

QuickFrame

The Ultimate Guide to Video Marketing for Brands

INTRO

Your Ultimate Guide To Staying Competitive with Video Content

With new platforms, channels, and competition, brands are facing uncharted marketing territory.

In a buzzing market, your target customers face an abundance of choices—and content—on a daily basis. To effectively reach your audience and ensure your brand's vitality, you need to push a constant stream of smart, targeted video creative in more places than ever before.

The Content Marketing Institute's 2022 Content Marketing and Visual Storytelling Survey found [73% of respondents](#) said video production has become more important to their business in the last year. But, 88% of brands also said they know they're not using video marketing trends to their full potential.

Consistently fresh, on-target video advertising is absolutely critical to standing out online. To keep up, you've got to juggle content creation, a growing number of platforms, and content optimization.

Offer a bad online experience, and a third of your consumers ([seriously](#)) will leave you hanging. That's a lot. Seems daunting, right?

The good news is, you don't have to handle it alone. As a comprehensive solution for your full-funnel video needs, we'll walk you through the basics, teach you a few tricks, and share expert information so you can drive brand growth with a solid video marketing strategy.

In this guide, you'll learn:

- How to acquire, nurture, and retain customers with video
- The right video type for each stage of the customer journey
- How the video production process works
- The video types that work best for each marketing objective
- How to go from an idea to a video in 5 steps

Ready? Let's go.

Table of Contents

How To Use Video Throughout the Customer Journey _____	3
The 7 Types of Marketing Videos _____	5
Video Production 101 _____	12
How an Idea Becomes a Video _____	16
How QuickFrame and MNTN Work Together _____	18





How To Use Video Throughout the Customer Journey

Acquire, nurture, and retain customers with the right videos.

In today's experience economy, video is the ideal way to immerse your audience in your brand and grow your business. Thankfully, video can be effectively deployed across all channels throughout the buyer's journey.

1. At the top of the funnel, **awareness** videos introduce your brand. Communicate your brand's values and offerings with personality and authenticity. Publish where your audience consumes content most often—social, OTT/CTV, Linear TV, and OOH are great options to consider. Here, you might want to use:
 - Brand commercials
 - Explainers
 - Educational videos
 - Culture videos
2. In the **consideration** phase, focus on your value propositions. What differentiates your brand from the competition? Use those benefits to stand out with unique and memorable video content. The most effective video types at this stage are:
 - Brand commercials
 - Explainers
 - How-tos
 - Product spotlights



How To Use Video Throughout the Customer Journey (Cont'd)

3. Drive the sale home with video in the conversion stage. At this point, the potential customer already knows your brand, so you can focus on product-oriented video content. Video across your website and eCommerce presence can be the tipping point and set your brand apart from the competition. Consider these video types to encourage conversions:
 - Product spotlights
 - How-tos
 - Case studies
 - Customer testimonials
4. Once you've acquired a customer, video can delight your buyers and turn them into loyal fans. Retention videos drive repeat purchases and make your customers a part of your brand's community. Use these types of videos to retain customers:
 - Culture Videos
 - Brand commercials
 - Product spotlights
 - Educational videos

In case you read these lists and thought, What kind of explainer would we even do? And WTF is a "culture video," anyway? Let's dig deeper into each video type. We'll focus on what makes each unique and how to optimize to drive results.



The 7 Types of Marketing Videos

BRAND COMMERCIALS

Make a great first impression.

With a memorable brand commercial, you can make an immediate and lasting impression on new audiences. Use this type of video to introduce your brand to new and potential customers and to remind existing ones why they're a part of your community.

Brand commercials should focus on your values and stay true to your brand (shocking, we know). Traditionally, these types of videos ran exclusively on Linear TV, but in today's digital landscape, you can reach your targets on a number of different channels, including social media, [Connected TV \(CTV\)](#), and [Over-the-Top \(OTT\)](#) platforms.

No matter how you cut your brand commercials (pun intended), they are meant to introduce (or reintroduce) your brand to your customers.

