



Hot Dog Marketing
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What Will Your Next Business Video Look Like?

The creative possibilities for promoting your business with video are endless! We've compiled a comprehensive list of video marketing types and examples to help you get started planning your next business video.

Come watch with us!

Profile Videos such as This is Me™ videos



Introduce yourself and your business to the business world with a video profile. These snappy videos highlight your personality and are fun to watch. Video profiles are perfect for consultants, teams of people, entrepreneurs and job seekers. Share your video on your website, social media and via email.

Client Interviews



The best marketing is a happy client. Hearing clients recounting their successful experiences in their own words is engaging, and establishes trust for your brand. You can also interview other thought leaders or referral partners to authenticate your position as an industry leader.

Video Blogs



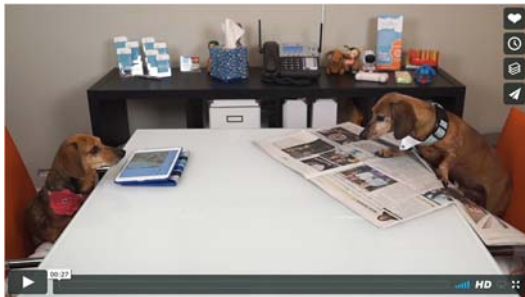
Video blogs record an individual delivering information to an audience. The videos can be edited or have no edits at all. Video blogs can even be live broadcasted on platforms such as YouTube Live, Instagram, Snapchat and Facebook Live.

Motion Graphics



Motion Graphics, on the other hand, are highly edited. A combination of techniques such as animation, 3D, infographic elements, photography, video footage, typography, sound effects and narration are used in order to tell a more colorful and complex digital story.

Company Culture Videos



A positive company culture depends on making sure your employees have a fun and productive working environment. How do you get your employees to enjoy coming to work every day? Show your enthusiasm for your company's work or celebrate your company's brand and traditions.

Event & Pre-event Promotional Videos



Consider how to best market your business when you're planning your next event. Creating an engaging promotional video will motivate your audience to attend the event. Creating a video of your business event connects your followers with the energy and excitement of your brand.

Product or Service Promotional Videos



Product and service promotional videos raise awareness of your business brand. The video can focus on one product or service, or can implement other video marketing types such as client interviews or company culture videos.

Webinars



Hosting a webinar positions you and your company as an industry leader. Engaging your audience with educational content converts a target audience to followers, and followers to customers. Grow your email marketing list by requiring webinar attendees to register or subscribe to your business.

Ready to Learn More?

Learn more about our [video production services](#). Want help creating a polished video to tell a story about your small business? [Let's chat!](#)

About Hot Dog Marketing

[Hot Dog Marketing](#) specializes in marketing projects that return long-term value for small businesses. Hot Dog Marketing offers various branding and digital marketing services, ranging from start-up projects with logo design, website creation and business cards, to monthly management packages with content updates, social media, blogs and performance reports.