the complete
guide
to online
video

FOR PEOPLE WITH SHORT ATTENTION SPANS

Piehole.tv

why

why use video?

- **80%** of all internet traffic **will be video by 2020** [1]

- Customers are more likely **to buy a product with a video** [2]

- Video can i**ncrease website conversion by up to 80%** [3]

(1) CISCO Visual Networking Index, 2016
(2) Kissmetrics, Can Product Videos increase Conversion Rates?
(3) Tech.co, Impact of Video on Landing Page Conversion.

We've made

346

videos

TERRI + PRISCILLA

(and counting) at Piehole.tv.
Here are 23 ideas on how to use video in your
marketing spread, and why.

enjoy!

Explainer Videos

It's the "Village Bike" of video. Everyone's had a ride.

USED FOR:

- Explaining your product in a nutshell
- Making complex ideas simple
- Keeping your audience engaged

Clean Energy

Live Action Case Studies

(Yes, we do filming too!) Show how you've helped real business.

USED FOR:

Conversion Tool

Sales collateral

Creating case studies targeted at each of your segments

We should try to listen to what people are saying about us

in the digital space

Sysomos

Turn Blogs into Videos

Turn your best-performing blog articles into video.

USED FOR:

Improving your SEO

Driving traffic from social media

Brand building

$29

$30

Coolfront

Sales Videos

Does what it says on the tin.

USED FOR:

- Collateral for your sales team
- Getting in with a cold/lukewarm lead
- Scaling your sales operations
- Putting your winning message across every time

Irish Life

IDEA **5**

Company Culture Videos

Let people know how cool your company is.

USED FOR:

Recruitment

Building customer trust

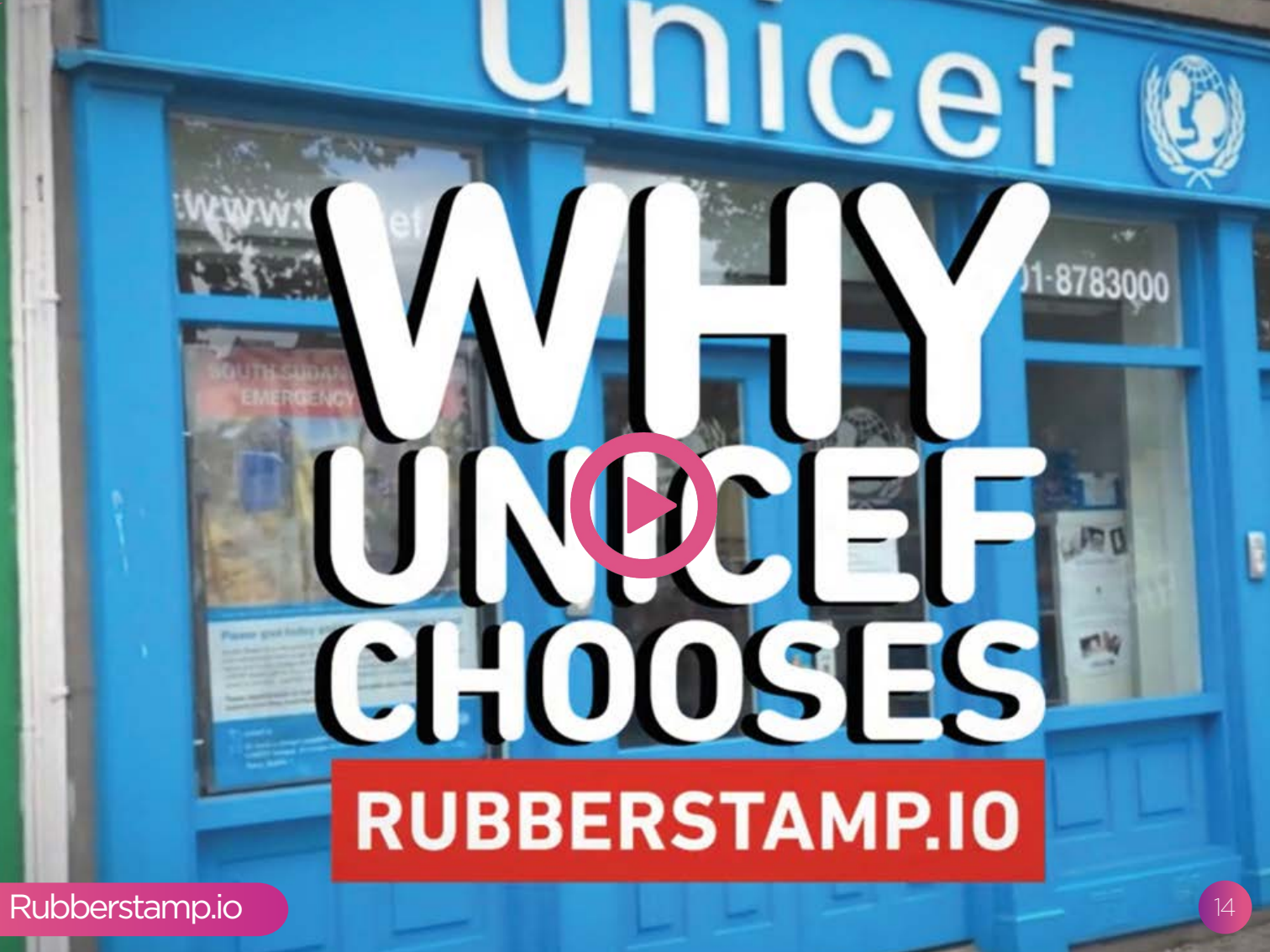Reinforcing your company's identity with staff

