



# Lights, Camera, Success:

**300+ Video Ideas to Transform  
Your Content Strategy**



# We'll get right to it:

Video has never been more important to your marketing strategy than it is right now.

**Don't believe us? Consider the following:**

**87%**

of businesses say that video has increased traffic to their website

 Wyzowl

Consumers are

**2x**


more likely to share videos with their friends compared to any other type of content

HubSpot

Marketers who use video grow revenue

**49%**

faster than non-users

 WordStream  
by Lucid

Those are just a handful of the hundreds of stats out there that showcase why video isn't just a thing you should be looking at, but THE thing.

When most people think 'video' these days, their first thought is social video, but let's be real: Your video assets can and should be used anywhere and everywhere relevant.

Video can be time-consuming and costly to produce, so make the most of it. Don't produce a video for a one-and-done social media post or campaign. Make it part of your brand story. Or better yet, plan content that is designed to last outside of a single social post.

In this ebook, we're detailing literally hundreds of ways for brands in any sector to start creating video. But before we get to that, we wanted to break down how to use that video. Keep reading to start building a killer video content strategy.

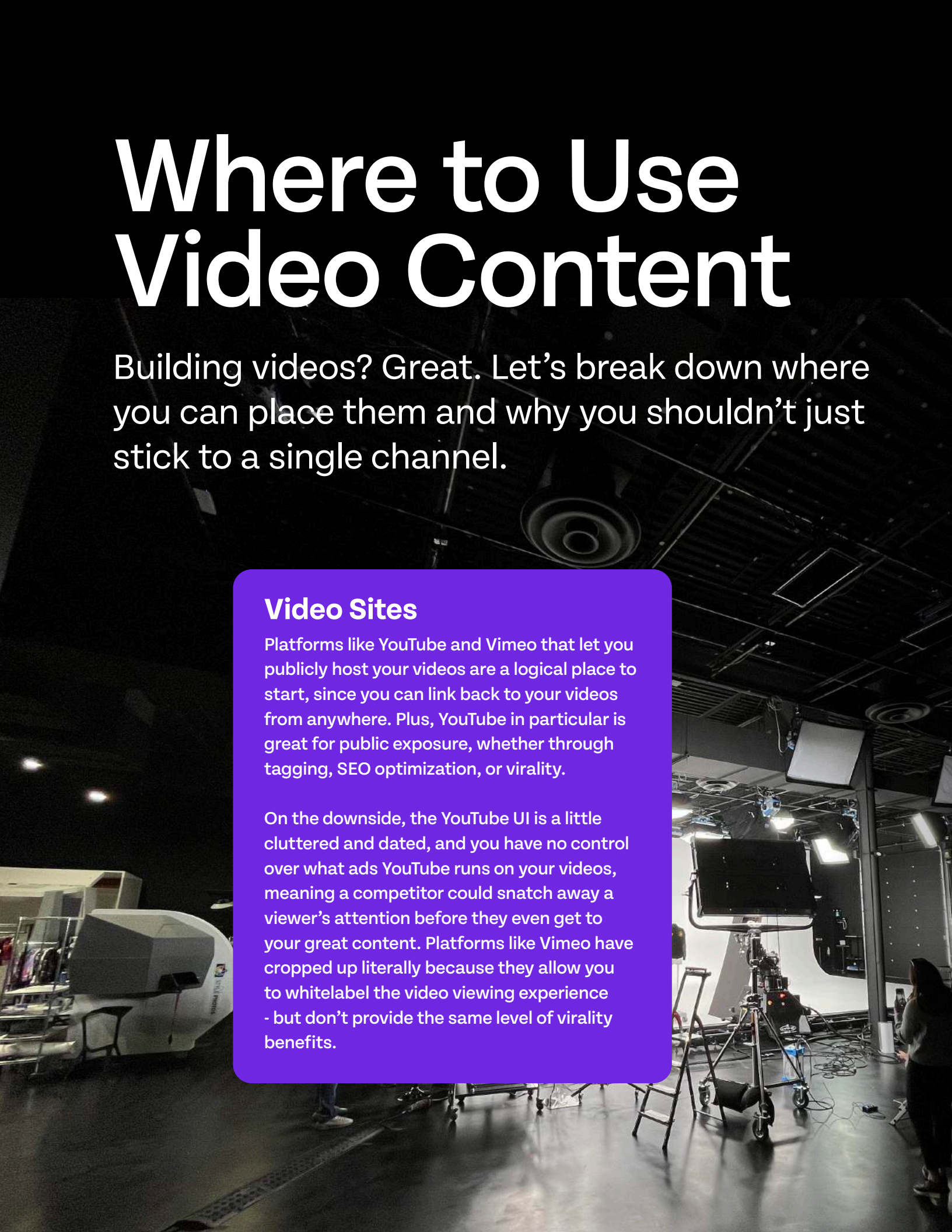
# Where to Use Video Content

Building videos? Great. Let's break down where you can place them and why you shouldn't just stick to a single channel.

## Video Sites

Platforms like YouTube and Vimeo that let you publicly host your videos are a logical place to start, since you can link back to your videos from anywhere. Plus, YouTube in particular is great for public exposure, whether through tagging, SEO optimization, or virality.

On the downside, the YouTube UI is a little cluttered and dated, and you have no control over what ads YouTube runs on your videos, meaning a competitor could snatch away a viewer's attention before they even get to your great content. Platforms like Vimeo have cropped up literally because they allow you to whitelabel the video viewing experience - but don't provide the same level of virality benefits.



## Social Media

Another fantastic location for video content is of course, social media platforms, especially ones where video is critical such as TikTok, Snapchat, and Instagram. Keep in mind that user expectations on some platforms are going to be wildly different than on others. TikTok in particular has its own ecosystem of trends and styles, and porting those videos over to Instagram verbatim can leave a potentially negative impression on Instagram followers.

Another consideration: Social media conversion rates to take any sort of action - purchase an item, book a meeting, make a donation - are wildly low, in part because you can't really embed CTAs within most video social media posts.

## Blog

Vlog meets blog when you add video content to your blog posts. You can use your blog content to drive what goes into a vlog, or you can simply add videos that complement the topic you're covering on your blog.

## Email

Video + email have a fraught relationship, but there are tools out there that can make video in email happen. Or at the very least, you can make a compelling preview GIF or clip that can drive customers to open your video in a new browser window to dive into your content.

## Website

Ah the big one. Video is starting to become more prevalent on ecommerce sites, but it's still often limited to promotional video for a campaign, or perhaps a vlog.

In reality, there's a lot more room to take the information people are looking for when visiting your site - product details, comparisons, buying guides, support, and more - and pump that into video content that will enhance and guide the online browsing experience.



Let's take an example of a **fashion brand** that's creating content to promote a new spring collection.

**They could record the following videos:**

- Behind-the-scenes of the spring photoshoot
- Models demonstrating garments in motion
- Interview with the head designer on the idea behind the collection
- Interviews with the models on their favorite pieces from the drop
- Styling tips
- Comparisons of different styles
- What to wear for different occasions

Most of these videos could then have multiple applications. A behind-the-scenes clip works great on social media, but will also perk up an email announcing the drop, or be included on the brand's blog. Styling tips are just as helpful on a product page as they are on social media as well.

While this example is specific to ecommerce, the same is true for basically any brand. If a customer is visiting a law firm's site, headshots and blog articles aren't going to tell them whether they'll get along with a legal team. Video is a powerful tool to build trust and create an authentic connection with someone - before they ever speak with someone on your team.

Almost anything you create for social has the potential to live somewhere else - and vice versa. The short answer: Create lots of great video content and post it as many places as you can.

# How to Level Up Your Video Creation Strategy

When many brands get started with video creation, their instinct is to create content that's very 'me-centric'. What do we mean by this? We're talking about content that focuses solely on what you want to promote or broadcast.

There's a time and a place for your 'me' content, typically when people are closely considering an action and just need a little more info to get them over the finish line.

But there's also room to zoom out and create content that's more valuable for people that are just learning about your brand, or may not know anything about you at all.

For example, an activewear brand might center their video content strategy on producing workout routine videos. A consumer might search for a low impact routine on YouTube, hit play, and then learn about the brand's products along the way, inspiring them to learn more.

The consumer is happy because they've gotten a free, effective workout program, and the brand has established itself as an authority in activewear and fitness while capturing the attention of a new prospective customer.

