we want to count to.



2. Company Culture Video

Culture videos are not just a means to attract good recruits. It is equally important for your current and future customers too.

A company culture video can act as a medium for your prospective customers to take a peek inside your company. That is, observe the office environment and get to know the people behind the company.

Remember that people connect with people, and a culture video can build that connection. If done right.



HOW YOU MAKE IT?

Culture videos are part of your branding efforts, and hence have to be presented well.

It's not like you take a camera and start shooting a video of your coworkers working their butts off or having a good time on the terrace.

Plan out a scenario that underlines your brand message. Here's an example.

3. Video Testimonials

Testimonials have become a standard. Every company needs it to shout out to new prospects that “see our customers are really happy with our service... you will be too”.

However, not all testimonials come from customers. You can easily create a fake testimonial by using your friend’s photo and a custom review:

“It was great working with the folks at XYZ Co. Our sales increased this much. it’s just awesome.” –Jack

The typos were intentional. A touché, if you would like to call it.

That fake testimonial would look just as good as a true one.

(But, to play it safe, you should rather ask your happy customers to write a testimonial. And, don’t just sit back and wait for them to send you the testimonial. Work with them to write a good testimonial that you can showcase in your website.)

Still the possibility that companies can manufacture testimonials... well, it puts the smart customers (the likes of entrepreneurs) on alert and tells them not to trust the average testimonials. That’s where the video testimonials come into the highlight.

A video testimonial has more weight than their text counterparts in convincing future customers that working with XYZ company is totally cool.

Video testimonials also have the added benefit of being sharable over YouTube and other social networks. It makes for a convincing bait to lure in new customers.

HOW YOU MAKE IT?

Well, first get an appointment from your happiest customers and plan a good time for the video shoot.

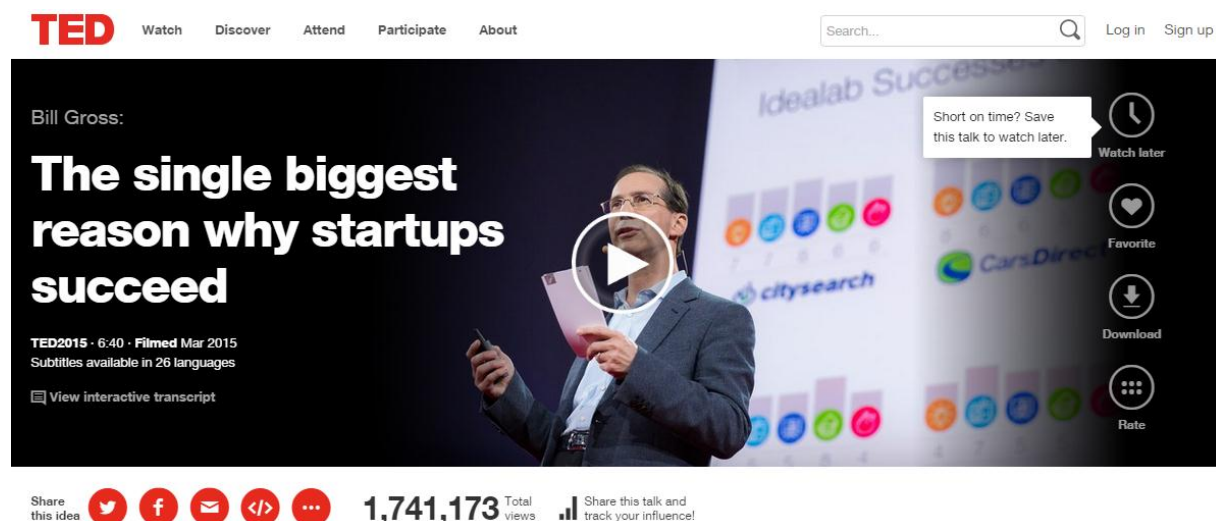
Do prepare the testimonial speech beforehand. Turn the lights. Camera. Action.



4. Event Videos

I am sure you have been attending and speaking up at seminars, conferences and other industry events. Well, don't just keep them in your camera reels. Put those event videos on your website and let your customers and social media know that the company is alive and kicking.

Moreover, speaking at business events and conferences can help you establish your business as an industry leader, as well as do networking with large and small businesses who can turn out be valuable business partners.



HOW YOU MAKE IT?

By organizing your own events or attending others. The deal is to stand under the limelight and talk. Because your customers are listening.

If you are looking for conferences and industry events, then [Eventbrite](#), [Inc.](#), [Icon](#), [LeanStartup](#), [Hostingcon](#) and [YourStory](#) are some great websites to find one.