Chartio

Testimonial Videos

Turn existing testimonials into filmed or animated testimonials.

USED FOR:

Building trust on your website

Sales collateral

Pitches

IDEA 7

Repurposing Existing Footage

It's like reincarnation for video. Use existing styling and visuals to create new videos. Also use footage from events you filmed, talks you gave, office parties, anything!

USED FOR:

Social media content

Recruitment

Lead gen

IDEA 8

Event Videos

Hosting a big event? Send a video with event-critical info to attendees.

USED FOR:

Maximising the impact of your event

Building excitement

FAQs

Translated Videos

Expand your reach into foreign markets.

USED FOR:

- Foreign language landing pages
- Sales material / Pitches
- Launching in new territories

Children of The Mountain

30% DER MENSCHEN LEBEN UNTER DER ARMUTSGRENZE

Tutorial / Training Videos

Because watching a video, is easier than reading the manual.

USED FOR:

Simplifying the user experience

Keeping users engaged

Onboarding

FAQ Videos

Answer the questions everyone keeps asking.

USED FOR:

Helping customers who prefer to 'self-serve'

Reducing call center traffic & support issues

Increasing sales conversion rate

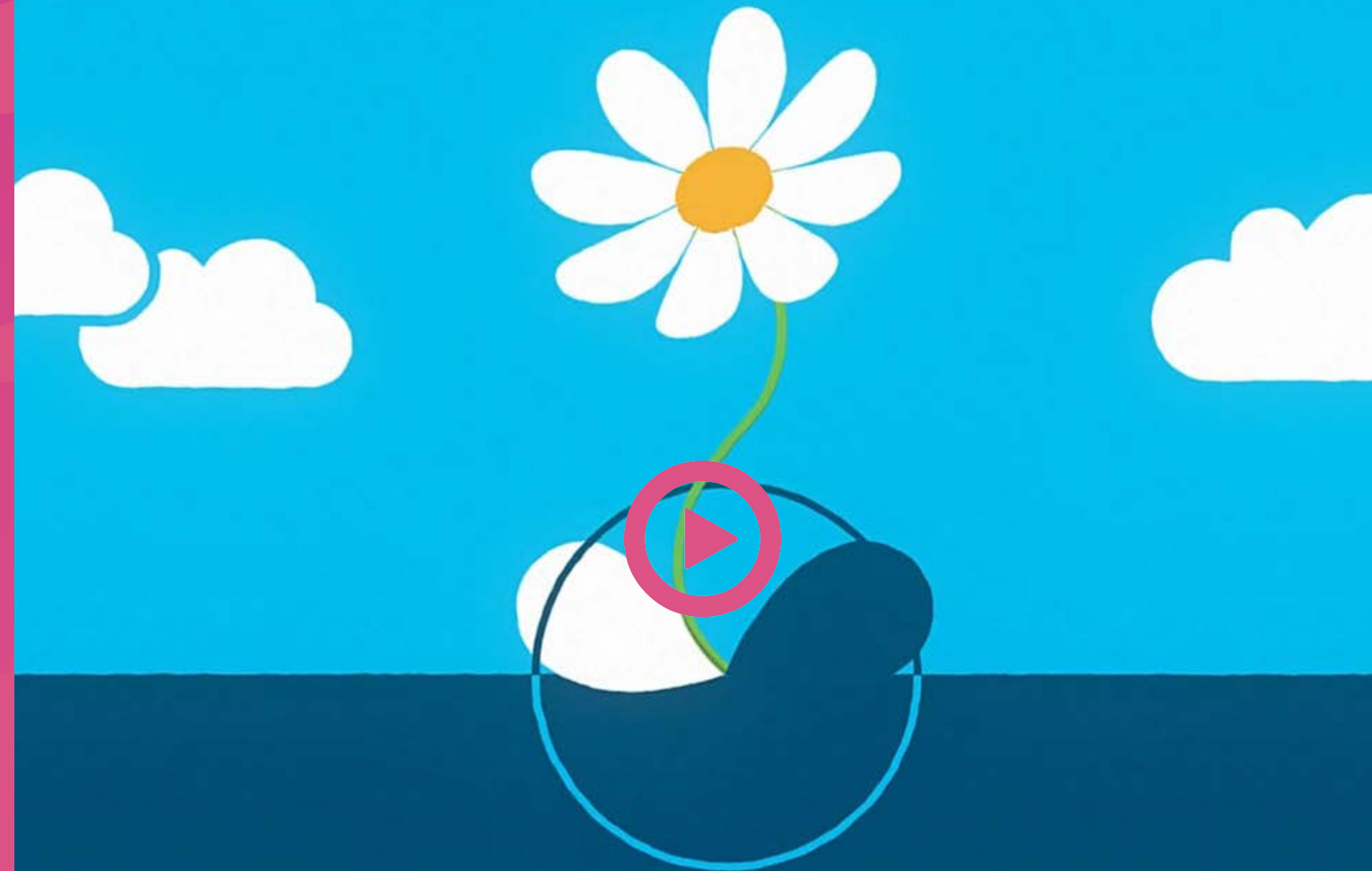# Internal Company Communication.

Get the whole company on the same page.

USED FOR:

Communicating company changes or events

Motivating your team

Training team members on new processes

CISCO

IDEA 13

Video Advertising

Short, sharp and sell-y.

USED FOR:

YouTube and other video ad spaces

Converting better than your standard company video

Making 10 second videos that can't be skipped, and work in silent mode

IDEA 14

Exhibition Videos

Got an exhibition at a conference? Have video playing on a loop.

USED FOR:

Reaching people you can't personally talk to at conferences

Creating a video that works silently in a busy/noise environment

Grabbing attention

Investment Videos

Get your foot in the door with investors.

USED FOR:

Crowd-funding websites

Cold emailing your marketing to potential investors

Maximising your potential investor meetings (don't talk about the basics, show a 6 second video then move on to the juicy bits!)

Tayub Mushtaq
ng Director

Wrap It Up!

Email Marketing

Using the word "video" in your subject line increases your open rate.

USED FOR:

Increasing engagement

Boosting open rates

Conversion tool

Coolfront

IDEA 17

Product Videos

Make a video about each of your different products.

USED FOR:

Increasing landing page conversion rate

Lead Gen

Informing in an engaging manner

IDEA 18

In App Videos

Help clients achieve success with your SaaS product.

