100 VIDEO IDEAS FOR 2024

NO MATTER WHAT NICHE YOU ARE IN

What is it about video that leads to higher engagement and interaction rates?

It has a lot to do with **human psychology.**

Video has an opportunity to evoke an emotion. If there is a positive emotion, it can ultimately help convert a viewer into a die hard fan and a paying customer.

Use these 100 titles to create **5 emotions** in your videos and you will definitely feel an impact on your video marketing.

AMUSED
Reels, Tiktoks

RELATED
Stories

INTERESTED
Value Videos

MOTIVATED
Inspirational Videos

CURIOUS
UGC/Testimonials

STORY IDEAS

Stories are a great way to **RELATE** with your audience. You can talk about your personal stuff, show behind the scenes, give daily tips so your audience wants to watch them every day. Be consistent as people tend to trust you more and more.

USE THESE CONVERSATION STARTERS AND FORMULATED IDEAS TO KICKSTART YOUR STORY CREATION.

1. 5 Things I am grateful for today. Now it's your turn. Take a quick look and find 5 things you are grateful for at this moment.
2. What's something that made you smile today? Here is the highlight of my day!
3. What's your first thought on the _____ subject?
4. I need a chuckle - what's an Instagram account that always makes you laugh/inspires you?
5. 5 podcasts I have on repeat lately - _____.
6. The 3 products I use every day to run my business - _____.
7. I still remember when I made my first online friend. Tag him/her.
8. Lately, I've been binge-watching a few YouTube accounts. Tag them.
9. Give a very niche specific tip (can be a shared post, podcast or a selfie video).
10. Share something you've learnt today. Can be business or personal related.
11. Share your latest post on the feed.
12. Share behind the scenes of how you do daily things (morning/evening routine, how you prep meals, your healthy (on unhealthy habits).
13. Share your failure of the day.
14. Play a fun game with your followers: Post a picture of your location and ask them where you are.
15. Post a meme.
16. Share a snippet/teaser of your longer video.
17. Share valuable and relevant DMs.
18. Spotlight clients or team members.
19. Share a piece of your newsletter with your audience. That might be a juicy one-liner, a funny GIF or an exciting headline.
20. Do an employee takeover.

Our social media manager's TIP:

"Prepare a schedule for your stories. You'll save a lot of time and energy because trying to come up with new ideas every day is soooo hard.

For example, if you have 20 story ideas, repeat them every 20 days and just change the topic. You'll thank me later"

VALUE VIDEOS

Truly helpful content is one of the best ways to form a connection with your target audience and build trust in your brand. Value videos are a quick and simple way for your potential customers to know that you are **the expert in the field**. Keep your videos brief and targeted on learning goals.

1. Sneaky Ways To _____.
2. Best [#] Secret tips In The [YOUR NICHE] World Are _____.
3. My Top [#] Favorite Business Tools Right Now. What's Your #1 Business Tool?
4. A Story Where I Was Rejected And How I Handled It.
5. How I Set The Prices For My Offers.
6. My Top [#] Outsourcing Tools/Things In My Business.
7. [#] Steps I Take To Prepare For _____.
8. My Top [#] Tips For Working From Home/Office/Coffee shop/etc.
9. Do You Know the Truth About _____?
10. [#] Instant Ways to _____.
11. [#] Proven Ideas to Increase _____.
12. The Complete _____ Guide of [#] Ways to _____.
13. Everything You've Ever Wanted to Know About _____.
14. How to Get Your First [#] ___.
15. Discover [#] New Ways to Fix _____ The _____ Tricks That Changed My Life.
16. [#] Ways to Bring _____ to the Next Level.
17. Improve your _____ by Trying These Tricks.
18. The Baffling Solution to _____.
19. [#] Steps to Keeping _____ from Ever Happening to You Again.
20. [#] Crazy _____ Ideas That WIll Make You Put The Blowtorch Away.

