

Video Strategies



■ Strategy #1: Features → Features → Features

Highlight new products, services, or brand features in all stages of the video.

Strategy 1 Example Headlines:

- **Frame 1:** When you work with Obility, you can expect...
- **Frame 2:** ...an experienced Team of B2B Digital Marketing experts...
- **Frame 3:** ...providing extensive research, strategic insights, & more.

■ Strategy #2: Question → Question → Statement

Start by asking one of your most-common user pain-point questions. Next, ask a second user pain-point question. Then, answer both questions with a strong statement about the product, service, or brand. (Do you like cinnamon? Do you like rolls? Then you will love our cinnamon rolls!)

Strategy 2 Example Headlines:

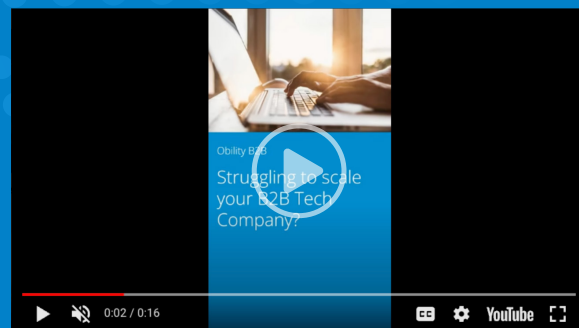
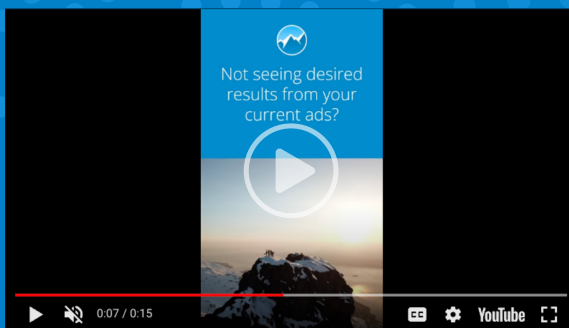
- **Frame 1:** Do you need an experienced B2B Digital Marketing Team?..
- **Frame 2:** With the strategic insights to help improve performance?
- **Frame 3:** At Obility, we help modern B2B companies grow.

■ Strategy #3: Identify Problem → Identify Emotion → Strong Seller

Clearly state a common user pain-point at the start of the video. Next, identify how that pain-point makes the user likely feel. Then, present the product, service, or brand as the solution.

Strategy 3 Example Headlines:

- **Frame 1:** Struggling to scale your B2B Tech Company?
- **Frame 2:** Not seeing desired results from your current ads?
- **Frame 3:** At Obility, we help modern B2B companies grow.



Recommended Templated Video Creation Services

- Adobe Express
- Canva
- PowerDirector 365 Business
- Animoto
- Motion Array
- Promo

Ask about how Obility's Creative Team can help with basic video ads!