

## Chapter 7

# Brand Awareness Video Ideas You Can Use

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We all have our days of being trapped in a creative block, and besides, a couple of new ideas wouldn't hurt. These video ideas have been seen to be a success and are used continuously by leading video marketers to increase the growth of their brand awareness. Hopefully, these video ideas will help you come up with some improvised and creative brand awareness videos.

### **Behind The Scenes And Meet The Team**

You know that feeling of getting invited into the kitchen of a restaurant after having an amazing meal. Similarly, just contemplate that feeling and compare it with how your subscribers will feel when they meet your team through your videos. This video idea is an elite method that can spread your company priority across, and it leaves a good impression as your audience feels more connected with your brand.

It further leads to an increased level of trust, and they feel more than satisfied knowing that they are in good hands. Furthermore, behind the scenes and meeting, the team can be added as some very entertaining video content that is bound to sit well with your audience. Last but not least, it screams out your brand name and what could be better brand awareness than representing your company through a video.

### **Entice Your Audience With New Product Features**

What could be better brand awareness than uploading a video solely based on your brands' products? Put yourself in your customers' shoes and just experience how they would feel if they get a product review before it is even released or if it has just been released. It's just smart marketing as you are granted the ability to further tease your audience into wanting to buy your products.

The idea further strengthens the concept of brand awareness as it is self-promotion as you can have a team member explain and use the product in the video. Your audience also trusts your company as the video shows a good response to how the product works. Furthermore, the brand awareness of your company is increased, especially since so many tunes into online streaming services just to get an idea of a product.

## **Compare Other Products**

You know what's better than a new product feature is a video that compares two products. It kind of feels like a friendly rumble between the two as there is a comparison factor. That very dramatic effect is what entices an audience to take a look.

Furthermore, your audience is satisfied as the video further helps them to decide which product would best suit them. The helpful factor will always leave a good impression on your audience as a level of trust is formed with your company.

Besides, product-based videos show that your company isn't hiding its products, which leads to a strong brand awareness presence in the marketing world. Not to mention it further saves your customer service team a lot of time as the video can easily educate your customers.

## **Make Your Milestones Known**

If you ever want to spread your message as far across as possible, be confident and take pride in the milestone of your cross. Whether you just got to 50,000 subscribers or you reached 100,000 views, always make it known. You need to create a strong presence that makes it know to your audience that your brand exists, and it is laying its foundation.

By sharing your progress, you make your customers and subscribers feel like they're a part of the family as they helped make it happen. A customer that feels like they're a part of the team is a customer that will always be loyal. Sharing the love is always a good way to heighten brand awareness, and it will further lead to a lot of impressed viewers, new and old.

## **The Beauty Behind The Collaboration**

If you are looking to make a dent in the brand awareness department, you are going to want to visualize and embrace the concept of collaboration. The ability to partner with other video marketers is a major benefit when it comes to brand awareness.

The stronger your ideas and relationships are with other influencers, marketers, and other companies, the more likely you are to get a good image. Furthermore, collaborations can always add to instant promotion as an influencer can always support your product and can further introduce your brand to their audience. So if you want to make a difference in brand awareness, you should collaborate as it benefits both sides.

## **Introduce Challenges And Humor**

A positive and healthy way to initiate some good old engagement and happy smiles from your audience is by introducing some challenges. The beauty of the internet is that there are always random challenges appearing out of the blue, and your company can

always benefit from this. By introducing these challenges and leaving the chance of winning a prize or receiving a giveaway, it can leave an audience going wild.

Just be sure to keep them entertained with a bit of humor, and you will be golden. This method will further help flock in more viewers, which means more brand awareness as your product is the prize or giveaway. Therefore having a challenge here and there is a good initiative in the brand awareness department.

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