

4 VIDEOS EVERY WEBSITE WANTS

Brand - Testimonial - Team - Explainer



WE HAVE A PROBLEM...

Your website's been scrolling other sites lately, and now it's feeling pretty down about itself.

We know, we know, it should just love itself for what it is! But, what if your website just wants to be better? What if it's longing to grab attention, give you more results, rank higher, and ... Okay, we can stop this metaphor now.

Video is everywhere, and a lot of it is not-so-good. It's a bit dangerous, right? You could waste your marketing \$\$ easily without even knowing it!

Not-So-Good Video isn't just a waste of time and money... it's a waste of reputation.

**“NOT-SO-GOOD
VIDEO ISN'T JUST A
WASTE OF TIME &
MONEY –
IT'S A WASTE OF
REPUTATION.”**



WE'VE BEEN THERE.



WE'VE MADE A LOT OF VIDEOS.

When it comes to video, we all tend to overcomplicate the process with the idea that more=better.

After years of thinking this way, we decided to look at everything we created, filtering out the “bad” videos from the “good”, and found that there are actually only 4 types of videos you need on your website so it feels great about itself.

(Oops, switched to metaphor talk again...)

**BRAND
CUSTOMER
TEAM
EXPLAINER**



THE FOUR



EACH TYPE OF VIDEO ANSWERS SPECIFIC QUESTIONS CUSTOMERS HAVE WHEN CHECKING OUT YOUR WEBSITE.

BRAND VIDEO

Who are they? What do they do? Do they understand my problem? Can they help me solve it? How do I buy?

TESTIMONIAL VIDEO

Can I trust them? Have other people had good experiences with them?

TEAM VIDEO

Are people happy working here? What's their mission and heart? How are they impacting the community?

EXPLAINER VIDEO

How do they continue to support customers? What does their process look like?

- LET'S TAKE A CLOSER LOOK AT EACH -



BRAND VIDEO



WHAT IS A BRAND VIDEO:

A Brand Video is your main marketing message. It answers your customer's questions:

- "Who are they?"
- "Do they understand my problem?"
- "Can they help me solve it?"

It's the video that every customer needs to see first. It says to your customer, "Here's who we are, this is the problem you're faced with, and this is how we plan to help you through it."

The key to a brand video is nailing the "we understand your problem" part.

**"PEOPLE AREN'T
LOOKING FOR YOUR
ANSWER. THEY'RE
LOOKING FOR
SOMEONE WHO
UNDERSTANDS
THEIR PROBLEM."**



IF...

If you're experiencing these problems...

- Leads aren't converting quickly
- Your team lacks unity and confidence with how to talk about your organization or what you offer
- Customers can't quickly answer the problems you solve for them

THEN...

Then, a Brand Video is the #1 video you should create this year. Here's 3 different examples of Brand Videos that work well on websites.

STARTER



CINEMATIC



PREMIUM



3 Different examples with 3 different budgets - A good starter video should cost around \$3k.



WHAT WOULD YOUR BRAND VIDEO BE ABOUT?

Answer these questions to find out!

Who's your customer? What do they want? In their family, career, workplace...

What is the physical, tangible problem they must overcome? In reference to your business and product.

How does that problem make them feel? What frustrations do our products resolve? What holds them back?



TESTIMONIAL VIDEO



WHAT IS A TESTIMONIAL VIDEO:

A Testimonial video is the #1 video for building credibility with your customer.

This is a video of a happy customer that had an incredible experience with your organization.

Most people want to know what other people think when it comes to just about everything - that's probably why most of us are on social media.

A lot of the time when it comes to purchasing something, the decision-making moment is when you hear a real-life person tell a positive story of their experience.

**“WHAT WE ELEVATE
& CELEBRATE –
THAT’S WHAT
PEOPLE REPLICATE.”**



IF...

if you want to...

- Build credibility with customers
- Inspire team members with the impact they're making
- Prove your brand's claims

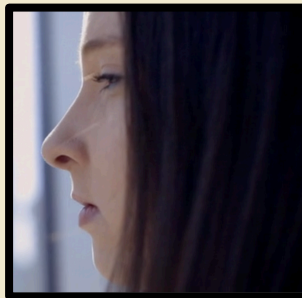
THEN...

Then, a Testimonial Video is a no-brainer. Here's 3 different examples of Testimonial Videos that work well on websites.

STARTER



CINEMATIC



PREMIUM



3 Different examples with 3 different budgets - A good starter video should cost around \$3k.



WHAT WOULD YOUR TESTIMONIAL VIDEO BE ABOUT?

Answer these questions to find out!

What's the best experience possible a customer could have with you?

What was their life like before you? What frustrated them? In regards to what you offer.

What's their life like now? What was the transformation they experienced after your help?



TEAM VIDEO



WHAT IS A TEAM VIDEO:

A Team Video helps you hire great people and shows your customers that your culture is healthy and thriving.

Imagine you're applying for a job at your organization. What questions are running through your head?

- Is this a good cultural fit?
- Is this a place I can grow?

A Team Video is about understanding your employees' problems (before they found you), and how your organization has helped them fulfill their desires in a career and achieve goals in their lives.

**“THE HEART OF
YOUR CULTURE
IS WHAT
CONNECTS YOU
WITH PEOPLE.”**



IF...

if it's time to...

- Hire qualified, amazing people
- Inspire team members with the impact they're making
- Show your heart to customers and your community

THEN...

Then, a Team Video will do the trick. Here's 3 different examples of Team Videos that work well on websites.

