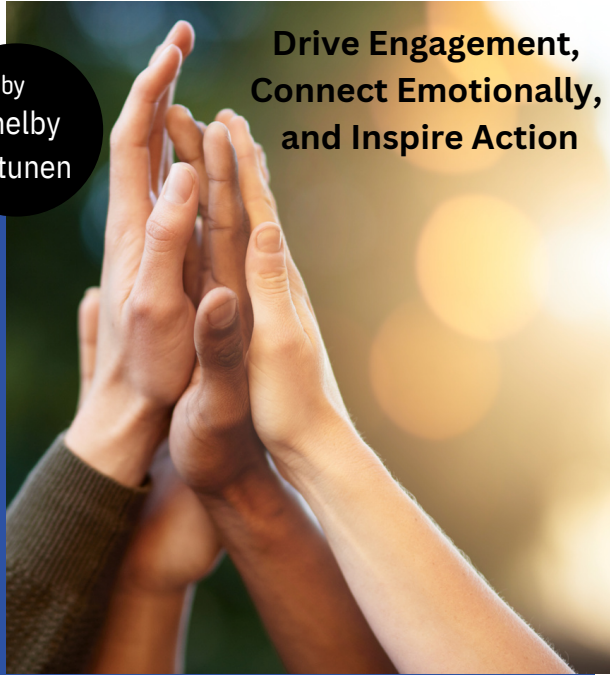


NAPTOWN MEDIA PRESENTS:

THE POWER OF CORPORATE VIDEO: HARNESSING THE IMPACT OF DIFFERENT VIDEO TYPES

by
Shelby
Hiltunen

**Drive Engagement,
Connect Emotionally,
and Inspire Action**



WWW.NAPTOWNMEDIA.COM



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ABOUT

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START WITH

a Vision

Welcome to "The Power of Video: Harnessing the Impact of Different Video Types." In today's digital age, video has become an indispensable tool for businesses seeking to engage their audience, tell compelling stories, and inspire action.

This eBook explores the importance of leveraging different types of videos to drive engagement, connect emotionally with your audience, and achieve your marketing goals.

From **Brand Story** videos that create lasting impressions to **Informational Videos** that effectively share knowledge, from captivating **Product Videos** to attention-grabbing **Social Engagement videos**, we delve into the unique strengths and strategies behind each video type.



Join us on this journey to unlock the power of video and unleash its potential to captivate, inspire, and elevate your brand.

Brand Story

Brand Story is the narrative in peoples' minds by which you are known in the marketplace. Your brand story makes emotional connections, builds your audience, leaves lasting impressions, and inspires others to become a part of your extraordinary journey.



BRAND STORY

You can bring your story to life with Brand Story videos to effectively communicate your core values, mission, and purpose with your audience.

Use Brand Story Videos to:

- Emotionally Connect
- Communicate your core values and mission
- Inspire your audience through storytelling
- Leave a lasting impression

"Stories are the creative conversion of life itself into a more powerful, clearer, more meaningful experience. They are the currency of human contact."

QUOTE BY

ROBERT MCKEE



Informational Videos

Effectively share your brand's knowledge, expertise, and messaging with clarity. They are categorized into two types: Personify my Product and Explain my Product.



INFORMATIONAL VIDEO TYPES

Personify my Product:

Use these videos for corporate sales, explainer videos, business development, public relations, and social media. Personify and explain your organization's value through engaging and persuasive videos.

Explain my Product:

Utilize these videos for corporate communications, corporate sales, employee orientation, and new customer orientation. Effectively share your brand's knowledge and messaging, explaining your products or services with clarity.

***"Stories are data with a soul.
When we share our stories, we
connect with others on a deeper
level, and in that connection, we
find the courage and empathy to
navigate the complexities of our
shared human experience."***

QUOTE BY

BRENÉ BROWN



Product Videos

Product Videos are essential for highlighting unique features and benefits, capturing the attention of potential customers, and enticing them to make a purchase.



PRODUCT VIDEOS

Product Videos utilize compelling visuals and engaging narratives to showcase your offerings in the best possible light.