Brand commercial best practices:

- Tell a memorable story your audience can relate to.
- Keep it simple and direct.
- Make it between 6 and 60 seconds long, depending on the channel.

Use cases for brand commercials:

- Acquisition
- Retention
- Brand marketing

Watch this [brand commercial](#) to see how a CPG brand introduces itself to potential customers.



The 7 Types of Marketing Videos (Cont'd)

PRODUCT SPOTLIGHTS

Grow awareness of your products and services.

Make your brand the hero of the story with **product spotlight videos**. These videos can introduce a product, grow awareness, move prospects further down the funnel, or seal the deal with an immediate conversion.

This type of video is particularly versatile and can vary in depth, depending on where and how you use it. For example, you can educate your audience with a more narrative feel (similar to brand commercials) or create short, eye-catching videos to integrate into your social or eCommerce strategies.

Product spotlight best practices:

- Use post-production techniques to cost-effectively turn still product photos into videos.
- Explore different video styles, including live action, animation, and stop motion.
- Consider UGC-style product spotlights to deliver results on many digital platforms.

Use cases for product spotlights:

- Acquisition
- Retention
- eCommerce
- Product marketing

This **product spotlight** for a beverage company was created using a mix of photography and animation.



The 7 Types of Marketing Videos (Cont'd)

EXPLAINERS

Spark curiosity about your brand.

Explainer videos, as you might expect, tell your audience who you are and what you offer. Typically, these videos are a bit longer than other video marketing content because they dive deeper into your brand than brand commercials do, targeting audiences that are already in your funnel.

With these videos, you'll want to prioritize brand and product education. You can start by introducing the problem your customer faces, then highlight the solution offered by your brand. (Remember all those "As Seen on TV" infomercials? Except maybe assume your customer is [slightly more coordinated](#).) By explaining your product and brand effectively, you'll be able to land more leads, save customers time, and reduce your customer support team's workload.

Explainer videos are particularly popular with B2B brands and brands with intangible products, like services or apps. Since customers can't necessarily "see" your product (alas, we can't all sell Snuggies), explainer videos can help them visualize use cases.

Explainer best practices:

- Longer-form videos work well here—you can even aim for 45-90 seconds.
- If you're showcasing intangible products, give animation a try!
- Add an explainer video to your website to effectively showcase your offering.

Use cases for explainers:

- Acquisition
- Retention
- eCommerce
- Product marketing

This [explainer video](#) walks the viewer through the fundamentals of the brand's digital product.



The 7 Types of Marketing Videos (Cont'd)

HOW-TO VIDEOS

Show potential customers how your product can improve their lives.

How-to videos provide your audience with step-by-step instructions on how to use your product. These videos work well in the consideration phase and post-conversion.

Integrate how-to videos into your eCommerce presence to give audiences an efficient, in-depth look into your product features or address common questions about your offering. While explainer and how-to videos might seem similar (you're right—they are!), you can play on the strengths of both. For example, you might want to introduce your brand through explainer videos early in the sales process, while walking through the details of your offerings with a how-to video once they've considered their options.

Once a customer has converted, use these videos to extend their experience with your brand while showcasing your product's usefulness.

How-to video best practices:

- Use animations or captions to help drive the narrative of your video.
- Show off use cases for your product that might not be obvious (people love a good life hack).
- Create separate how-to videos for each step of the consumer journey.

Use cases for how-to videos:

- eCommerce
- Content marketing
- Product marketing
- Operations & customer experience

Watch this [how-to video](#) for a beauty brand.



The 7 Types of Marketing Videos (Cont'd)

EDUCATIONAL VIDEOS

Share your expertise with the world.

Educational videos can establish your brand as an authority in your industry. Rather than focusing on your offerings or even your brand, educational videos give your audience information they can use whether or not they become your customer, which can demonstrate expertise and build trust. This type of video works well in your organic and inbound marketing strategy.

Consider different topics—including industry trends—that your brand can speak to with authority. Then, create content to share your unique knowledge and point of view. These videos can educate your current customers while doubling as a subtle, low-stakes introduction for newcomers to your brand.

