



# **55 WAYS TO USE VIDEO IN EVERY CORNER OF YOUR BUSINESS**

55 genius ideas for using video to disrupt traditional company communications & solve your 10 biggest business challenges.

# Business Communications Today

The disruptive power of technological development is undeniable in our era. It's no longer just cutting-edge operators who work with the latest tech. Every organization has to keep pace with innovation.

But let's face it – it can be overwhelming. There are so many ways to communicate, and so many channels for content, it's easy to spend hours spinning your wheels instead of getting things done.

**That's why we compiled this mega list of 55 ways to use video in your organization. Every stage of business, every department, every essential business function can benefit from using video to communicate.**

Whether we're discussing recruiting, employee onboarding, training and developing employees' skills, communicating internally, building a brand, selling and marketing your products, encouraging peer learning, enriching your customer success efforts, or videos that are entirely out-of-the-box, it's clear that organizational development and optimization with video has become the undeniable key to success on every level and in every department of your business.

So get ready to learn the video gaps in your company's communication strategy, and start capitalizing on video to capture attention and win in today's competitive landscape.

# USING VIDEO TO RECRUIT TOP TALENT

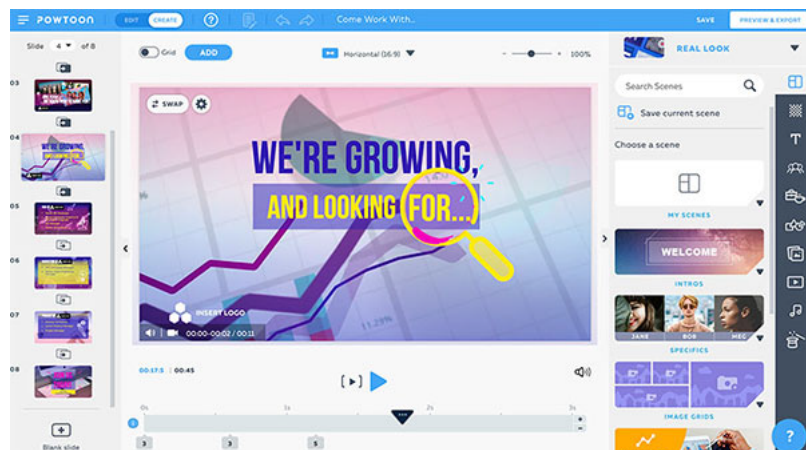
## Recruitment & Candidate Experience Videos

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Your employee experience begins with your candidate experience by attracting top talent with videos that showcase your unique company culture. In today's candidate-driven market, applicants expect concise, captivating videos. These should instill employee envy in your candidates by highlighting your company's authentic employer brand. By distributing these videos via social media, campus recruitment, and at events, you can become *the* company to work for.

This approach includes job description videos, but it doesn't stop there. Create videos that show your company at its best throughout the candidate lifecycle:

- 1 Job Description Videos:** Turn dull job descriptions into [short videos](#) to paint a vivid picture about an open position – and more importantly, help applicants see themselves in it.
- 2 Company Videos:** Build [brand recognition](#) with candidates by showing your company culture, values, mission, and notable achievements. Bring the fun; build the inspiration.
- 3 “A Day in the Life” Videos:** No one tells the story of what it's really like to work for your company better than your employees. Create [“A Day in the Life” testimonials](#) to give a 360-viewpoint of what it means to work with you.
- 4 Company History Videos:** Tell the [moving story](#) of your company to clue candidates in on your humble beginnings and where your innovation is taking you next.
- 5 Hiring Process Videos:** Make transparency your asset. Show candidates the timeline of your recruitment process to demonstrate your commitment to an organized and approachable hiring experience.
- 6 Pre-Interview Videos:** Ease pre-interview jitters for candidates by sending them videos that prepare them to meet hiring managers.




[VIEW POWTOON VIDEO TEMPLATES FOR RECRUITING NEW EMPLOYEES](#)

