



TOP 10 VIDEO CONTENT IDEAS FOR SMALL BUSINESSES

1 PRODUCT REVIEWS



Similar to customer testimonials, a product review is one where a customer reviews one of your specific products or services; helping potential customers make a decision.

2 BEHIND THE SCENES TOUR VIDEOS



Get more up-close and personal with your customers and prospects by unveiling your company and allowing them to understand exactly who you are.

3 HOW WE MAKE IT VIDEOS



You can create videos that show how you make a specific product that you sell. This would be limited to specific types of businesses, of course.

4 PHOTO SLIDE SHOW VIDEOS



If your company's products or services can be represented by images, put together a montage in PowerPoint and turn it into a video slide show.

5 STAFF INTRODUCTION VIDEOS

Help consumers connect with your staff before they even come in to visit your establishment by introducing them on video.



6



INDUSTRY INTERVIEW VIDEOS

Provide value to your customers and prospects by interviewing various experts in your company or industry. These are great for discussing important topics in the eyes of your target audience.

7 HELPFUL TIPS VIDEOS



Helpful tips videos are great for showing off your expertise, as well as building credibility and authority status in your industry. Create videos to answer some of the common questions your customers have.

8 VIDEO ARTICLES



Do you have a whole lot of blog posts or articles that you've written? Bring them back to life by converting them into videos and share them across the web.

9 VLOGGING VIDEOS

A "vlog" is short for "video blog." In short, instead of posting written articles to your blog, you can create a library of video posts on similar topics.



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TUTORIAL VIDEOS

Provide your audience with value-packed specific training related to your industry; if there's a product or service that can be better explained with a tutorial, create a step-by-step video to help them out.

WANT TO LEARN MORE ABOUT ONLINE VIDEO MARKETING?
CONTACT US TODAY!

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