When you're building out your video content strategy, take time to think about the typical consumer journey and how video can support



it at every step in the process, from discovery to consideration all the way through post-purchase support and retention.

Here's a great framing exercise for building your video strategy: Think like a creator, at least some of the time. If your content wouldn't make you stop and pause on a video, then your followers probably aren't going to stop either.

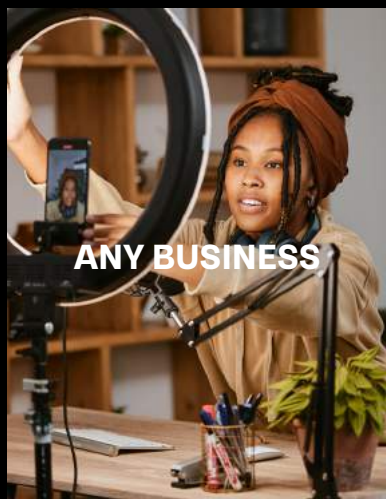
**Remember:** Your customers do want to hear about you, but they also want to know what's in it for *them*.



## PRO TIP

We've organized this ebook by industry, but don't be afraid to look beyond your own industry for inspiration. It's entirely possible an idea we mention for one industry will work just as well for yours.





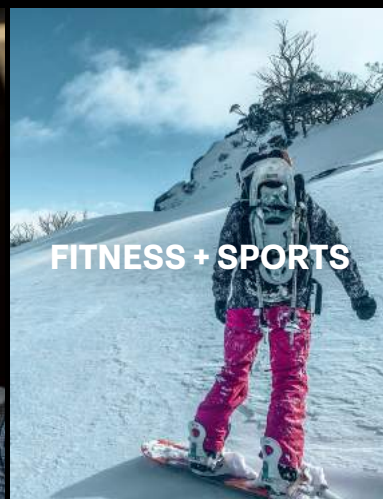
**ANY BUSINESS**



**FASHION**



**BEAUTY  
+ COSMETICS**



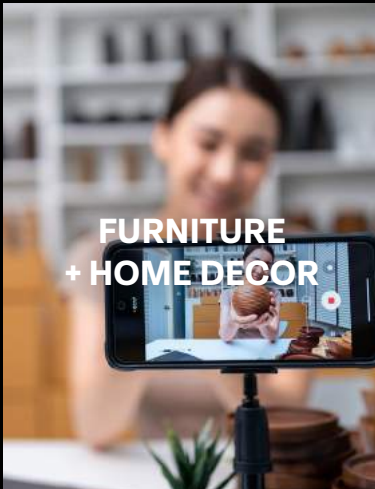
**FITNESS + SPORTS**



**HEALTH  
+ WELLNESS**



**ELECTRONICS  
+ GADGET**



**FURNITURE  
+ HOME DECOR**



**JEWELRY  
+ LUXURY GOODS**



**ARTS + CRAFTS**



**COLLECTIBLES**



**REAL ESTATE**



**FOOD**



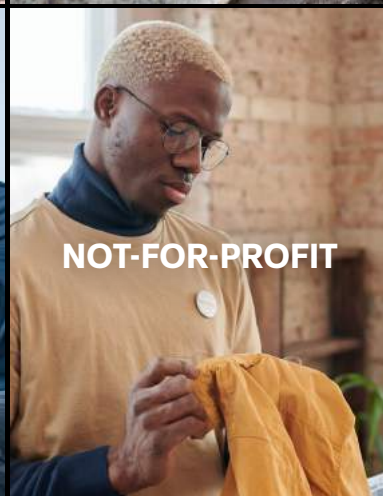
**BEVERAGE**



**TOY + CHILDRENS**



**B2B**



**NOT-FOR-PROFIT**





# 20 Video Ideas for Any Business

First up, we've got a guide to videos pretty much any business can create, regardless of what industry you're in. These videos are typically more geared toward promoting your business, but can still be crafted in a way that captures attention and helps viewers feel a stronger connection to your brand.

If you're just getting started with video content, check these off your list for weeks upon weeks of content. Remember these videos can be used anywhere; share on social, but add them to your site and even make them shoppable or interactive with [Ghost](#).



### Founder videos

Give the backstory of your brand and put a face to your name by having your founder provide an introduction to what you're all about.

### Promotional videos

Spotlight a new collection or drop through a creative promotional video with an artistic bend.

### Product closeups and details

Give a detailed walkthrough and closeup look at a specific product.

### Reviews and testimonials

Pull in user-generated content or craft your own review videos that highlight what's amazing about the products you offer.





## FAQs

Walk through the most common questions your support or social media team gets about your brand or products.

## Demos

Show customers how to set up or use a product.

## Unboxing

Capture the thrill of discovery by recording an unboxing experience to get customers excited for their own purchase.

## Behind-the-scenes

Give customers a look behind the curtain at what goes into the production, design, or planning for your products and brand. Take them on a tour of your warehouse, offices, or photoshoots.

## User-generated content

Your top fans are already producing content for you. Get their permission and use this video to provide a sense of trust and authenticity.

## Values or cause marketing

If your brand has a cause that's close to your heart, spotlight what you're doing about it through video.



## Buying guides

Provide a detailed guide on what a shopper should consider when buying a particular product or service category.

## Interviews

Conduct an interview with a celebrity, influencer, or staff member on a specific topic to give insider insight on what makes your brand tick.

## Day in the life

Follow a founder or particular team member through their day and give customers a fun look at your brand along the way.

## Stop motion

Stitch together your video in a way that mimics a stop motion project to create an eye-catching visual.

## Ads

Take your ads created for other channels and repurpose them as social or website video content.

## Define this

Provide definitions to commonly used, but maybe not understood, terms in your industry or business.

## Go green

Speak to how your brand prioritizes sustainability and minimizing your environmental impact - and how consumers can follow suit in their own lives.

## Tours

If you have a physical store, give consumers a tour through the space. Same goes for temporary pop-ups, warehouses, mobile stores, or even your office.

## Moments of inspiration

No product or collection comes from nowhere. Bring in your designers or founder to speak about the inspiration behind what's new (or evergreen) with your brand.

## Livestreams

Host a livestreaming event to promote your business, or a specific topic like a new drop or seasonal collection. Keep the hype machine going by offering your video on replay after it's done.

# 20 Video Ideas for Fashion Brands

Clothes are about so much more than how they look in static photos. Use video to showcase garments in motion, provide inspiration, and simulate the experience of ‘discovering’ products through social media influencers and creators on your own website. Don’t forget to make your fashion videos **shoppable** with Ghost.





## Model shots

Demonstrate your products in motion on models to give a better idea of how a piece moves or looks from different angles.

## Styling tips

Highlight how one piece can be styled different ways with other items.

## GRWM

Produce a 'Get Ready With Me' clip that shows the process of putting together an outfit.

## Size comparisons

Show garments on models of different sizes to give an idea of the fit for different proportions. You can do the same thing for models of different heights, especially if you carry petite or tall sizes.

## Designer favorites

Get your head of design to speak out on their favorite picks from a new collection or season.

## Try on sessions

Don't just stick to one product per video; try on a bunch of pieces and provide commentary along the way.

## Packing lists

Highlight what items someone should pack for different destinations.

## Event inspiration

Draw attention to what items work best for specific occasions, from a holiday party to a wedding.

## Store tours

Walk customers through your flagship store and spotlight some of the unique in-store features they won't want to miss.





### Customer requests

Take real-life submissions from customers looking for inspiration for a specific need, and pull pieces for them as a curated fashion dossier.

### Collaboration sessions

Bring in your latest collaborator and talk about their inspiration and the process of working together.

### Styling challenges

Tackle popular challenges like the '10 piece capsule wardrobe' to showcase the versatility of your line.

### Haul video

Get all eyes on your content by showcasing the haul an employee, influencer, or fan gets when they shop your store.

### #Trending

Tap into a viral video trend but have the people in your video wearing your clothes.

### Wardrobe hacks

How to get more out of certain pieces, for example, by layering them differently or adding accessories to change their look.



## Closet tutorials

Walk through different wardrobe or fashion tutorials, like how to tie a fabric belt, the art of proportions, or finding your ideal color 'season'.

## Style IRL

Go a step beyond UGC and stitch together videos of celebrities, influencers, or everyday people wearing your brand in the 'wild'.

## Accessories tutorials

Look beyond garments and show shoppers how to finish off their looks with accessories and footwear from your line or others. In the accessories or footwear game? Show how your products can change a look.

