

## Branded Video Content

### Content Styles

Choosing the right format for your video is vital. Here are some examples that work:

#### Product focus

Nothing sells a product better than seeing it in action, by it's target user.

#### Service focus

Seeing your company in action focusing on your key benefits and solutions.

#### Brand awareness

Inform people what you are about, what your values are and propagate your business.

#### Event awareness

Raise the profile of an up and coming event, using video to remind customers and clients of previous events.

#### Testimonials

Providing reassurance to customers from other customers and their experiences

#### Direct message

Do you have something to announce, have a direct marketing idea, use video to be seen and be heard, remember the 60-second rule.

#### Interview

share your message during an interview, either as a one off or during an event.

#### Animation

using typography or an infographic style video can share all the vital information you want to share.

### Continuous Content

For the most cost effect and impacting marketing, a continuous message is vital to maintain awareness, presence and to have an involved customer base.

Releasing a series of videos over a period of time reinforces your brand awareness better than any other medium.

Using the medium of social media, online and email marketing your videos will be seen and be noticed.

One of the most effective ways to engage your audience is with video newsletters. Releasing as often as every month or every quarter, and sharing vital information about new products, current projects and case studies of recent work.