5. Product Demo Videos

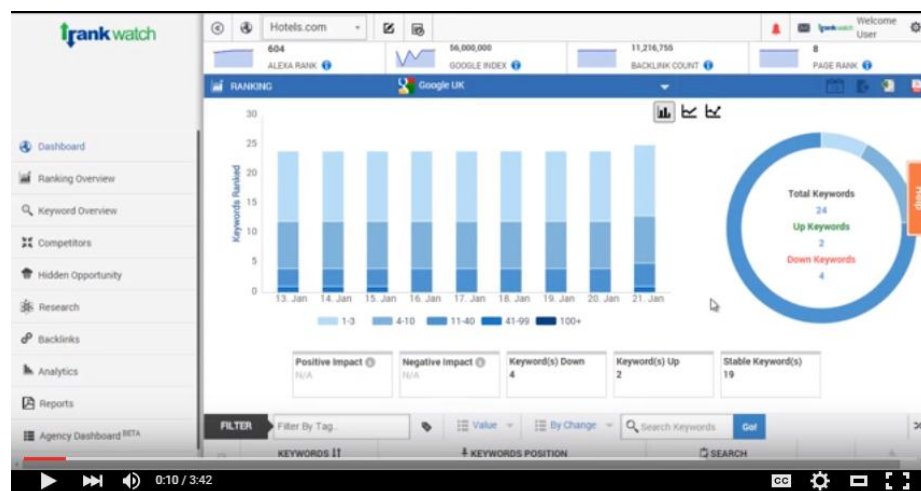
Demo videos give a detailed, step by step view of your product or service.

The idea of a demo video comes from the fact that your customers want to try out the product before buying it.

It's like going for a test drive. Or checking out a dress. Speaking of dress, online retailers have started to provide a product demo too, and reported of increased sales.

Statistics tell that good product videos can boost the cart sizes by 174%, and increase the likelihood of a purchase by 85%. As such, product demo videos have huge potentiality in driving sales for any ecommerce sites. Simply Piste reported of 25% increase in conversion rate on pages that included product videos.

Besides helping customers understand your product better, demo videos are also a great way to cover new or hidden features that your customers are not aware of (or are not utilizing).



HOW YOU MAKE IT?

Well, just a shoot a video of your product in action.

In case, you have a SaaS product or any web service, then a screencast will do. After all, the objective of a demo video is to show your customers how your product works.

Btw, you would want to highlight the strengths of your product during the demonstration. Like dropping a phone from the second storey.

6. How-To Video

Of course, you know what a how-to video is but still, for those who don't, how-to videos are a form of educational video content that businesses develop with the objective to generate leads and customers.

I should also tell you that these educational video series can help the business stand as an industry leader, and thereby earn the trust of big clients.



HOW YOU MAKE IT?

Well, it doesn't require much except a solid understanding of the topic you are about to explore. And perhaps some expert techniques to ensure that your viewers truly find the video educational.

Just make sure that the topic of these how-to videos are directly related to your product or business, and is targeted towards an audience who is more likely to sign up or buy your product.

7. TV Spots/Commercials

If you have the budget *and* your product is for the general people, then a TV spot is a proven way of introducing your business to millions of people and create a sensation.

Provided that your commercial is great, you will witness massive sales rise overnight. Business would be good on the following weeks.



Source: [Oreo Rolling Wonder 2016 Commercial](#)

HOW YOU MAKE IT?

TV commercials will require a great deal of investment. First to create it (you will be hiring actors and directors, costume designers and what-not). And then to broadcast it.

Like for explainer videos, you need to hire a professional video studio or some reliable freelancer to create your perfect TV spot.

8. User Generated Video

Well, this is for social media. Especially Facebook.

Again, the topic of the video depends on the type of your product.

