

120 LINKEDIN VIDEO IDEAS

To help business leaders get known, establish credibility and stand out in the market

A somewhat handy guide from GD Video



Are you selling a B2B product or service?

If so, then listen to these stats...

There are 310 million active LinkedIn users.

63 million are in decision-making positions.


10 million are C-Level executives.

But check this out...

Only 3 million LinkedIn users share content on a weekly basis.

That's a measly 3 million people serving content to 310 million active users, who are all consuming content on the platform.

And out of those 3 million, most are regurgitating the same old stuff and not offering anything fresh or interesting.



This presents an opportunity to get known, establish credibility and stand out in the market.

And the best bit?

Right now, you can put content in front of thousands of potential customers without a big following or budget.

This is known as organic (free) reach.


This type of underpriced opportunity doesn't come along often.

And when it comes to content, I believe video is uniquely powerful for building your brand.

Why?

Well, we all know that being face-to-face is the best way to build rapport and trust, but that's not happening now, is it?

So, I'd say video is the next best thing for showing who you are and what you're all about.



And as we all move online in the post pandemic world, LinkedIn is a key tool for keeping your pipeline full and creating opportunities.

Anyway, let's rewind a few years to a time when Brexit was our only concern.

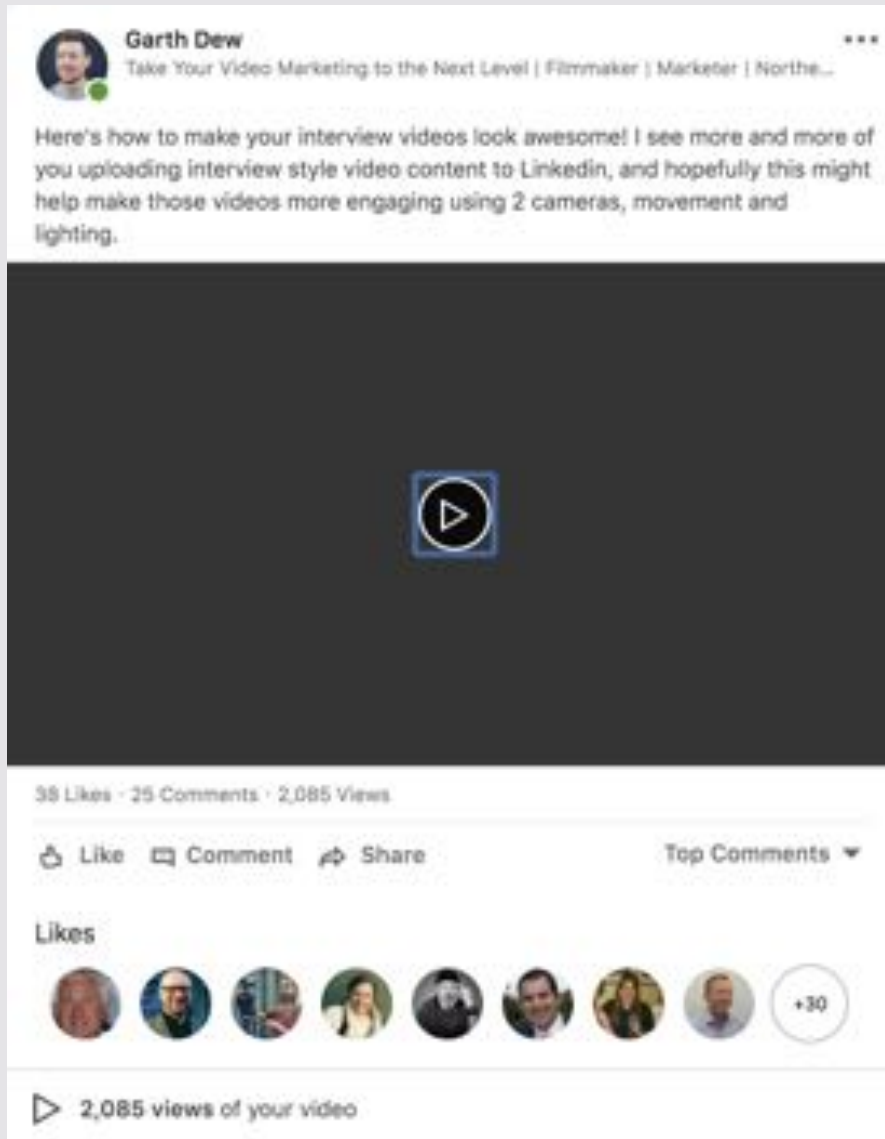
I discovered the potential of LinkedIn video in 2018.

I'd been on the social media merry-go-round for a few years without getting results.