## Runway and red carpet review

Speak to what's trending on the runways and red carpets and how your line is following suit.

## History lessons

Go back in time and speak to the legacy of your brand to establish trust and credibility. Or speak to historical trends and how they're coming back around in your collection.





# 20 Video Ideas for Beauty & Cosmetics Brands

Put your best face forward with video. Help customers understand which products will work best for them, then aid them in the best ways to use them to create fans for life. Here's an idea: Make any of your beauty videos **shoppable** with Ghost to connect that lightbulb moment of inspiration with the opportunity to buy.



## Skincare or makeup routines

Demonstrate the step-by-step process of getting a particular look together.

## Beauty tutorials

Show customers how to use a certain product, accomplish a certain look, or master a technique.

## Makeover magic

Do a before and after look at the transformative power of beauty products.

## Makeup mistakes

Show customers what *not* to do by highlighting common mistakes when using a certain product or technique.

## GRWM

Get different team members or creator partners to show how they get ready using your products.

## Time-saving tricks

Give customers a shortcut to get gorgeous by walking through a perfect five-minute face or other hack.

## Do this, not that

Upgrade your customers' beauty know-how by eliminating outdated techniques and showing the latest in beauty innovation.

## Real world trends

Highlight the latest looks showing up on the red carpet or runways and what products customers can use to create similar aesthetics.

## What's in my makeup bag

Get different customers or influencers to show what's in their makeup bag, with a focus on products from your brand.



## Day to night

Show customers how to master their daytime and nighttime looks or skincare routines.

## Ingredient breakdown

The beauty industry loves to mention specific ingredients with purported benefits. Speak to what those ingredients are, why they matter, and how they'll benefit shoppers.

## Beginner breakdowns

Give shoppers new to your brand or new to advanced cosmetics or skincare routines a breakdown on the simplest fundamentals every beginner should master.

## Beauty tools review

It's not just about the products themselves. Speak to shoppers about the differences between various beauty tools associated with your product category, such as sponges, cleansing cloths, brushes, cleaners, or heat styling tools.

## Makeup challenges

Hop on the bandwagon with popular social makeup challenges like the 'no makeup look' and show customers how to achieve it with your brand.

## #BeautyGoals

Hone in on different goals customers might have, like more voluminous hair or brighter skin and show how they can build a product kit to accomplish their ideal look.

## Shade comparisons

Show how different products work on different skin tones and types.





### Capsule makeup

Take a page from the fashion industry and demonstrate the versatility of your products by putting together a small kit of products and creating multiple looks with them.

### Founder faves

Get your founder to spotlight their top makeup picks and your bestsellers to get right to the core of your brand.

### Spook-tacular fun

Have a little fun with your line and demonstrate how it can be used to create interesting or dramatic looks for Halloween costumes.

### Event-ready looks

Tap into seasonal events and spotlight an ideal hair or makeup look, like New Year's Eve or Summer Weddings.



A person wearing a dark patterned jacket, red snow pants, and a backpack is standing on a snowy mountain slope. They are wearing a helmet and have ski poles tucked under their arms. The background shows a snowy landscape with some trees.

# 20 Video Ideas for Fitness & Sports Equipment Brands

Flex your video creation muscles to boost engagement and inspire shoppers to go from checking out to working out. You can make any of these amazing videos **shoppable** in seconds with Ghost!



### **Fitness routines**

Provide a full-on workout that shows customers how to get their sweat on while using your products.

### **Workout move demonstrations**

Perfect a roundhouse kick or master the form of a situp with demonstrations of fundamental fitness movements.

### **Fitness on the go**

Create atmospheric videos of fitness experiences in the wild; from surfers shredding the waves to a jog on a scenic forest route.

### **Calorie counters**

Highlight how many calories were burned during different interesting activities like a paintball session or a tough mudder run.

### **Weekly workout calendars**

Give your customers focus for the week by providing workout ideas and moves they can tackle from Monday to Sunday.

### **Fitness challenges**

Push your fitness to the extreme by taking part in an intense challenge, like 100 pushups in a single video or a certain number of miles run over a week.





### Health journey

Think of this like the ultimate before & after; document the journey of a customer when using your products to show their results.

### Goal setting

Review routines, ideas, and moves to help followers craft an ideal fitness plan based on their goals, such as losing weight, toning a particular muscle, or lifting heavier.

### Healthy at any age

Speak to a wide range of demographics by offering content on how to use your products at any age, from children to seniors.

### The ultimate home gym

Talk about building a home gym at multiple price points and for different spaces, highlighting where your gear fits in.

### Travel-ready fitness

Moves, routines, and equipment you can bring anywhere, including traveling.

### Stretch and relief

Don't just focus on hardcore workouts all the time. Give followers an easygoing stretch to start their morning or end their day, or show how they can relieve sore muscles.



## Mental wellness

Take a time out from physical health and talk about mental health. Offer guided meditations in scenic settings.

## Healthy diet

Working out is half the game; highlight nutrition and health tips or recipes to keep customers feeling good from the inside out.

## Rules of the game

Walk viewers through complicated or little-known rules of popular sports, or the basic gameplay of how to use your sporting equipment in a competitive setting.

## Sports trivia

Highlight fun facts and trivia about sports or fitness related to your brand to capture attention and get people talking.

## Fitness trends

Speak to new health and fitness trends popping up globally and whether they're legit.

## Game time

Interview professional athletes or fitness influencers to get a lowdown on their pre- or post-game (or workout) routines.

## For beginners

Help people hesitant to get going with inspirational content like get started challenges or testimonials from other customers who were reluctant to try.

## Caring for your equipment

Show how to care for or maintain your sporting equipment, fitness gear, or activewear.