# ONBOARDING NEW HIRES

## Employee Onboarding Videos

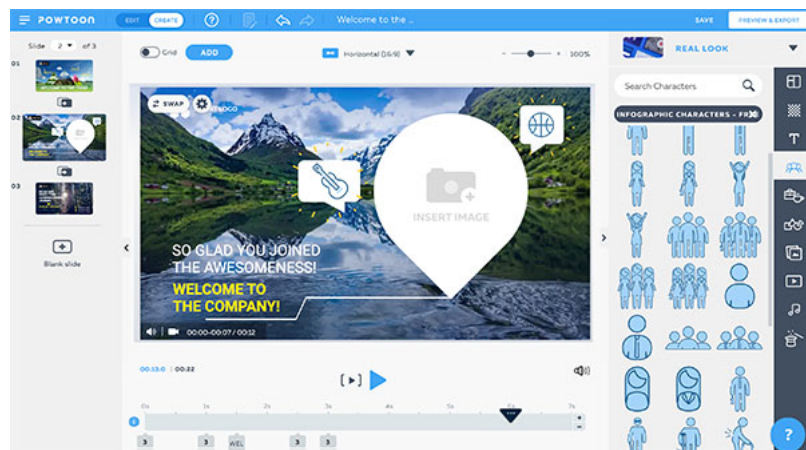
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First impressions matter. In a [recent survey](#) of working Americans, 33% of new employees quit within the first 90 days of starting a new position. That's why successful onboarding, socialization, and training are key assets in ensuring the retention of newly acquired talent. Utilize video to help new hires acclimate, as well as align expectations and reality.

Here are a handful of video methods you don't want to skip out on:

- 7 New Employee Onboarding Videos:** The first day of work can be a sea of names, faces, and forms for new hires. Offer an [onboarding video](#) to help jumpstart their experience and the necessary resources to be watched and rewatched at their own pace.
- 8 Introduction to Company Intranet:** Create a short video to inform new hires about the online resources made available to them as an employee.
- 9 Meet the Team Videos:** Many employees come to see their teams as their families, sometimes [spending more waking hours](#) with them than their real families. Help them get to know [who's who](#).
- 10 New Employee Videos:** Be sure to [introduce your latest hire!](#) Let people know who's coming on board, where they're from, and what they'll be working on.
- 11 HR Guidelines & Compliance Videos:** Set the record straight with [company guidelines](#) and [compliance comprehension](#) from the get-go. Be it regarding [sexual harassment prevention](#), diversity and inclusion, or office safety, use video to make these messages crystal clear.
- 12 IT & Software Onboarding Videos:** Get new employees logged in and ready to go with [step-by-step IT](#) and [company software](#) videos. Avoid potential cyber security breaches by educating new hires on your company's latest security policies.



[VIEW POWTOON VIDEO TEMPLATES FOR ONBOARDING NEW HIRES](#)

# TRAINING YOUR TEAM

## VIDEO FOR L&D

### Employee Training & Development Videos

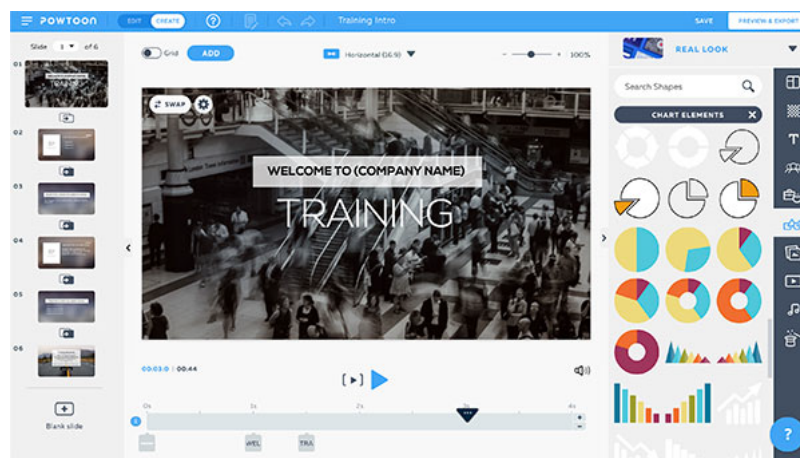
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Developing a learning culture within your organization allows you to stay ahead of the change curve, by retaining top talent and empowering them to trailblaze innovation within your space. [Harness video to train](#) employees as soon as they reach your doors and for continuous learning throughout their employee experience.



Discover how video can help your employees learn and grow as you grow:

- 13 How-To Videos:** Make training as easy as 1-2-3. Creating [short, microlearning videos](#) to simplify complicated processes for employees to master in minutes.
- 14 Digital Adoption Screencasting Video:** New software can be tricky to get the hang of, especially in today's multigenerational workforce. Offer [easy-to-follow](#) screen capturing videos for a foolproof method so employees can keep track of all-things HR.
- 15 Interactive Learning Videos:** Check for understanding throughout any learning & development course with interactive quizzes, assignments, and scenarios.
- 16 Upskilling Videos:** Encourage continued learning with videos that help employees explore advanced techniques within their domain, or [learn about a topic](#) outside their comfort zone.