Goals of Product Video:

- Highlight unique product features and benefits
- Share engaging visuals and narratives
- Drive viewers to take action
- Enhance the purchasing decision-making process

Social Engagement Videos

Attention-grabbing social media videos that showcase your brand's personality, drive engagement, and make you stand out in the crowded digital landscape.



SOCIAL ENGAGEMENT VIDEOS

Social Engagement Videos Achieve your social media goals through dynamic and shareable video content. Social engagement videos help your brand showcase its personality, drive engagement, and stand out in the crowded digital landscape.

Social Engagement Videos:

- Showcase brand personality
- Drive engagement and building a community
- Maximize social media impact
- Create attention-grabbing content for social media platforms



QUOTE BY

NELSON MANDELA

"It is through storytelling that we weave the threads of our shared humanity. In the face of adversity, stories have the power to inspire, to heal, and to bring about positive change."

The Process

First things first: Define your objectives.

This will clarify the purpose, target audience, and key messages of the video.

Next comes the magic.

01

SCRIPT + STORYBOARD

Create a compelling script and storyboard that aligns with your objectives and brand story.

02

PRE PRODUCTION AND PRODUCTION

Strategize, plan, and schedule the logistics for filming. Then capture all footage and audio on the day(s) of filming.

03

POST PRODUCTION

Videos are edited, effects, graphics, and music are added. A rough cut is reviewed and any necessary changes are made. A polished, final cut is presented.

04

DISTRIBUTION

Videos are optimized for your different platforms and channels, maximizing their reach and impact.



LETS LOOK AT THE

Impact

Higher Return on Investment:

- Businesses that use video marketing experience 49% faster revenue growth compared with those that don't.
- According to a study by Wyzowl, 83% of businesses reported a positive ROI after investing in video marketing.
- An eMarketer study found that adding video to email marketing can increase click-through rate by 200-300%, thereby boosting overall campaign ROI.

Increased Conversion Rates:

- Including videos on landing pages can increase conversion rates by up to 80%.
- Product videos have been found to increase purchase likelihood by 144%.
- In a case study by Vidyard, a software company saw a 100% increase in conversions after incorporating video on their landing page.

LETS LOOK AT THE

Impact (cont.)



Improved Customer Engagement:

- Videos generate 1200% more shares on social media compared to text and images combined.
- Including a video in a marketing email can increase click-through rates by 200-300%.
- According to a study by Forbes, 59% of executives would rather watch a video than read text.
- Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading text.

Conclusion

By understanding the power of each video type and leveraging their specific strengths, you can harness the full potential of video to achieve your business goals, create meaningful connections with your audience, and stand out in the digital landscape.

Incorporating different types of videos into your marketing strategy is crucial for driving engagement, connecting emotionally with your audience, and inspiring action. Brand story videos, informational videos (Personify my Product and Explain my Product), product videos, and social engagement videos each serve a unique purpose and contribute to the success of your overall video marketing efforts.

"Stories have power. They delight, enchant, touch, teach, recall, inspire, motivate, challenge. They help us understand. They imprint a picture on our minds. Want to make a point or raise an issue? Tell a story."

- Janet Litherland



THANK YOU

Thank you for joining us on this journey exploring "The Power of Video: Harnessing the Impact of Different Video Types." We hope this eBook has provided you with valuable insights, inspiration, and practical strategies to leverage the immense potential of video in your marketing efforts.

Remember, storytelling and video have the extraordinary ability to connect people, evoke emotions, and drive meaningful engagement. By embracing the diverse video types discussed in this eBook, you have the opportunity to captivate your audience, share your brand's story, and create lasting impressions.

We extend our sincere gratitude for your time and attention. We believe in the power of your story and the impact it can make in the world. Embrace the possibilities, unleash your creativity, and continue to leverage the power of video to elevate your brand and connect with your audience on a deeper level.

Wishing you success in your video marketing endeavors!

Warm regards,
Shelby

For more information or to start a conversation, visit

www.naptownmedia.com