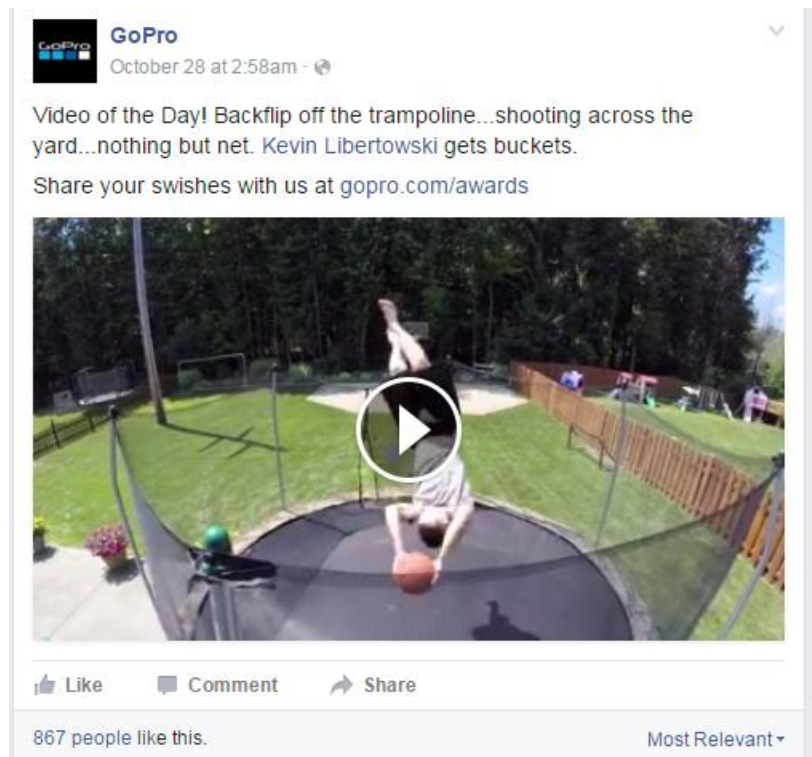
Overall, the idea is to launch a contest, asking your customers and their friends to submit videos of how they are using your product or what impact the product has made in their lives.

These user generate videos create an interesting buzz on the social network, enough to attract other potential customers.

HOW YOU MAKE IT?

This time you won't be holding the camera. All you will be doing is giving the contest guidelines (and a prize) and your customers would develop the videos for your brand.

To encourage your audience to shoot you some videos, you might want to show some carrot .



9. Book Trailers

Book trailer is a relatively new marketing concept, and it started with someone in the publishing industry wondering if a movie trailer can help sell movie tickets, then how about we make a book trailer to sell books.

The idea was put to practice and now book authors and publishers are using 'book trailers' to drive book sales online and off the shelves.

The result is these short, 60 second video trailers that give the viewer a taste of the book, pulls them into the story, arouses curiosity and persuades them to read on.

It's much like movie trailers but, if by any chance, you are confusing book trailers with author readings or reviews then, here's what a book trailer actually looks like.

HOW YOU MAKE IT?

You can choose between live action and animated video production. A live action video is generally more expensive than an animated one.

RULES FOR PRODUCING BOOK TRAILERS:

1. **Don't give a face to your characters.** Leave it to reader's imagination.
2. **Don't use the blurb or the jacket copy for the video script.** Prepare one with the visual in mind.
3. **Use the tone of your book to design the graphics.** Graphics should be designed to reflect the mood of the book.



The above [book trailer was made for David Sedaris's ninth book- Let's Explore Diabetes with Owls](#). It will make you want to buy the book.

4. **Don't make a low quality book trailer.** A badly done book trailer would give the readers a negative impression, and even discourage buyers who might have otherwise given it a try.

Contact a professional agency, and they will produce a book trailer that would help you ignite a social buzz and drive viewers to the nearest bookstore or the Amazon's e-portal.

10. Holiday Video

During holidays, retail businesses see a rise in sales. In fact, NRF, the National Retail Federation, quotes the November-December holiday sales to rise to a whopping [\\$630.5 billion](#).

To get a big bite off this holiday sales figure, small and big businesses may want to do some out-of-the-box thinking and make a heartwarming holiday video that excites the targeted consumers and gets them to shop with you.

For non-retail companies, holiday videos can be used to get in touch with their old customers, and to engage/convert the latest list of leads.

Case Study: John Lewis (£100 million weekly sales)

When it comes to Christmas video advertisement, retail giant John Lewis does it best.

It's been reported that **between 2009 and 2011**, the holiday video ads had helped [John Lewis earn £1.07 billion in extra sales](#). And that's just the start.



HOW YOU MAKE IT?

Know that you have the choice between live action or animated video production. The latter is more affordable, and as engaging as the other.

RULES FOR PRODUCING BOOK TRAILERS:

1. **Release your holiday video a few weeks ahead of the auspicious date** to gain the traction and catch more customers.
2. **Tell a holiday story, not a “buy now” ad.** For example, check John Lewis's holiday videos. Their “The Bear and the Hare” holiday video was a big hit. It [got shared 200,000 times in the first 24 hours of its launch](#), and became the “most shared on the day of its launch” video of that year? Talk about going viral!

CONCLUSION

So there you have.

The different types of videos to satisfy your business's video cravings.

Which type of video would you choose to get your visual marketing campaign started with?



**Is your business craving
for a video?**

Contact Us