I had exhausted my existing network for business opportunities and needed to tap into a new audience.

LinkedIn had shifted from a place to stick your CV to a 'content-first' social media platform.

So, I decided to post a video showing how I'd shot a talking head interview that I thought looked pretty slick.




Within 24 hours of sharing that post, I'd received three enquiries from business owners looking for a video production partner.

Two of those people have become long term clients, and I can track £1000s in sales back to that one video.

So, I kept posting, and plenty of other leads have come in since.

So, I kept posting, and plenty of other leads have come in since.


 • 3:53 PM
Hi Garth,

I hope you're well.

I'm looking at possible partnerships around Preston at the moment and wondered if you'd like to grab a coffee and chat about possible collaboration between our agencies?


I'm only down the road in Penwortham, so happy to come to you if that suits?

Cheers,

 • 1:41 PM
Hey mate, I'm wondering if you can give me a call regarding a potential project? I have no idea whether what I've got in mind will be of interest to you but your stuff looks great and you're the only video content creator I know!


My number is

Thanks


 • 4:24 PM
Garth - really enjoyed your recent video on LinkedIn, thank you.


It's probably out of my budget as am just starting out but, just to ask the question, how much would you charge to do a similar 1-1.5 minute intro video for me please?

Best,


 • 1:22 PM
Hi Garth, hope you are well?


As well as creating video content from scratch, do you offer post production services? Re-purposing video assets for digital campaigns?
Thanks


 • 1:23 PM
Hi Garth, I have watched your videos with interest. We are looking to review our marketing content. I'd like to talk to you and find out if there is a fit between what you do and what we want. Could we schedule a call?

 • 1:32 PM
Hi Garth, just saw your very eye catching post. Well written.

Would you share your showreel?

 • 7:03 PM
Extra help
Hi Garth - We've not met so just reaching out - I'm looking for some extra help with some shoots coming up and wondered if you might be able to help out please.
Would be great to find out a bit more about what you do and what you shoot on.
Let me know if you are interested and we could perhaps set up a quick chat? Best


 • 10:08 PM
Hi Garth
Hope you're doing well?
I'm looking to make a promo video with a client or possibly multiple clients I've done some work with, to show to prospective clients.
Do you have availability for this sort of work?
Cheers,

 • 10:34 AM
Hi Garth,


I hope you are well.


The company I work for is looking to produce in video content and I wanted to connect with you to see if there was an opportunity for us to work together. Do you have any packages available?

Thanks,

 • 10:35 AM
Morning Garth,

Thanks for the connection, liked your recent LinkedIn post – be good to have a chat at some point to get a better understanding of you, your skills, capabilities and how you could potentially support us for future project work and opportunities...


 • 2:46 PM
Hi Garth, I would be interested in having an exploratory discussion with you on how we could use Video Marketing to help our (non sexy) business.
Regards

 • 8:16 PM
Hi Garth,

Not looked in to your profile further, but wondering if you have a website where I can see the work you've produced?

We have a specific product which we would potentially be looking to do a video you about, is that something you can help with?

Regards,



LinkedIn video has helped me:

- Get hired by international clients and brands
- Work with the best SMEs in my region
- Create new revenue streams

This has all come from sharing my content, which has been seen over half a million times, all with less than 3500 connections.


The main thing I've found is this...

When you show up regularly on LinkedIn, things start to happen.

You might strike lucky and get direct enquiries from your content, but most of the time, it's the compound effect of being visible consistently that creates opportunities down the line.

When you're front of mind with your audience:

- You're the person they think of when they need your solution
- They bring you up in offline conversations

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- They recommend you to their peers
 - They feel like they know you

Anyway....

I can hear you saying, “Well, of course all this video stuff works for you, it’s what you do for a living.”

You have a point. Posting videos helps to sell video.

But I want you to know that as you read this, business owners and leaders from many different industries are building followings, establishing themselves as the experts and growing their businesses.


So, there’s no reason why you can’t.

Convinced? Good. But there’s a but...

This opportunity won’t last forever.

I have no doubt that LinkedIn will follow the likes of Facebook and slowly kill organic reach.

We will, one day, have to pay to get our content seen by our ideal customers.



Those who don't capitalise on this golden era of LinkedIn are going to look back on it and kick themselves.


Just like we do when we think about the early days of pay per click advertising, blogging, Facebook ads and Youtube.

Anyway, you get the point... It's time to act.

Despite this no brainer opportunity, however, business owners are still not jumping on board with LinkedIn video.

