

Video Strategies

for businesses preparing for 2025



The average viewer spent 17 hours a week watching digital videos in 2023. -Statista, 2024

Everyone has a story. Getting it seen is *another* story.

As we approach the last quarter of 2024, many of our clients are already planning for next year; looking for the most effective ways on a budget to grow their audience and showcase their business. And while keeping up with technology is tough, the good news is that video is still the king of messaging. (How many online videos have you watched today?) Here are a few strategies to consider that will boost audience engagement and grow your brand. *Click each to learn more.*

- **Storytelling through Image & Interview Videos.** Create compelling narratives that showcase your company's values, mission and uniqueness. Story-driven content captures attention and fosters a stronger emotional connection.
- **Product Demos.** Demonstration videos highlight the features and benefits of your products or services. They help potential customers to understand what you do and how you stand out.

- **Customer Testimonials.** Authenticity drives engagement! Customer testimonials capture the honesty of satisfied clients. Take out your phone and get recording!
- **Live Streaming Events.** Consider hosting live Q&A sessions, webinars, podcasts or product launches. Live video catapults you to the top of social media feeds, allowing for real-time audience interaction and builds a sense of urgency to act now.
- **Short-form Content for Social Media.** Instagram, TikTok and Facebook are ideal for short, fast-paced and engaging video clips. Make them bite-sized, attention-getting and fun to watch!
- **Educational Content.** Share your expertise with "how-to" videos or an information series. These videos offer valuable insights and position you as an industry expert
- **Final Thought: It's what you say and how you say it.** Whether you're looking to get TV interviews and knock them out of the park, create eye-popping social content, or just present yourself better to customers, ask us about our media & executive coaching!

Can we help? Email brad@focusmediaservices.com or call (612) 269-0278.

Visit our website [here](#). Learn about media coaching [here](#).