

Product videos [Playbook]

I made 300+ posts about product video marketing on my LinkedIn. These are the most important truths I manually crystallized and put into a single document. Hope it saves you years of trial and error!

Created by [Hlib Trazanov](#)



Important note: All these "truths" come from MY content, from MY judgement, from MY experience. Not some "best practices" on the internet. Only real videos, real tests, real client work.

1. Video types

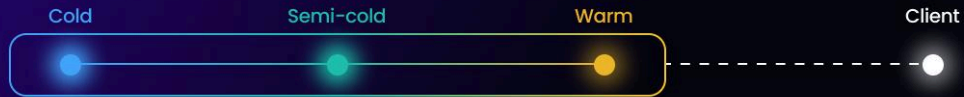
There are **5 video types** that matter in product marketing.

They are not defined by length but by **where they're used** and **what job they do**.

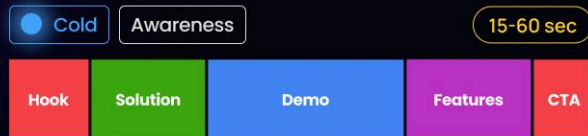
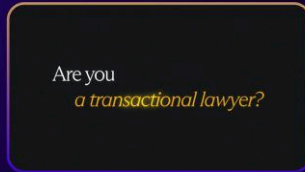
1. **Ad video**
2. **Promo video**
3. **Demo video**
4. Testimonial/case study video
5. Onboarding video

I have the most experience with the first three.

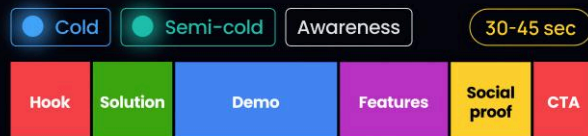
5 types of product videos



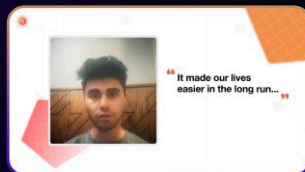
1 Ad video



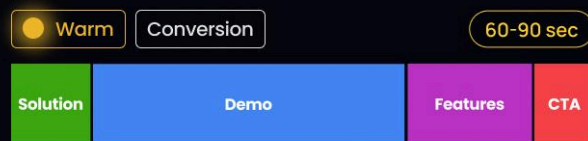
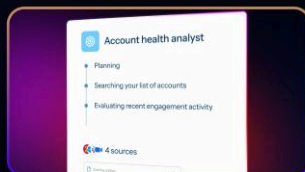
2 Promo video



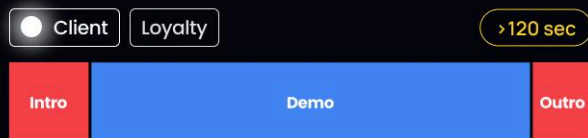
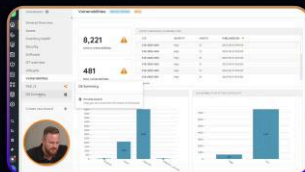
3 Testimonials/Case study videos



4 Demo video



5 Onboarding videos



1.1. Ad videos.

Can be any long: either 15s with 1 use case per each, or full blown 60 sec ad with product demos, multiple features overview, etc. Anyways, the audience is mostly cold here. So we need to grab their attention somehow (a strong hook), give them a reason to watch (see my recent post about top 10 hooks - <https://lnkd.in/euJukKWN>). The [demo] part is super short (but must be here!). And usually no time for [social proof] too. Grab, tease, redirect to the landing page, that's it.

1.2. Promo videos.

Usually around 30-45 sec, used in socials. Announcing a new feature, or a new product launch. Here we have a bit more time to show a bit of the [demo] and even include the [social proof], because the audience is still mostly cold (a bit warmer because of the follower base). Still needs a strong hook. The goal is to communicate/inform/tease, not to convert yet.

1.3. Testimonials/Case study videos.

Customer stories are for those who already know you exist but hesitates to buy. You use these videos mostly as retargeting assets to those who already seen your ads/promos. 1-2 min videos normally (if edited): only main theses, big outcomes. Then I recommend flashing the end result too (whatever dream outcome your product achieves).

1.4. Demo videos.

Best conversion assets out there. Mostly used on the website. The audience is warm here, with context and intent. No need for long [problem] intros. Get to the product asap, show it in action. And if they believe it can deliver the promised results, they'll convert at this stage. 1:00 - 1:30 is ideal. Hooks are not that important here, you can even start directly with a [Solution] "introducing XYZ, the platform for...".

(I've seen pure demos perform in socials or ads too, just as well or even sometimes better than promo content, lol)

1.5. Onboarding videos.

Usually these videos are meant to reduce the churn rate. So the buyer doesn't get lost and knows what to do next. I've seen even 4-5 mins videos are consumed just fine (but better to focus on 1 thing

at a time, 2-3 mins per video). When a person just became a customer, he's the most interested and motivated at this point. Just focus on quick wins, and he'll stick around longer (-> higher LTV for you).

2. Structures

See more practical examples inside my [35 viral videos breakdown](#) (if you want to get an already compressed PDF of these 35 breakdowns to feed your AI, here's the [download link](#)).

2.1. Ad video structures

Structure A - classic product ad

Since it's mostly a cold audience, we need some sort of a [Problem] or [Dream outcome] to give them some context on what it's gonna be about, before we introduce the [Solution].

[Problem] -> [Solution] -> [Demo: How it works] -> [Dream outcome] -> [CTA]

Example: <https://youtu.be/WDXXTI9YU-w?si=cQZGWMmsCdpb8r7>

or

[Dream Outcome] -> [Solution] -> [Quick teaser] -> [Demo: Use case] -> [CTA]

Example: <https://www.youtube.com/watch?v=1wzhsrwSOTY>

Or sometimes combining it with the [Persona callout], to stop the scroll better

[Persona callout + Problem] -> [Solution] -> [Demo] -> [Social proof] -> [CTA]

Example: <https://www.linkedin.com/ad-library/detail/737880024>

Structure B - single use case ad (where you create 5-10x videos, with 1 use case per each)

For example:

Video 1: "with Framer, free domains on any paid plan"

Video 2: "with Framer, you can make serious money as a creator", etc.

