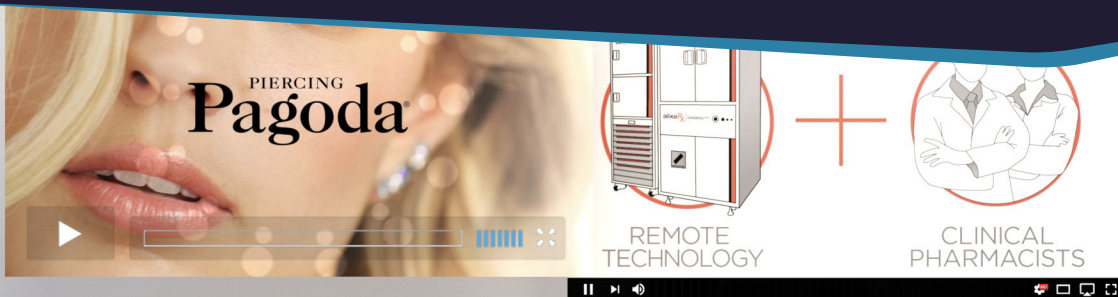


8 Types of Videos to Grow Your Business



Creating a video can feel overwhelming.

You don't have an endless budget. You want to represent your company well, and you don't want to be handcuffed by your in-house capabilities.

We know the fear and uncertainty of entrusting someone with your brand. But don't worry—we've created hundreds of videos to grow businesses like yours.

Increase conversions.

Give the perfect pitch every time.

Boost SEO and build brand awareness.

In this guide we've put together 8 types of videos to grow your company.



Explainer



**Corporate
Stories**



**Product
Sizzles**



Case Studies



Testimonials



How-To



**Branded
Packages**



**Social
Media**

Scroll, Scroll, Scroll. People are moving fast.

You may only get one chance in front of the person you can serve.

You know you can help them, but you need to get their attention first.

And when you finally get their attention your message needs to be clear and on the right step of their journey.

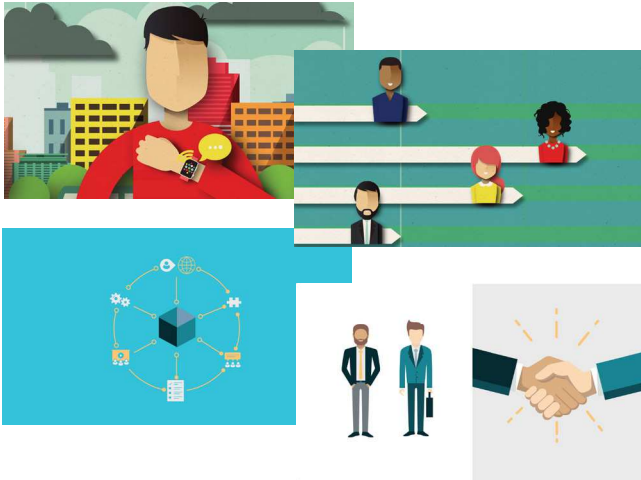
It's important to talk to them with video at every step to build trust and get sales.

A customer journey map is a very simple idea: a diagram that illustrates the steps your customer(s) go through in engaging with your company, whether it be a product, an online experience, retail experience, or a service, or any combination.

Here is a customer journey map and the videos that can be used along the way.

Use videos along the customer journey.





Explainer Video



Tell your audience what you offer in 2 minutes or less.

Length: Typically 60-90 seconds.

Look great and clearly tell your message in a simple way with a stylish and beautifully designed motion graphics video.

Bring awareness to potential customers in a short, simple, and engaging way. Establish empathy by relating to your customer's problem. Show how your product or service solves that problem.

Explainer videos are great as a landing page for your product or service. They can also be an excellent sales tool to use as a first contact with a potential customer. We've also had clients use them for conferences, trade shows, email sequences, and sales meetings.

Cost Factors

- Client provided script, design, or VO
- Complexity of design
- Complexity of animation
- 2D vs 3D
- Licensing music
- Voice over talent
- Number of versions required
- Number of round of revisions required

Typical Investment

\$5,000 - \$15,000



Corporate Stories



Capture your team or customer as the hero.

Length: Typically 2-5 minutes.

Establish yourself as an authority in your field. Share the heart of your vision. Introduce your awesome team. Show off the culture that makes you so attractive to work for and work with. Leverage your higher management's time while still communicating at a personal level.

Corporate story videos are often used both internally and externally. Differentiate your company with corporate brand video that can be used on your Team or About Us pages. Use corporate videos to attract your next hire on recruiting sites. They can also serve as a great tool to introduce new hires to some best practices.