[VIEW POWTOON VIDEO TEMPLATES TO TRAIN YOUR TEAM](#)



# INTERNAL COMMUNICATIONS

## Internal Communications Videos

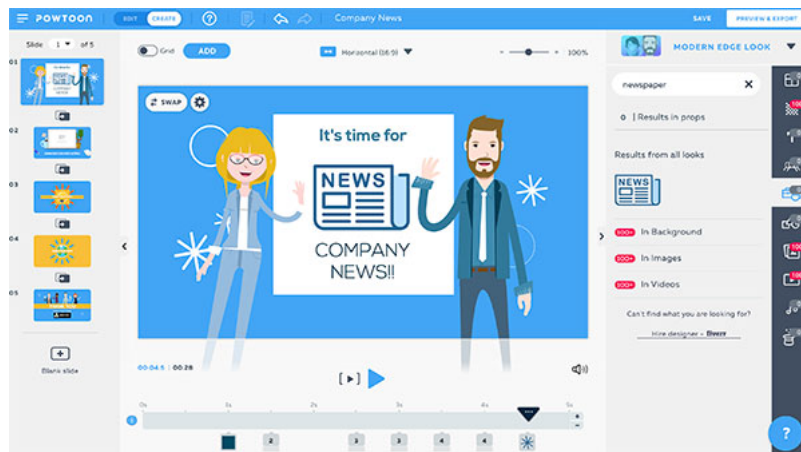
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Use video to apply 21st Century communication between your organization and employees for heightened engagement. Bridge the gap between strategy and execution by ensuring your employees understand your company's vision, future changes, and general happenings.



Nurture [employee engagement](#) with these Internal Comms videos:

- 17 Inspiration from the CEO:** Set up your leadership to shoot a quick face-to-camera [video message](#) to your whole company.
- 18 Company Announcements:** If you have a new press release, the biggest sale of the quarter, or any other big [company news](#) to share, let employees know and celebrate!
- 19 Event Videos:** Where in the world are your employees? Showcase events where your employees ran your booth, took the stage, or simply attended. Highlight their key takeaways so everyone can learn something new.
- 20 Employee Wellbeing & Events Videos:** Make [fun videos](#) to invite employees to take part in a weekly yoga class, a special happy hour, or an exciting guest lecturer.
- 21 Newsletter Videos:** Too often, IC newsletters are skimmed at best, or even sent straight to spam. Turn your emails into engaging videos and watch them go viral.
- 22 Employee Recognition Videos:** [Many employees value recognition even over compensation](#). Make a video to send throughout a department or even company-wide to spotlight that special someone who's gone above and beyond.



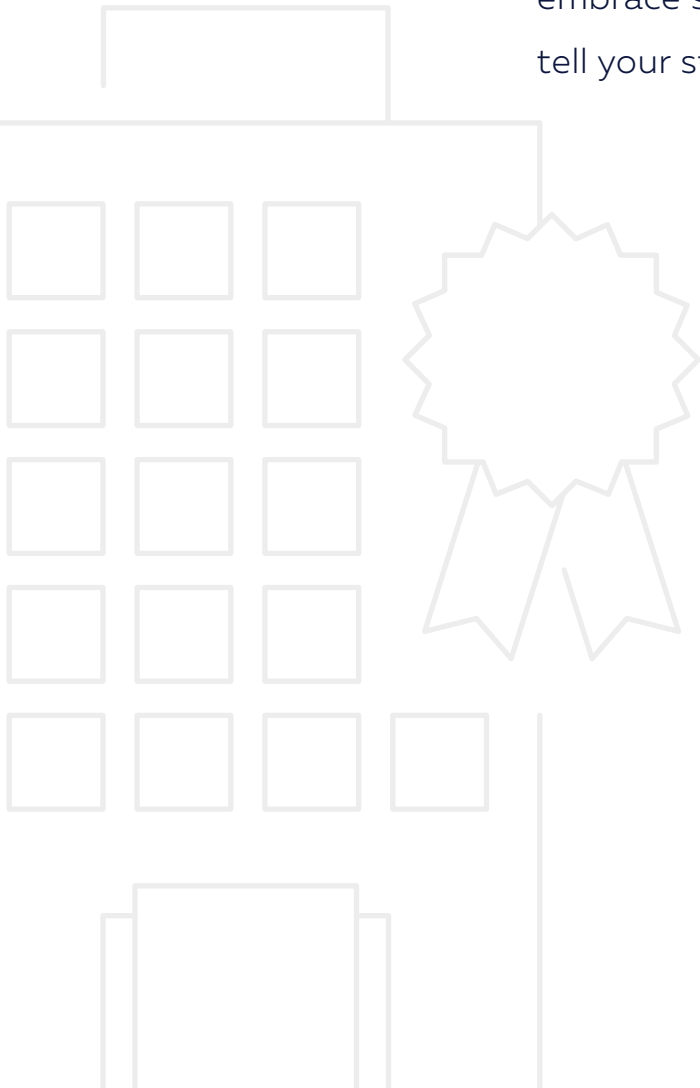
[VIEW POWTOON VIDEO TEMPLATES FOR INTERNAL COMMUNICATIONS](#)