[Hook] -> [Demo: use case] -> [End result] -> [CTA]

Example: <https://www.linkedin.com/ad-library/detail/702744214>

Variation: **Persona-based ads** (when your product serves wide audience, and you need to call each of them out to make it more personalized) - also single use case ad

- "hey control freak, now you can do XYZ" <https://www.youtube.com/watch?v=6fgm8qah5mk>
- "hey you, relentless perfectionist" <https://www.youtube.com/watch?v=APipXtcKuwg>
- "hey visual mastermind..." <https://www.youtube.com/watch?v=i7UJGXnctVY>

2.2. Promo video structures

Structure A - classic promo video (for social media)

[Hook: Persona callout + Dream outcome] -> [Solution] -> [Demo] -> [Features] -> [CTA]

Example: <https://www.youtube.com/watch?v=hxS6YMqx-j0>

Structure B - hype promo video (no voice-over) - *most commonly used nowadays*

[Hook: bold statement] -> [Solution] -> [Demo] -> [Dream outcome] -> [Outro]

Example: <https://www.youtube.com/watch?v=DBnLv1Vo3LQ>

Or

[Teaser: "turn this into this"] -> [Solution] -> [Demo: use cases] -> [Features] -> [CTA]

Example: <https://www.youtube.com/watch?v=PKgjbixUtT4>

2.3. Testimonial/Case study video structure

Classic structure:

[Hook: biggest win] -> [Intro: logos] -> [Social proof] -> [Demo/End result] -> [CTA]

Example: https://www.youtube.com/watch?v=T-J3u_rkkFE

2.4. Demo video structures

Typical demo for the website starts straight with a [Solution]:

[Solution] -> [Demo: how it works] -> [Features] -> [CTA]

Example: <https://youtu.be/0ZEVhWk84XA>

Or

[Teaser] -> [Demo: use cases] -> [Outro]

Example: <https://www.youtube.com/watch?v=2C4Cs6503gw>

Demo that goes for promo purposes (in social media, ads), just add some [hook] /or [intro]:

[Dream outcome] -> [Solution] -> [Demo: use cases] -> [Social proof] -> [CTA]

Example: https://youtu.be/kz_W8fTubCQ

Or a live action demo (1 use case per video)

[Intro] -> [Solution] -> [Demo: Use Case] -> [End result] -> [Outro]

Example: <https://www.youtube.com/watch?v=mF3VgbuoK8M>

2.5. Onboarding video structure

Classic structure:

[Intro] -> [Demo] -> [Outro]

Example: <https://www.youtube.com/watch?v=VGa3HMUWQSM>

2.6. Universal video structure

If you don't want to overcomplicate things, just pick this one:

60 seconds:

[Hook] -> [Solution] -> [Demo] -> [Features] -> [CTA]

this is the simplest, the clearest, the most "generally accepted" product video formula you can ever use... **especially for your first video!**

[Hook]:

Example: "Turn this... into this (unstructured doc -> nice presentation)"

[Solution]:

Example: "Introducing XYZ, end-to-end platform for securing Gen AI apps..."

[Demo: how it works]:

Example: "XYZ scans your website, understands your tone, prepares a list of leads to review. then crafts personalized emails... etc etc"

(don't forget to actually show the UIs and how it all happens on your platform)

[Features]:

Example: "Plus, multiple integrations, easy reporting, supports 80 languages, etc etc"

[CTA]:

Example: "Run at full capacity with XYZ. Try 7 days for free."



3. Hooks

(the hooks that we've personally tested)

1. **[Persona callout]** + **[Dream outcome]** - **[Pain]**

Example:

"Are you a financial audit firm, that wants to 2X audit speed, without Excel chaos and email ping-pong? Meet XYZ..."

My thoughts:

Works especially well in ads. The persona callout stops the scroll. And it's good for algos to target the right people. We've used it in ads multiple times. Good one.

2. [Persona callout] + [Problem]

Example:

"Are you a transactional lawyer, spending hours or even days reviewing legal contracts, all manually?" Meet XYZ..."

My thoughts:

Another variation of the previous one. Works well in ads too.

But the next one was stronger →

3. [Dream outcome]

Example:

"What if you could review a 50-page legal contract in minutes? Meet XYZ..."

My thoughts:

This hook was one of the best performing ones for our client. Works well both in ads and social media. Basically for the cold audience with no prior context about you.

4. [Problem] + [Dream outcome]

Example:

"Are you spending too much time quoting, only to lose deals to competitors? Imagine cutting your quoting time by 50%, and winning more contracts starting today."

My thoughts:

Generally a good hook. Fits most use cases for a cold audience, especially problem-unaware one.

5. {{no hook}} → [Solution]

Example:

"Introducing XYZ, a platform for..."

My thoughts:

Perfect for high intent viewers. Warm audience, who has a lot of prior context. Either for a demo video on the website. Or investors. Or social media announcements for existing users/followers. Straight to the point, good engagement in this case.

6. [Social proof] + [Dream outcome]

Example:

"Here's how top engineers at BMW, Siemens and Schaeffler cut simulation costs by 80%"

My thoughts:

I call it a credibility hook. We used it 2 times, each for a very established and serious audience (enterprise companies, C-level executives). If you don't earn their respect in the first few seconds, they fall off.

7. [Problem]

Example:

"You know how legal contracts can somehow take DAYS to review? With Spellbook that's over..."

My thoughts:

Sets the context and finds the problem-aware audience. But not the strongest one among the ones we've tested.

8. [Teaser]

Example:

"Turn this... → into THIS"

(unstructured Word doc → modern presentation in Powerpoint)

My thoughts:

Sometimes the best hook is teasing the end result very early. It gives the context (what is it) + gives a big promise (the result). Amazing one!!

9. [Context]

Example:

"Worlds best team of agents. Ready to hire. Meet XYZ..."

My thoughts:

Very direct hook. No [problems], no [transformations], no [dream outcomes]. Just “what is it”. For an educated market, it’s more than enough.

10. [Transformation]

Example:

(showing some old-school Windows 98 errors and messy dashboards, only to turn it later into our nice new business analytics tool)

My thoughts:

It’s also a visual hook only, no words. I call it a contrast hook. The bigger the difference between the [before] and [after], the better.

4. Performance levers

Packages ALWAYS beat single “hit or miss” videos (even the best ones). Here are some ways you can get 2-3x performance with almost the same budget.



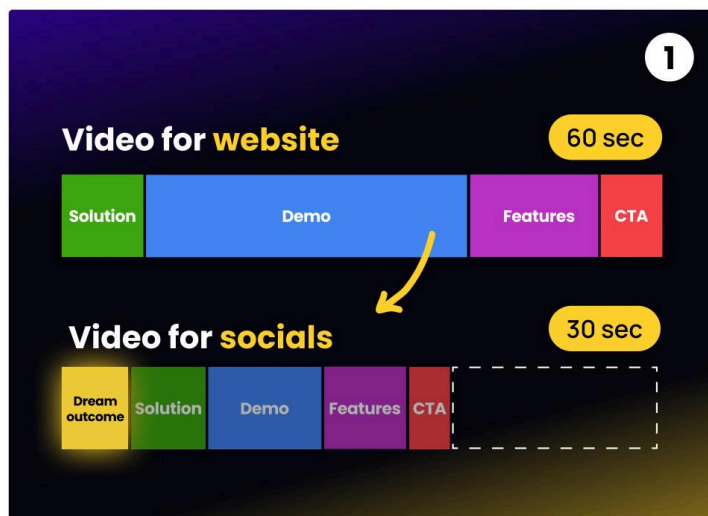
For example:

4.1. Converting

Let's say you have a main UI-heavy "demo" video for the website: 60 seconds. No hooks. Starts straight with the [Solution]: "Introducing X, the platform for ...".