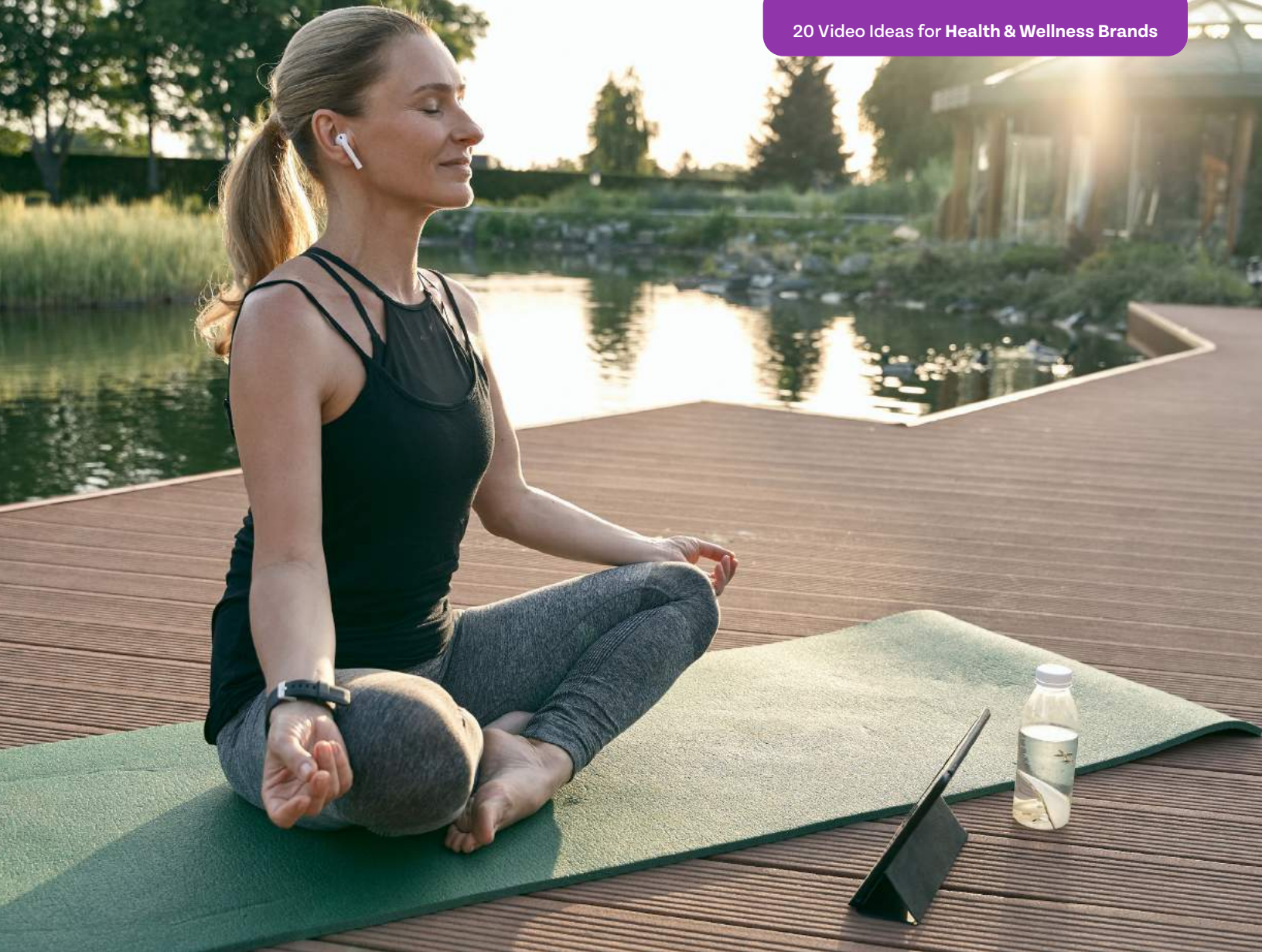


A woman with dark hair tied back, wearing a dark grey tank top, is smiling and pouring a vibrant green smoothie from a clear blender jar into a tall glass. The background is a kitchen with various items on shelves. The text '20 Video Ideas for Health & Wellness Brands' is overlaid on the left side of the image. The words '20 Video' and 'Ideas for' are in white, while 'Health & Wellness Brands' is in a bold purple font.

# 20 Video Ideas for Health & Wellness Brands

Healthy living is just that - a lifestyle. Give your followers tips and strategies to live a more balanced life and have them coming back for more. Create a wellness library on your website, and then make **shoppable video** out of your best-performing content (Ghost can help!)





### **Nutrition guides**

Give customers a breakdown on what they should and shouldn't be eating and why.

### **Ingredient and nutrient breakdowns**

We've all heard about different 'good for you' ingredients and vitamins - now break down what they actually do.

### **Wellness plan creations**

Walk through the ideal products a customer should use to accomplish a specific wellness goal, such as losing weight, improving sleep quality, or improving their fertility.

### **Guided meditations**

Give your viewers a time out from life by inviting them to take part in a mindfulness meditation session.

## System health

Talk about the impacts of different influences (good or bad for you) on various body systems, like gut health or the immune system.

## Eating healthy anywhere

Highlight ways to stay healthy when traveling, dining out, at parties, or at work.

## Wellness professionals

Connect with health in wellness professionals in various areas like acupuncture, naturopathy, or massage therapy to talk through best practices for a healthy lifestyle.

## Health hacks

Promote little actions people can take to easily integrate healthier practices into their daily routines.

## Seasonal health

Help overcome seasonal health and wellness challenges like allergies, cleaning, or overeating around the holidays with tips.

## DIY

Show viewers how they can create their own holistic health remedies or products with simple ingredients.

## Oasis creation

Spotlight different techniques, strategies, and products to create an oasis for various goals like better sleep, a relaxing bath, more productivity, or peace of mind.

## Natural world

Look beyond your specific product category and highlight innovations or ideas that your target audience might be interested in, such as plant-based nutrition or eco-friendly products.

## Health challenges

Introduce fun social health challenges like Meatless Mondays or 8 glasses of water per day and provide tips and tricks to be successful.

## Wellness IRL

Show someone trying out different health practices or customs, like reiki or a float bath, and providing their feedback.



## Get fit

Exercise is part of a healthy and balanced lifestyle. Provide simple workout challenges or full-on workout routines.

## Cures & concoctions

Give recipes or guides on how to beat common ailments like bug bites or a cold.

## Mental health minute

Help your viewers take care of themselves from the inside out with tips and strategies to improve mental health.

## Beverage breakdown

Take a look at different beverages, from water to tea and coffee to soda and juice, and break down their benefits and drawbacks.

## Wellness routines

Do a health-focused take on a 'GWRM' (get ready with me) video and show how someone gets ready for the day or manages their health for a specific event or situation.

## Journaling prompts

The best way to establish a habit is to make it consistent. Give viewers a daily journaling prompt to better their mental health.





# 20 Video Ideas for Electronics & Gadget Brands

Connect with your customers over video - it's what they're using everywhere else already. Gear up to create videos that show how to use your products to their maximum potential, then make your top videos **shoppable** with Ghost.

## Playtime

Use a video game system, camera, or other gadget in real time to demonstrate its use with livestreaming video.

## Usage or editing tips and tricks

Show shoppers how to get the most out of a product by highlighting savvy settings or usage that will optimize their output - for example, different lens settings on a camera or post-production editing options.

## Feature highlight

Break down the latest features of your electronics, including how to use them and different settings.

## Model comparison

Showcase different models side-by-side and explain who they're best for.

## Gadget hacks

Highlight little known settings or features that can improve your use of a gadget.

## Competition comparison

Highlight the differences between your product and your competitors - don't be afraid to mention what makes your product better for your specific target audience.

## Product design review

Walk customers through the design process from conception to reality.

## Industry trends and advancements

Promote new trends or technological breakthroughs from the industry and what they mean for your users.





### Your gadget x different users

Highlight how different users can get the most from your device, from beginners to experts, to specific user groups like gamers or educators.

### How it's made

Walk viewers through how your product is made with a behind-the-scenes look at the manufacturing process.

### Full circle sustainability

Electronics and gadget brands are under a lot of scrutiny for their green practices. Help viewers understand what you're doing to go green, including recycling products or working with sustainable materials. Give consumers directions on what to do with their electronics once they're done using them.

### How I did it

Show a finished product, then walk back through how your device helped create it.



## Unboxing and setup

Help viewers get a feel for what it looks like to start using your product right out of the box, including any setup steps.

## Troubleshooting and fixes

Skip the help center and provide helpful tips for common glitches or user issues someone might run into when using your product.

## Safety first

Walk through any safety or control features of your device and when someone might want to use them.

## Maintenance

Talk about the importance of keeping your device up to date, security concerns, and other maintenance tips, including what to do with a gadget once you're ready to upgrade. Don't forget about storage and cleaning!

## In the wild

Showcase your device being used in a range of creative or unexpected settings, like in an office, the great outdoors, or at a daycare.

## Performance tips

Explain how users can optimize the performance of their device, either by changing settings or ensuring the environment around them is primed to use a gadget.

## Do this, but better

Explain how your device can improve a customer's life in different ways.

## Influencer favorites

Get a popular influencer or celebrity to talk about how and why they use your products for their unique role or content.



# 20 Video Ideas for Furniture & Home Decor Brands

Pull up a chair and get comfortable as you binge watch any of these enticing videos for furniture and home decor brands. Bonus points for taking your top reels and shorts and converting them into [shoppable video](#) with Ghost.



## Furniture care and maintenance

Show customers how to remove a stain or just keep their furniture in tip top shape.

## Room styling ideas

Transform a room by switching up the accessories or paint color while keeping other elements consistent to show the power of small changes.

## Before and after room makeovers

Create a room redesign worthy of an HGTV reveal that spotlights how your brand can transform a space.

## DIY restoration ideas

Turn old pieces into new treasures by showing how you can upgrade, enhance, or restore old or out-of-the-box items.

## Assembly instructions

Walk through the exact step-by-step process behind building a piece of furniture.

## Decor trends

Walk through the newest trends that are popping up everywhere in home decor, and what products you have that are in line with these trending directions.

## Celebrity homes

Highlight the lifestyles of the rich and famous and showcase how fans can get a similar look in their own home.





### Thinking green

Shine a light on your company's green practices, including sustainable manufacturing processes and materials and where you source the materials from.

### Design in any space

Solve design challenges for a range of unique use cases or issues - like small spaces, high ceilings, or a wall of windows.

### Home care

Go beyond just what goes into a home to speak about taking care of your home, period.

### Safety tips

Highlight any safety features of your furniture, like anti-topple measures for bookshelves, and how to install them.

### Behind the design

Speak to the designer of a product on how they came up with the design and what makes it special.

## Get that look

Tap into a specific aesthetic like coastal or minimalist and showcase what products you have to achieve that look.

## Design IRL

Show your products in real-life settings, including expected locations like an office or public venue.

## Storage and organization hacks

Shares tips and strategies on home organization and storage strategies, including how to declutter or sort items.

## Design on a budget

Point out cost-effective ways to upgrade the design or aesthetic of any space, no matter how much money you have to spend.

