

23 Top Types of Videos Being Utilized in the Enterprise

Each month, over 20 billion videos are watched on the web. And with enterprise videos one of the fastest growing video segments, a surprisingly large portion of these online videos are from corporations. As production costs have declined and ROI has risen, corporate America has discovered some incredibly diverse and innovative ways to leverage video.

Here are 23 types of video we've done for our clients. Our Interactive Video Map is a great resource to see actual examples of all of these video types.



[CLICK HERE TO VISIT THE ONLINE INTERACTIVE VIDEO MAP](#)

RECRUITMENT

COMPANY OVERVIEW

Video is a great way to demonstrate your company culture to prospective candidates. They'll be able to see the facilities, hear from actual employees and learn about what makes your organization special.

UNIVERSITY/EMERGING WORKFORCE

Building your employment brand with the next generation of job candidates is critical to your long term success. Emerging workforce recruiting videos are one of the more popular video initiatives that we observe.

STRATEGIC INITIATIVE - MILITARY, DIVERSITY, GREEN

Has your organization invested time and planning into deciding to recruit candidates around a specific initiative? Why not talk about that decision and what the benefits to that candidate would be with some great video?

REALISTIC JOB PREVIEW

Like traditional RJP's, a video RJP can help you prequalify and recruit candidates for specific, strategic positions.

MARKETING

PRE-ROLL MEDIA

Pre-roll video (15 second video ads that play prior to videos on YouTube, ESPN.com, etc) is the fastest growing advertising medium. Why not use it to promote your company's career opportunities or products and services.

COMMUNITY OUTREACH

Most of today's companies are involved in some civic activities. It's incredibly important to share this outreach with partners, customers, and employees. An online video has become the "go to" medium to accomplish this.

BRANDING

At the heart of corporate video, even going back 50 years, is the utilization of video for branding.

EXTERNAL EVENTS

Is there some exciting new event coming up? Maybe a ground-breaking ceremony on a new location or a tour of a recently completed project. Video will capture the event perfectly.

FUNDRAISING

Does your company rely on, or support fund raising? A video is a way for potential donors to become really engaged with your mission.

TV COMMERCIALS

TV advertising is a tried and true medium for getting out a quick message. Maybe it's the right fit for your organization. Today's TV ads can also be used in online media.

CLIENT TESTIMONIALS

You've built up a great existing customer base and they really love what you do for them. Why not create a video testimonial that can be used time and time again to create future business?

SUPPORT/TRAINING

If your business is service oriented, sometimes it may be hard for potential customers to visualize what they'd be getting when they buy. Video can not only show off some of these services in action, but you can hear directly from employees and leadership within the company.

INTERNAL

MILESTONE/ANNIVERSARY

Has it been 25 years? Fifty? One hundred? An anniversary video is a great way to demonstrate your company's rich history.

LEADERSHIP MESSAGE

In organizations large and small, it's great to hear from the top leadership. With video, employees can hear directly from them on important messages whether they're in the same office building or across the world.

PROCESS

Sometimes it can be difficult to understand a procedure with only written documentation. Why not include a video that demonstrates your internal process and place it on your internal company portal.

USER GENERATED CONTENT (UGC)

Not all content needs to be professionally produced. When budget is an issue, many clients turn to the employees to become producers.

TEAM EVENTS

A close knit employee community is the glue that holds good companies together. Events that support that team building, when shared with others, improve the overall event's effect. Use video to document it!

PRODUCT/SERVICE

Study after study has shown that a video will greatly improve the understanding and eventual adoption of most any product or service.

TRAINING

ROLE PLAY

Training is the lifeblood of all great organizations. Using video to demonstrate various concepts and interactions with clients or colleagues is often highly successful and can be used over and over with very few resources.

BENEFITS

A complicated, detailed benefits program can often be more effectively explained through an engaging video.

ORIENTATION/ONBOARDING

Bringing new talent on board can be costly and time intensive. Video can be a much more efficient and effective means to bringing a new employee up to speed.

TUTORIALS

Tutorials are an effective way to offer insight into a products or service.

SAFETY

Safety is important and can be costly when not communicated properly. A video emphasizing proper techniques and protocols can be a lifesaving resource and help to meet compliance requirements.