STARTER



CINEMATIC



PREMIUM



3 Different examples with 3 different budgets - A good Starter video should cost around \$3k.



WHAT WOULD YOUR TEAM VIDEO BE ABOUT?

Answer these questions to find out!

Who's your ideal employee? What do they want? In their family, career, workplace...

Where are they coming from? What's the industry like from their perspective right now?

What makes you the most proud of your organization? What do you want to do in your world, industry, and community?



EXPLAINER VIDEO



WHAT IS AN EXPLAINER VIDEO:

An Explainer Video communicates important information in the simplest, most engaging way possible, so people can understand and act on it.

If there's any moment customers say, "wait, wait, I'm confused" then there's a lack of communication somewhere.

An Explainer Video will improve customer experience, educate, and inspire action from viewers.

**“SIMPLIFYING IS ONE
OF THE KINDEST
THINGS YOU CAN DO
FOR PEOPLE IN OUR
COMPLICATED
CULTURE.”**



IF...

- A product isn't performing
- A process is confusing
- Answers to frequently asked questions are missing

THEN...

Then, an Explainer Video is a must. Here's 3 different examples of Explainer Videos that work well on websites.

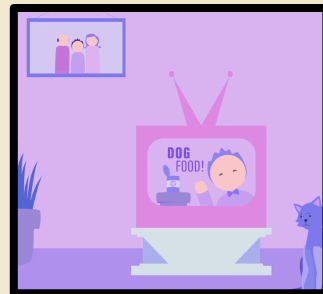
STARTER



CINEMATIC



PREMIUM



3 Different examples with 3 different budgets - A good Starter video should cost around \$3k.



WHAT WOULD YOUR EXPLAINER VIDEO BE ABOUT?

Answer these questions to find out!

Where is there confusion in your organization? Where do customers ask the most questions?

Where could a process be clarified?

What's new in your organization? Does your team understand it? Do customers know about it?



WHERE DO I PUT THESE VIDEOS?



THE FOUR VIDEOS.

Now let's take a look at your website. What's the best place each video should go?

If you're familiar with Storybrand and Donald Miller's "[Five Minute Marketing Makeover](#)", your website should already be laid out similar to what we're going to suggest.

The biggest thing to remember is your website is a sales page. It should have a specific goal in your customer journey. Here's where each video, when placed correctly, will thrive.

BRAND CUSTOMER TEAM EXPLAINER



BRAND VIDEO

You want this one to be the most prominent on the page. There are two effective ways to display this.

1. The moment your website loads, visitors should see a prominent “WATCH” button. Some other wording options are: View Trailer - Watch Video - How Does it Work? - You get the idea.

It also helps to have a piece of the brand video playing in the background upon arrival to entice people to view the video.

2. The second option is to set the video as an “inline video”. It’s less abrasive and gives people a moment to collect their thoughts on your site before hopping into a video. Either way, your goal is to get people to watch this video first before exploring the site. This video sets the stage.



EXPLAINER VIDEO

Where should it live on your website? Well, it really depends on the subject it's covering.

The most common spot is about midway through the homepage where certain clarifying questions are beginning to arise.

For us, this is our product section. After we've laid out the problem our customers are faced with, they're ready to begin exploring solutions we suggest.

If a customer is interested in a product then they most certainly are looking for a video to answer their questions.



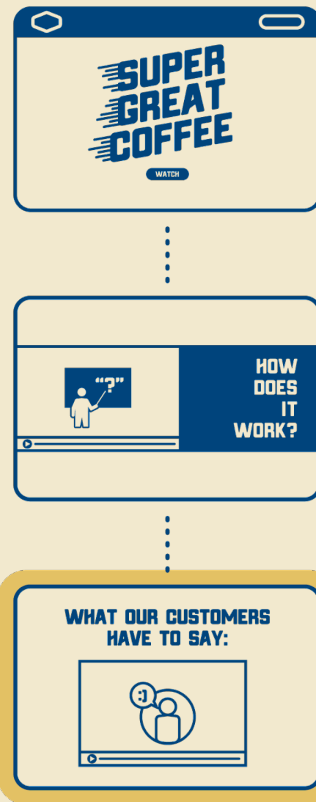
TESTIMONIAL VIDEO

Scrolling down the page, customers should find themselves on a testimonial section. Here is where you typically would display text reviews of happy customers, but you're taking it a step further with a video.

Rather than having a whole section of your website called "Testimonials", it's better to have the video displayed on the main landing page.

Here we recommend an inline video.

An extra easy tip -- make sure the thumbnail is of the customer smiling! The last thing you want is to accidentally display someone in an awkward position.



TEAM VIDEO

Should a team video go on the homepage?
Absolutely! Especially if it's the heart of your team on display.

After the customer story section, the last question people may be thinking about is, "Will this purchase feel good?" A great way to alleviate that question is by showing you care about your people, your community, and your industry.

The team video should be coupled with an engaging title such as: Why Are We Different?, About Us, or See What's Going On Behind the Scene.

The team video is great for recruiting, but also just as great for winning the hearts of customers.



AAAAAND THAT'S IT!

If you think it's time to make your website look and feel as amazing as your organization is, then simply reach out to us. We promise to...

- Keep it simple, fun, and not awkward.
- Give you videos that are emotional and full of personality
- Make the most out of your time and dollars

We're simply the best at capturing real content - and real content gets real engagement. Aren't you ready for that?

A 30-MINUTE CALL CAN CHANGE EVERYTHING.