# CORPORATE COMMS & BRAND REPUTATION

## Corporate Communications & Brand Reputation Videos

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In a dizzying world of social media, owning your messaging to investors and the public has never been more important. Capitalize on video to steer the conversation and embrace social networks to authentically tell your story, your way.



Here are just a few videos ideas to get started:

- 23 Investor Pitch Videos:** Whether you're raising an initial round of funding or returning to previous investors, [use video](#) to prove your unique market-fit in your landscape.
- 24 Crisis Management Videos:** Promote, protect, and strengthen your corporate reputation using video so you're prepared to weather any storm.
- 25 Success Story Videos:** Highlight case studies and success stories of star clients and customers whose lives and businesses were forever-changed by your partnership.
- 26 Public Relations Videos:** Celebrate new partnerships, [product features](#), and other company news with potential journalists, influencers, and the public as a whole.
- 27 Partner & Supplier Videos:** Show appreciation through video to partners and suppliers whose friendship you've cherished through the years. Then watch those relationships flourish!
- 28 Community & CSR Videos:** If giving back time, talent, or treasure to your local community is [one of your core value pillars](#), share it with the public and applicants using video!
- 29 State of Industry Videos:** Position your company as thought leaders by conducting industry research and [sharing a video](#) with your insights.
- 30 User Generated Content Videos:** Turn user generated content into videos you reshare on your company social channels to show your audience how loved you are.
- 31 Product Review Videos:** So many review sites hold the awesome reviews of your users. Turn them into a video for the ultimate social proof.



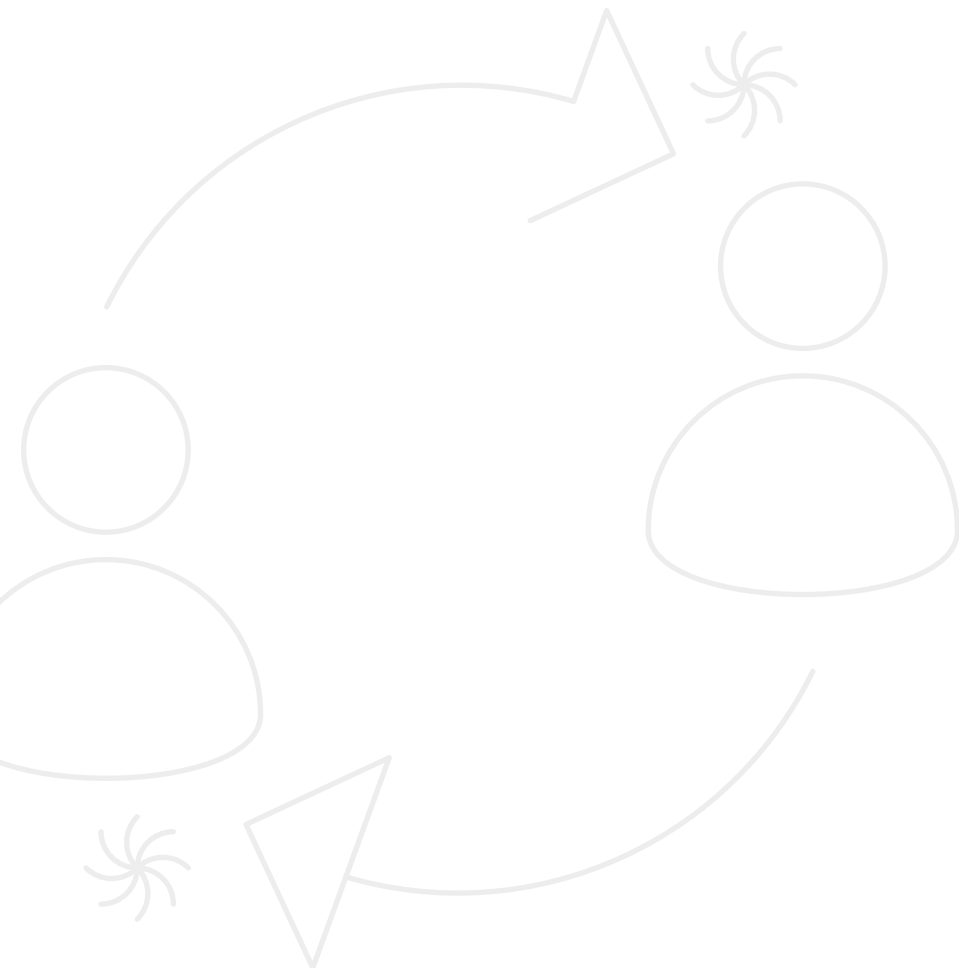
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# AMPLIFY EMPLOYEE TALENT THROUGH PEER LEARNING