Then we cut it to 30 seconds +add a [Dream outcome] hook. Voila. You've converted it into a social media teaser, too.

Result: Two videos, for just extra 10% cost.



4.2. Extra hooks

Reduces risk. Adds 10-20% to the production budget, but PROVEN to give a 2-3x performance difference (especially important in ads).

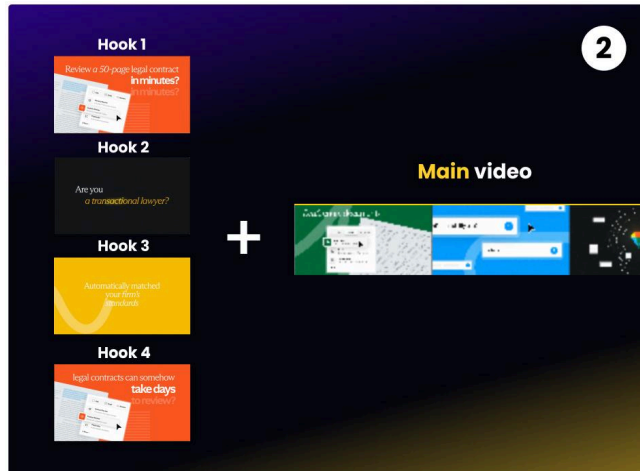
- Hook 1: [Dream outcome] - "What if you could review a 50-page contract in minutes?"
- Hook 2: [Problem] - "You know how legal contracts can somehow take days to review? With X, that's over."
- Hook 3: [Persona callout + Problem] - "Are you a transactional lawyer, spending hours or even days reviewing legal contracts?"

etc.

The idea is to change the first 5-7 seconds of the video, while keeping the "body" the same.

Result: For just extra 20% of the cost, we now have 4 videos to a/b test instead of 1.

Extra tip: change the BG colors from hook to hook, change the music, and if you can, even the voice-over (male/female, etc). It will be perceived as completely new videos (people remember only the first seconds well).



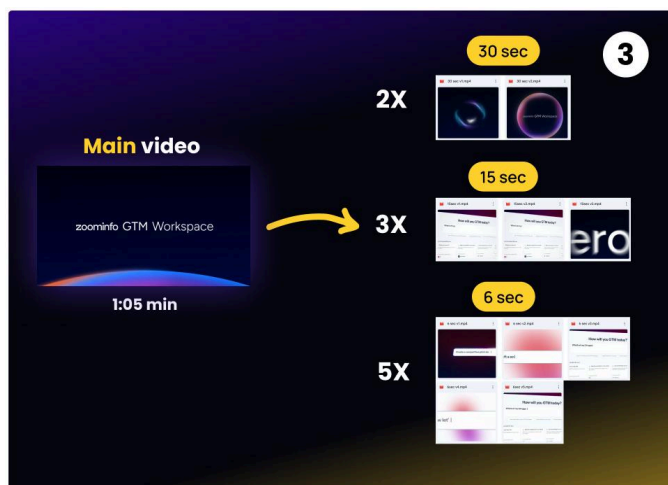
4.3 Repurposing

For example, we made a 65-second social media hype video for ZoomInfo (link to the video - <https://lnkd.in/d/fVVNT-W>).

They also requested some ad variations of it. We started cutting + adjusting SFX.

- 1x 65s
- 2x 30s
- 3x 15s
- 5x 6s

Result: 11 videos to rotate in ads, instead of 1, for just extra 10% of cost.



4.4 One use case per video (5-10x videos)

Instead of making one long video with 5 use cases in it, better do 5 short 20-sec clips with 1 use case per each.

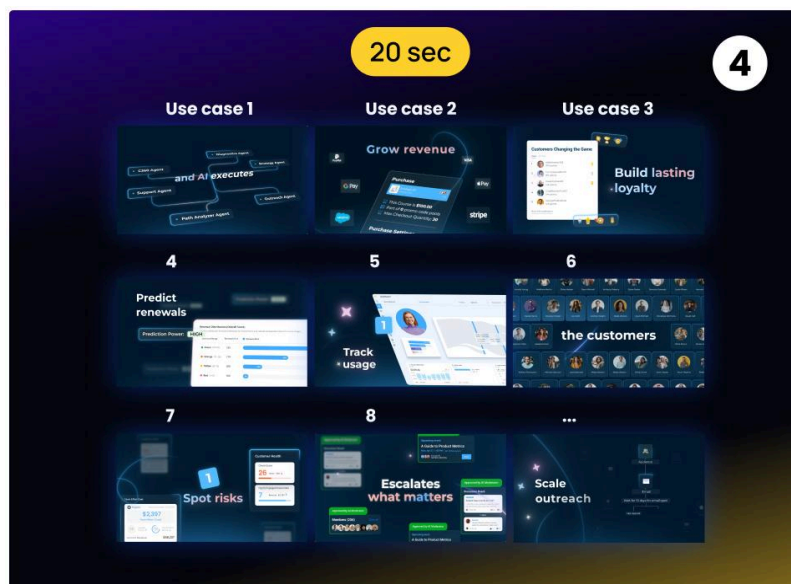
Video 1: you can do X

Video 2: you can do Y

Video 3: you can do Z...

Then you rotate them evenly in ads. And in a week, your viewer will “get” the whole picture anyways. But the info will be delivered portionally, one idea per video.