Educational video best practices:

- Align your video topics with your industry and the interests of your target audience.
- Consider producing a series of educational videos on a single theme. (Not sure what to talk about? Do some SEO research to find relevant video topics.)
- Deprioritize your product offerings—these videos work best for top-of-funnel efforts.

Use cases for educational videos:

- Brand marketing
- Content marketing
- Operations & customer experience

[Educational videos](#) can be produced in many styles, including animation.



The 7 Types of Marketing Videos (Cont'd)

CULTURE VIDEOS

Show off your business's personality.

Show off who you are. What's your brand's deal? What's your vibe? Maybe you're cool. (We know you are.) Or maybe you're nerdy. Or energetic and fun. However you describe yourself, **culture videos** highlight what life is like at your business. These videos are meant to make potential customers or partners want to be a part of what you're doing.

By showcasing your brand from the inside, you make your brand accessible, relevant, and trustworthy. Culture videos can work as a brand commercial, especially if the video focuses on your brand values. They can also be used as a recruitment tool, attracting new employees to join your company.

Culture video best practices:

- Humanize your brand with employee stories.
- Don't forget a narrative—storytelling is still essential.
- Don't overthink the production. These can take place in a studio or even at your office.

Use cases for culture videos:

- Brand marketing
- PR and corporate communications
- HR and recruiting

See how this [culture video](#) for a self-driving car service showcases their internship program.



The 7 Types of Marketing Videos (Cont'd)

CASE STUDIES AND CUSTOMER TESTIMONIALS

Let your customers tell the story.

Case study videos and customer testimonials validate your product and brand with real opinions. These videos establish a level of credibility you can't achieve without real customers, so it's essential to pick relatable people who can represent your audience segments.

With the right talent, a case study or testimonial video can successfully drive a prospect to convert into a loyal customer.

Case study and customer testimonial best practices:

- Cast customers with relatable situations from within your target audiences.
- Produce separate videos for different buyer personas.
- Resist the urge to script dialogue—have your customers speak openly from experience.

Case study and customer testimonial use cases:

- Brand marketing
- Product marketing
- eCommerce
- PR and corporate communications

Watch this [customer testimonial](#) featuring actual users for an early learning app.



Video Production 101

CHOOSING A STYLE

Starting from scratch—making an original video.

Once you've identified the type of brand video you want to produce, it's time to settle on how you're going to make it. Here, we'll explore creating net-new original video content.

Live Action

Exactly what it sounds like—live-action videos use live footage of locations, actors, and more.

There are a few ways you can go about live-action videos. The first way that probably comes to mind is to create highly-polished, big-budget brand commercials. These videos require large shoots with a significant production crew and often take longer than other styles to create.

Luckily, there are easier ways to do live action. UGC-style videos, for example, are relatively low-lift productions; you could use actual user-generated content, as with an influencer partnership, or simply mimic the style in-house for more control (we call this [UGC-style content](#)). These are often ideal for customers with smaller budgets looking for options with quicker turnaround times.

[A live action brand commercial for a beverage brand](#)

Animation

As one of the most flexible styles of video production, animation is an incredibly creative way to connect with your audience. This style uses computer-generated or hand-drawn images and incorporates movement, allowing you to be as simple or imaginative as you want.

Animation is a great option for intangible products (such as apps or services), explainer videos, and educational content with a long narrative.

[A 2D-animated educational video for a media brand](#)



Video Production 101 (Cont'd)

Stop-Motion

Stop-motion videos are a series of still images that create the illusion of seamless movement. (**Wallace and Gromit** and **The Nightmare Before Christmas** were both made this way, as were some early seasons of **South Park**.) These videos are a great way to make characters or objects move in a way only animation can accomplish!

While these can be time-consuming to create, nobody's expecting you to build a claymation Halloween Town here. Even a simple stop-motion video can be a great way to catch attention, increase engagement, and grow your viewership.

[Check out this stop-motion product spotlight for an apparel brand](#)



Video Production 101 (Cont'd)

CHOOSING A STYLE

Using existing assets to create a new video—the post-production process.

