

The background of the entire image is a close-up, top-down view of several camera lenses resting on a dark, textured wooden surface. The lenses are of various sizes and are arranged in a way that they partially overlap each other. The wood grain is clearly visible, adding a natural, organic feel to the technical subject of photography.

40 Ideas for Video Creators

INSPIRATION LIST

Never run out of video ideas!

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Welcome

TO THE VIDEO MARKETING INSPIRATION LIST

Are you a business owner or a content creator who wants to make more videos but needs inspiration for new type of content?

This list is for you!

Whether you're just starting out in video-making for your business or have already made some videos, you will find ideas here that you can include on your content plan and keep delighting your audience!

The list refers to both product based and service-based businesses, solo business owners and businesses with employees. There are ideas you can use in both to B2B and B2C video marketing. Doesn't matter if you're shooting on your phone or high-end equipment.

Let's get started!

40 IDEAS FOR YOUR VIDEOS

- 1 **Introduce yourself**, tell people what you offer, how you can help them, add a call to action.
- 2 **Tell a story** of how you started your business and what motivates you.
- 3 Basic **Q&A video**. Answer your clients' most frequently asked questions about your product or service.
- 4 Show them what they can expect when they hire you. Show a **process of working with you**.
- 5 If your product is visual, show them how to use it - make a **product tutorial**.
- 6 **Advanced Q&A** - ask people to submit questions and answer them in form of a video.
- 7 Create a free **mini-series** where you teach your audience something interesting and address their pain points.
- 8 Any **"how-to" or "5 tips for..." video** you can think of that's relevant to your audience (people love them!)
- 9 **Pre-launch video**. Share a preview of a new offer or service you are preparing.
- 10 **Before and after video**. Tell a story of the project you're proud of and show the transformation.
- 11 Share **behind the scenes** of your working day.
- 12 Share a **challenge** you are currently facing.
- 13 Launching a new product or service? Make a **video announcement** about it when it goes live!
- 14 Ask for **feedback** on an idea or current service.
- 15 Show **how your products are developed** and who is involved in making them.
- 16 **Interview experts** in your industry.

40 IDEAS FOR YOUR VIDEOS

- 17 Hold a **panel discussion** or an informal chat with other contributors.
- 18 Record a **presentation** you are giving at an event or as part of your workshop.
- 19 Record a **webinar** and share it on Youtube/LinkedIn.
- 20 Turn a **blog post** into a video.
- 21 Video about **misconceptions/myths** related to your area of expertise.
- 22 Video about **current trends** in your industry.
- 23 **Highlights from an event** you hosted for your clients.
- 24 **Meet the team video.** Introduce your employees/ colleagues who work with you.
- 25 Share a **cause** you care about or charities you are supporting.
- 26 **Inspirational** video.
- 27 **Review** something relevant to your audience.
- 28 **Tour of your office/** neighbourhood/ place you love.
- 29 Your **top favourite:** books, movies, artists, apps.
- 30 **Interviews** with clients who used your product or service.
- 31 Video from a **tradeshow or a conference** you attended.
- 32 **Opinion piece** - talk about something controversial and ask people for comments.
- 33 **Video showreel/ mash-up** (at the end of the year or anniversary).
- 34 **Whiteboard video/** drawing/ writing video.

40 IDEAS FOR YOUR VIDEOS

- 35 Record a **presentation with a voiceover**.
- 36 Share **one tool or framework** that would be useful to your audience in solving their problem.
- 37 **Online course** - start selling your knowledge and attracting people to your other service offerings.
- 38 A travel **video blog** - if you travel a lot with work to events or meeting clients.
- 39 A simple **talking-to-the-camera video series** which you can share in your email marketing.
- 40 **Thank you video** for audience sharing the journey with you.

NEXT STEPS - BRAINSTORM

Select 3 best ideas from the list and note down 3 topics you could mention in your video.

VIDEO 1

VIDEO 2

VIDEO 3



Contact me at hello@zuzannaj.com
for a free 30 min chat
to take your video project to the next level.
www.zuzannaj.com