



Types of Video Content Perfect for your Brand

Not sure what type of video to make...?

Between our work for Recipe Lab clients, our content work for clients like Aviva and the many parenting videos we've created for brands like Mothercare and Aldi, we know what can be accomplished with a well-made video.

Videos are great for telling stories, for capturing moments, for distilling information and for educating customers and employees alike. See a few of the many ideas we have for video content...

1



Facebook Live Videos

According to Facebook, their live streams get 10 times more engagement than regular video.

We run regular Facebook live sessions in eumom and promote them well in advance. The sessions perform well because we pick experts that have something relevant to say to our community of mums. Once you're done with the FB Live, the video gets saved to your videos on Facebook which you can then turn into permanent content for SEO.

Event Videos

If you're hosting a big event or occasion for your brand, consider incorporating video into your plans. **A well-made event video can be used as promotional content for the next year's event or as a standalone piece that illustrates your company values and culture.**

Remember to get lots of footage of people having fun at the event, along with a few interviews from those in attendance.

2



Training & Educational Videos

Videos are an effective way of educating employees about a new system or product. Once the video is completed, it can then be added to an onboarding suite of tools and repurposed anytime someone new joins the organisation.

Videos are helpful because they make communicating complex topics easier and appeal to those with a more visual learning style.

3



Article Videos

These can be a simple picture and text video that drive people to read your article or to summarise a report. **These types of videos are fast to turn around, cheap to make and perform well on social media sites.**

We tend to use this type of video in association with an article. The video is posted on social media and then embedded into the article.

4



Report Videos

Video is an ideal medium if you are looking to sum up a long report into a few key points. **Report videos can also help to build curiosity, drive people to read the full report and make the content more engaging.**

Think of it as a teaser trailer for a full-length movie. You can highlight the good parts of the report without giving away the ending.

5

