

Video Production Ideas That Every Business Should Consider

By: iKonix Studios | The Web Architects

When creating video content, don't go with the tried-and-true. Think outside the box and create unique content. Here are some video production ideas every business should consider:

Reality Style Video Content

Do you sell kitchen appliances? Why not host a video cooking competition with current users? Doing so allows potential customers to see the many ways in which the appliance can be used and will likely spark their interest when it comes to seeing other ways the appliance may add value to their lives. People of all ages love reality TV. American Idol once attracted more than 50 percent of television viewers during its time slot. Take advantage of this video production style to benefit your business and generate interest in the products and services offered. It's a great way to draw attention to the organization and generate new leads.

Web Demonstrations

It's frustrating to purchase a new product and not be able to use the many features it has. However, this is exactly what happens with many consumers. They simply don't know how to get the most from their purchase. Consider doing web demonstrations to show potential customers the many capabilities of the product or service and how they can get the most for their money when they purchase this item. Short videos that provide a basic overview of the feature are helpful, and companies may find they wish to do longer, more involved videos for those who wish to delve even further into the feature and how it benefits them.

Webisodes

Nailed It!, a popular Netflix series follows individuals in a baking competition. They attempt to recreate complicated desserts to win a cash prize along with a trophy. While a company may not wish to host this type of competition, they can do regular webisodes featuring new projects that can be made using a particular product. Another option is to host a show that highlights the successes and failures of these projects. The successes can come with tips to make completing the project easier, while the failures can be accompanied by an explanation of what went wrong and why. Similar in many ways to a reality TV show, the main difference is there is no competition involved with a webisode. It's simply a series of videos highlighting products and services in a unique way to draw the viewer's attention.

News-Style Shows

Companies may also benefit from presenting a news-style show to highlight new offerings. Think of this show as a video press release and obtain a better understanding of how it can be of help to the organization. Viewers love to obtain information with the help of video, and this



ensures the company generates more interest than it would receive with a traditional press release.

Adding video production to your marketing plan benefits your organization in a variety of ways. With so many production options available, a company finds it can produce a different type of video every time to ensure viewers keep coming back for more. Let iKonix Studios create a branded video that your business can be proud of.

