5 Ideas for Using Video to Save Your Business

Economic difficulties aside, this is an exciting time for businesses and marketing. No, really. It can be.

We've been forced to try innovations we may have only talked about previously. Some of these include allowing our employees to work from home, finding new ways to engage with our audience, creating new offerings and services that meet the needs of our audience while also adhering to social distancing rules. It’s been exhausting but there’s a bright side too if you can start to see it for that.

Yes, this has been a challenging time but you also have the opportunity to lay the groundwork for things that will continue to serve you and your customers in the future. One of those things is video and if you're not using it right now you're missing an opportunity.

Whether your business is open or you were forced to close, you can use video to continue to interact with your audience and potentially create new revenue streams. Here are a few video ideas to get you started.



Why Video? Your Audience Is Online Constantly

These days with people working from home or those who are just looking for a distraction, you can count on your audience to be online. With kids at home and extra noise in the background,

reading an article can be difficult but watching a video isn't. Video offers you the ability to connect with your audience because they can see you as a real person. Try these ideas:

Walk Your Audience Through Your Offerings

You may not be allowed to open your business storefront to the public but you can walk them through your offerings virtually. For instance, if you sell home decor take a video tour of your showroom. Talk about individual pieces that are for sale. Offer specials on delivery or allow people to keep things on hold until after the stay at home orders expire. If you serve food, walk them through your menu. Show your specials.

Conduct flash sales

Go live and feature your items. Give each item a number and talk briefly about them. Encourage those who are interested in an item to respond in the comments section. When the broadcast is over, the deals are gone. This fast-paced, auction-like sale gets people engaged and excited about your offerings. It can also entice them into making an emotional purchase.

Introduce Your Faithful Employees

A lot of what is driving purchases today is the thought that we're helping out the business owners and their employees to continue to stay in business. For instance, many people are ordering local now more than ever because they like the idea of helping neighbors. Play to that by introducing the people they're helping.

Give Your Audience Something To Do

If your business doesn't sell food or items that are easily showcased, you can create a video that will help teach someone how to use your services or do something that involves what you sell. For instance, if you sell paint you can create a series of videos teaching people how to paint pictures, furniture, rooms, focal points, etc.

Thank Your Supporters

If you have the kind of business where none of these ideas work for you, you can always thank the people who have been loyal to your business through video. This could be your employees, past customers, vendors, or business partners. Showing your appreciation is infectious and most people respond to that type of messaging.

Video is a very strong marketing component. It helps people feel connected to your business. It may also provide an additional stream of revenue if you've been forced to close your doors due to the pandemic. Think about classes or online help you could provide through video. Stay in touch with your audience. Let them continue to see your face during this difficult time. If you do, you can be assured you'll remain top of mind for your customers and they'll help out in the ways that you ask.

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