

Your Marketing Video Checklist

Top Videos Every Marketing Team Should Be Making - And How to Maximize Their Impact

Core Video Types

These are your foundational, high-impact formats. They drive awareness, conversion, and credibility and feed your repurposing strategy.



Webinars

Live or pre-recorded sessions designed to educate, generate leads, and establish authority.

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Video Podcasts / Interviews

Conversational, personality-driven content that builds thought leadership and trust. Ideal for founders, partners, HODs, and subject matter experts.

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Customer Testimonials

Real customer stories that build credibility, trust, and proof.

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Product Release Videos

Announce updates, showcase features, and tell the story behind the roadmap. These should excite users and inform prospects.

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Event Attendance, Coverage & Highlights

Promote upcoming events, document key moments in real time, and share highlights afterward to extend reach and impact.

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Thought Leadership Vlogs

Personal, insight-driven updates from your brand. Share takes on industry trends and provide educational guidance for your audience.

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Explainer Videos

Short, informative videos built from text and images.

Bonus: Use AI to generate these from existing text, scripts, or briefs.

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Social Trend Videos

Follow the zeitgeist, show your personality, and deliver your take on the most popular topics or trends for the week.

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Ready to scale the quality and output of your marketing videos to consistently drive more reach and leads?

Connect with a cofenster AI Video Advisor to get started.

Contact us

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Content Clips (Repurposed from Longform)

Cut high-performing moments from your original formats into short, channel-optimized clips. Share in horizontal, vertical, or square format based on where you post.



Webinar Clips

Turn key moments into short clips for LinkedIn, YouTube Shorts, or nurture emails.

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Podcast Clips

Pull compelling quotes, hot takes, or moments of emotion to drive awareness on social.

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Customer Testimonial Highlights

Use short snippets that call out specific benefits, outcomes, or transformations.

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Product Feature Teasers

Isolate one feature or benefit and turn it into a scroll-stopping micro-video.

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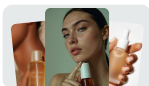
Event Recaps / Behind-The-Scenes Moments

A highlight reel of the best energy, ideas, or visuals from your last event.

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Quote Reels & Hook Moments

Create short animated or branded text videos with the strongest ideas from your long-form content.

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Social Proof Reels

Quick-hit videos showing user praise, review highlights, or one-line wins. Perfect for paid ads.

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How to Use This Checklist

Use it as a planning tool to ensure your team is covering the key formats that matter - and getting the full ROI from every video you create.

Join the movement toward faster, smarter, in-house video production — without sacrificing quality.

300+ Marketing Teams are scaling content with AI Video Agents

Contact us