Cost Factors

- Client provided script, design, or VO
- Size of crew and equipment required
- Number of shoot days and locations
- Amount of footage to sort through
- Complexity of edit
- Licensing music
- Voice over talent
- Number of versions required
- Number of round of revisions required

Typical Investment

\$5,000 - \$15,000



Product Sizzles



Highlight the key benefits and features of your product.

Length: Typically 30-60 seconds.

Give your customer a clear representation of what they can expect from your product. Product sizzles are usually flashy videos with product features highlighted. They may show how each product feature works with stylish motion graphics on top of 3D. This type of video gives you the dynamic perspectives and micro shots that will best describe your product's benefits.

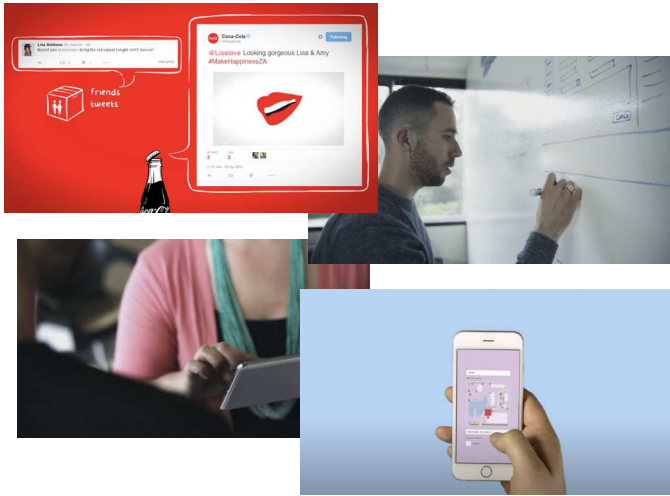
This kind of video can be used in many places: a landing page, in a paid advertisement, or within your product page.

Cost Factors

- Client provided script, design, or VO
- Complexity of design
- Complexity of animation
- 2D vs 3D
- Licensing music
- Voice over talent
- Number of versions required
- Number of round of revisions required

Typical Investment

\$3,000 - \$20,000



Case Studies



Share your stories
of success

Length: Typically 1-3 minutes.

These kinds of videos can range from extremely simple slides with slick transitions all the way to high-production-value, nonlinear story-type videos with live production. These can be the difference in a sale for a customer looking to be reassured of the value of their investment.

This kind of video gives your website or sales deck great credibility. They also can be great simple promotional videos for social media.

Cost Factors

- Client provided script, design, or VO
- Number of shoot days and locations
- Size of crew and equipment required
- Amount of footage to sort through
- Complexity of edit
- Complexity of design
- Complexity of animation
- Licensing music
- Voice over talent
- Number of versions required
- Number of round of revisions required

Typical Investment

\$3,000 - \$15,000



Testimonials



Ignite instant confidence in your company.

Length: Typically 1-2 minutes.

Your organization has an impact. These videos position you as the authority. Testimonials have a simple story arc. They usually feature a “before” and “after,” showing the difference your product or service made. Testimonials are generally delivered by the affected person/organization. They provide a different kind of insight and truth from other videos—something the viewer can relate to.

Testimonials are also great inserted into promotional or case study videos. If you want to get to the heart of of a person, testimonials are the way to do it.

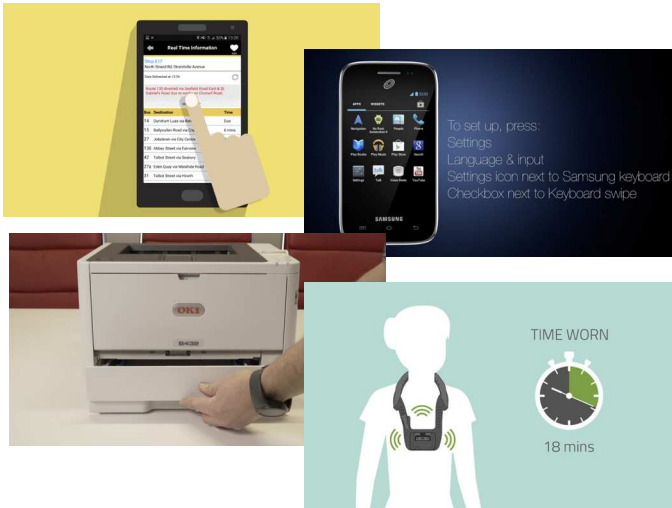
Great testimonials can be posted in lots of places: landing pages, social media, and email sequences.

