

# The BEST type of video for your business

(based on your industry)

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## In business and marketing these days,

content is king. Specifically, video content. While a picture may paint a thousand words, video gives context to your customers. Plus, video is being prioritised on nearly every platform, the world over.

If you're here, it's likely you already know this. You understand the importance of video in the marketing sphere and you want to harness it to see your business succeed. Perfect. We're here to help.

But... video is a broad term. There are many different types and uses for video content. And it's not one size fits all (as some nefarious providers may lead you to believe.) So, how do you know what to do first? What's going to work for you?

This depends on a number of factors, but your industry is a great place to start. Through our extensive project experience combined with collated industry data, we can tell you with certainty the types of video most likely to help your business succeed.

So, let's dive in.

1. B2B
2. Education
3. Goods & Products
4. Healthcare
5. Hospitality



**B2B marketing is all about relationship building and trust. In potentially saturated industries, the end product may be similar to others but who YOU are and the way you make your clients feel is worth it's weight in gold.**

## The most effective videos: **Case studies**

The most effective types of video for strengthening B2B relationships are case studies. Rather than saying to potential clients 'here's why we think we're pretty great' show them how you run through a project with a client and have the client speak directly about their experience with you.

This kind of 'social proof' paints a far more detailed picture than simply a written quote. It combines process with emotion.

B2B Businesses would already be well-versed in LinkedIn, but this is the perfect place for case study videos.

You have the added ability to tag the clients involved in the project, build off their connections and spread your message to even wider audiences.

They also work particularly well on your website, too. While some industries may have their project pages or blog sections overlooked, B2B is a different beast. Potential clients are actively seeking deeper knowledge into who you are and what you do, without necessarily wanting to commit to a project yet. Give them everything they need to proceed with no barriers to reaching out.

## Bonus content to try: **Company culture videos**

Again, it's all about relationships and who YOU are. While company culture videos tend to be something only HR want to create, they actually have far wider uses.

Show both potential employees and potential customers the content of your business character by demonstrating the ins and outs of the behind-the-scenes culture. If you're going to include the

business's employees (we think this is a must), it's important to show people from a range of employment levels, not just C-suite or upper-level management. Authenticity is key. You want the videos to feel professional, but natural.

# Education

(schools, colleges, universities, online learning)

No matter the level of education that your customer is seeking, this is one where trust really has to exceed all else. Students (or their caregivers) are entrusting you to help guide and form their minds and futures. That's a huge responsibility.

## The most effective videos: **Brand story videos**

While the 'on-ground' experience of the education facility is important (bearing in mind this could be a digital education experience), emotion is what strikes a chord with potential students and their caregivers.

They're likely full of hope and inspiration whilst doing their research on education providers. Brand story videos are the perfect way to appeal to these deep emotions. Create video content that drives deep into who you are, what you believe in and how this connects with your students to give them the best outcomes. Use video to tell a full

story of success which can also appeal to a student's needs. You don't even necessarily need to answer technical questions here, that can be saved for a different space. Though a series of connected brand story videos could explore this more.

## Bonus content to try: **Subject area overviews**

Once you've successfully connected to the emotional needs of your potential students, they or their caregivers will eventually need to know more detail about their learnings and subject matter.

Videos of subject area overviews are a far more engaging way of putting across course content and learning understanding than a simple bullet-pointed list.

Again, connect to the emotion of this experience by featuring interviews with the teachers and/or students who have taken the classes. After all, this is who they'll be learning from and with. These can be placed on websites, in digital welcoming packs or on social media, if you have these channels.

# Goods & Products

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(consumer goods, luxury products)

The goods and products-based industries have taken the concept of video marketing and RUN with it over the last few years. If your business isn't here yet, no doubt you know it needs to be. Fortunately, this space is abundant with ideas, creativity and potential that's just ripe for the picking.

## The most effective videos: **New product launches**

Chances are if you've spent the time, energy and money it takes to create a new product you don't want to quietly put it out there and hope people accidentally stumble upon it. Video is one of the best ways to announce a new product, providing a deeper understanding than just imagery and text alone.

Hopefully, you're already utilising social media for your product-based business and this type of video content sits perfectly there. If not, it can also be used on your website/eCom site to paint a full picture of your product.