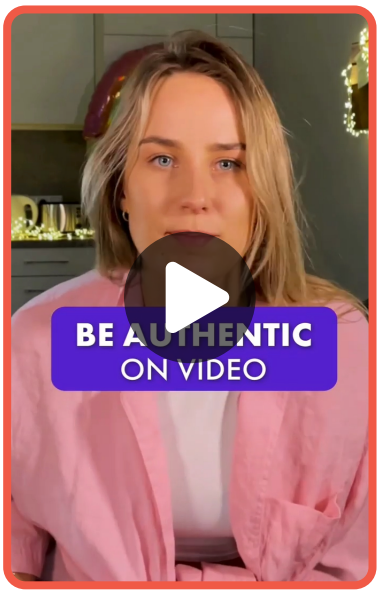
Our video editor's TIP:

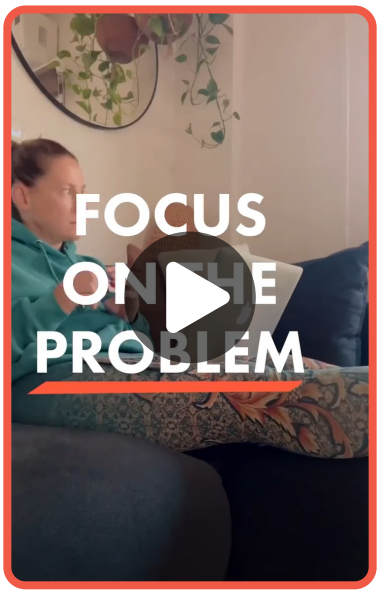
"Even if you cover a difficult subject, great educational videos should never feel too complicated. Try explaining a topic so that a 5 year old child would understand."

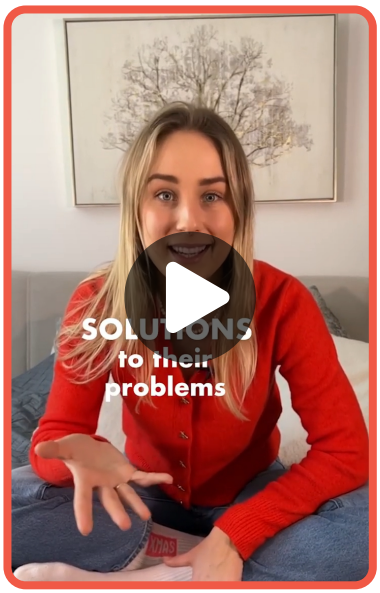
VALUE VIDEOS

21. If I'm So Smart Why Aren't I ____ Yet?
22. How Do I Monetize My ____?
23. How To Make ___ in [#] Easy Steps.
24. [#] Reasons to Throw Out Your ____ and Replace it with ____.
25. [#] Reasons You Should Always Be Looking for a ____.
26. The Single Most Important Reason You're Still ____.
27. Why You're Never Going to be ____.
28. Lose/Earn ____ While You Sleep.
29. Earn $[#] a Year By ____.
30. [#] Secrets For ____ That Will Blow Your Mind

EXAMPLES:







Our social media manager's TIP:

"In educational videos you don't even have to mention what you do. Just focus on giving viewers useful and engaging information. There's nothing salesy in educational videos. Share super important information, and let the video drive relevant traffic to your DMs or website."

INSPIRATIONAL VIDEOS

> ***I want to inspire people. I want someone to look at me and say because of you I didn't give up.***
>
> ***- Unknown***

Sharing wins that helped you achieve your dreams OR mistakes and how you overcame them is a great way to connect with your audience.

Remember back when you felt a certain way, others are feeling that way now. Speak to them FROM THE HEART and let them know they are not alone!

REMEMBER - The words you choose in your title, headline or in your video are very important as they are what inspires someone to click through. Be open, be vulnerable and be real.

1. Proof You Aren't the Only One Who _____.
2. _____ Solutions that All of Humanity Needs.
3. I Couldn't Do This Without My _____. Shout-Out To Your Clients.
4. Today I'm Feeling Extra Grateful For My Clients. Thank You To _____.
5. 3 Ways I Keep Myself Motivated When I Feel Like Quitting.
6. My Daily Calming Morning Mantra. What's Yours?
7. Here is what I did when I hit my lowest rock bottom.
8. My Favorite Productivity Technique Is _____. What Helps You Get Your Top Tasks Done?
9. When You Make A Mistake, What's The First Thing You Do To Move On?
10. How I Overcame Perfectionism In Business And In Life.

Our video editor's TIP:

"Create videos that are simple and straight to the point, showing others how to get the job done with minimal effort. This type of content isn't going to win any awards, but it's highly effective at giving your audience what they want and building up awareness, trust and likeability in your brand or business."

