



33 TYPES OF MARKETING & SALES **VIDEOS**

Put today's most effective medium to use in your business development with the help of Weidert Group's video team



MARKETING & SALES VIDEOS



EMAIL SIGNATURE

Starting at \$2,000

An e-mail signature video is a quick, engaging way to give recipients a glimpse of the sender's personality and gives them added incentive to connect. This video might be as simple as, "Hi, looking forward to hearing back – I really think we could find mutual benefit in working together."



TEAM INTRO

Starting at \$5,000

At the start of a new relationship, it's important to showcase key team members' expertise to enhance credibility. Whether you do one "canned" welcome introduction video or start from scratch each time to tailor to the customer, these types of videos are a good first step in the partnership.



HIGHLIGHT REEL

Starting at \$6,000

A highlight reel is essentially a resumé — or "movie trailer" — for your business. This type of video can be used to share what you do best, demonstrate the breadth your products/ services, celebrate accomplishments, share company milestones and more.

→ [Click to see example](#)



WEBINAR

Starting at \$4,000

Whether it's a live webinar or a pre-recorded webinar with a live discussion at the close, these videos can be used to present useful content to viewers. Simply identify a topic or set of topics you can speak to and produce content that demonstrates your expertise.

→ [Click to see example](#)



ABOUT US

Starting at \$7,000

As the name implies, this video is used to tell your story to prospects in order to establish credibility and boost interest. Your story might include history, an overview of leadership, your mission/vision, what you make and how you make it, important company milestones, interviews and much more.

→ [Click to see example](#)



TESTIMONIAL

Starting at \$4,000

A video highlighting the thoughts and perspective of existing customers is a powerful way to convince prospects to partner with you. This perspective is highly credible, since it's peers sharing their experiences with other peers.

→ [Click to see example](#)



SALES OUTREACH

Starting at \$4,000

A sales outreach video takes the place of a typical email outreach, and has the benefit of showing AND telling, not just telling. Video is a far more engaging (and, perhaps, entertaining) way to get attention — instead of just words, you're communicating with sight, sound and motion, too.



SALES CLOSE

Starting at \$3,000

Once your company closes a sale, you can celebrate and welcome the customer on board with a video; it could be a brief message from leadership, an all-employees greeting, or something in between. It's a great first step in the relationship, and a powerful first impression.



EVENT PROMO

Starting at \$3,000

These videos generate interest in sales conferences, trade shows, seminars and more. Footage from past events can be “recycled” and used to give viewers an idea of the energy and value of the upcoming event.

→ [Click to see example](#)



POST-EVENT RECAP

Starting at \$3,000

A video that presents event highlights to prospect who weren't able to attend. You can use this same video next year to encourage attendance by giving people an idea of the energy at — and value of — your events.



CASE STUDY

Starting at \$6,000

A company case study can be made more interesting and compelling when presented as a short video. These videos often include the customer's testimonial, animated statistics/metrics, and footage of the product featured in the case study.

→ [Click to see example](#)



PRODUCT PROMO

Starting at \$4,000

These videos showcase new or soon-to-be-launched products, services or equipment the company wants to introduce to prospects and customers. This approach generates much more buzz and interest than a one-dimensional press release.

→ [Click to see example](#)



PRODUCT OVERVIEW

Starting at \$4,000

A product overview video gives viewers an in-depth look at a product and how it functions; industrial companies often use CAD-based 3D animation to demonstrate how something works. This type of video can be animated or live, with or without narration or on-screen person talking to the audience.

→ [Click to see example](#)



PRODUCT REVIEW

Starting at \$4,000

Product review videos are used to highlight a product's features and benefits compared to others (or simply to review a competitor's product). Naming the competitor isn't necessary, nor is showing the product; a review video can simply talk about your product “versus competitors.”



TOP QUESTIONS

Starting at \$4,000

Sales and Customer Service teams get hundreds of questions about your products and how they perform compared to others. This type of video answers the top questions and, in doing so, can eliminate any buyer hesitancy, promote multiple product benefits, compare to competitors' products and more.



HOW-TO

Starting at \$3,000

Often customers and prospects have questions about how to do something with your product, such as "How do I retrofit a new valve onto my XYZ pump?" This type of video gives the answer and does it in a way that's easier to understand than words alone. This can be done using video footage, animation, or a combination of both.

→ [Click to see example](#)



EXPLAINER

Starting at \$4,000

Explainer videos take something complex and break it down into something simple and easy to grasp using either video footage, animation, or both. The video can be used to explain how something functions (such as the gears in a motor) or to explain a concept or idea.

