# THE 9 TYPES OF VIDEO CONTENT

Every business should consider creating

**The secret to great video content: SEEK FIRST TO HELP THE VIEWER.**

Great video content does more than promote your business. It answers questions, helps customers make informed decisions, builds trust, and saves your team time.

### 1. INFORMATIONAL

Answer the questions customers ask most often. Help people understand your products, services, and industry before they are ready to buy.

**Video idea:** *What should a customer know before choosing your service?*

### 2. HOW-TO

Show people how to solve a problem or accomplish something. Sharing useful knowledge demonstrates your expertise without a sales pitch.

**Video idea:** *How can customers avoid a common mistake?*

### 3. INDUSTRY UPDATES

Explain news, trends, or changes in your industry and, most importantly, what those developments mean for your customers.

**Video idea:** *What recent change should your customers know about?*

### 4. SUCCESS STORIES

Show how you helped a customer overcome a challenge or achieve a goal. Help viewers see what is possible for them.

**Video idea:** *How did you help a customer solve a difficult problem?*

### 5. PROMOTIONAL

Introduce your products or services by focusing on the customer's needs and the benefits you deliver—not just what you sell.

**Video idea:** *How does your service make a customer's life easier?*

### 6. MY TAKE ON

Share your perspective, opinions, and experience on subjects your audience cares about. Let people understand how you think.

**Video idea:** *What is one industry belief you disagree with?*

### 7. TESTIMONIALS

Let satisfied customers describe their own experiences. Their authentic stories help others feel confident choosing you.

**Video idea:** *What changed for a customer after working with you?*

### 8. PROCESS

Walk customers through what happens before, during, and after working with you. Remove uncertainty and reduce repetitive questions.

**Video idea:** *What can customers expect at their first appointment?*

### 9. ONBOARDING

Welcome new customers and help them get started. Explain next steps so they feel informed, supported, and confident.

**Video idea:** *What should every new customer know on day one?*

**At Video Mojo, we PLAN it, we CREATE it, and we PROMOTE it.**

I'd love to help by reviewing your business and sharing customized ideas for all 9 types of video content to help your business grow.

**Need Social Media Content? These Ideas Work for Static Posts, Too!**

**Your authenticity is your greatest strength. Let your customers see the real you.**

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# 90 HELPFUL VIDEO TOPIC IDEAS

10 examples for each of the 9 video content types • Adapt these topics to your company and your customers' questions.

## 1. INFORMATIONAL

- Law firm: What to do after a car accident
- Financial advisor: Roth vs. traditional IRA
- Car dealer: What to know about hybrids
- Realtor: Understanding closing costs
- Insurance: What homeowners coverage includes
- HVAC: How often to change air filters
- Dentist: Implants vs. bridges
- Consultant: Common small-business mistakes
- Auto detailing: Ceramic coating vs. PPF
- Executive coach: Signs of ineffective leadership

## 2. HOW-TO

- Law firm: How to prepare for mediation
- Financial advisor: How to create a budget
- Car dealer: How to pair your phone
- Realtor: How to stage a home
- Insurance: How to document a claim
- HVAC: How to change a thermostat filter
- Dentist: How to floss correctly
- Consultant: How to set quarterly goals
- Auto detailing: How to wash a coated car
- Executive coach: How to give feedback

## 3. INDUSTRY UPDATES

- Law firm: New Texas legal requirements
- Financial advisor: Tax-rule changes
- Car dealer: New vehicle safety technology
- Realtor: Changes in local housing inventory
- Insurance: Changes to coverage rules
- HVAC: New energy-efficiency standards
- Dentist: Advances in dental technology
- Consultant: New workplace trends
- Auto detailing: New protection materials
- Executive coach: Trends in hybrid leadership

## 4. SUCCESS STORIES

- Law firm: Helping a client navigate a case
- Financial advisor: A retirement-planning win
- Car dealer: Finding the right family vehicle
- Realtor: Selling a challenging property
- Insurance: Helping after storm damage
- HVAC: Solving uneven home cooling
- Dentist: Restoring a patient's smile
- Consultant: Improving a team's workflow
- Auto detailing: Restoring a neglected finish
- Executive coach: A leadership breakthrough

## 5. PROMOTIONAL

- Law firm: Who we help and how
- Financial advisor: Our planning approach
- Car dealer: Meet a new vehicle model
- Realtor: What our listing service includes
- Insurance: A coverage review invitation
- HVAC: Seasonal maintenance offer
- Dentist: Introducing a new service
- Consultant: Our strategy workshop
- Auto detailing: Explore protection options
- Executive coach: Coaching program overview

## 6. MY TAKE ON

- Law firm: A common legal misconception
- Financial advisor: My view on market headlines
- Car dealer: Are EVs right for everyone?
- Realtor: Should you renovate before selling?
- Insurance: Why cheapest isn't always best
- HVAC: Smart thermostats: worth it?
- Dentist: My view on whitening trends
- Consultant: Why meetings fail
- Auto detailing: Is ceramic coating worth it?
- Executive coach: What great leaders do

## 7. TESTIMONIALS

- Law firm: Client describes feeling supported
- Financial advisor: Client on planning clarity
- Car dealer: Buyer shares purchase experience
- Realtor: Seller explains the experience
- Insurance: Customer on claims support
- HVAC: Homeowner on service experience
- Dentist: Patient describes their visit
- Consultant: Client shares business improvements
- Auto detailing: Owner reacts to finished car
- Executive coach: Leader describes growth

## 8. PROCESS

- Law firm: What happens at a consultation
- Financial advisor: Our planning steps
- Car dealer: What to expect on a test drive
- Realtor: From listing to closing
- Insurance: How a claim is handled
- HVAC: What happens during an inspection
- Dentist: Steps in a first appointment
- Consultant: How a project begins
- Auto detailing: How PPF is installed
- Executive coach: How coaching sessions work

## 9. ONBOARDING

- Law firm: What to bring to your first meeting
- Financial advisor: Setting up your portal
- Car dealer: New-owner vehicle orientation
- Realtor: Your homebuying next steps
- Insurance: How to access policy documents
- HVAC: Maintaining your new system
- Dentist: Care after a procedure
- Consultant: Preparing for kickoff
- Auto detailing: Caring for fresh PPF
- Executive coach: Preparing for session one

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**Would you like video content ideas tailored specifically to your business? Contact Rob for a complimentary, customized list of topics to help your company grow.**

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