

# 20 IDEAS FOR YOUR VIDEO STRATEGY

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83% OF MARKETERS REPORTED THAT VIDEO INCREASES THE AMOUNT OF TIME THE AVERAGE CONSUMER SPENDS ON A WEBPAGE.\*

**NEW PACE PRODUCTIONS**







# VIDEO IS HIGHLY EFFECTIVE

“ It’s estimated that by the end of this year, 82% of internet traffic will be video and streaming content.\*\* What’s more? **84% of consumers** say they have been convinced to try new brands and new products after watching a brand’s video.\*\*\* ”

# VIDEO IS THE KEY TO SUCCESS

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**86% of current video marketers share that video has helped them generate leads, and 79% of those who don't currently use video in their marketing strategy plan to start in the coming year.**

If your marketing goals include building brand awareness, communicating better with your employees, educating and inspiring your audience, driving lead generation, and exceeding your customers' expectations, then video must play a leading role in your strategy. With 87% of video marketers reporting that it gives them a positive ROI<sup>^</sup>, video is your key to success.

Right now, we're sharing 20 ideas for your video strategy to engage, educate, inspire, and delight your audiences, including 20 effective examples of video in action. Enjoy!

*\*Social Media Today*

*\*\*Medium*

*\*\*\*OptinMonster*

*^The State of Video Marketing 2022*



# WHO WE ARE



A reliable B2B partner serving brands, organizations, and agencies.

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**ESTD 2007**

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New Pace Productions is a modern video production agency that is built for business. For over 15 years, we have helped businesses, agencies, and organizations from healthcare to manufacturing, and nonprofits to higher education explain complex products and services, increase brand awareness, train and develop staff, attract top talent, and appeal to audiences of all kinds.

And while we may be the experts in all things video, we never lose sight that you are the expert of your industry, your marketing vision, and your goals.

This is the New Pace difference.  
**This is why our partnerships succeed.**



**Watch Our Reel**



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**BRAND VIDEOS**

**TESTIMONIAL VIDEOS**

**SOCIAL CONTENT VIDEOS**

**COMMERCIALS**

**VIRTUAL TOUR VIDEOS**

**CULTURE VIDEOS**

# ENGAGE

Whether you want to attract new customers or communicate internally with your business, video will engage all your audiences in an easy-to-digest way that's often exciting and entertaining. Awareness-building engagement videos grab a buyer's attention, captivate employees and prospects, and compel businesses you'd like to work with.





## ENGAGE

# BRAND VIDEOS

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Brand videos tell your company's story, including who your company is, what your culture and core values are, why and how your company started, and what your company hopes to accomplish. A company brand video can help build relationships and establish trust — with your customers, employees, and stakeholders. Brand videos help you create a cohesive and positive work environment that both customers and employees can feel when working with you.





## ENGAGE

# TESTIMONIAL VIDEOS

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Getting your best customers talking about why you are their brand of choice will help people gain awareness and trust in your company. A stellar review can go a long way and when it's presented as a testimonial video, it will be even more impactful. Employee testimonials will appeal to customers who may feel more connected to your brand when they can relate to real people who work behind the scenes.





