

Your Company Video Content Roadmap



Brand Video

Why you started
What business does
How you're different

- Distribute:**
- Website home page
 - Social media



Product/Service

Address problem
Your solution
Next steps

- Distribute:**
- Website home page
 - Social media



How To

State problem
Explain concept
Where to find more info

- Distribute:**
- Product page
 - Social media



Culture

Holidays
Birthdays
Volunteering

- Distribute:**
- "About Us" on website
 - Social media
 - Email to customer



Meet Our Team

Who are you & profession
Why passionate
Interests

- Distribute:**
- Email signature
 - "About Us" on website
 - Social media



Events

Promote upcoming event
Day-of coverage
Highlights/recap

- Distribution:**
- Website
 - Social media
 - Email marketing



Q&A

Answer common
client questions

- Distribute:**
- Website
 - Social media
 - Email to customer



Testimonials

Why chose us
Problem solved
Advice for others

- Distribute:**
- Website
 - Social media