Your other option is to repurpose existing assets to create video using post-production techniques.

Motion Graphics

With motion graphics, you can animate existing still photography to get new video content. This technique often animates photos and uses on-screen text or voiceover to drive messages home.

Motion graphics videos are fully customizable and easy to iterate, so you can test various messaging with your different audiences. Call out value propositions, product features, and anything else you think will land with your target audience. (Then, you'll be able to test and find out which content resonates with them most!)

[See how a motion graphics social ad for a beverage brand utilized existing product photography](#)

Motion Stills and Cinemagraphs

Motion stills and cinemagraphs are short videos that animate one to two photos. Both of these approaches are particularly successful for product marketing, eCommerce, and social media videos.

Motion stills can showcase an entire line of products, and cinemagraphs can catch a potential customer's eye like an optical illusion—just a single part of a photo is animated, adding texture and personality to a still.

[Watch this cinemagraph produced for a fashion and apparel brand](#)



Video Production 101 (Cont'd)

Post-Production Editing

But what if you just don't have the budget for brand-new video and photography? Often, the most cost-effective way to make a new video is to Frankenstein it—or, if you want to be professional about it, alter existing video footage with post-production editing. This is particularly productive if you're looking to use similar creative on different platforms, but need to resize the content or make it shorter to fit [platform ad specs](#).

You can also utilize post-production to rework messaging on existing creative by changing on-screen text or adding fresh voiceover.

[This social ad for a fashion and apparel brand was created using an existing video that was resized, cut down, and spruced up with new messaging](#)



How an Idea Becomes a Video

An introduction to the production process.

STEP 1: Ideation

First things first: you need an idea for your video. But don't worry—this is just the spark to your project, it doesn't need to be elaborated on just yet.

At this stage, you should be able to generally identify the objective of your video and any broad themes you want to include.

STEP 2: Concept

Now, it's time to work out the specific details. You'll want to pinpoint everything that will influence the final product: the type of video you want to produce, the format and style you want it to have, how long you need it to be, what audience you want to target, and where you intend to publish the content.

As you develop your concept, challenge yourself to get as specific as possible when thinking through the storyline. For example, if you want your video to feature a dog, what kind of dog? (The [Taco Bell chihuahua](#) and the [Subaru golden retrievers](#) give off decidedly different vibes.) The more thorough you are in pre-production, the more organized your production process tends to be.



How an Idea Becomes a Video (Cont'd)

STEP 3: Script and Storyboarding

Next: write your script and storyboard it out.

While the script is what you'll have the talent or voiceover say in the video, it should also include a description of everything you envision happening on-screen, from start to finish. Once the script is done, sketch out what you want each shot in the video to look like with a storyboard, so you can get the entire production crew on the same page.

STEP 4: Production

Now, you're ready to shoot (or animate, or edit—whichever you've chosen). No matter what style you're going with, the point is: everything's in line. You know the who, what, when, how, and why of your production.

If you're shooting new content, once it's captured, the footage heads to editing, where your video is pieced together and elevated with some post-production magic.

STEP 5: Publish

Once you approve the final cut, your video is complete, and it's time to publish! Now you can activate your campaign and start tracking your key performance indicators (KPIs).

You may be asking yourself, “How do MNTN and QuickFrame work together?”

MNTN’s Connected TV advertising platform allows brands to drive measurable conversions, revenue, site visits, and more by giving them the power to tie performance directly back to their television campaigns. [Learn more at mountain.com](https://www.mountain.com).

QuickFrame gives brands access to a network of creators who can build high-performing video for every channel, audience, and objective, at scale and backed with exclusive performance data. [Learn more about QuickFrame!](#)

But MNTN and QuickFrame work even better together. QuickFrame powers MNTN’s Creative-as-a-Subscription service, which bundles creative production into the cost of media—providing advertisers with the ability to quickly produce net-new ad creative—as well as refresh existing campaigns, so they are investing their budget solely in video that drives performance. [Learn more about the service here.](#)