## The best option for

Answer your customer questions about what product is the best for a specific need such as accessibility, pets, or life with kids.

## Hostess tips

Go beyond just furniture and highlight ideas for an event, like how to host a tea party or backyard BBQ, while featuring your products.

## Watch and destroy

If durability is a product feature, show it. Show how tough it is to damage your product by running it through different tests.

## Material comparison

Walk through different materials your products are available in and the benefits and considerations of each.







# 20 Video Ideas for Jewelry & Luxury Goods Brands

Give your fans a taste of the luxe life with engaging video content. Whether you're going for upscale exclusivity or helpful tips and tricks, your viewers are going to want to tune in again and again...and maybe even shop if you convert your top videos into **shoppable video** with Ghost.





### How to spot a fake

Tips and tricks to ensure customers are always buying authentic products.

### Storage solutions

How to properly store jewelry and luxury bags when not in use.

### Maintenance and cleaning

Share how to videos on cleaning different materials or products.

### Best pieces for travel

Show what items travel well and why, and how to maintain your luxury products when packing them.

### Showroom tours

Give shoppers a view into your showroom, or even your design studio, to follow a product from conception to completion.

### Custom product creation

Highlight the custom design process and how you can get your own custom piece made.

### How to layer jewelry

Show which pieces work together and how from different collections. Focus just on necklaces or rings, or how to create an overall aesthetic.



### Jewelry sizing

Walk through how to find your ring size, what pieces are adjustable and how, removing watch links, and different necklace lengths.

### Jewelry styling tips

Style a jewelry 'look' for different occasions, such as a wedding, or with a particular neckline.

### Famous jewelry moments

Spotlight current jewelry pieces on the runways or red carpet, or speak to all-time historical gems. Relate how customers can create a similar look using your collection.

### Jewelry around the world

Take a look at how jewelry is worn globally, including for special occasions and what materials jewelry is made from.

### Jewelry and luxury item trends

Pull inspiration from the runways and photo ops to give shoppers an idea into what's coming next in the world of jewelry.

### Resale market guide

Speak to what brands have the best resale value, as well as how to navigate different resale marketplaces and options.

## Collector's haul videos

Team up with influencers or superfans to showcase their collections from a particular brand or designer.

## Antiques and heirlooms

Explain what makes a piece heirloom quality, how to preserve jewelry to pass down to others, and what to do with antique jewelry to preserve it or adopt it to modern styles. Or try an 'Antiques Roadshow' approach and assess the value of shoppers' antique pieces.



## Men's luxury goods

Tap into the latest trends for men's jewelry, watches, and luxury accessories.

## Jewelry capsule wardrobe

Highlight the five essential pieces everyone should have for a core jewelry capsule; tailor different capsules to different lifestyles, ages, or careers.

## Gift ideas

Do gift showcases for different occasions such as wedding anniversaries, Valentine's Day, or Mother's Day.

## Perfect proposals

In the engagement business? Share special proposal ideas or crowdsource stories from your followers.

## Craftsmanship connections

Luxury goods are elevated by the high levels of craftsmanship applied to every piece. Conduct interviews spliced with walkthroughs of how different workers create your luxury products.



A man with a beard and long hair, wearing a patterned shirt and a dark scarf, is sitting and painting on a canvas. He is holding a paint palette in his left hand. The background is a blurred art studio with various art supplies and paintings.

# 20 Video Ideas for Arts and Crafts Brands

Step one: Show off your creative side by producing video content that inspires a spark of creation in your audience. Step two: Take those finished flicks and make them **shoppable** with Ghost.



## Art lessons

Teach viewers different art techniques, whether using your products or not.

## UGC creations

Incentivize your followers to create designs using your products and share them with your followers.

## Group workshops

Host an event with actual customers and highlight their creative output after attending.

## Seasonal crafting

Provide inspiration and ideas to create seasonally-themed decor or crafts, for occasions such as Halloween or Christmas.

## DIY vs. big budget

Take the aesthetics of a big budget event, such as a celebrity wedding or private party, and show how you can DIY a similar look at a much smaller price point.



## Storage solutions

Demonstrate how to organize your crafting supplies in an efficient and tidy manner.

## Cleaning and maintenance

Give a tutorial on how to keep your art supplies or tools protected and well-maintained for long-term use.

## Tips and tricks

Show crafting hacks for getting the most out of your products.

## Crafting party inspo

Walk through the steps to host a crafting party, including how to make a craft and fun extras like the invites or food and beverages to serve.

## Pop goes crafting

Take a pop culture moment and translate it into crafty fun. For example, recreate a red carpet dress using only crafted materials.

## History of crafts

Go back in time to explore where a craft or art technique started and how it's evolved through to today.

## Gift-making with love

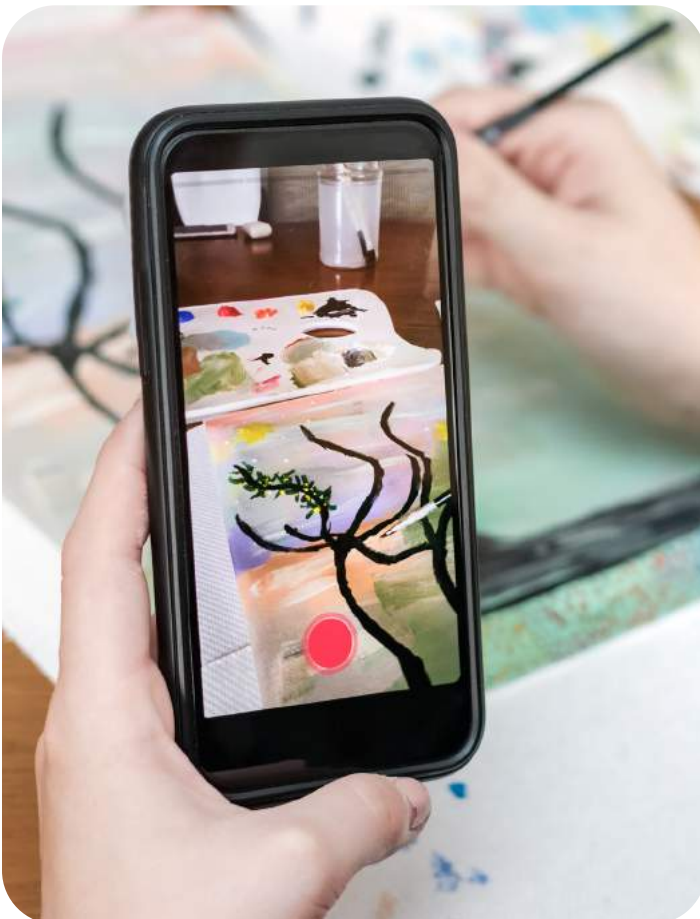
The best gifts come from the heart. Show followers how to create a beautiful handmade gift using your products.

## Kid-friendly arts and crafts

Bring your crafting excellence down to kid-friendly guidance and build a new generation of loyal customers.

## Supporting the arts

Show how your brand works with local art organizations or charities.







### Tool tips

Walk through how to get the most out of various art tools, including beginner to advanced techniques.

### Upcycling / repurposing

Take a greener look at crafting and speak to how everyday materials or items that are ready for the trash heap can be turned into crafty treasures.

### Crafting for beginners

Get back to basics with super simple crafting and art tutorials and how to guides.

### One craft, different visions

Gather a group of employees, fans, or influencers and give them the same instructions to complete a craft. Then showcase the different results to highlight there's more than one way to create a craft.

