

# 5

# TYPES OF VIDEOS

EVERY **SaaS** BRAND NEEDS TO SCALE

QUICK GUIDE



**Watti!**

Video and Animation Services

[www.watti-stevens.com](http://www.watti-stevens.com)

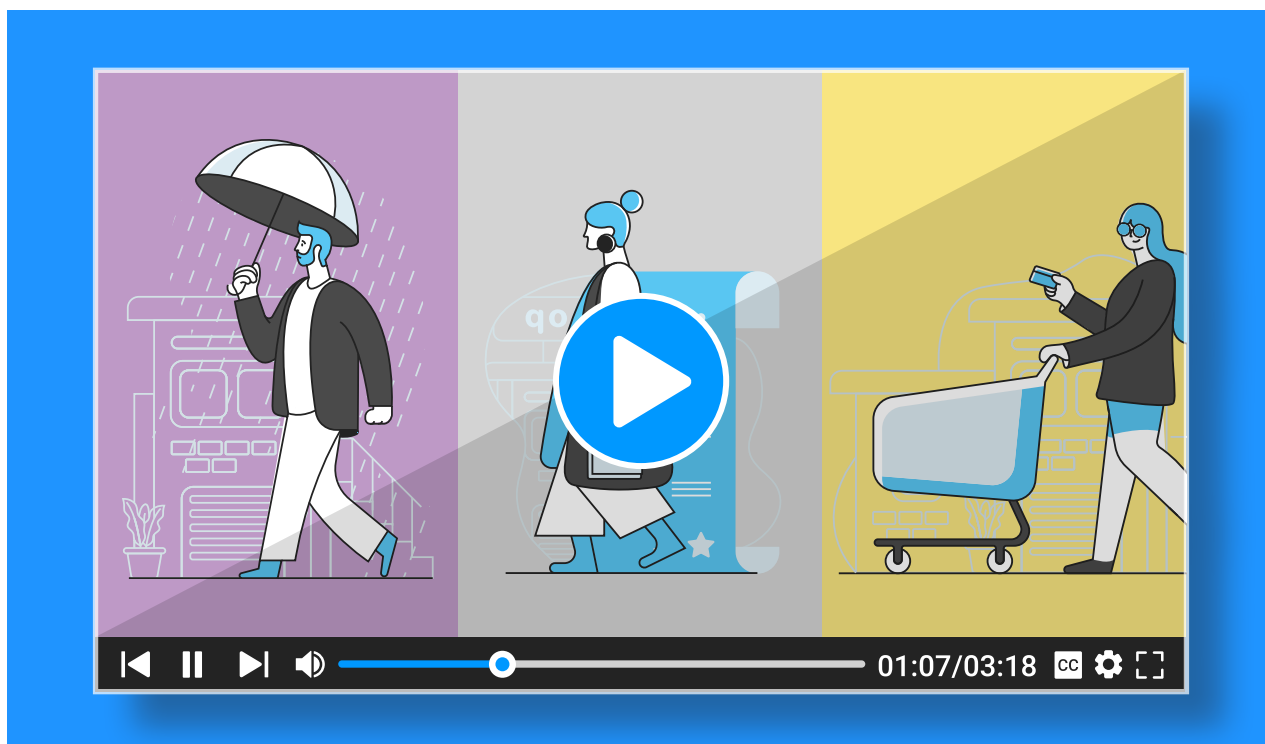
# 5 Types of Video Every SaaS Brand Needs to Scale

## Scaling a SaaS business takes more than just a great product.

It takes smart, strategic communication — and video is your most powerful tool. Here are 5 essential types of video every SaaS brand needs to grow faster, build trust, and convert more users.

Video is no longer a “nice to have” — it’s the language of modern SaaS. When planned and executed strategically, it becomes your most effective growth engine: driving awareness, improving conversion, and building trust at scale.





## 1. Product Explainer Video

### Why it matters:

Your SaaS might be groundbreaking — but if people don't get it in 30 seconds, they'll bounce. A product explainer video simplifies your value proposition with engaging visuals, clear messaging, and animation that sticks.

### Use it:

On your homepage, landing pages, or sales emails.





## 2. Customer Testimonial Video

### Why it matters:

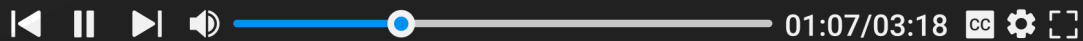
Social proof is powerful. Hearing real users talk about their experience builds trust and shows your product in action.

### Use it:

In retargeting ads, on your website, and during sales outreach.

# Employee Onboarding

- Welcome
- Why is Onboarding Important
- Trust the Process
- HR and You
- Incentives



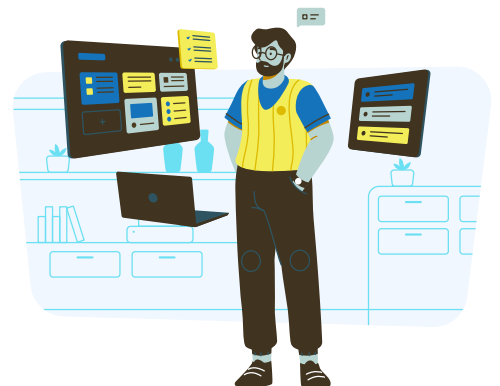
## 3. Onboarding or How-To Videos

### Why it matters:

A smooth onboarding experience reduces churn and improves product adoption. These videos guide users through setup, key features, and best practices — with animation that keeps it engaging.

### Use it:

Inside your app, onboarding emails, or help center





## 4. Case Study Video

### Why it matters:

Take your results and make them visual. Case study videos break down client success stories with data, storytelling, and visual credibility.

### Use it:

In sales meetings, pitch decks, or as gated content for lead gen.



## 5. Paid Ad Creative

### Why it matters:

Thumb-stopping, scroll-breaking, conversion-driving videos built specifically for paid social. Whether it's a 6-second hook or a 30-second pitch, animated ads get more attention and better results.

### Use it:

Across Meta, LinkedIn, YouTube, and various other display networks.

# Ready to Scale with Animation or Video?

We specialize in scroll-stopping, conversion-boosting videos for SaaS brands. Let's bring your vision to life — **and get results that move the needle.**



## The bottom line?

Video is no longer a “nice to have” — it’s the language of modern SaaS Sales. When planned and executed strategically, it becomes your most effective growth engine: driving awareness, improving conversion, and building trust at scale.

Contact us today to learn more. [www.watti-stevens.com](http://www.watti-stevens.com)