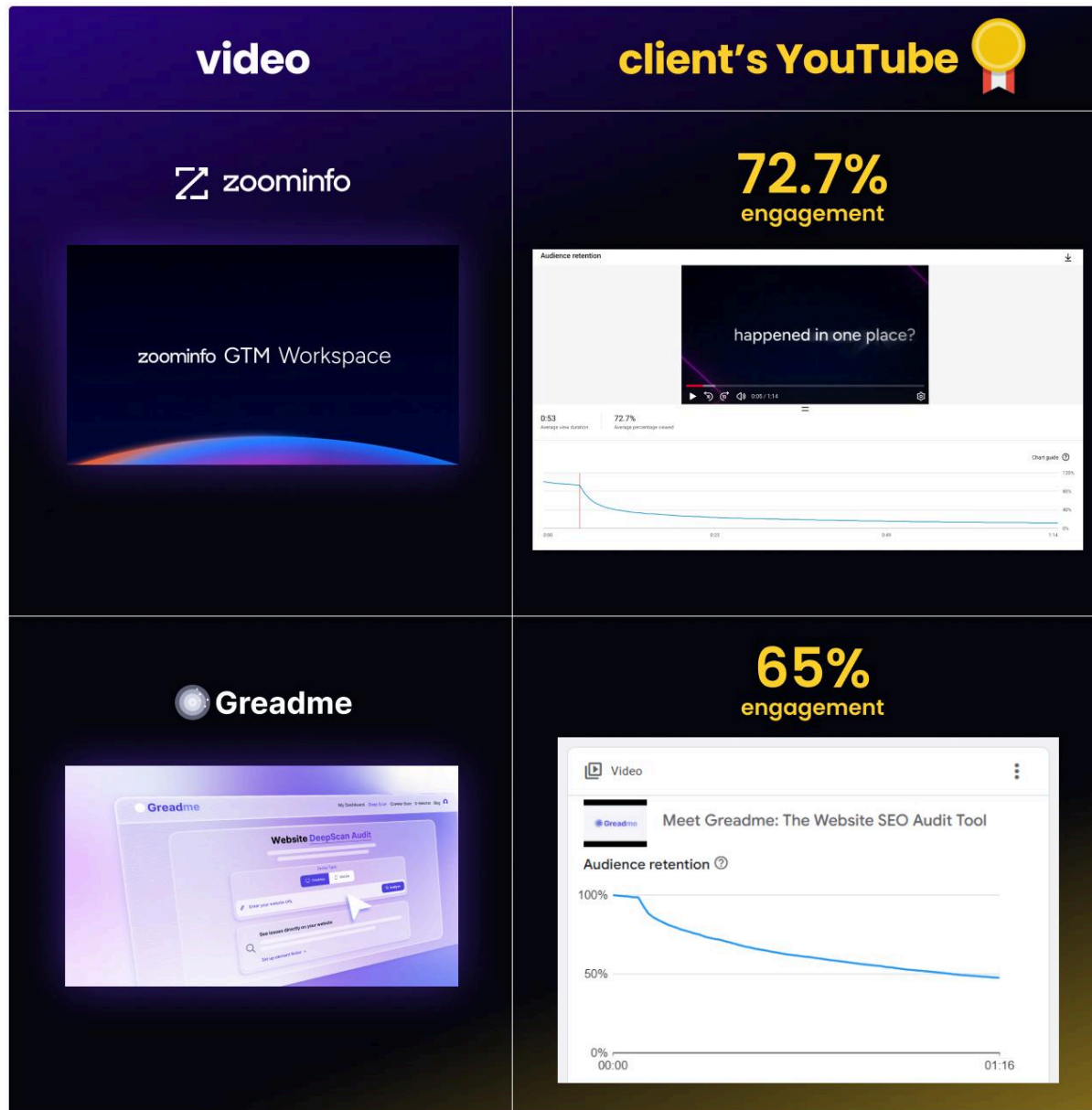
Budget-wise, 3-4x * 20-sec videos is almost the same as 1x * 60-sec video, so... :)



5. Design

Bonus asset: [our internal library of references](#)

Most of our videos have 65-75% engagement rate (*that's an astronomical result for a 60+ sec video, for a cold audience*):

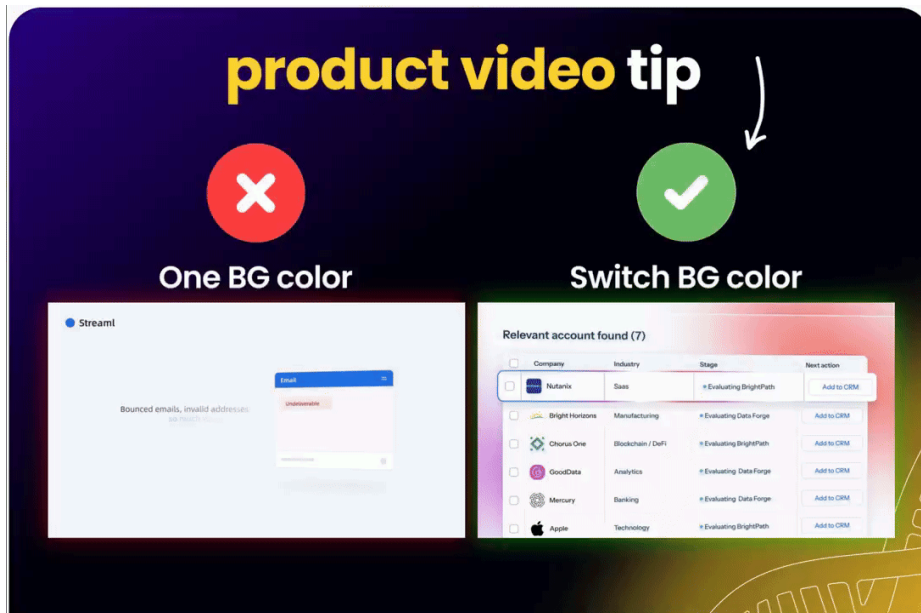


Here are some tips and **design decisions** that help the engagement.

5.1. Contrast

when it comes to "keep them watching", it's all about contrasts.

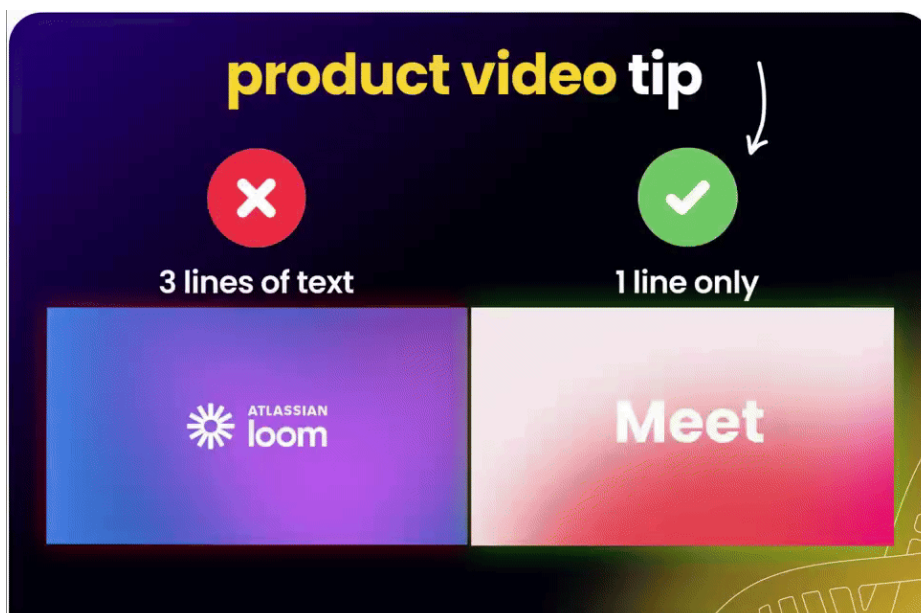
- jumping from white theme to dark theme
- from one BG color to another
- jumping from text -> graphics -> text -> graphics.
- zoom in -> zoom back out



Basically you always want to give the viewer something new to look at. Closer -> further. White -> black. Text -> graphics. etc.