The reasons? There's a few:

- They think social media won't work for their business
- Their marketing and sales teams are not up to speed
- They are scared of putting themselves out there
- They don't know what types of videos to create
- They lack consistency and give up too easily
- They overthink and procrastinate
- They don't get instant results
- They don't 'have the time'

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- They run out of ideas
 - They can't be arsed

I can't help with most of those things.

If you aren't willing to persevere and show up consistently, especially when you don't get instant results, then don't carry on reading.

But if you can delay gratification...

Here's what I can help with.

I can explain the types of video content you should create AND give you a boatload of ideas you can use.

Sound good?

OK, the following pages are filled with 120 ideas you can steal to get going with LinkedIn video today.

But before that, I want to explain the types of content you should create, and why.



5 Types of LinkedIn Video

The companies that will win the next decade will be the ones who realise that the customer holds all the cards.

- They're spoilt for choice when looking for solutions.
- They tune out advertisements and ignore traditional marketing and sales tactic
- They have all the tools and information they need to do their own research and make decisions

So how do we combat this?

We need to be the brand that our prospects feel good about.

That means being a welcome voice rather than an annoying interruption.

Think about it.

Are you going to buy from the person that you know and trust, who always shows up and shares insights, builds rapport and oozes credibility...

Or...

Are you going to the annoying person who interrupts your day with unwanted messages and spam?

So, your video content (which everyone who is thinking of working with you WILL check out), needs to help people get to know you as much as showing your expertise or promoting your products.

The 5 types of video below provide the right mix to attract people at different stages of the buying journey, all whilst building the know, like and trust factor that video enables more than any other type of content.





AUTHENTICITY



Authenticity

These videos give people a sense of who you are and what you're about. I'll say it again... We buy from people we know and feel good about.

You may be worried that sharing your life story or posting about your passions may get comments like, "This is not Facebook."

Forget that.

You're helping your next customers get to know you. It's like the first 15 minutes of a coffee meeting, but done at scale and without taking up all your time.

2

**TRUST AND
CREDIBILITY**



Trust and Credibility

As well as being liked, you need to show that you know what you're doing. As my example from earlier proves, demonstrating your skills, knowledge and expertise is a fast and effective way to build trust and credibility with prospects.

3

PROMOTIONAL



Promotional

There's an army of 'social experts' who love to blurt out comments like, 'don't sell!'

I disagree.

You need to tell prospects what and how they can buy from you.

You can do this by posting videos that explain your business, prod your customer's pain points, demo your products and services and answer frequently asked questions.

Just don't post them 100% of the time.

4

**ELEVATE
CUSTOMERS**



Elevate Customers

It's easier and cheaper to sell to existing customers than to attract new ones. You can use LinkedIn video to show what you do for your customers and make them feel appreciated. This is a great way to build loyalty, and will show prospective customers that you care.



COMMUNITY



Start The Conversation


The more engagement your videos get, the more they spread and the more you build a community.

The best way to get engagement is to invite others into the conversation.

Try talking about your industry, give opinions on local and national news, share lessons you've learned and ask open ended questions. Everyone wants to make their opinions heard.

If you show up and share a mix of these types of videos consistently, you will get traction.

Now, let's get to the good stuff.



120 ideas to help you create a boatload of video content... fast

Here are the 120 ideas you can use to get started with LinkedIn video today.

I'm currently writing a follow up book that includes everything I've learned about getting results from LinkedIn video.

I'll send you a message about that as soon as it's ready.

For now, get started, test the ideas and see what resonates with your audience.

Garth

P.S If the thought of creating all your own video content gives you a headache, go to the link below to learn how we can help you create 3 months of LinkedIn video content in less than 4 hours.

gdvideo.co.uk/linkedin



AUTHENTICITY

- Tell the story of how you started your business
- Tell people where you live and what you love about it
- Tell a story about the best boss or colleague you ever had and what you learned from them
- Tell everyone about a hobby or passion
- Share 5 lessons you've learned in business
- Tell the story of your worst moment in business and what you learned from it
- Describe something you've changed your mind on and why
- Talk about your favourite business book and the key takeaways
- Share a story from your day and link it back to a business lesson
- Share your why and what gets you up in the morning (beyond making money)
- Film your day from start to finish and publish it as a vlog
- Show your office or workspace
- Film a client meeting (with permission) and post it
- Tell the story of how a family member helped or inspired you in some way
- Describe an embarrassing moment and what you learned from it
- List your favourite films, albums or novels.