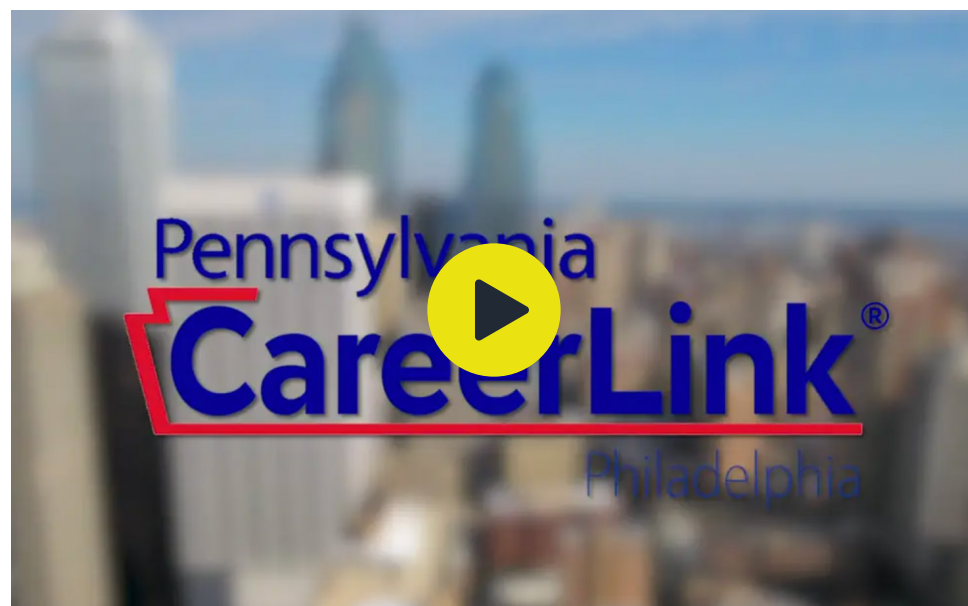
## ENGAGE

# SOCIAL CONTENT VIDEOS

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Create new content or customize existing videos for social media will make the most impact. Tailor the length, format, and messaging to appeal to the specific audiences of each social media platform. Skip long narratives and keep your content to the point so people will have no reason to scroll past your post. Use strong visual openings, captions, and eye-catching thumbnails. Use autoplay to your advantage and get viewers to stop and watch.





## ENGAGE

# COMMERCIALS

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Commercials are advertisements designed to grab a viewer's attention. Commercials that stick with people are the ones that connect with them on a personal level and evoke an emotional response. Commercials with traditional lengths of :30, :60, longer can now be adapted for use on digital platforms like websites and social media, and for paid ads online.

Potential customers are most likely to be exposed to commercials organically while using digital platforms like YouTube, scrolling their social media feeds, and watching their favorite shows.



## ENGAGE

# CULTURE VIDEOS

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Company culture videos illustrate what your company stands for. They showcase your workforce by featuring their talents, skills, abilities, and passions both in and outside of the office. Culture videos tell the story of your brand and the people committed to building, growing, and making it better every day.





## ENGAGE

# LIVE STREAM VIDEOS

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Live streams used to be nothing more than a novelty, and they certainly weren't the valuable marketing tools they have become. But now they are completely revolutionizing the way your company can interact with your audience with authentic, real-time engagement. You can share information, lead a forum, celebrate an important milestone, or take your audience on a tour of your facility as you build meaningful connections.



**ANIMATED EXPLAINER VIDEOS**

**FAQ VIDEOS**

**CASE STUDY VIDEOS**

**INTERNAL VIDEOS**

**SERVICE VIDEOS**

**SAFETY TRAINING VIDEOS**

# EDUCATE

More than 65% of us are visual learners, making video a great way to educate your audience. Educational videos are designed with both learning and teaching in mind, whether it's a complex topic you want to break down, a question you want to answer, a technique you want to demonstrate, or a product you want to sell. Great educational videos are helpful, provide solutions, create clarity, and are focused on topics that relate to your prospect, client, customer, or employee.



# EDUCATE

# ANIMATED EXPLAINER VIDEOS

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Animated explainer videos simplify even the most complex content, breaking down complicated subject matter and presenting it so your audience can really absorb the information. Use animated explainer videos to turn confusing concepts into clear, simple messaging with compelling imagery and to tell a complete story about your company, products, or services.



# EDUCATE FAQ VIDEOS

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Videos that answer frequently asked questions help current customers get support for issues that are easy to resolve, saving them the trouble of reading through technical directions or asking your customer service team for help. Potential customers with questions before making the decision to buy or work with you can get answers easily. Include a transcript of each video on your FAQ page for additional customer support.