### Technology meets tradition

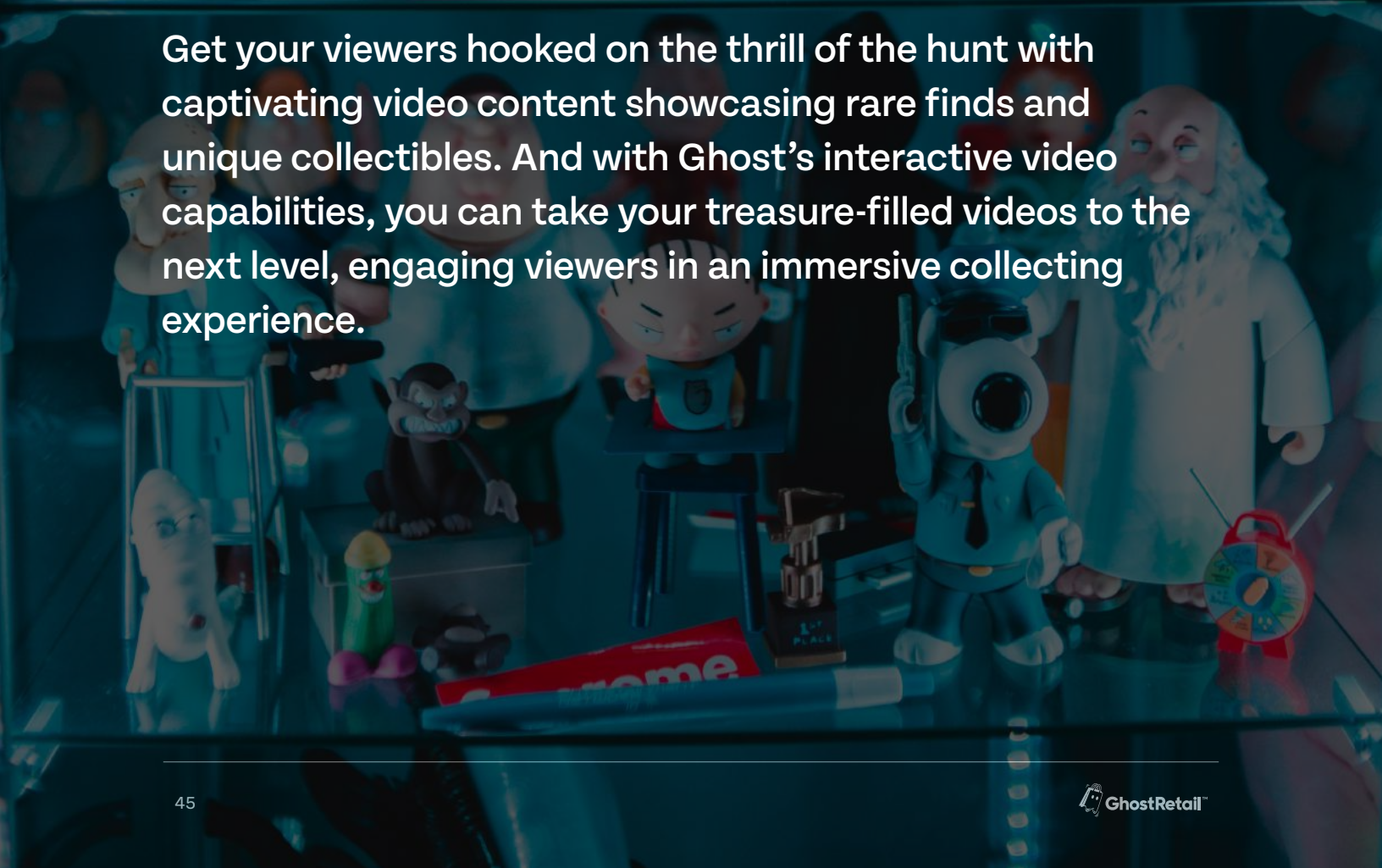
Look at how technology is influencing the art or craft world, including new materials, methods, and tools artists can use.

### Mindful creation

Explore how mindfulness and art go hand-in-hand by offering tips for creating a mindful art space, meditation ideas, or playlists.

A collection of Star Wars action figures, including Darth Vader and Darth Maul, are displayed in a glass case. The scene is dimly lit with blue and red lighting, creating a dramatic atmosphere. The figures are arranged in a way that suggests a hunt or discovery.

# 20 Video Ideas for Collectibles Brands

A collection of cartoon collectibles, including a character from The Simpsons, a character from The Simpsons, and a character from The Simpsons, are displayed in a glass case. The scene is dimly lit with blue and red lighting, creating a dramatic atmosphere. The figures are arranged in a way that suggests a hunt or discovery.

Get your viewers hooked on the thrill of the hunt with captivating video content showcasing rare finds and unique collectibles. And with Ghost's interactive video capabilities, you can take your treasure-filled videos to the next level, engaging viewers in an immersive collecting experience.



## Most rare, most wanted

Spotlight the most rare collectibles in your category and what makes them special.

## Resale market guide

Walk through different resale markets and how they operate, and which ones might make the most sense for someone to participate in.

## Special collabs

Explain who you're partnering with and why, and what they put into the collaboration to make it special.

## Collectibles for all time

Go back in time and highlight major historical moments in your brand, or category's, timeline.

## Display inspo

Showcase different ideas for displaying and storing collectibles, either crowdsourced from collectors or interior design specialists.

## My favorite things

Speak to some of your top collectors about their favorite pieces and have them share stories as to how they got them and why they're meaningful.



## Collecting as art

Highlight how collecting is both a hobby and way of life, and how to connect with the collectibles community at large.

## Collecting for beginners

Point out common do's and don'ts, and help new collectors establish their collections.

## Collectibles hunting

Visit trade shows, cons, antiques shops, and thrift stores to hunt down collectibles in the wild and get an appreciation for pricing.



## Appraisals on the spot

Host an Antiques Roadshow-style event and provide free appraisals for collectibles to surprise and educate viewers.

## Collectible value

Draw on historical data to project future values of collectibles, as well as actual values of antique or historical items.

## Insuring or protecting your collectibles

Bring in a security expert to talk through options for protecting collectibles, from storage and safes to insurance policies.

## DIY collectible appraisals

Give shoppers a rundown on what to look out for when buying collectibles, whether new or secondhand, including signs of wear and tear or popularity of items.

## Where to learn more

The best collectibles brands don't need to be the authority on everything. Spotlight collectibles experts where viewers can go to learn more about a specific angle of collecting.





## Collectibles auctions

Take viewers into the world of auctions, whether livestreaming an event or recapping an auction.

## Counterfeit caution

Teach viewers how to spot and avoid buying counterfeit collectibles through different channels.

## Global collecting

Showcase how the art of collecting is different around the world, including special collections, conferences, or communities for certain collectible brands or categories.

## Record holders

Break out the Guinness Book of World Records and track down the world's biggest collectors. Tell their stories through third-party information or interview them directly.

## Celebrity fans

The rich and famous can indulge in their hobbies like none other. Highlight famous folks that love the same category or brand and dive into what drew them to it.

## Current countdowns

Walk through the most trending and popular collectibles in the world (or through your store) on a weekly or monthly basis.



# 20 Video Ideas for Real Estate Brands

Step into the world of immersive real estate videos that bring properties (and home ownership!) to life. Showcase stunning homes, architectural marvels, and breathtaking views that leave viewers in awe. Then help them out with virtual tours, in-depth information, and guides to engage potential buyers like never before, enhanced with the power of Ghost's **interactive video** platform.





### Tips and tricks when buying a home

Negotiate like a master realtor after getting your insider insights on buying and selling homes.

### Listing walkthroughs

If pictures can tell a thousand words, videos can tell millions. Help prospective buyers understand the actual flow of a home by providing video walkthroughs.

### Home maintenance tips

Prepare homeowners for the joy of home ownership by spotlighting everyday hacks and fixes to keep their homes in tip top shape (and ready for resale).

### Security spotlight

Explain ways to keep your home safe, from security systems to smart storage in the event of natural disaster.

## Green living

Offer ideas for how to live a more green lifestyle, including energy efficiency, recycling, and product purchases.

## Connected life

Talk about ways to upgrade your house into a smart home or through the internet of things.

## Home upgrade advice

Walk through common home upgrades, their potential resale value, and what to prioritize.

## Things you should know before...

Give homebuyers and homeowners ideas on questions to ask before they hire a contractor for a job, or a realtor to sell their home.

## The great outdoors

Promote the importance of curb appeal and strategies to boost your home's outdoor appearance.



## First impressions

Walk through some of the key things homebuyers look at when walking into a home for the first time and how you can improve them.

## Real estate horror stories

Highlight some of the biggest mistakes you've seen homeowners make when selling their home and how to avoid them.

## Home staging on a budget

Explain the benefits of professional staging, as well as tactics for creating a staged home on your own.





### Neighborhood reviews

Highlight the perks and top businesses in neighborhoods where your listings are popping up or focused.

### DIY help

Walk through some simple DIY tasks you can take on to fix your home.

### When to bring in a pro

Talk through different home upgrades and when to bring in a professional versus doing it yourself.

### The mortgage market

Speak to what's going on with mortgages and interest rates, and how to negotiate for the best mortgage possible.

### Feeling neighborly

Highlight community spirit events, or present ideas on how to get to know your neighbors better.

### Rental and vacation properties

Talk through the logistics and realities of having a rental or vacation property.

