



# Types of Promotional Videos & How to Create the Best Ones for Your Business

This generation of marketers finds that promotional videos work well because they grab people's attention and are typically designed to highlight services or aim to engage customers and boost sales. These videos enable your brand to showcase its culture, style, and values, allowing it to stand out among competitors. Uncover the different [types of promotional videos](#) and expert tips for creating engaging content. For a detailed explanation of each, read more.