## Peer Learning Videos

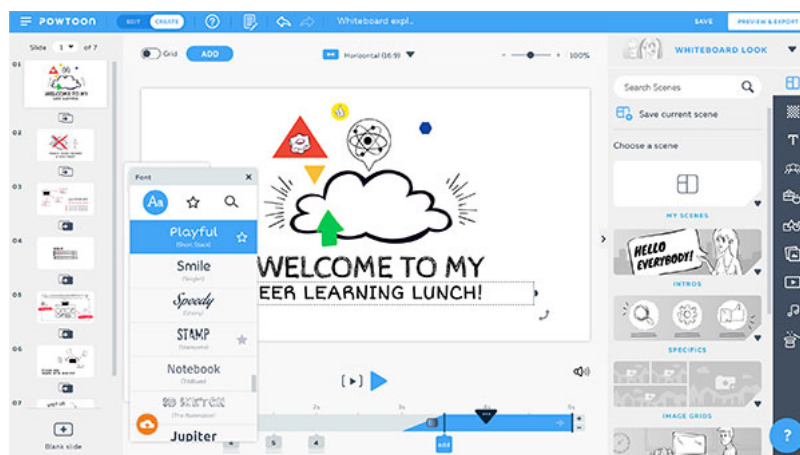
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If professional development is part of your [people promise](#), offering opportunities for employees to teach and learn from each other is a no-brainer.



Check out these video applications to turn employees into leaders:

- 32 Committee Invitation Videos:** [Employee-lead initiatives and committees](#) are employee engagement gold. Create videos that show a group’s goals and how others can [join the club](#).
- 33 Lunch & Learn Videos:** Hit record to capture employees teaching others what they’re passionate about. Then distribute it to watch on demand for anyone who missed it.
- 34 All-Hands Meeting Videos:** Develop a video library of your company’s all-hands meetings for employees to rewatch at their convenience.
- 35 Department Updates Videos:** Be it quarterly, bi-annually, or annually – have teams and departments make short videos [creatively demonstrating](#) their matched KPIs, big wins, and key takeaways.
- 36 Workshop Training Videos:** Encourage employees to run workshops in their area of expertise. Be sure to record it so attendees can review it for optimal implementation.
- 37 Soft Skills Videos:** Pinpoint employees with exquisite soft skills and offer them the opportunity to teach others. Video the session for those who couldn’t make it.



[VIEW POWTOON VIDEO TEMPLATES FOR PEER LEARNING](#)

# KEEPING YOUR WORKPLACE INNOVATIVE

## Workplace Innovation Videos

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The world is changing fast, so fostering innovation and teamwork is your best bet to staying ahead of the curve. Use these videos to build a competitive advantage others in your space just can't keep up with.



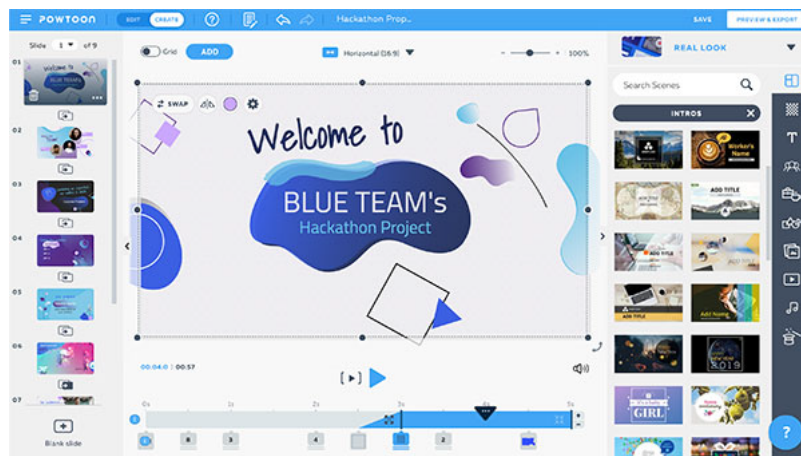
Here are some cross-department video ideas to get you started:

**38 Hackathon Videos:** Allow your employees to get those creative thinking caps on as they work together not only to create your [next big feature](#) or product, but some amazing videos along the way!