→ [Click to see example](#)



SALES PRESENTATION

Starting at \$6,000

Sales presentations, usually created in PowerPoint, are often dull, lifeless, and boring. Doing the same presentation using video has the benefit of engaging with sight, sound and motion — not just text and flat images. These slick videos can be easily tailored to specific prospects and products too.



BEFORE & AFTER

Starting at \$4,000

Seeing the before and after of product use/performance makes a powerful "see the results for yourself" video. This can be done by using side-by-side comparison photography or footage, animated infographics showing data and results, and/or interviews that document results.

→ [Click to see example](#)



VIRTUAL / 360° TOUR

Starting at \$7,000

Immerse the viewer in a space without them having to leave their desk; it feels very much like Augmented Reality, making it especially powerful for communicating to prospects. Examples include a guided tour of a manufacturing floor, a walkthrough of a facility construction project, and an overview of a large piece of equipment.

→ [Click to see example](#)



TIME-LAPSE

Starting at \$2,000

This type of video is used to capture the steps or activities involved in an extended project or event; most often it's used to show the progress of large construction projects. It can also be used to capture the energy of a high-traffic event like a trade show and later be leveraged to promote an upcoming event.

→ [Click to see example](#)



MULTI-LANGUAGE

Starting at \$3,000

Companies with a global footprint or the potential to have a global audience can take videos they've already produced for one audience and have them translated to fit another. Graphics and imagery can also be modified to align with different cultures.

WEB-BASED VIDEOS



HOME PAGE

Starting at \$4,000

A home page video sits prominently “above the fold” on a website, grabbing attention and setting a tone for the site. Most often these types of videos demonstrate what the company does/manufactures, or reflects its audience.

→ [Click to see example](#)



LANDING PAGE

Starting at \$2,000

Like a home page banner video, this type sits at the top of a landing page, helping convince viewers to convert on an offer of content by giving a preview of the content or a live person talking about the offer and how it will help the audience.



VIDEO BLOG

Starting at \$3,000

Often known as “vlogs,” these combine embedded video with supporting text, images and metadata. One recording session with subject matter expert(s) could gather enough footage for multiple vlogs, making it very economical to produce. Published in a series, these are a great brand builder for your business and your thought leaders.

→ [Click to see example](#)



UNSUBSCRIBE

Starting at \$2,000

When people say “thanks, but no thanks... get me off your list!” there’s an opportunity to keep the door open. When a visitor checks “unsubscribe,” a clever video that takes place of the “Sorry to see you go” message could compel them to change their mind.



RESUBSCRIBE

Starting at \$2,000

“Welcome back! We’ve missed you.” Video is a great way to welcome visitors back to a website and show appreciation for their interest and loyalty.



INTERNAL & HR VIDEOS



SAFETY

Starting at \$5,000

Save time and effort by delivering safety training through video; this also helps ensure the message is consistent and effective. Capturing the training on video also allows employees to re-watch the video anytime as a refresher.



CULTURE

Starting at \$8,000

A culture video is imperative today because it tells a prospective employee everything they need to know to feel good about applying for a job: the company's history and mission, employee benefits, nature of the work, etc. By focusing on the company's concern for employee well-being these videos also give viewers a sense of the company's "soul."

→ [Click to see example](#)



DAY-IN-THE-LIFE

Starting at \$5,000

Hiring is top-of-mind for all employers today, and this type of video can help you attract candidates by showing prospective employees what a role entails. The video can highlight workers who can tell the viewer about their role and what their typical days looks like; this minimizes any hesitancy to apply and answers typical questions they have.

→ [Click to see example](#)



EMPLOYEE TRAINING/HOW-TO

Starting at \$5,000

When you're rolling out a new system or process, a video explaining it will almost certainly result in better understanding of that tool or process, which results in better adoption or adherence to it.



EMPLOYEE ONBOARDING

Starting at \$6,000

Having an employee onboarding video helps your HR team consistently and thoroughly onboard employees (and save time for HR). These videos can include processes and protocols, benefits information, location of supplies/resources, an org chart, an overview of safety measures, and more.

→ [Click to see example](#)



COMPANY UPDATES & ANNOUNCEMENTS

Starting at \$3,000

Important information can be scripted and recorded, then shared with the whole company; examples include year-end financial reporting, a new hire or promotion, a new customer announcement, the winning of an award, the announcement of an acquisition, among others. This is a great technique for not just sharing information, but for giving people a sense of the company's attitude about that information.



Not sure where to start?

Reach out to Nicole to start a conversation about your video marketing strategy.



Nicole Mertes

VP of Business Development & Client Services
920-731-2771 ext. 222 | nmertes@weidert.com