USED FOR:

Onboarding

Lowering churn

Reducing customer support enquiries

Infographic Video

Put the fun back into facts.

USED FOR:

Conveying facts and figures

Presenting information in bite size chunks

Making stats interesting

Driving traffic

Presentation Videos

Wow everyone with your presentation.

USED FOR:

Gala events and fundraisers

Important internal presentations

New biz pitching
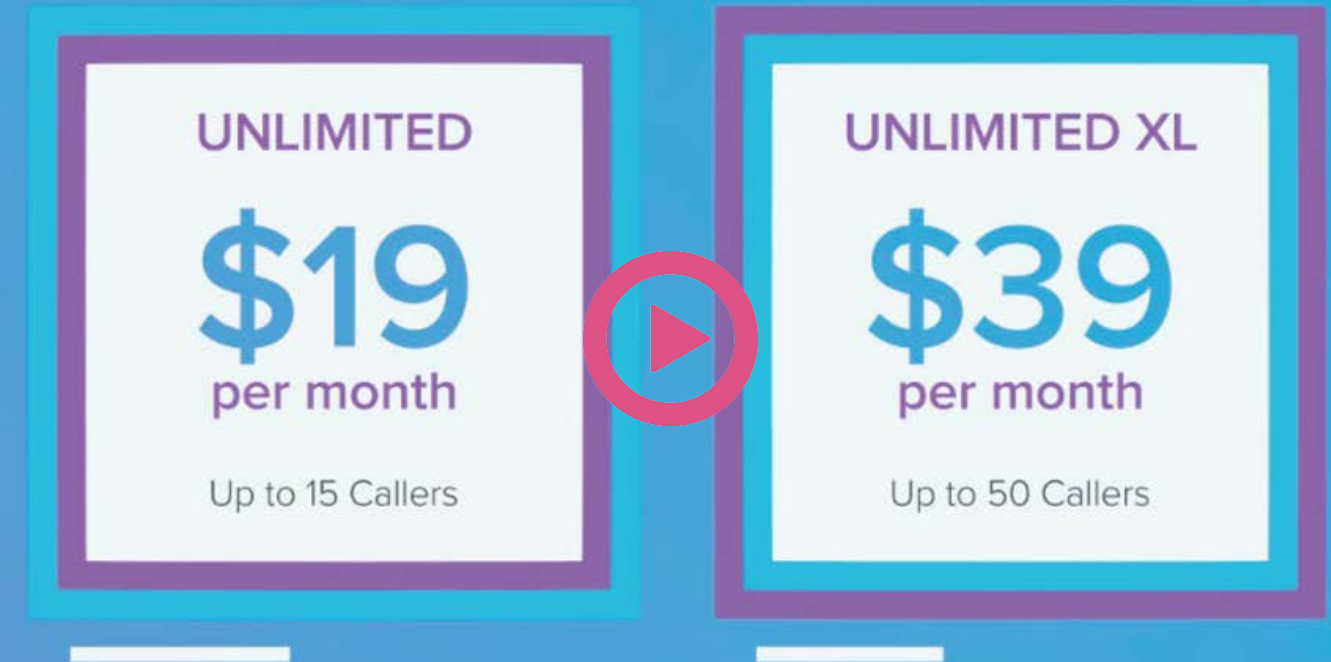
Pricing Page Videos

Make a short video of how your pricing options work, and stick it on your pricing page.

USED FOR:

SaaS products that want customers to self-serve and click "buy"

Removing barriers to customers buying

Boosting conversion rates on sales pages

UNLIMITED

$19

per month

Up to 15 Callers

UNLIMITED XL

$39

per month

Up to 50 Callers

Conference Calling

Content Marketing

Make educational videos about topics that people are interested in.

USED FOR:

Driving traffic

Lead gen

Building an audience on social media

Brand Storytelling

Give your brand that feel-good factor.

USED FOR:

Strengthening brand affinity

Awareness ad campaigns

Creating / promoting your company culture

PNUT King™

Picked with passion.

PNUT King

do you like video as much as we do?

call us. we'll make you famous.

Piehole.tv

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