### Weirdest asks

Highlight stories about some of the strangest requests your clients have had when house shopping, and how hard they were to find.

### Market values

Speak to the hottest neighborhoods or home types, why they're so popular, and how prices are moving up and down in different areas.



# 20 Video Ideas for Food Brands

Satisfy your audience's hunger for snack size content with mouthwatering food videos that'll tantalize their tastebuds - and their wallets. From cooking tutorials to recipe inspiration, you'll have viewers ready to serve up something amazing after viewing your videos. Plus, with Ghost's **shoppable video** capabilities, you can turn those food cravings into direct sales.



A woman with dark hair, wearing a brown apron over a black shirt, is shown from the chest up. She is holding a lime in her right hand, squeezing it over a clear glass bowl filled with green guacamole. The guacamole is topped with white cheese. She has a focused expression on her face. The background is blurred, showing green foliage.

## Recipes

Highlight creative ways to use your food product in recipes or provide a demo of how to make your product from start to finish.

## Party planning

Curate the plans and details for a themed event including what to play, how to decorate, and what to serve - starring your food products of course.

## Back to your roots

Visit suppliers and showcase the care that goes into your product ingredients and your sourcing process.

## Celebrity chefs

Connect with a famous chef (even of local fame) and get them to share their top tips and tricks. Bonus points if they use your product.

## Go global

Is your product enjoyed in multiple markets? Highlight how and where you're distributed, and speak to super fans in different markets. You can even share a popular dish in different regions to spark inspiration.

## Blind taste tests

Get amateur foodies to try your product blindly and share their thoughts about how it tastes or compares to another similar (but obviously inferior) product.

## Events and trade shows

Show what it's like to share your product with the world at a community event or trade show. Set up a food truck, pop-up shop, or stall and highlight your food in the wild.

## Health tips

More and more consumers are health-conscious about what they put in their mouths. Bring on a dietitian or nutritionist to talk through the health benefits of your product and the ingredients you've chosen.

## Perfect pairings

Round out any meal or snack with some ideas on what to pair your food products with, from alcoholic beverages to easy-to-make side dishes.

## Chef hacks

People love learning from social video! Bring them cool tricks and hacks trusted by the pros to speed up their time in the kitchen.



## Fan faves

Speak to fans of your products and ask what their favorite way to consume your food is, whether in a unique setting or crafty recipe.

## Weird eats

Highlight strange culinary delicacies from all over the world - and sprinkle in some examples using your products along the way. Or spotlight weird ways or combos people like to eat your food.



## Food art

Use your products to create elaborate or appealing edible food sculptures or works of art.

## The science of food

Speak to a food scientist or expert that speaks to evolutions in how we eat or produce food, including any innovations inherent in your product.

## Cooking tutorials

Help your followers master the art of a souffle, stir fry, or scrambled egg with mini tutorials on specific kitchen techniques.

## Recycle, reduce, reheat

Get green-minded and highlight how your brand works to reduce its environmental footprint, as well as steps consumers can take to do the same. Don't forget about including ideas for leftovers!

## Giving back

Show how your brand connects with the community, whether by donating food products to a specific charity, or by participating in a volunteer event like a food drive or soup kitchen.



## Finishing touches

Highlight the little flourishes someone can make to take their dish from excellent to elevated, such as garnishes or seasoning.

## Food styling 101

Teach followers how they can snap amazing photos of your food themselves with tips from pro photographers and food stylists.

## Eating trends

Take a bite out of the trend market and speak to what food items, cuisines, or concepts are taking the culinary world by storm - and how your fans can get a taste for themselves.



# 20 Video Ideas for Beverage Brands

Raise a glass to engaging video content that quenches your viewers' thirst for knowledge and entertainment. With Ghost's **shoppable video** platform you can take their beverage journey to the next level, keeping your audience captivated and craving a sip.



## Mixology lessons

Help customers concoct a perfect alcoholic (or non-alcoholic) drink using your beverage as a base ingredient. Make it a series and create different themed drinks for different occasions or times of the year.

## Pairs nicely with

Give followers a glimpse into what they should be pairing your beverages with, from mixes to meals.

## Source session

Talk about the ingredients used in your beverages and where they're sourced from. Better yet, visit the farms or speak to the producers involved in the supply chain for your beverage brand.

## Healthy sips

Speak to the health benefits of your beverage brand, whether it's part of a healthier diet overall or your beverages have specific ingredients that set them apart.

## Expert insights

Bring in an expert mixologist, sommelier, or barista to talk about how to craft and serve the perfect beverage.



## Recycling goodwill

Give a glimpse into your brand's ecological profile and what you're doing about it, whether using clean energy in your production process to offering a more sustainable drinking container. Be sure to highlight how consumers can recycle your products.

## Eat your drinks

Showcase how your beverages can be used in cooking and baking recipes.

## The best glassware

Walk through different types of glasses, styles, and materials and what they're used for. Highlight specific brands or preferred materials for followers to look out for. Don't forget about cleaning tips!

## Pop culture libations

Tap into whatever is trending at the moment in pop culture and create a signature cocktail for it, from special events like the World Cup and Academy Awards, to TV series finales or hit songs.

## Tasting notes

Get experts - or not - to speak to what they taste when they imbibe one of your drinks. Or give viewers an idea how they can hold their own tasting event.

## Building the ultimate bar

What essentials should every person have in a well-stocked bar? Walk through it, as well as how to maintain your liquor and how often you should toss it.

## Bar hopping

Highlight favorite pubs, restaurants, or wine bars across the world and what makes them a special place to have a drink. Bonus points if they serve your beverages.

## Party time, excellent

Help fans create a perfect themed event, complete with a signature beverage provided by yours truly. Walk through everything from decor and invites to playlists and party nibbles.





## Historical sips

Go back in time to explore what the most popular drinks were at different points in history - particularly a good fit if your brand has a unique history of its own. Highlight how these drinks can be made today, including with your drinks.

## Same drink, different day

Speak to all the different preparation methods for your beverage brand. For example, a coffee brand may look at the difference between pour-over and French press preparation methods, while a liquor brand may highlight how their spirits can be served warm, at room temperature, or with ice.

## Label design

Go behind the artwork that adorns your beverage brand. Speak with the graphic designer or explain what it means to your business. Works great if you've also got limited edition labels happening for an event or cause.

## Arts and culture

Many beverage brands have a very specific ideal customer - one who identifies with a specific set of cultural activities. Spotlight artists, musicians, or performers that you feel would resonate with your core audience to create an artsy community vibe.

## Competition time

Give people the same set of ingredients to work with and see what crazy concoctions they come up with - including the final taste test.

## My favorite drinks

Interview staff members, industry professionals, or famous folks to get a taste of what their favorite drink is, or what they love to drink for a specific occasion like their birthday or a night out.

## Extreme taste tests

Pick an unlikely ingredient like pickle juice or peanut butter and try pairing it with your beverage. Record the results for laughs or surprising new mixes.

A smiling woman with dark hair tied back is holding a baby. The baby is looking at a smartphone held in front of them. The phone screen shows a video of a person's hands. The background is dark and out of focus.

# 20 Video Ideas for Children's & Toy Brands

Spark the imagination and wonder of children and parents alike with captivating video content featuring toys, games, and tips for living life with kids at any age. With Ghost's **shoppable video** app, you can transform your videos into interactive adventures, bringing the magic of your brand to life (and to checkout).



### Setup time

Go beyond an unboxing moment and show how to actually set up or construct a toy.

### Tidying time

Give tips on how to store toys - not just your own - and keep kid clutter from taking over your house.

### Parenting tips

Give parents tips on everything from sleep and screen time to fun activities they can do together. Bring in experts or simply tap in other parents.

### Best travel toy ideas

Spotlight the best toys and activities to bring with you for different out of home adventures.

### Toys in the wild

Show how your toys travel well by highlighting extreme or interesting places kids have taken them.

### Storytelling

Let little ones share in their own words the types of stories they like to create using your toys.





### Top baby essentials

Get parents to share their most valuable new parent products that helped them survive the new baby days.

### Kid tested

Bring kids out to try and break your toys or products to show how rigorously tested they are to stand up to child wear and tear.

### Rainy day fun

Spotlight some fun, low cost ideas to keep boredom at bay when the weather isn't cooperating.

### Here, there and everywhere

Give parents ideas for new excursions or places they can take kids, whether general ideas (ex: host a scavenger hunt) or actual locations (ex: visit this tourist destination in this city).