Cost Factors

- Client provided script, design, or VO
- Size of crew and equipment required
- Number of shoot days and locations
- Amount of footage to sort through
- Complexity of edit
- Complexity of design
- Complexity of animation
- Licensing music
- Voice over talent
- Number of versions required
- Number of round of revisions required

Typical Investment

\$3,000 - \$8,000



How-Tos



Tell your audience what you offer in 2 minutes or less.

Length: Typically 15-90 seconds.

How-to videos are short, and generally factual in style and content. They can include very minimal motion graphics. The goal is simply to illustrate or communicate a quick tutorial. If you are asked the same question repeatedly, this is a great way to save time and better serve your customers.

How-to videos can also be a pillar of a solid, long-lasting, expanding business. Create a great library of these videos, and your staff will spend less time answering questions, giving them more time to build your company.

Use these videos on your product feature pages to accurately describe the functionality of your product. These are also great for your knowledge-base and your FAQ sections.

Cost Factors

- Client provided script, design, or VO
- Animated vs Video
- Complexity of shoot
- Complexity of design
- Complexity of animation
- Voice over talent
- Number of versions required
- Number of round of revisions required

Typical Investment

\$1,000 - \$3,000/video
Usually purchased
in packs of 5 or more.



Branding Packages



Create a collection of videos with a consistent brand style.

Length: Usually several elements delivered and none over 15 seconds.

This collection of video elements is a great way to achieve the same look and feel throughout your library of videos—and across all your media.

A video branding package usually consists of an intro/outro, lower 3rds, full screen graphic, half screen graphic, bug, full screen transition.

A consistent look is crucial for your brand, allowing people to connect visually to your style and personality.

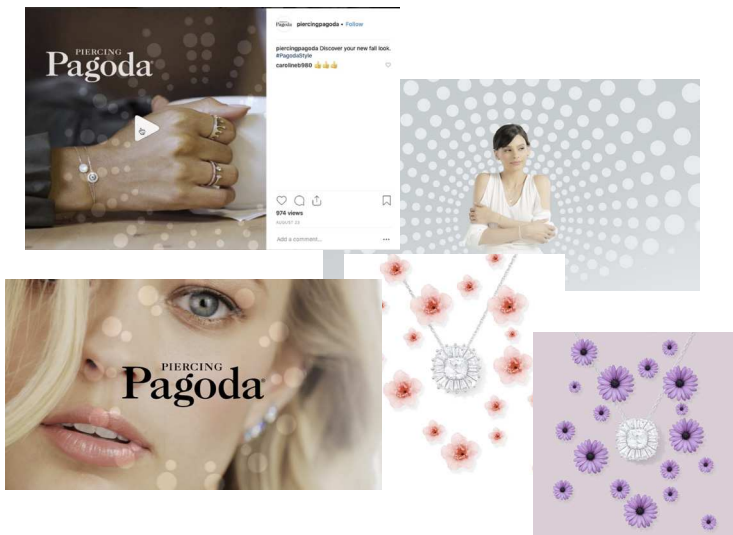
This collection of video elements can be used for your social media, YouTube, events, conferences, television shows, or church services.

Cost Factors

- Client provided design
- Complexity of design
- Complexity of animation
- 2D vs 3D
- Number of elements required
- Number of versions required
- Number of round of revisions required

Typical Investment

\$5,000 - \$10,000



Social Media



Attention grabbing
animates posts.

Length: Typically 10-15 seconds.

Stop the scroll with one of these attention grabbing animated posts. Deliver your message with these and you'll get eyeballs and likes to follow.

The goal is to drive audience engagement, get people sharing the video, commenting on it and clicking the "like" button to show their approval of your message. Audience feedback gives you credibility and fosters trust for your company. When you captivate viewers, you've won their hearts. Their minds will surely follow.

We can get great content for these by just looking through your blog.

Cost Factors

- Client provided script, or design
- Complexity of design
- Complexity of animation
- 2D vs 3D
- Number of versions required
- Number of round of revisions required

Typical Investment

\$750 - \$2000/post
Usually purchased in packs
of 5 or more.



Hello, I am David Womack.

I've my own video production since 2004 with a passion for great storytelling, design, motion graphics, and video.

At Digital Media Collab we know that **you want to be an authority in your space**. In order to do that, **your message needs to be clear and consistent**.

The problem is you don't have the time or team to make a video and that makes you feel handcuffed and stuck. **Your business growth should not be halted** because your company's specialty isn't creating videos.

We know the fear of entrusting someone with your brand AND timelines. **We've created hundreds of videos to grow businesses like yours**. We will guide the process step-by-step so we don't get off track, AND we hit your deadlines.

Tell us about your project so you can enjoy the results of new relationships, raving fans, and more revenue.

I look forward to talking.

David Womack
Founder / Creative Director
David@DigitalMediaCollab.com