

**Date:**

**Client:**

**Project:** 3 Video Blog Ideas to Drive New Visitors to Your Website

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| Video/SOT | Narration w/ Timecode | Graphics/Video & Timecode |
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| StoryTeller Logo Animation | Video blogs are a great way to drive new website visitors, boost engagement, and increase your average time on site. |  |
| Kevin Close Up | Hi, I’m Kevin from StoryTeller. When done strategically, video blogs can be one of the greatest assets on your website.  Remember that a video blog is just a quick 60-90 second video where your goal is to cover one topic or answer one question. | Kevin Page  StoryTeller Media + Communications |
| Cut to clips:   * KJ - “What is a Video Blog?” * Ed - One of his Video Blogs | One of the easiest ways to make video blogs is to just stand in front of the camera and answer some of your company’s frequently asked questions.  Ask the customer service department and sales team for a list of the most common questions they answer. | 1. Answer Frequently Asked Questions |
| Cut to clips:   * Haskell’s - Sangria * ReStore - DIY Video * Software Screencap | The second video blog idea is to teach your viewers how to do something.  Think of it like a “show and tell”.  It might be a delicious recipe, or an easy project they can do at home or even how to accomplish a task in your software. | 2. Teach Viewers How to Do Something |
| Cut to clips:   * Hazeltine Wedding Testimonial | For the third idea: you don’t have to do the talking. Do an interview with a customer or client..  Look for your best testimonials or success stories.. Something unique that will capture the attention of your audience.  Customer stories are like case studies on tape - they’re successful because they’re real and engaging. | 3. Tell a Short Story |
| Kevin Close Up | Hopefully, these three ideas will spark your creativity, but if you need more inspiration we’ve included a few full length video blog examples in the bottom part of this blog, so make sure to check them out below! |  |
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