**39 Competitive Analysis Videos:** Turn your market research into a compelling video to bring to light gaps in your industry and how you can fill them for a product-market fit.

**40 Job Crafting Videos:** Creating “job crafting” for employees to work on personal passion projects [has shown to have cascading effects on organizational innovation](#). Ask employees to use video to document their learning journeys to share their insights with others in the company.

**41 Change Management Videos:** When there’s been a decision to [restructure, develop new processes, or pivot strategy](#) – use video to keep employees in the know.



[VIEW POWTOON VIDEO TEMPLATES FOR WORKPLACE INNOVATION](#)

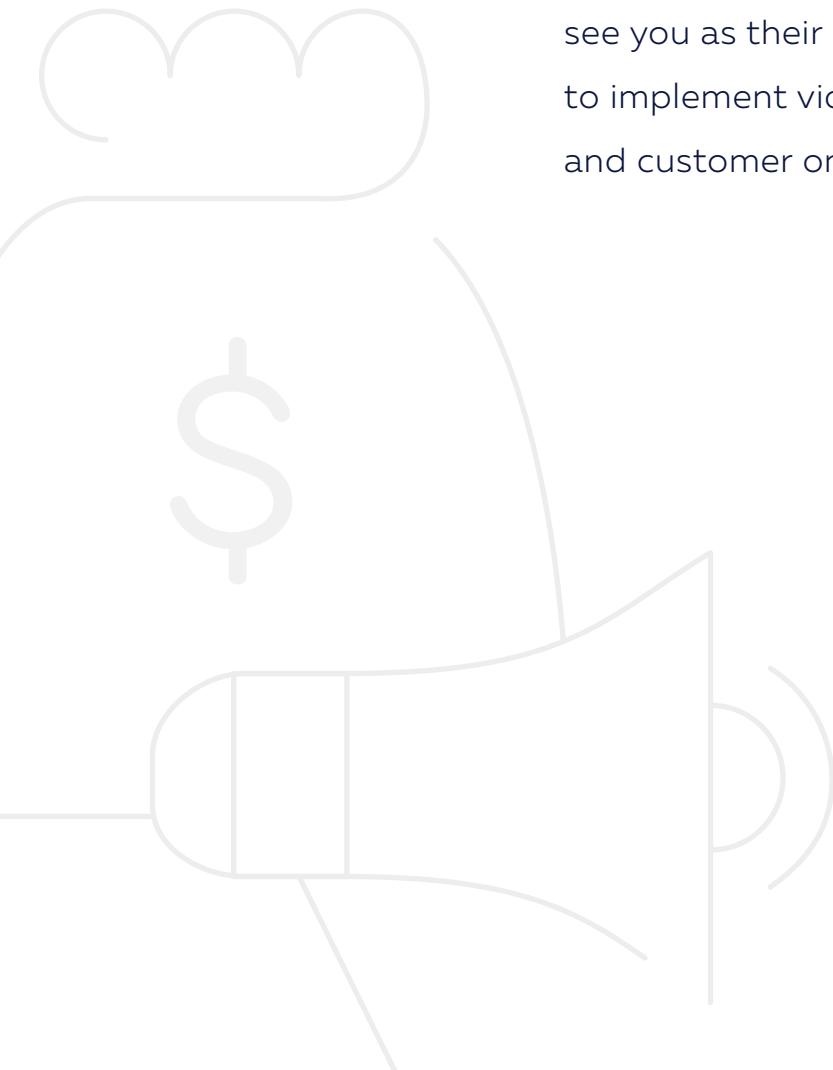


# GETTING THE WORD OUT: VIDEO FOR MARKETING & SALES ENABLEMENT

## Marketing & Sales Enablement Videos

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Optimize your buyer's journey and sales funnel by creating videos that speak to the challenges your personas face and help them see you as their dream solution. Then continue to implement video to white-glove the sales and customer onboarding experience.



See how your business can utilize video throughout the funnel:

**42 Video Ads:** Video ads are [some of the best ways to grab attention!](#) Use engaging [video ads](#) to promote your business, offer thought leadership tips to the casual scroller, or show off [explainer videos](#).

