

What's Your Type?

It's easy to feel a little lost when getting started with video marketing for your small business. What kind of video do I need? What size should it be? Where do I post it?

First and foremost start with why you're doing the video – visibility? Lead generation? Credibility? Engagement? Ticket sales? What exactly do you hope to accomplish?

Once you know why, you can use the list below to determine which video type makes the most sense.

Want help and guidance determining and setting up your video marketing and other digital marketing strategies? Contact us: <http://www.messagemedium.com/contact/>.

Video Marketing Types & Examples

- Customer testimonials: <https://www.cloudzero.com/customers>
- Showcase your expertise: <https://www.ajoymanagement.com/its-ajoy-blog>
- Launch a product/service or promote new features: <https://vimeo.com/233366768>
- Product tutorials (requires login): <https://app.hubspot.com/academy/21213468/tracks/49/1071822/5277>
- Promote an event – sizzle reel: <https://www.tsplivetickets.com/2023-tsp-live>
- Promote an event – short animation: https://www.linkedin.com/posts/message-medium_want-to-understand-how-video-should-fit-into-activity-7049801629662896131-a5RT
- Product display, unboxing or usage: https://www.amazon.com/Sunny-Health-Fitness-Advanced-Stepper/dp/B08GYLSP4/ref=dp_fod_1 (click on photo showing video)
- Influencer or customer product created content: https://www.amazon.com/Sunny-Health-Fitness-Advanced-Stepper/dp/B08GYLSP4/ref=dp_fod_1 (click on video then sidebar of popup)
- Crowdfunding Videos: <https://www.fundblackfounders.com/passthepeaz>
- Press Clippings: <http://www.messagemedium.com/education-events/expert-lectures/nbc-news-small-business-heroes/>
- Speaking engagement reels: <http://www.messagemedium.com/education-events/expert-lectures/maisha-walker-interviews-daniel-kim/>

Don't forget that after creating your video, you also need to store it and market it.

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