

Video Creation Idea Checklist for System Integrators

START GENERATING MORE LEADS AND CLOSE MORE DEALS WITH VIDEO

This cheat sheet provides a comprehensive list of video creation ideas that system integration salespeople can use to generate leads and close more sales. Videos are a powerful tool for engaging prospects, demonstrating your expertise, and building trust with potential clients.

CHECKLIST

1	INTRODUCTION VIDEOS ☐ Welcome Video Create a short video introducing yourself, your company, and your value proposition. ☐ Meet the Team Showcase key members of your team to personalize your company and build rapport with prospects.	4	INDUSTRY INSIGHT VIDEOS ☐ Market Trends Share insights on current market trends and how your solutions align with these trends. ☐ Expert Interviews Conduct interviews with industry experts to provide valuable information and establish your authority.
2	EXPLAINER VIDEOS ☐ Product Demos Demonstrate how your products and solutions work, highlighting key features and benefits. ☐ Service Overviews Provide an overview of the services you offer and how they solve common customer problems. ☐ How-To Guides Create step-by-step tutorials on how to use your products or implement your solutions.	5	WEBINAR AND LIVE Q&A VIDEOS ☐ Webinars Host webinars on relevant topics to educate prospects and showcase your expertise. ☐ Live Q&A Sessions Conduct live Q&A sessions to answer common questions and address concerns in real time.
3	CUSTOMER TESTIMONIAL VIDEOS ☐ Success Stories Record interviews with satisfied customers discussing their experiences and the results they've achieved. ☐ Case Studies Highlight specific projects or case studies where your solutions have made a significant impact.	6	EDUCATIONAL CONTENT VIDEOS ☐ Tips and Tricks Share practical tips and tricks related to system integration and your specific solutions. ☐ Best Practices Provide best practices for implementing and using your solutions effectively.

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7	PERSONALIZED VIDEO MESSAGES ☐ Follow-Up Videos Send personalized video messages as follow-ups after meetings or to re-engage dormant leads. ☐ Prospect Outreach Record personalized videos to introduce yourself and your solutions to new prospects.	12	PROBLEM-SOLUTION VIDEOS ☐ Common Challenges Identify common challenges faced by your target audience and create videos showing how your solutions address these issues. ☐ Before and After Showcase before-and-after scenarios to demonstrate the transformative impact of your solutions.
8	CASE STUDY AND ROI VIDEOS ☐ Case Study Breakdowns Create videos that delve into the details of specific case studies, explaining the challenges, solutions, and results. ☐ ROI Analysis Provide videos that explain the return on investment (ROI) of your solutions, using real-world data and examples.	13	FEATURE ROLLOUT VIDEOS ☐ New Features Announce and demonstrate new features or updates to your products, explaining how they benefit users. ☐ Beta Releases Invite select customers to try new features in beta and share their feedback in video testimonials.
9	COMPARISON VIDEOS ☐ Product Comparisons Compare your products and solutions with competitors, highlighting the unique advantages of your offerings. ☐ Feature Highlight Videos Focus on specific features of your solutions and explain how they stand out from the competition.	14	INTERACTIVE VIDEOS ☐ Clickable CTAs Use interactive videos with clickable CTAs to guide viewers to additional resources or actions. ☐ Surveys and Polls Incorporate surveys or polls within your videos to engage viewers and gather valuable insights.
10	EVENT RECAP VIDEOS ☐ Trade Shows and Conferences Create recap videos of trade shows and conferences you attend, showcasing your presence and key takeaways. ☐ Company Events Share highlights from company events, such as product launches or customer appreciation events.	15	PARTNER COLLABORATION VIDEOS ☐ Joint Webinars Collaborate with industry partners to co-host webinars, expanding your reach and providing added value to your audience. ☐ Partner Testimonials Feature testimonials from partners highlighting the benefits of your collaboration.
11	BEHIND-THE-SCENES VIDEOS ☐ Company Culture Show behind-the-scenes footage of your company culture to humanize your brand and build a connection with prospects. ☐ Project Execution Provide a glimpse into how your team works on projects, highlighting your processes and attention to detail.	16	FAQ VIDEOS ☐ Common Questions Address frequently asked questions in a series of short videos to provide quick and accessible answers. ☐ Deep Dives Offer in-depth explanations for more complex questions or concerns.

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17	PRODUCT LIFECYCLE VIDEOS ☐ Product Journey Show the lifecycle of a product from development to implementation, highlighting key milestones and innovations. ☐ Customer Adoption Share stories of how customers have adopted and benefited from your products over time.	19	CHALLENGE OR CONTEST VIDEOS ☐ Competitions Organize challenges or contests related to your industry, encouraging participation and engagement. ☐ Winner Announcements Create videos announcing contest winners and showcasing their achievements.
18	SOCIAL PROOF VIDEOS ☐ User-Generated Content Encourage customers to create and share videos of their experiences with your products. ☐ Awards and Recognition Highlight any awards, recognitions, or certifications your company has received.	20	HOLIDAY AND SPECIAL OCCASION VIDEOS ☐ Seasonal Messages Send holiday greetings or special occasion messages to stay connected with your audience. ☐ Themed Content Create videos themed around specific holidays or events, offering relevant tips or promotions.

ADDITIONAL TIPS FOR CREATING EFFECTIVE VIDEOS

Keep It Short: Aim for concise videos that get straight to the point, ideally under 2-3 minutes.

High-Quality Production: Invest in good audio and video equipment to ensure professional-looking videos.

Engaging Content: Make your videos engaging by using visuals, storytelling, and clear, enthusiastic communication.

Clear Call-to-Action: Always include a clear call-to-action (CTA) at the end of your videos, directing viewers to the next step.

SEO Optimization: Optimize your video titles, descriptions, and tags with relevant keywords to improve search visibility.

Cross-Promotion: Promote your videos across multiple channels, including your website, social media, email campaigns, and video platforms.



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