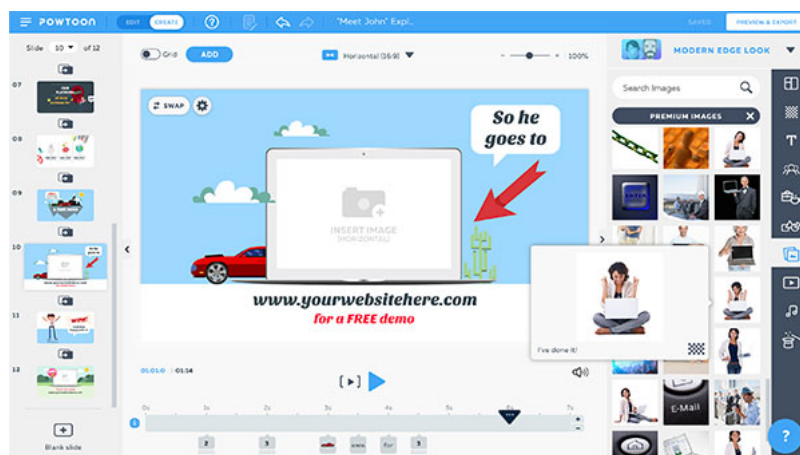
**43 Content Marketing Videos:** Be it on your company blog, through webinars, or on your newest landing page, [use video to generate leads](#) by providing value and educating them about your space and service.

**44 Meeting Follow-Up Videos:** [Send a thoughtful video](#) to a prospective client, partner, or investor to review a meeting's main talking points and action steps moving forward.

**45 Product Marketing Videos:** Launch and promote your product with [captivating videos](#) to soon-to-be fans. Then offer step-by-step support videos to offer a seamless starting point for new users with a minimal learning curve.

**46 Customer Onboarding:** Videos create a [velvet rope experience](#) for new customers and clients alike.

**47 Marketing & Sales Video Reports:** Use [engaging videos](#) to forecast upcoming KPIs, review [A/B tests](#), showcase wins, and create stronger strategies for the future.



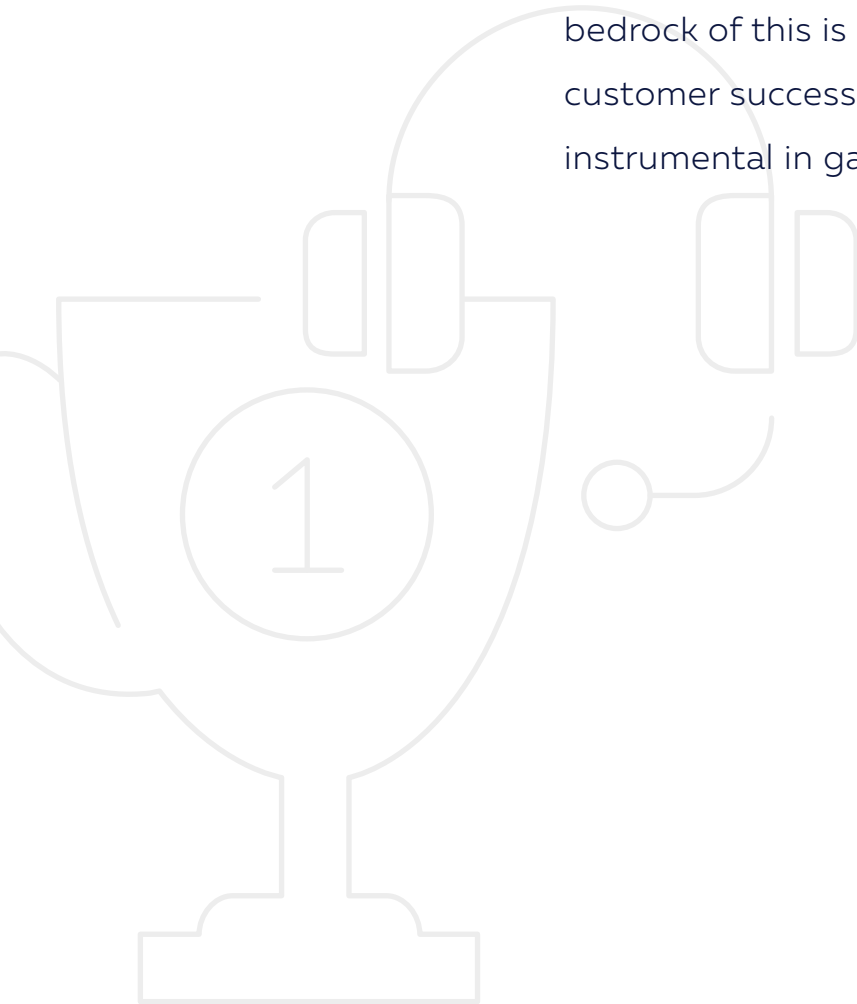
[VIEW POWTOON VIDEO TEMPLATES FOR MARKETING & SALES](#)