## Grownup fun

Give adults in different roles or settings the chance to play with your toys and see what they come up with. Try bringing in teachers, child psychologists, or nannies to give extra professional insight.

## Aging up (and down)

Highlight different play strategies for children at every age - for example, how to simplify the rules of a game for younger children, or what to do with toys once a child has 'aged out' of them.

## Spot the toy!

Initiate a visual treasure hunt by hiding your toy in a video scene. Encourage comments to point out where the toy is actually hidden.

## STEAM city

Walk through ideas on how to incorporate STEAM activities into playtime, with or without your toys.

## Inclusivity

Speak to your brand's commitment to inclusivity, whether through diverse representation or non-gendered toys. You can also speak to inclusive design for physically or mentally disabled children.

## Stay clean

Explain what to do if a toy gets dirty, as well as regular maintenance tips like wiping down toys with antibacterial cloths or sprays.

## Gift ideas

Highlight the best gift ideas for kids at any age, or for specific interests. Don't just save gift guides for the holidays - birthdays happen all year long.

## Famous kids

Take a look at what the most famous kids in the world are up to, and why parents should take note, whether it's fashion trends, causes, hobbies, or toys.

## DIY time

Provide easy recipes, crafts, or other activities families can do together. Include ways to bring in your toys or children's products to enhance the experience.

## Parenting experiments

Take parenting trends, topics, or tactics and put them to the test. Showcase how things like mindfulness or open-ended play can pay off for kids.



A man with dark hair, wearing a blue long-sleeved shirt and a black headset with a microphone, is smiling and looking down at a laptop screen. The background is a blurred office setting.

# 20 Video Ideas for B2B Brands

Get ready to revolutionize B2B video content with interactive experiences that captivate your audiences and drive engagement. Take your thought leadership and promotional content and make it more educational and inspiring than ever before. With Ghost's interactive video platform, you can take any video you've created and add links to connect with your sales team, view other content, or other calls-to-action that are sure to drive up time on site (and leads!)





### Client success stories and testimonials

This is the bread and butter of most B2B content and for good reason. Showing how others have benefitted from your assistance is an easy place to start creating video content (and sway others to follow suit).

### Productivity tips

Highlight ways to make your workday more productive, whether through tools, software, or products.

### Ultimate workspace setup

Promote different workspace setups, or aspects of workspaces people should be considering to maximize their happiness and productivity. Include things like ergonomic design, chair features, and lighting.

### The best lesson I learned

Get business experts to share the best lesson they learned in business (or life) in relation to a specific topic that would resonate with your audience.

## My first job

Speak to higher ups and how they got started in the industry, or what their first job was altogether, for a fun throwback series.

## Resume and employability tips

Answer questions about how to format or set up your resume, prepare for interviews, and stand out in a way that will help people clinch any job.

## Business challenges

Dig into some of the current forces impacting how businesses operate today - and what business leaders can do about them.

## Here we grow

Spotlight ideas and strategies to spur growth for businesses based on real-life success stories and examples.

## Watchouts

Provide helpful tips of hidden stumbling blocks businesses may encounter in their sector, or related to your services. For example, an accounting firm may want to highlight common tax filing errors.

## Best in the biz

Promote the best business resources out there that your business loves - consider books and podcasts, software, hardware, office supplies, shipping services, or other business providers.

## The future looks...

Give a glimpse into the future of your industry or sector based on trends your business is noticing or can anticipate.

## Trade show and conference recaps

Into events? Provide a backstage pass to those who didn't get a chance to attend in-person what happened at the event and what key takeaways they should be keeping in mind.



## TED-ish talks

Bring on speakers to host brief lectures in the spirit of TED talks related to your business and sector.

## Diversity and inclusion

Highlight how your business promotes diversity and inclusion, and offer strategies for other businesses to follow suit.

## Business then and now

Talk about how far we've come in relation to different business processes - especially if your product or service has contributed to a 'better way' of doing things.

## Ones to watch

Highlight up and coming businesses and what lessons or takeaways you can absorb from them.

## KPIs ahoy

Break down the most important KPIs for businesses to pay attention to, how to track them, and of course, how to improve them.

## Teardowns

Tread carefully here, but recognize that people love to see what others are doing right (and wrong). Conduct a teardown series on a specific element of a business - for example, their product pricing strategy or customer service calls - to provide lessons learned.

## Corporate speed dating

Bring together two people from vastly different functions within an organization and spur on an honest conversation about the business, and explore how their business units could learn from each other.

## Cost cutting

When austerity is on the table, give business leaders strategies to cost cut with the least amount of impact. Small changes add up!







# 20 Video Ideas for Not-for-Profits

Unleash the power of video to amplify your nonprofit's impact and inspire action. Tell your organization's story, showcase your initiatives, and connect with donors on a deeper level through engaging videos. Best of all, with Ghost's interactive video platform, you can create immersive experiences that allow viewers to learn more about your cause, participate in interactive campaigns, and make donations directly from video - making every view a meaningful contribution to your mission.



### **Vision, mission, and values**

Don't be afraid to sing your mission from the rooftops. Regularly reinforce what your goals are and how you're progressing toward them.

### **Annual reports**

Make your annual reports interactive by breaking them into bite-sized chunks spotlighting your organization's highlights and opportunities over the past year.

### **Impact statements**

Get those who have been directly impacted by your organization to tell their story and the difference your organization has made on their lives.

### **Need videos**

Highlight what your organization is most in need of and how others can support you by providing cash or item donations.

### **Fundraising ideas**

Provide ideas to raise funds for your organization for different occasions, holidays, or goals.

### **Volunteer stories**

Follow one of your volunteers for a day, or speak to new or legacy volunteers about their experiences working with your organization.

### **History lessons**

Dive into the history of your organization and how far you've come, promoting key milestones along the way.

### **New project announcements**

Spotlight the latest and greatest things your funding is going toward, with behind-the-scenes tours, interviews, or action in progress.





### Before and after

Showcase something at the start of their journey with your organization to where they're at today to highlight the real meaningful change you can have on a person, place, or animal.

### Donor and sponsor announcements

Celebrate those making a big impact with your organization by spotlighting their donation, and why they made it.

### Get educated

Provide important stats, insights, or definitions to better educate people on the cause you're working for and the impacts it has.

### Breakthroughs

Spotlight major breakthroughs related to your cause or your organization - even if they're not your own. For example, a cancer organization could spotlight a new breast cancer treatment that's showing positive results.



## The next generation

Highlight ways to raise an empathetic child, and suggest opportunities to encourage them to give back or get involved in their communities.

## Event invites

Promote upcoming events by showcasing what previous events were like, or give a behind-the-scenes look at the prep that's going into an event. Don't forget a post-event wrap-up video too!

## How to help

Provide guidelines on how to get involved, whether through fundraising, volunteering, or sitting on your board. Include opportunities for people of different ages and abilities to lend a hand.

## What to expect

If your organization provides hands-on support, help potential benefactors overcome anxiety by walking them through what to expect once they arrive on-site.

## Mailroom

Encourage people to submit anonymous questions on sensitive topics they may not have an outlet to answer otherwise, then answer those questions over video.

## Virtual care

Recognize that many people that follow your accounts might also be in need of support from your organization. Take in-person support and bring it online by providing tips and strategies over video. For example, a cancer charity can share things when you find out a loved one has cancer. Or a women's health clinic can provide insight on what to expect after an abortion.

## Making a change

Go beyond your organization's impact and spotlight what's being done (or not) at a government level for the cause your organization stands for. Provide options for followers to petition or lobby the government to provide better support or more access.

## Sister orgs

Highlight what other similar organizations are doing in different markets and lessons you can take away to apply to a more local market.

# Conclusion

Getting started with video creation doesn't have to be daunting. The rise of social video apps means shoppers are much more used to seeing 'raw' content and footage from their favorite brands and founders. Plus, there are dozens of great editing tools and apps - including native social video editors - that can help get you started fast.

Remember though, the more places you add your video content, the more likely it is to be seen, and acted on.

Want to create free interactive video? Get Ghost's free app to instantly create shoppable or interactive videos. You can tag any product or page on your website to drive a next step from your viewers - whether it's to make a purchase, learn more, or connect with you in some other way.

This guide contains over 300 video ideas to inspire your content creation so what are you waiting for? Fire up a camera and get shooting - we can't wait to see what you come up with.

[Start Creating Free Shoppable Videos](#)

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