INSPIRATIONAL VIDEOS

11. When I Told My _____ That I Was Starting My Own Business, They Said _____.
12. The First Time I Went Live On _____, It Felt Like _____.
13. Join More Than 4 Million People With _____ Obscure Facts You Wish You Knew About _____.
14. This _____ had to _____. You'll Be Inspired.
15. [#] Ways to Make Your _____ Become _____.
16. [#] Steps to a More Fulfilling _____.
17. [#] Things that Will Change How You _____.
18. [#] Secret of _____ That You Will Never be Ashamed of.
19. Foolproof _____ That Will Motivate Anyone.
20. Stop the _____ Panic. Try These [#] Solutions.

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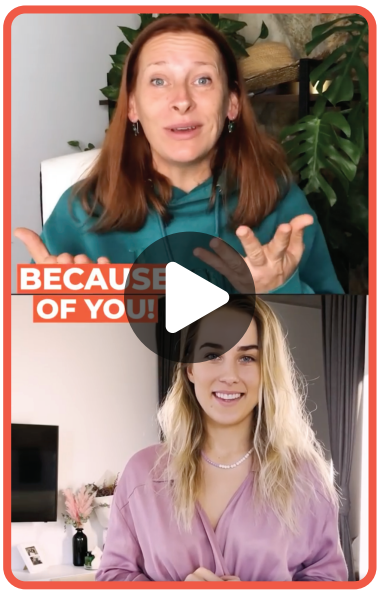

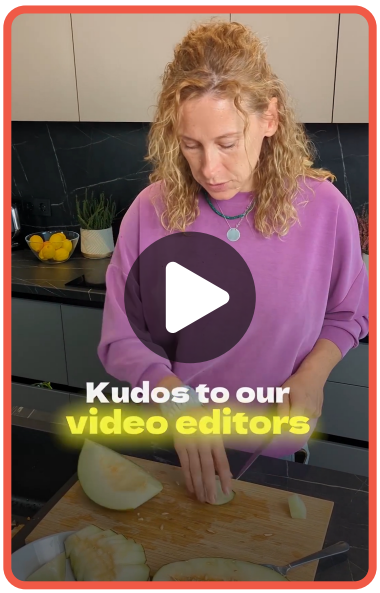

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UGC/TESTIMONIAL VIDEOS

User-Generated Content (UGC) delivers authentic content that **resonates** with people. Since this content shows credibility, it can convincingly inspire others!

Incorporating user-generated video content into ads can improve paid ad conversions by 28%! This content being uniquely engaging, can hold the attention of the audience effortlessly.

In fact, user-generated video content is trusted 50% more than information from other sources and has a 35% higher chance of being remembered. Video content is way better because it is created by customers.

10 (NOT TYPICAL) QUESTIONS TO ASK YOUR CLIENTS FOR YOUR UGC VIDEO

1. Who are you and what does your company do?
2. What problem(s) did you face before working with us/using our product or service?
3. What was the obstacle that almost prevented you from buying our product or service?
4. What results did you achieve by using our product or service?
5. What made you happiest about working with our company?
6. Specifically, what was the best thing about our product or service?
7. How was our product or service better than other ones you've tried?
8. How did you find us?
9. What would you tell someone who's considering our business?
10. Anything else you'd like to add?

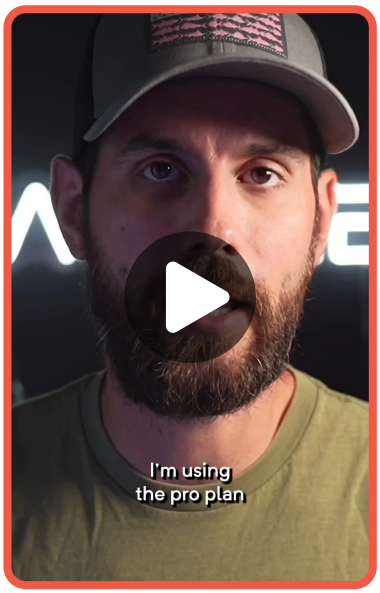
Our video editor's TIP:

"Use audio and visual elements (HOOK) to highlight important things. Even the 4k quality videos won't draw people to view your content if it doesn't have that "hook" that grabs attention."

UGC/TESTIMONIAL VIDEOS

1. His/Her first ____ got over ____!
2. How She/He Build ___ Empire.
3. That One Thing That Turned Her/His Business Into a ____.
4. This One Choice Transformed His/Her Business And Life.
5. What Do x-Figures Entrepreneurs Do That You Don't?
6. ____ Goes x-Figures Entrepreneur. How?
7. From $___ To $___ In [#] Months.
8. How ____ Changed His/Her Business.
9. Her/His Secret to ____ That Amazes a Lot of People.
10. Before Working With Me She/He Struggled to ____.