In addition, you can create an abundance of content around the ideation and creation of this product. Answer customer pain points and how you feel you've combatted these in the development stages. Show behind-the-scenes snippets and create video countdowns to the launch. This all creates anticipation, which is a key driver in a product launch. You can talk to the customer directly to camera, let the product do the talking or do a mix of both. The best part about this is, depending on where it's being used, you can? create this style of video yourself without necessarily much expense!

## Bonus content to try: **TV commercials**

For some clients, larger budgets permit this type of content. When you're in the goods and product industry, TVC has come back around as an impactful way to reach your audience. However, this requires specific understanding of how a TVC needs to be created. You'll likely need a larger production team, actors and a dedicated section of time, to perfect its creation.

This kind of high-level content can also sit really well on websites and in presentation pitches. However, be warned, it's less possible to slice and dice this for social media use. If you intend to use it for social media this should be put into consideration in the development stages. As both the process and end results are markedly different

# Healthcare

(medical practices, aged care, disability support)

Healthcare is, understandably, a sensitive industry, especially in which to create video content. The healthcare industry is about two things: expertise and trust. Luckily creating video content that speaks to these pillars is achievable.

## The most effective videos: **Testimonial videos**

Research has shown that the most effective type of videos for healthcare providers to reach their clientele are testimonial-style videos. When you're asking people to trust you with the most intimate parts of their lives, their health, you need to be able to provide instant evidence of how you can help them. This usually begins as an emotional connection, and sadly from a place of fear or desperation.

Having other patients from all walks of life, that potential new patients can relate to, speaking about their positive experiences with you is paramount. This

once again provides social proof and builds a level of trust that can't always otherwise be conveyed in more static marketing.

While wanting a natural flow to the video content, you can still script or interview around certain topics and areas of expertise, to ensure the viewer understands your proficiency and expert understanding.

### Bonus content to try:

## **Meet your healthcare professional**

When seeking a healthcare provider people want to feel rapport almost instantly, and this isn't something that can be faked. Understanding who you're walking into a room with when you're at your most vulnerable is important to potential patients.

This isn't going to work for all clients, but by giving them the potential to get to know you a little better before they book an appointment, you help to qualify them. Then you know whether or not they're a more long-term patient and save everyone some initial time.

# Hospitality

(restaurants, bars, cafés)

The term hospitality covers a wide range of services and we could go on forever about the potential of video in this sector. However, we're interested in where the industry sits currently and how to guide you to the most success through video.

## The most effective videos: **Recruitment videos**

The hospitality industry, especially in Australia, is notably in one of its most challenging eras. Reports are flooding in that getting staff onboard has been a huge issue in the last few years. Video is a brilliant way to break through the fluff, with so many other businesses targeting the same potential employees.

Qualified staff now have the upper hand and are seeking out which businesses they would prefer to work for, instead of the other way round. Video creates a great opportunity to demonstrate the ins and outs of your business and the sorts of

people you feel you can work with toward success together.

You can demonstrate company beliefs and values, happy employees and career growth paths for those who are interested. The hospitality industry is by no means an easy one, so demonstrating a positive internal culture is now vital to getting the right people working for you.

## Bonus content to try: **Event recap videos**

This style of content is to appeal to the ever-important customer, not the staff. Though the principle works on both sides of the counter. Create FOMO. FOMO is the 'fear of missing out' and it's actually pretty ingrained in human behaviour.

By creating video content recapping fun and successful events you've hosted, you trigger a deep desire for people to not miss out next time. The best part is that this

style of content can be reused regularly, if shot correctly, to continue engaging that feeling in your desired clientele. There's an art to shooting 'evergreen' content at events. Ensuring you focus on the attendees and avoid featuring specific dates and branding elements from some of the shots means you'll be able to utilise the videos again and again, even if changes to the event style come along.

## And that's a wrap.

There are an abundance of other video styles and creative methods to videography that we simply couldn't cram them all into one document. The above are five main industries we work with here at Stepney Studios and are spaces we can easily demonstrate tracked success.

Having said this, we're a deeply creative team. We love pushing the boundaries with where we can take our projects, especially with a strong strategy in place.

The one element that encompasses absolutely every industry when it comes to seeing success with video, is video strategy. While we certainly can, we don't believe in just pointing, shooting and collecting a pay cheque. We want to see our clients succeed.

**So, to ensure your success in video content, why not reach out? Our team of experts would love to chat about strategy with you and create something epic together.**

### **CONTACT US**

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