

What kind of videos can you make and where do they best fit into the sales funnel?

a resource from *The Marketer's Guide to Video*

TYPES OF VIDEOS						
Video Type	Optimal Length	Awareness	Consideration	Decision	Retention	Support
Brand Film	5-10 minutes	Yes	Maybe	Not really	Not really	Not really
FAQ Videos	1-3 minutes	Maybe	Maybe	Yes	Not really	Maybe
Home Page Welcome	2-5 minutes	Not really	Yes	Not really	Not really	Not really
Team/Staff Profile	1-2 minutes	Maybe	Yes	Maybe	Not really	Not really
Company Overview	3-5 minutes	Not really	Yes	Maybe	Not really	Not really
Testimonial	1-2 minutes	Not really	Yes	Maybe	Not really	Not really
Case Study	3-5 minutes	Not really	Yes	Yes	Not really	Not really
Product/Service Overview	1-3 minutes	Not really	Maybe	Yes	Maybe	Maybe
Educational/Training	3-15 minutes	Maybe	Not really	Maybe	Maybe	Yes
Demonstration Videos	3-10 minutes	Not really	Maybe	Yes	Maybe	Maybe
Sales/Squeeze Page	1-2 minutes	Not really	Maybe	Yes	Not really	Maybe
Video Blog	2-5 minutes	Yes	Not really	Not really	Yes	Not really
Video Newsletter	2-3 minutes	Maybe	Not really	Not really	Yes	Not really
Edutainment	2-5 minutes	Yes	Maybe	Not really	Yes	Maybe
Animated Explainer	1-2 minutes	Yes	Yes	Maybe	Not really	Not really
Tutorial Videos/How-To's	3-5 minutes	Yes	Maybe	Not really	Yes	Yes
Company Culture	3-5 minutes	Maybe	Yes	Maybe	Not really	Not really
Personalized "Video Messages"	1-2 minutes	Not really	Yes	Maybe	Yes	Yes
360 Videos	3-5 minutes	Yes	Maybe	Maybe	Maybe	Not really
Immersive Videos	Depends	Yes	Maybe	Maybe	Maybe	Not really
Social Media Videos/Trailers	1 minute	Yes	Not really	Not really	Maybe	Not really

[For descriptions on each video type and even more information, be sure to read "The Marketers Guide to Video"](#)