EXAMPLES:



Our social media manager's TIP:

"Come up with the title for your video that would be relatable to your audience. Something that would raise questions, discussion. Aaaand use captions!"

REELS/TIKTOK TRENDY IDEAS

IG reels and TikTok videos are a new way to create fun and engaging video content that can reach more than your audience.

It can seem intimidating and challenging at times, but there are many different ideas on how you can still be trendy, even without dancing.

STEPS YOU NEED TO TAKE

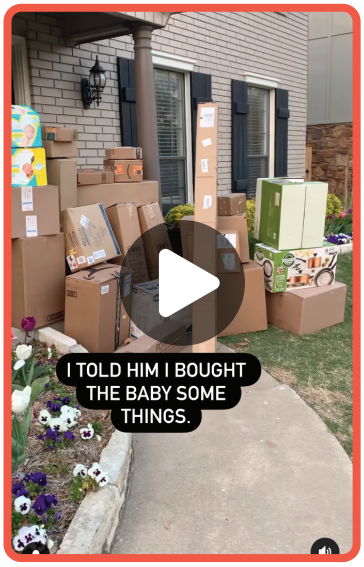
- Choose the audio. Are you going to use trendy audio or your own? Maybe do a voice-over?

  How to find trendy audio on Instagram and TikTok? Go to your Reels feed or #foryoupage and scroll for a few minutes. Listen to what song you repeatedly hear. That's a trend!

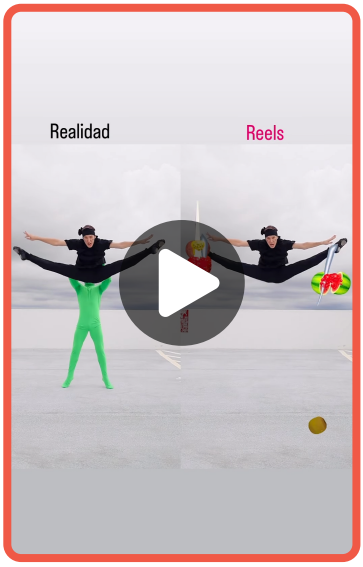
- Record on your TikTok, Instagram app or use your camera (we recommend the latter). Important: if you record on the app - immediately save your video so it doesn't disappear (happened too many times...)

- Choose an idea:

1 DO A PRANK.



2 BEFORE & AFTER

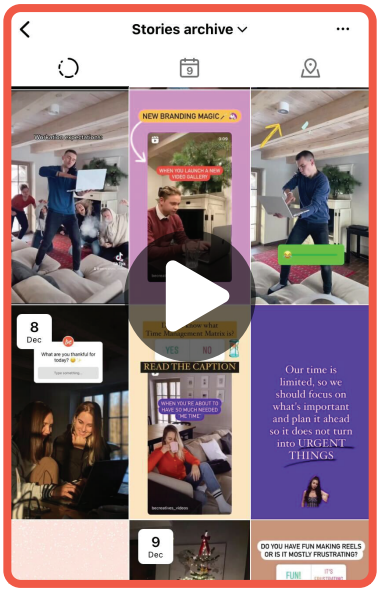


3 SHOW A HACK

P.S.

NEVER Repost TikTok Videos to IG Reels.

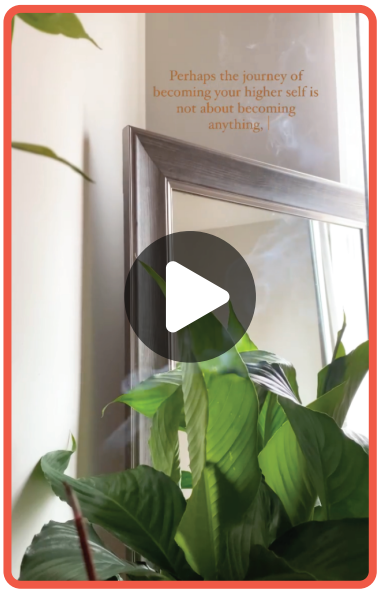
4 SHOW THE BLOOPER



5 TAKE OLD STORIES AND POSTS AND RECREATE THEM INTO REELS

(For example, if you just recently traveled somewhere as a business or have some pictures from a job you just completed, you can combine all of those photos into one video).

