



# 6 Types of Videos That Demand Client Clicks

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Over the past nine years I've consulted Solopreneurs to Fortune 100 Companies about what kinds of videos they should be leveraging to help grow their business. These conversations accidentally helped me stumble into a huge opportunity to script, edit, film and ultimately produce these core, time-tested videos at different times in my career.

This quick & dirty checklist is an ongoing asset providing you and your marketing team a bag-full of value, ideas and considerations as you advance your business forward into the new video-generation!

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- VIDEO #1: ABOUT US VIDEO(S) - This particular kind of video is YOUR chance to tell YOUR story to an audience that actually clicked the play button to learn more about YOU! Your clients will bond with you as real people behind the brand; further strengthening your company's professional perception. (1:00 - 3:00 minutes)
- VIDEO #2: THE TEASER VIDEO(S) - These videos should be short and punchy and full of personality. The goal of these videos should be to quickly posture your company's product/service in a way that potential clients can see themselves using it. Give them a taste but don't let them have the whole plate. (0:30 or less)
- VIDEO #3: TESTIMONIAL VIDEO(S) - These videos should be real customers bragging on specific benefits of your product/service. Don't hire actors, people can sniff out a fake a mile away. Allow them to talk you up and share the details of their experience. Think through the questions you'll ask and the potential answers. (1:00 - 2:00 minutes)
- VIDEO #4: ADVERTISEMENT VIDEO(S) - These videos are your ad commercials. Unlike a teaser video these should go into greater depth but so as to not give away any secret sauces. It is highly recommended that you take the time to demonstrate how your product/service can solve at least 1 client pain point. (0:30 - 1:00 minute)
- VIDEO #5: PROMOTIONAL VIDEO(S) - These videos should highlight a seasonal discount, a particular promotion, a special event, sale or new service/product. (0:30 - 1:00 minute)
- VIDEO #6: THANK YOU VIDEO(S) - These videos show heartfelt appreciation for your client while providing an opportunity to ask for a quick Google review. (1:00 minute)
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- Use a simple sans serif font like Helvetica, Arial, or Geneva.
- Craft a cover letter that expands on the experience and skills your resume highlights
- Use keywords from the job description so your resume makes it past filtering software

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# Sick of Trying to Figure Out a Video Strategy on Your Own?

Good! Then take a few minutes to watch our short, FREE video on how we generated thousands of leads through our proven and tested Video-Marketing template.

----> [CLICK HERE TO WATCH THE VIDEO](#) <----

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