# HELPING YOUR CUSTOMERS SUCCEED

## Customer Support & Success Videos

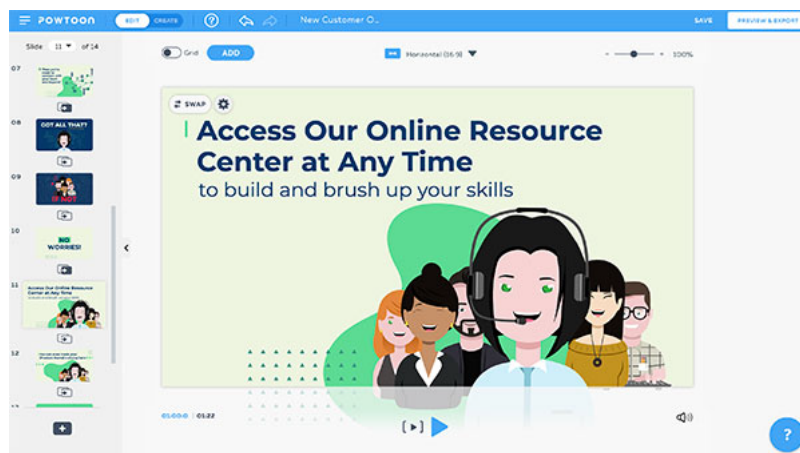
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In the modern day Marketing-Sales-Success [flywheel model](#), a company is only as good as its ability to not only bring more customers and clients on board, but delight them with continuous learning and upskilling. The bedrock of this is customer support and customer success in which video can be instrumental in gaining that retention.



Train and delight with these must-have videos:

- 48 Support Videos:** Educate and train new customers or clients with [instructional videos](#) that help them become pros in no time.
- 49 FAQ Video Library:** Your Support team knows your customers' biggest and most common user experience pains better than anyone. Develop a video library to answer those burning questions.
- 50 Customer Success Follow-Up Videos:** Customer Success Managers listen to user challenges constantly. [Follow up on those pains](#) with videos showcasing solutions to demonstrate a tailored and VIP-level of care.
- 51 Customer Engagement & Upselling Videos:** Once onboarded, remember video is your best friend to ensure customer engagement, retention, and [even upsell](#) year-over-year.



[VIEW POWTOON VIDEO TEMPLATES FOR CUSTOMER SUCCESS](#)

# KEEPING COMMUNICATIONS FRESH (& OUTSIDE THE BOX!)

## Out-of-the-Box Videos

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[New technology offers amazing ways](#) for companies to capture on video what otherwise might be missed. [The best companies to watch](#) are those who are embracing video trends and putting a personal spin on them that tells the world about their unique company culture.



Get creative with these video forms that will bring your company into the future:

**52 Executive Vlogs:** Train your C-Suite to start vlogging! Have them share their experience and [thought leadership](#) on social media to position your company.

**53 Employee Takeover Videos:** Identify current employee advocates and [ask them to take over your company's Instagram stories](#) for a day to show off their routine.

**54 Sneak Peek Videos:** Start video rolling to show clients, prospects, or candidates a behind-the-scenes look at what your amazing team is building next.

**55 Drone Videos:** Got a drone? Sweet! Take footage of your rooftop yoga, company retreat, or just the sunset views from your office using a timelapse for that wow-effect.

LEARN HOW TO CREATE AWESOME VISUAL COMMUNICATIONS IN MINUTES THAT ENGAGE YOUR EMPLOYEES AND CUSTOMERS. REINFORCE YOUR BRAND AND BOOST PRODUCTIVITY WITH [POWTOON](#).

## WHAT IS POWTOON?

Powtoon is the world-leading visual communication platform that empowers everyone to create awesome videos and presentations with a professional look and feel. Over 25 million people, including 96% of the Fortune 500 and noteworthy SMBs, use Powtoon to add a spark of awesomeness to their everyday communications.

## POWTOON TAKES BUSINESS COMMUNICATIONS INTO A NEW ERA

Powtoon is the premier tool to bring excitement to tasks spanning across the organizational communication, including internally for HR, training and development, internal comms, and project management, and externally for recruitment, sales, marketing, and customer delight.

[Learn More about Powtoon for Business](#)