



40+ Ways Businesses Can Use AI Videos

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AI videos offer many of the same benefits as traditional videos including audience engagement, lead nurturing, and thought leadership, but they require far less time and effort to produce. For those reasons, AI videos provide a much quicker method for producing engaging webinars.

However, the potential uses of AI video stretch far beyond webinars. Companies in all industries can leverage them for many different uses.

How can you use AI videos in your organization?

Let's take a closer look at some of the top ways to use AI videos.

Marketing

- Product launch videos
- Highlighting customer reviews/ testimonials
- Promotional video for product or service
- Educational video on a topic related to your product or service
- Product demonstration
- Brand story videos/ brand films to share your valued
- How-to videos to address common audience pain points
- Case studies
- Personalized videos talking about how your offer can help resolve their issue
- Event videos (promotion and/or recap)

Sales

- Sales Training Videos
- Sales quarterly and year-end reviews
- Team goals videos
- Sales tips/ reviewing common errors
- Advertising videos
- 2-minute explainer videos (explain your offer in 2 minutes or less)
- Sales pitch

HR

- Product training videos to ensure your team can accurately explain your offer to customers.
- HR Employee Onboarding & Handbook Videos
- HR recruitment videos (include with a job posting or send to prospective employees)
- Why work for us video
- A day in the life of an employee at [your company]
- Company meeting videos
- Company policy videos
- Learning and development videos
- Employee onboarding videos
- Employee-facing knowledge base videos
- Educational videos about company benefits
- Employee exit videos

Finance

- Quarterly and year-end presentation videos
- Financial goal videos
- Budgeting and financial planning

Security

- Tech support videos
- Explainer video about the importance of data security
- Cybersecurity best-practices educational video
- The security protocol for the company
- Review of security mistakes to avoid
- Explanation of the steps the company takes to ensure security
- Customer data security explanation
- New security announcements

Customer Support

- Customer service videos answering common questions or concerns
- Customer onboarding videos, including product demonstrations
- Knowledge base videos for customers
- Troubleshooting/demo video of client issue
- Customer support team review

Get All the AI Videos You Need for Your Company

AI videos offer immense potential for corporations. They are not only a great marketing and sales tool, but they are also helpful for every department in your organization. AI videos offer immense value for customers, employees, and management when used correctly.

Now you can easily get all of the AI video content you need with the help of [Engage 2 Engage](https://www.engage2engage.com). You won't have to worry about traditional video creation or even learning AI tools. Instead, our experienced digital creative team will handle every aspect of AI video creation. Get professional videos with real human avatars without any additional hassle.

Learn more about our AI video service and how we can meet all your video needs by visiting our direct website link today!

www.engage2engage.com/ai-videos