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- Tell people about a cause or charity you support and why
 - Discuss someone who inspires you
 - Share something you'd like to learn or get better at
 - Post all the bloopers and outtakes from your videos
 - Share something that makes you feel nostalgic
 - Parody something or someone from your industry or community
 - Shoot a behind the scenes video in the office or on a client project
 - Challenge your audience to participate in something, like a challenge
 - Ask your audience a question and get them to respond in the comments
 - Describe something that frustrates you
 - Describe something people don't know about you
 - Share your proudest moment in life
 - Describe your first memory
 - State what would you say to a younger version of yourself
 - Describe a typical day in your life
 - Describe your perfect day
 - Answer this: if you could have lunch with one person, who would it be?
 - Share the things that make you happy
 - Share an important lesson you learned recently
 - Share your favorite restaurant

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- Describe your fitness routine
 - Describe your self care routine
 - Share the things can't live without
 - Share your favourite Spotify playlist
 - Share what books are currently on your shelf
 - List your favourite podcasts
 - Share your morning routine
 - Describe how you relax after a long day
 - Share a story about your youth
 - Share a story about your favourite teacher
 - Describe what your parents do/did for a living and what you learned from them
 - Share something you've changed your mind on
 - Share a funny moment from your life
 - Explain what people get wrong about you
 - Share your favourite author
 - Share your favourite YouTube channel
 - Summarise 5 takeaways from a podcast you've recently listened to



TRUST AND CREDIBILITY


- Show people how to do something you're an expert in
- Describe a problem your ideal client has and how they can solve it
- List 5 tips that would help your ideal client kick more ass
- Share the best blogs where someone can learn about what you do
- Fill in the blanks in relation to your business and customers - "How X can achieve Y by doing Z"
- Set up a zoom call with an industry expert, record and share it
- Explain a topic or concept that people struggle to understand
- Explain the most common industry jargon
- Let your audience watch you at work by filming your day
- Share your favourite tools and how you use them
- List 5 best practices in relation to your products or services
- Record the ultimate guide to what you do
- Give advice to someone starting in your industry

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- List the top influencers to follow in your industry
 - Share 5 things people don't understand about your industry
 - Create a computer screen recording of you doing your work and speed it up into a timelapse Show the equipment and software you use to get the job done Invite people to an online presentation, record and share it



PROMOTIONAL

- Create a 30 second pitch for a product or service
- Describe what you do and who you do it for in 30 seconds or less
- Create a step by step demo of how your product or service works
- Answer your most common FAQ
- Tell people exactly how to buy your product
- Tell people what pains your product or service solves
- Explain how you price your product or service
- Explain why you're different to the competition
- Describe who the ideal client is for your product or service
- Outline all the platforms where people can follow you
- Ask people to join your email list (you've got a list, right?!
- Share your manifesto or mission statement
- Share your business vision and goals
- Make a meet the team video
- Talk people through what happens after they buy your product or service
- Describe the typical results people get from your product or service
- Describe the qualifications or accreditations you have and why they are (or are not) important

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- Do a tour of your office or facilities
 - Promote a free resource or low cost product you have created
 - What is the history of your business
 - Describe who you don't want to work with
 - Praise a team member



ELEVATE CUSTOMERS

- Share a piece of client work you're proud of
- Share a case study
- Zoom call a customer, record and post it as a testimonial
- Big up your favourite client by telling everyone what they do, why you love them and where to find them
- Praise your suppliers, like your accountant, solicitor, designer etc
- Read a testimonial or online review out loud and thank the client who wrote it
- Tell people to view a customer's piece of content
- Do something thoughtful for a customer and share it
- Interview your best customers about their industry and businesses



COMMUNITY

- Ask your audience to share your content if they've found it useful
- Share an idea for a business you'd like to see happen
- Ask your audience what videos they'd like to see more of
- Make a prediction about the future of your industry
- Ask your audience for questions about your industry and answer them all in a video
- Discuss an industry myth vs fact
- Share a contrarian point of view from your industry and ask for opinions
- Look up your competitors latest post, and say the exact opposite of what they said
- Praise a competitor!
- Describe something annoying from your industry and why it winds you up
- Describe what trends are forming in your industry
- Share some industry news
- Share your favourite sources of industry information
- Share a piece of good news from your local town or city
- Share your opinion on a big news story
- Pick a controversial public figure and describe what people can learn from them
- Share a funny story you've seen in the news Invite relevant people with a big audience to appear on a video with you

ABOUT GD VIDEO

This guide was written by me, Garth Dew, Director of GD Video.

We're a small team of commercially minded storytellers and video producers.

Since 2014, we've worked with over 75 clients across the UK and abroad.

Based in Preston, Lancashire, we're straight talking northerners driven by helping people stand out, tell their stories and make an impact.

LinkedIn has played a big part in our business development, and we're uniquely positioned to help you get more from the platform.

Schedule a free strategy session to see how we could help you today by emailing me at **garth@gdvideo.co.uk**