

# VENDE



## 25 Ways to Use Video in 2025

Video is no longer a nice-to-have; it's a must-have for B2B success. The key? A **full-funnel strategy** that leverages **the right video format at the right stage**.










Use this **video strategy matrix** to determine which types of videos will best suit your marketing and sales efforts in 2025 and when to use **high-production** 🎬 vs. **low-production** 📱 content.

### Attract New Buyers (Top-of-Funnel)











Video Tip	Best For	Production Style
<b>YouTube SEO for Demand Gen</b> – Optimize video for high-intent search terms	Marketing	🎬
<b>Short-Form Vertical Videos</b> – Lo-fi, authentic content for LinkedIn, TikTok, Instagram, and YouTube Shorts	Marketing, UGC	📱
<b>Repurpose Blog Content into Video</b> – Summarize top-performing articles in engaging explainer videos	Marketing	🎬 📱
<b>Personalized Video Ads</b> – Create variations for audience segments	Marketing	🎬
<b>Connected TV (CTV) Ads</b> – Run 15-30 sec commercials on platforms like Roku & Amazon	Marketing	🎬
<b>Thought Leadership Video Series</b> – Industry insights from your CEO or SMEs	Marketing	🎬 📱
<b>Behind-the-Scenes Culture Videos</b> – Showcase company values & team moments	Marketing, UGC	📱
<b>Live Webinars &amp; AMAs</b> – Interactive Q&A sessions with experts	Marketing	📱

<b>Animated Industry Trend Reports</b> – Motion graphic videos making reports engaging	Marketing	
<b>Event &amp; Trade Show Recaps</b> – Key takeaways from conferences in video format	Marketing	

## Engage & Build Trust (Mid-Funnel)

Video Tip	Best For	Production Style
<b>Customer Success Story</b> – Documentary-style customer success stories	Marketing	
<b>Interactive Video Experiences</b> – Allow viewers to choose content based on their needs	Marketing	
<b>Video FAQs</b> – Responses to common customer questions	Marketing, Sales	
<b>Product Walkthrough Videos</b> – Feature-specific explainer videos	Marketing, Sales	
<b>Repurpose Webinars for Social</b> – Break down long webinars into short clips.	Marketing	
<b>Sales Enablement Video Playbooks</b> – Video training for SDRs & AEs	Sales	
<b>Industry Thought Leader Collabs</b> – Partner with influencers for co-created video content.	Marketing	
<b>Events (Trade Shows/CABs) Highlights</b> – Showcase insights from events.	Marketing	
<b>Behind-the-Scenes Innovation Videos</b> – Show product development process	Marketing	

# Convert & Accelerate Pipeline (Bottom-of-Funnel)






Video Tip	Best For	Production Style
<b>1:1 Personalized Video Outreach</b> – Loom, Vidyard, LinkedIn video messages	Sales	
<b>ABM Video Playbooks</b> – Account-specific video assets for targeted outreach	Sales, Marketing	
<b>Proposal Walkthrough Videos</b> – Record a video explaining key details of a proposal	Sales	
<b>Pre-Demo Warm-Up Video</b> – Set expectations with prospects before a sales demo	Sales	
<b>Follow-Up Video After a Call</b> – Recap key takeaways & next steps via video	Sales	
<b>Video-Based Objection Handling</b> – Short explainer videos addressing common sales objections	Sales	
<b>Customer Story Video Snippets in Sales Sequences</b> – 30-60 sec case study clips to build credibility	Sales, Marketing	
<b>Deal Acceleration Video Series</b> – 3-5 quick videos guiding prospects through decision-making	Sales	
<b>Onboarding &amp; Customer Success Videos</b> – Welcome videos & training clips for new customers	Marketing, Sales	
<b>User-Generated Video Testimonials</b> – Encourage customers to record short testimonials on their phones	Marketing	

# When to Use High-Production vs. Low-Production Video

## When to Use Low-Production (Lo-Fi) Video

- ✓ **Social Media Content** – Thought leadership, LinkedIn clips, vertical videos.
- ✓ **Sales Outreach & Follow-Ups** – Loom, Vidyard, LinkedIn messages.
- ✓ **Behind-the-Scenes & Culture Videos** – Office tours, team moments, real-life insights.
- ✓ **Live Video (Webinars, AMAs, Q&As)** – Interactive engagement over polish.
- ✓ **User-Generated Content (UGC) & Testimonials** – Authenticity over production quality.

## When to Invest in High-Production Video

-  **Brand Story & Thought Leadership** – Your company's flagship messaging.
-  **Product Demos & Explainers** – High-quality production enhances understanding.
-  **Customer Case Study Mini-Docs** – Professionally crafted stories boost credibility.
-  **Conference Recaps & Industry Reports** – Strong visuals & storytelling add authority.
-  **Connected TV (CTV) Ads & YouTube Ads** – Premium quality required for professional ads.

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## How to Get Started

1. **Build a Content Strategy Mapped to the Buyer's Journey** – Identify video needs at each stage.
2. **Audit Existing Content** – Find what's working and where video can enhance engagement.
3. **Leverage Multiple Formats & Channels** – Use a mix of YouTube, LinkedIn, CTV, and personalized video.
4. **Repurpose & Prepurpose Everything** – One video can become multiple assets across platforms.
5. **Track & Optimize** – Focus on engagement, conversions, and performance metrics to refine your strategy.

**Want more insights?** Let's [chat about building a high-impact B2B video strategy](#) for your business!