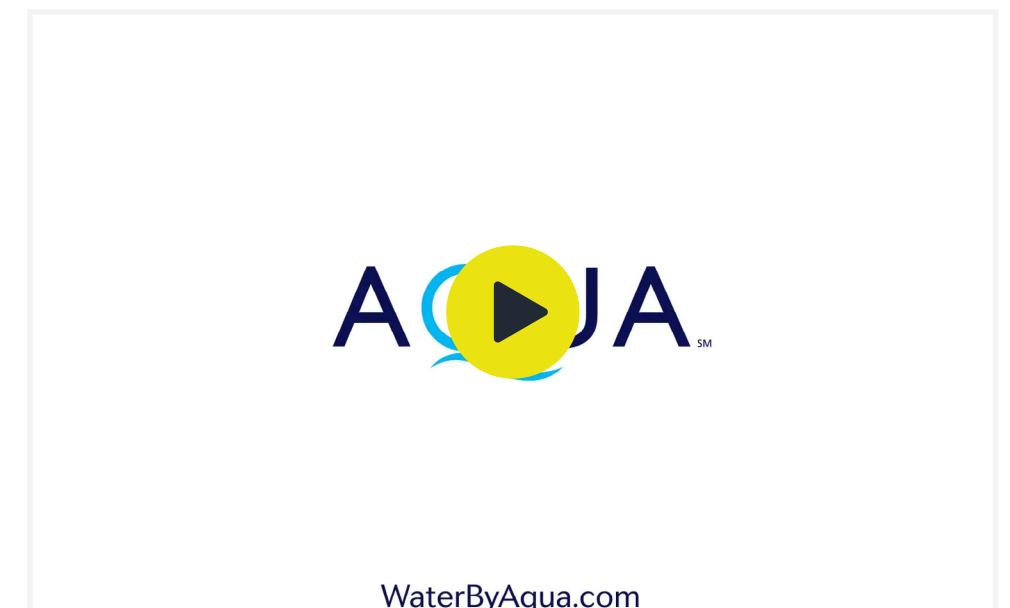


# EDUCATE

## CASE STUDY VIDEOS

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Case study videos are a powerful way to demonstrate how much value your company will bring to a prospective customer. Case study videos provide evidence that your product or service is effective by demonstrating real-life results over time. Using stories from real customers, you can win over prospective customers and convince them to take action.



# EDUCATE

## INTERNAL VIDEOS

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Videos made for in-house audiences explain brand messaging, core values, safety procedures, or human resources processes and are made to refer back to again and again. Internal videos will help recruit new employees, train and onboard new hires, teach new technologies and procedures, and motivate and encourage teams by highlighting year-end successes and award recognition.





# EDUCATE SERVICE VIDEOS

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A great service video will tell your ideal customer what type of service your company offers and how it works, and show them how using your service will benefit their organizations, their causes, their businesses, and their lives. Service videos build trust in potential customers and clients and can enhance your company's online visibility.



# EDUCATE SAFETY TRAINING VIDEOS

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Producing high-quality safety videos is one of the most effective ways to communicate new information and to communicate new procedures and training materials to your employees. Safety videos help employers explain the complexity of safety protocols in a memorable way and are often designed for repeat viewing.







**EVENT VIDEOS**

**PRODUCT VIDEOS**

**PROMOTIONAL VIDEOS**

**RECRUITING VIDEOS**

# INSPIRE

Inspirational videos have an emotional appeal that enables people to make a strong connection with your company. Fun and enriching to watch, inspirational videos encourage action by bringing to life concrete, real-world results for your audience. Inspirational videos often use storytelling, a powerful tool that can transform an audience from onlookers to clients, customers, and champions of your brand.

# INSPIRE

## EVENT VIDEOS

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Virtual event videos translate in-person events to the online screen to be streamed, broadcast live, or scheduled for viewing later by a new audience. Virtual event videos can feature entire graduations, ceremonies, fundraisers, or highlights, capture compelling content from an important meeting or webinar, and document important happenings for your company. Virtual event videos can be produced in advance to play during your event, whether in-person or online. They can also be pre-produced segments that enhance your event, such as messages of congratulations to graduates and award recipients, pre-recorded speeches, and other types of content.



# INSPIRE

# PRODUCT VIDEOS

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Product videos educate customers about the quality, features, and benefits of your product with the added advantage of showing your product at work or in action. Like a product description, product videos highlight technical capabilities and appearance or explain a common problem that your product can solve and demonstrate your product being used.



# INSPIRE

# PROMOTIONAL VIDEOS

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Promotional videos advertise your event, product, service, or cause by featuring time-sensitive calls-to-action to draw people in. Short and concise, promotional videos promote a specific marketing initiative to entice people to notice and want to learn more. Promotional videos attract new audiences by building awareness and introduce people to your company by piquing their interest with your current promotion.



## INSPIRE

# RECRUITING VIDEOS

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An important part of any talent acquisition strategy, recruiting videos help attract top candidates to your company by introducing them to your business, the company culture, the working environment, the scope of work, and the perks of working there. Part inspirational, part practical, and overall, compelling, recruiting videos give prospects the reasons they should choose your company as their employer or business partner.



**WELCOME VIDEOS**

**THANK YOU VIDEOS**

**ANNOUNCEMENT VIDEOS**

**COMPANY UPDATE VIDEOS**

# DELIGHT

Customer delight is achieved by exceeding your customers' expectations. Delightful videos can inspire this kind of customer satisfaction, which creates brand loyalty and leads to word-of-mouth referrals. Every time you deliver products or services that are personalized for the specific needs and wishes of your customers, it helps to distinguish your company from the competition.