5.2. Text digestability

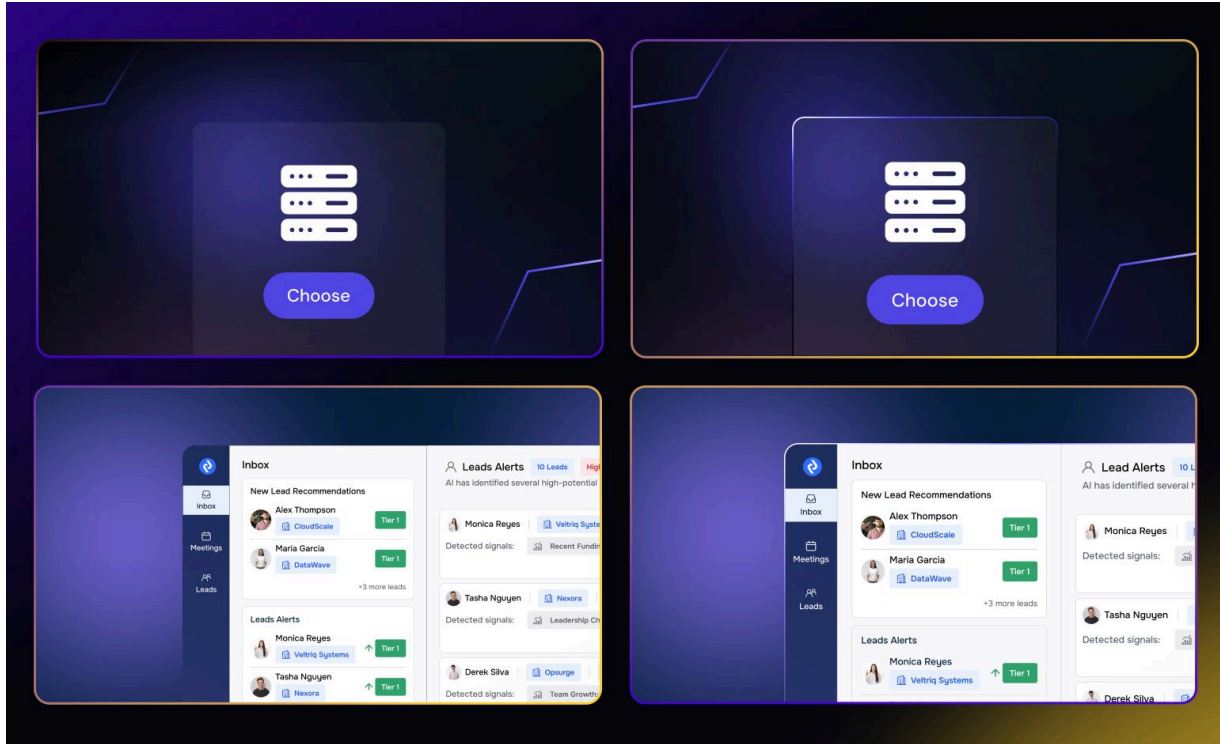
Quick tip: never use 3 lines of text in a single scene... It's just unreadable, slow, and ruins the design. I see newbies make this mistake all the time. But sometimes even large companies like Atlassian fall for this (see below).



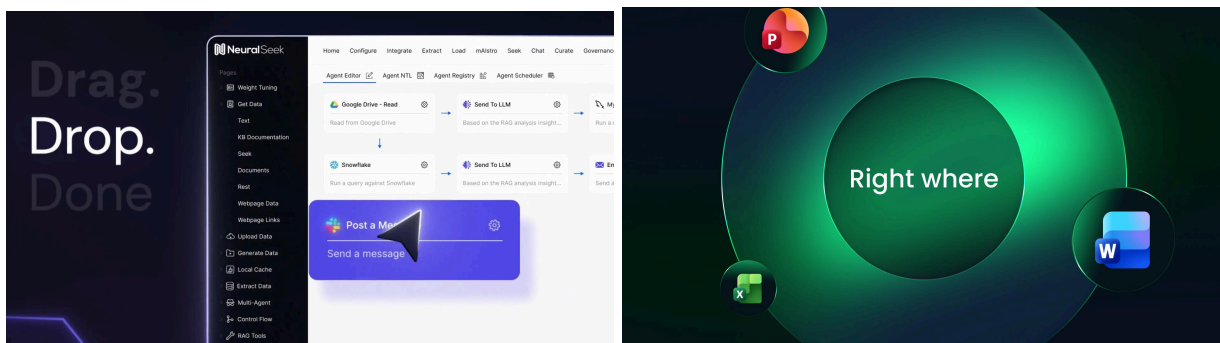
(do you remember these old kinetic typography videos by Apple? Like 200 words a minute, and you still can read it all. Because it's only 1-2 words at a time, shown one by one. Not a 3 lined wall of text)

5.3. Premium look & feel

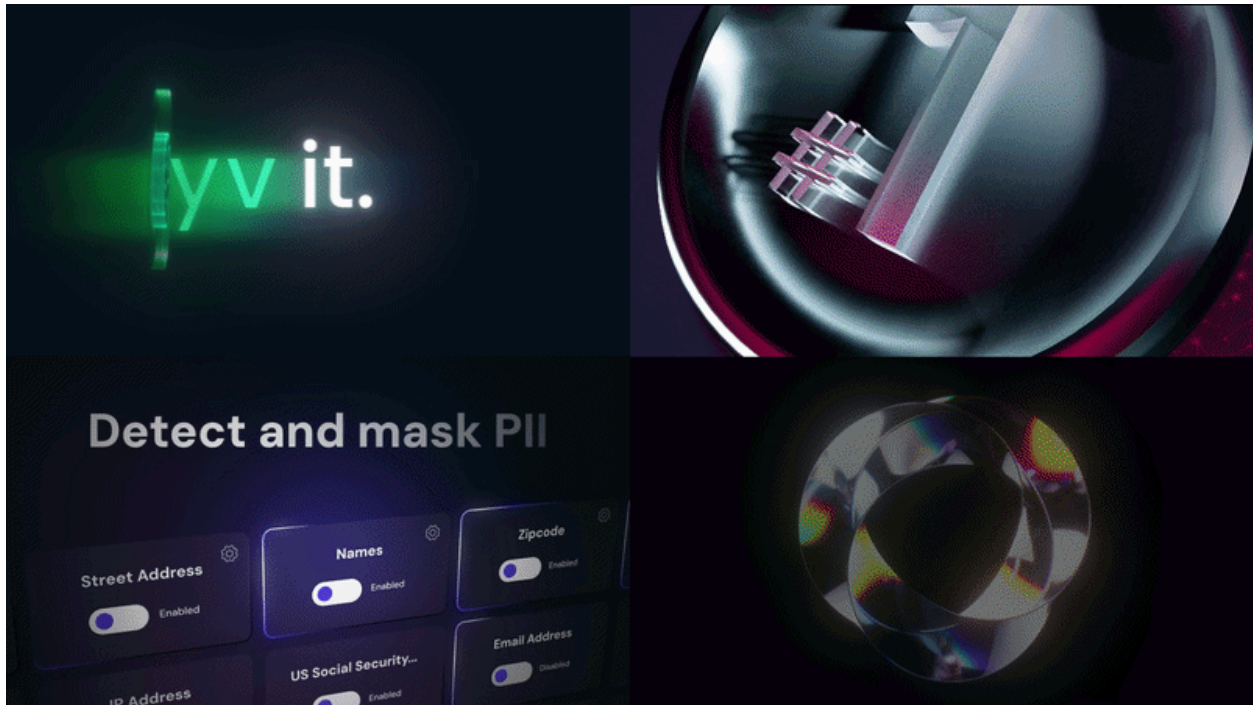
Quick tip: add a light outline (a thin white border) around your main elements.



