



The Erie Business Video Playbook

5 Videos Every Local Business Should Be Posting This Year

If you run a business in Erie, video is no longer optional - it's how your customers are deciding who they trust, who they visit, and who they hire. The good news? You don't need Hollywood production to stand out. This guide breaks down 5 essential videos that every Erie business should be using to attract attention and build trust.

1. The 60-Second Brand Intro

A quick, authentic video explaining who you are, what you do, and why Erie customers should care.

Where to post: Homepage, Facebook, Instagram Reels, TikTok, LinkedIn. This should be pinned or featured at the top of all your socials.

Pro Tip: Film it at your location so Erie folks recognize the space.

2. Behind-the-Scenes Day in the Life

Show what happens behind the scenes - prepping food, installing a roof, packing orders, etc. Erie customers love supporting businesses they feel personally connected to.

Where to post: Instagram Stories, Facebook Stories, TikTok.

Pro Tip: Download your IG and FB stories and use as a reel or video post.

3. Customer/Client Testimonial

Short, casual video where a happy Erie customer talks about their experience working with you.

Where to post: Website testimonials page, Google Business Profile, Facebook, LinkedIn.

Pro Tip: Film it on-site after finishing a project or service - capture the excitement while it's fresh. Remember, authenticity builds rapport and likability.

4. Erie Event or Seasonal Promo

A quick promo video tied to local seasons/events (Presque Isle summer, Celebrate Erie, sports seasons, etc.).

Where to post: Facebook, Instagram, YouTube Shorts.

Pro Tip: Collaborate with other Erie businesses to cross-promote and double your reach.

5. FAQ or Myth-Busting Video

Answer common questions about your industry in a helpful, straight-shooter style.

Example: 'What's the real cost of hiring a professional in Erie?' or 'Do I really need drone footage for my roof repair marketing?'

Where to post: Website blog, Facebook, YouTube, LinkedIn.

Pro Tip: Make it Erie-specific - customers LOVE seeing their own neighborhoods in your content.

Bonus Tip:

Geo-Tag Everything! Always tag Erie and surrounding areas (Harborcreek, Fairview, Millcreek, etc.) so your videos show up in local searches.

Need Help? Reach out to Reach Media Productions - Erie's go-to team for professional video and photography designed to grow your business.

brian@reachmediaproductions.com

814-844-1139 Call or Text!