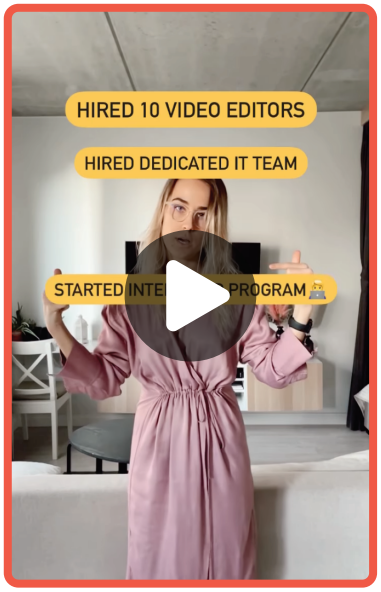
6 MOTIVATIONAL QUOTES/ INSPIRATION VIDEOS



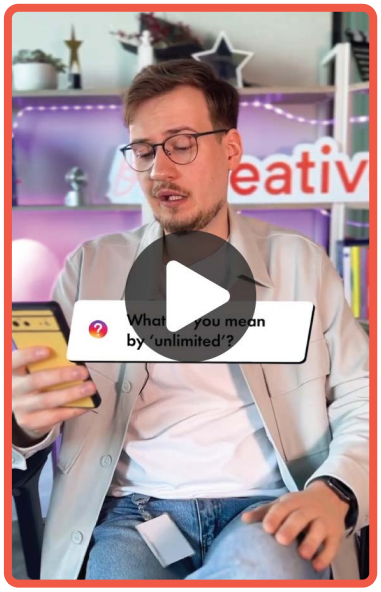
7 VIDEOS WITH THE GREEN-SCREEN EFFECT

8 PLAY CHARACTERS

9 POINTING FINGERS TREND (PROVIDE USEFUL CHECKLISTS)



10 RESPONSES TO COMMENTS OR QUESTIONS



P.S. Come up with the title that would disagree with "OBVIOUS" in your industry.

1. The Truth About _____ that _____ Shouldn't Ignore.
2. How I Spent My Weekend (Not Work Related).
3. Camera Ready in [#] Minutes.
4. #] Things Your _____ Doesn't Tell You.
5. She was _____. Watch what happens next!
6. First _____ and then this? Could you believe it?
7. She Added _____ and That Made _____ Unbelievably Better.
8. [#] Embarrassing _____ That Your Parents Should Have Told You.
9. _____ Solutions that All of Humanity Needs.
10. This Went Viral In [#] Days/Hours/Minutes.

REELS/TIKTOK TRENDY IDEAS

11. If I Were To Explain My Business To A 5-Year-Old, Here's What I'd Say _____.
12. What's Your "Word" For 2024?
13. The Secret to a Perfect _____ is Easier Than You Think.
14. _____ Happened, and the Resulting _____ Was Amazing.
15. _____ Happened. The Reason Why Will Shock You.
16. You're Lying to Yourself About _____ and You Don't Even Know It!
17. Sick of Hearing _____? Here's the Cure.
18. Got a _____? These [#] _____ Tips Will Solve It.
19. [#] Hacks for _____ That You've Been Waiting Your Whole Life For.
20. Little Known Tricks You'll Use Everyday.
21. You Should Never Leave Home Without These _____.
22. Next Time You _____ be Sure to _____.
23. [#] Things You Can Do To _____ Everyday.
24. Know Anyone With a Crazy _____? [#] Ideas for Them.
25. Easy! [#] Doable Steps to _____. Must do!
26. Genius _____ Ideas You Will Just Have to Share.
27. Brilliant _____ That Will Make You Want to Just Go For It.
28. Warning: Grab Your Tissue Box For _____. You'll Need It.
29. How to Optimize Your ____ For a Successful Start of 2024.
30. How to Use a ____ to Boost Your ____.

GET PROACTIVE
in 2024

STEP 1

Choose video idea from the list above

STEP 2

Write a short script for your video idea (nothing fancy, just the bullet points)

STEP 3

Film your video (if needed), if not - choose other media formats (pictures, etc)

STEP 4

Edit your VIDEO (if needed)

FOCUS ON YOUR BUSINESS, NOT VIDEO EDITING.

Video editing is essential, but editing can be a time-consuming challenge. Free yourself from this burden with a dedicated video editor for a flat monthly rate.

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