It will make an already good design - feel premium.

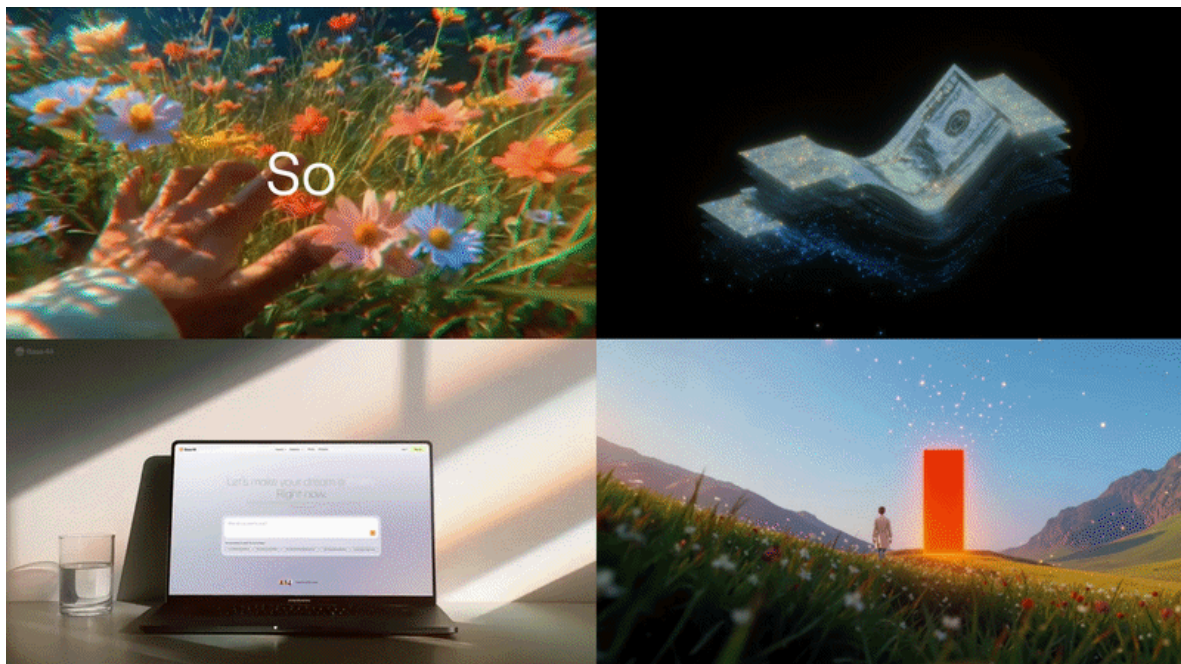


As a small extra touch, you can also add 3D elements. 3-5% of the video at max. Makes it even more premium.

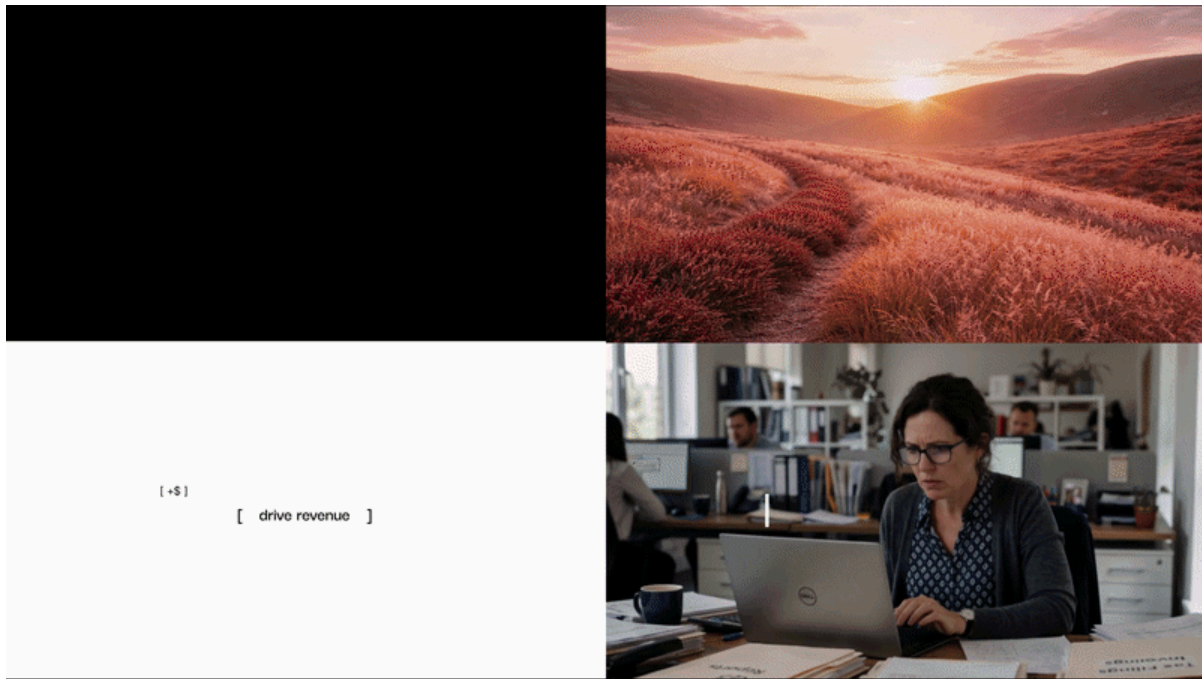


5.4. Live action as contrast

There's a new trend to add live action footage or AI generated “dreamy” footage in addition to the animation, also as a small touch.



Plus, it breaks the “cartoonish” vibes, which is exactly what we want with professional product videos.