# DELIGHT WELCOME VIDEOS

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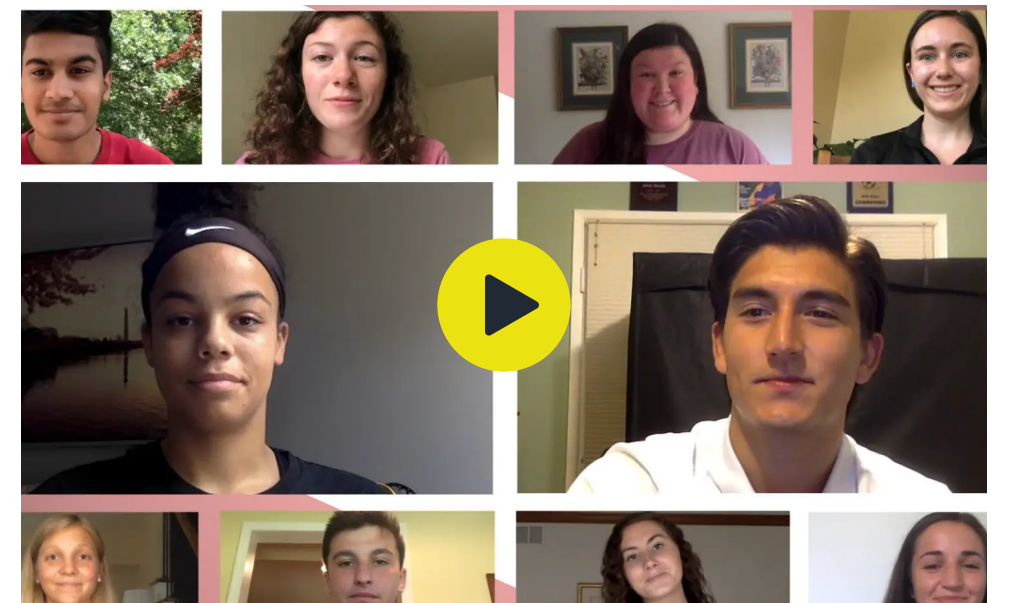
Begin a relationship with a new customer who purchases one of your products or services by sending them a welcome video. Welcome videos introduce new customers to your company as well as to the features of the product or service, which help enrich your customer's experience.



# DELIGHT THANK YOU VIDEOS

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Thank you videos can leave a lasting impression by delighting your customers with appreciation. Send a thank you video after a customer makes a purchase, when they share a coupon code with a friend, after they've entered one of your contests, once they've subscribed for your newsletter, or after they wrote a 5-star review.



# DELIGHT ANNOUNCEMENT VIDEOS

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Announcement videos are informative and important, especially to your current customers and internal staff. Use announcement videos to communicate important changes being made within your organization or announce new features added to your products and services.

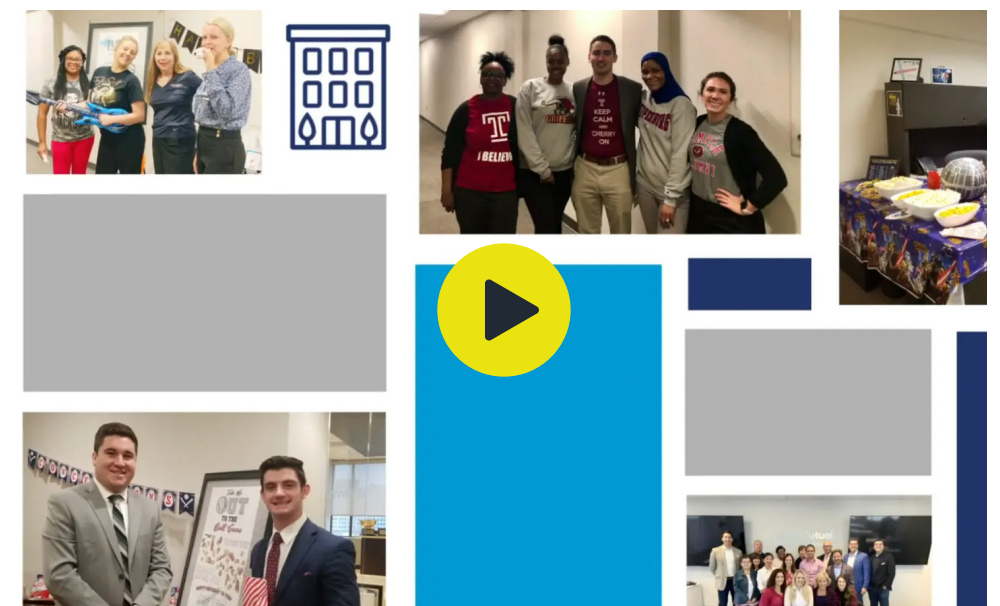




# DELIGHT COMPANY UPDATE VIDEOS

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Company update videos keep your employees, partners and stakeholders informed about happenings within your business. A great company update video gives your audience a reason to pay attention to the important information you are sharing, announcing, introducing, or celebrating.





# GIVE US A SHOUT!

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New Pace has exceptional discipline. Understanding budgets and time, thinking big, and thinking integration, we keep everything organized, authentic, and fun.

Let's talk about your next project.

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