6. Promotion tips

- How to use the video on LinkedIn
- How to use it in Youtube ads
- How to use it on the website
- How to use it in email outreach

6.1. LinkedIn

1. Make it an announcement.

Like a launch of something big (even if you're not actually launching anything). Companies do "biggest releases ever" every month, and that's okay 😊

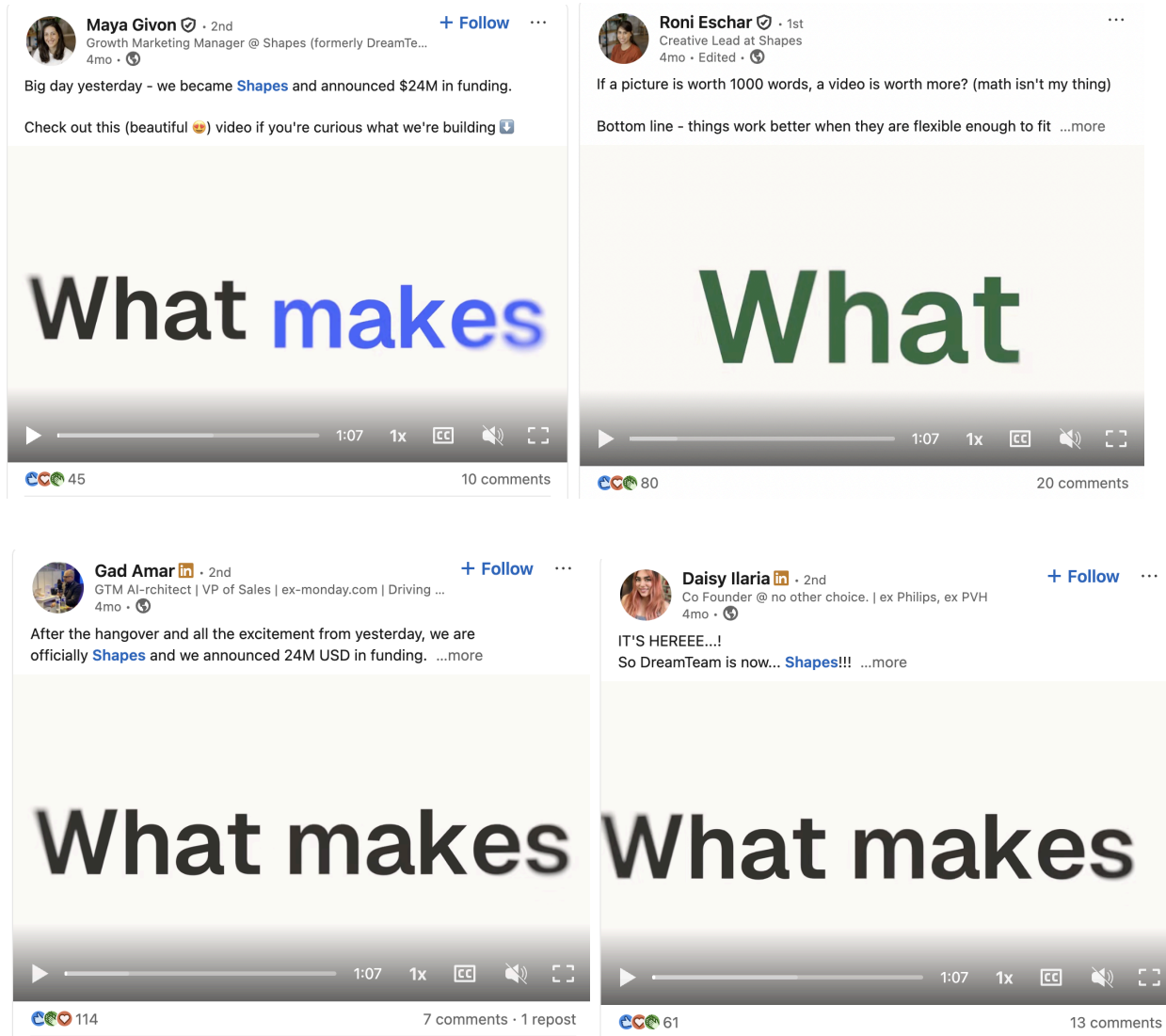
LinkedIn LOVES announcements. Add some honor to it. Like it's a big deal.

2. I've seen multiple times how a video becomes viral (or gets significantly more reach), if they add the giveaway component to it. "Comment WMT, to get a month free".

Perfect example of a post is this (announcement + giveaway): <https://lnkd.in/gxjHcKA8>

3. Let all your C level execs (and managers too) post this video as their own post (it works better than reposting a single post by CEO).

For example:



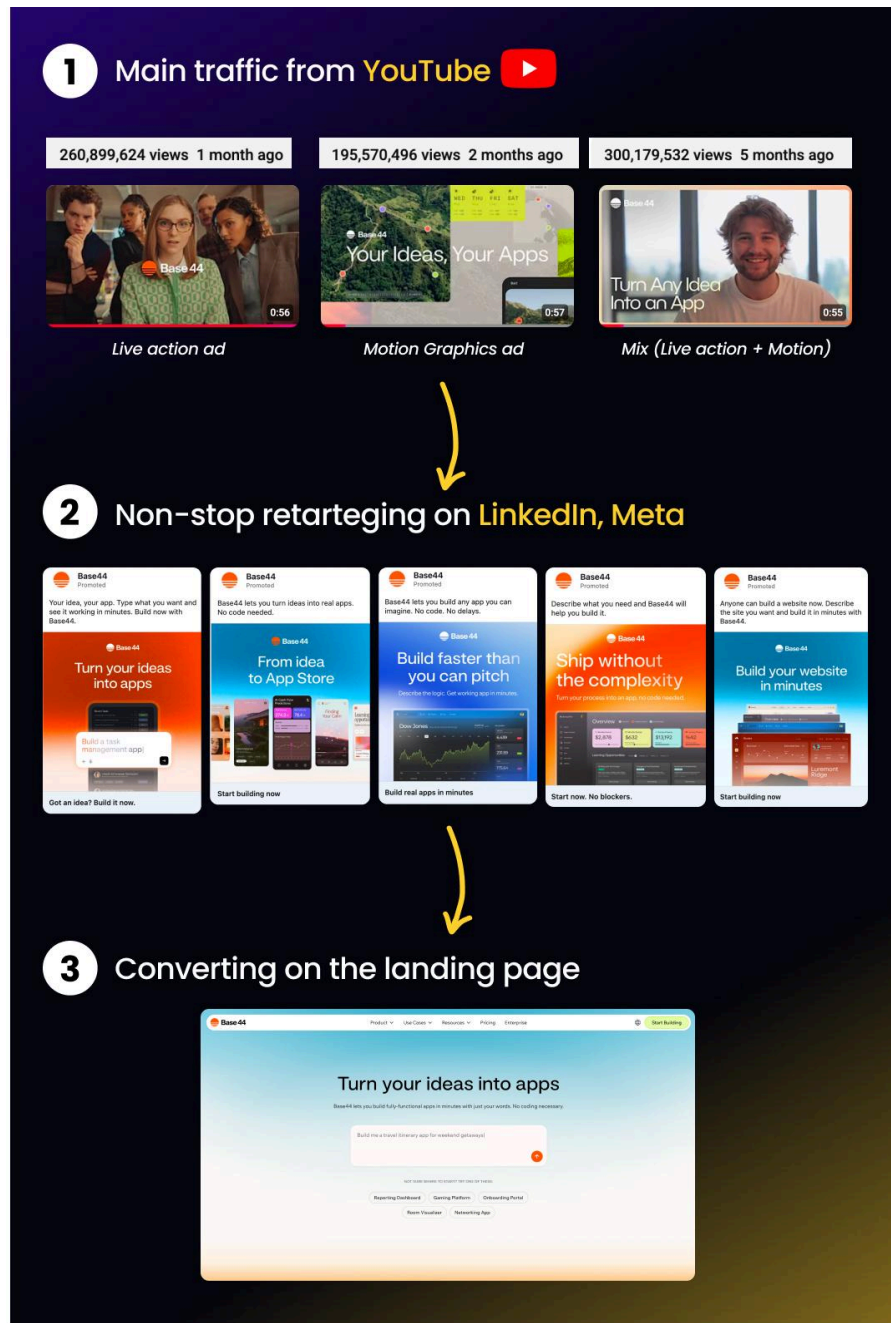
6.2. YouTube

1. Go with skippable in-stream ads. You can get 100k views for smth like \$2,5k (so its the cheapest views for a video, ideal for the awareness campaign).

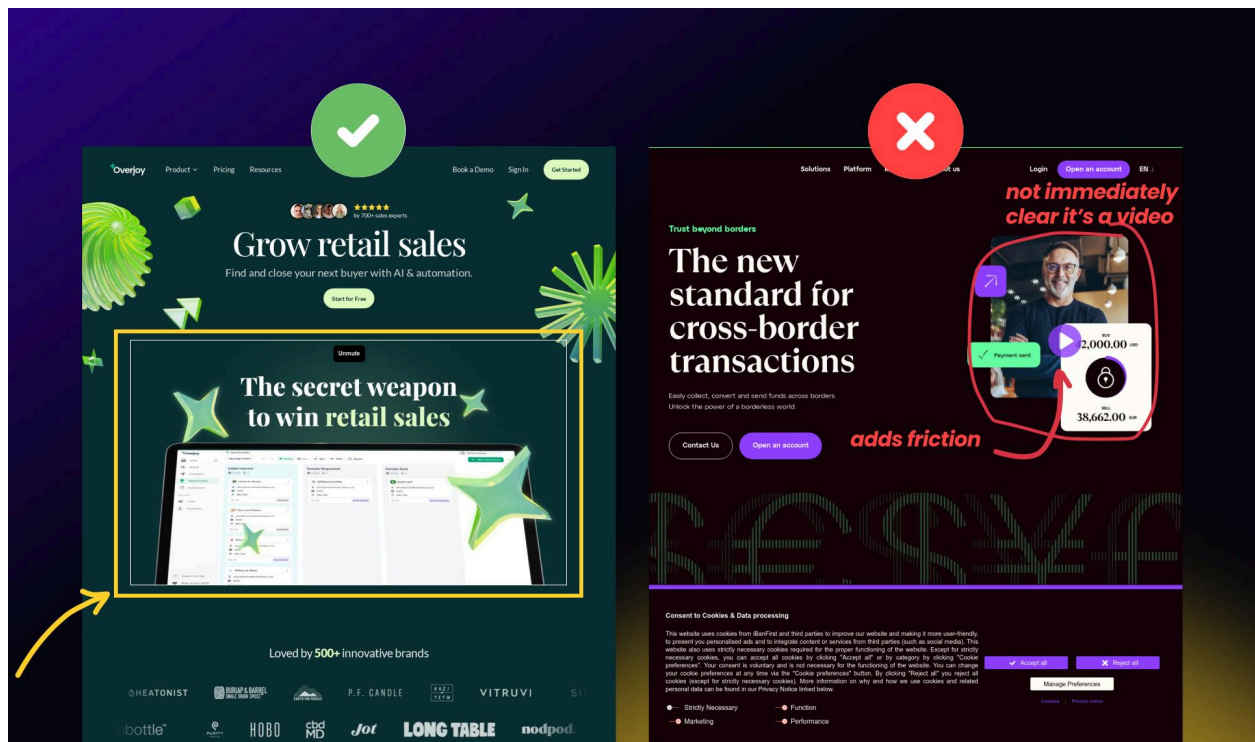
2. Then you're gonna have some traffic on the website. Track them with LinkedIn or Meta pixels.

3. Then do some narrow retargeting. LinkedIn is usually super expensive for awareness layer (reach costs \$\$\$), but retargeting semi-warm people who already watched the video is not expensive. And you can chase them for like 90 days 😊

Here's how Base44 uses this strategy (link to the post - <https://lnkd.in/gipnMM3e>), or [Grammarly](#), from my research. They're both youtube-heavy 😊



6.3. Landing page



How to 3X demo requests from a product video on a landing page?

1. It must be a **PRODUCT-FOCUSED** video (less promo, more demo). most marketers put an explainer or promo video there... Don't do it.

Because the landing page is a place people clicked for a reason.

- they either watched your ad
- saw your social media posts
- or searched you directly

In all three cases, they have an intent **AND** some context about you.

So, the worst thing we can do is to run them through the long "problem" intros like for a totally unaware and cold audience, AGAIN...

2. Remove friction.

Don't hide the video under a million buttons to click. The easier it is to access it -> the more views it will get -> the more time they will spend on your website -> the less bounce rate.

6.4. Email

- take this mini-guide [PDF Email + video.pdf](#)

Video + **Email**

(tactics we've tested)

Drag. Drop. Done.

a pitch deck |

zoominfo GTM Workspace

Account health analyst

Planning

Searching your list of accounts

Evaluating recent engagement activity

4 sources

It made our lives easier in the long run...

The new standard in fire & security software

 **Hlib Trazanov**
@Founder, Astra Motion

Created by [Hlib Trazanov](#)



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[X \(twitter\)](#)

A horizontal banner with a dark purple background. On the left is a circular profile picture of a man with a beard. The text "VIDEO MARKETING FOR SAAS/AI" is prominently displayed in the center. Below this text are logos for Zoominfo, Gainsight, Spellbook, bright data, and Uptick. On the right side, there is a circular play button icon surrounded by several callouts: "Demos booked", "CTR, CPC", "Strategy", and "Social media leads". A DNA helix graphic is visible on the far left. Three small black dots are positioned at the bottom right of the banner.

Hlib Trazanov

Astra Motion