REACHMEDIA
PRODUCTIONS

The Erie Business Video Playbook

5 Videos Every Local Business Should Be Posting This Year

If you run a business in Erie, video isn't optional anymore. It's how customers decide who they know, like and trust, and who gets their call. The good news: you don't need a Hollywood budget to stand out. You need the right five videos, posted consistently.

VIDEO 1

1

1. The 60-Second Brand Intro

Who you are, what you do, and why Erie should care, in about a minute. This is your handshake before you ever meet a customer.

Where to post: Pin it to the top of your website, Facebook, Instagram, TikTok and LinkedIn.

Pro Tip: Film it at your location so Erie customers recognize the space the moment they walk in.

VIDEO 2

2

2. Behind the Scenes: A Day in the Life

Prepping food, installing a roof, packing orders. Show the work most people never see. Erie loves supporting businesses it feels personally connected to.

Where to post: Instagram and Facebook Stories, TikTok.

Pro Tip: Save your Stories and repost the best ones as Reels. One shoot, twice the reach.

VIDEO 3

3

3. Customer Testimonial

A short, real conversation with a happy Erie customer about working with you. Nothing builds trust faster than someone else saying it for you.

Where to post: Your website, Google Business Profile, Facebook and LinkedIn.

Pro Tip: Film it right after you finish the job, while the excitement is fresh. Keep it unscripted. Authentic beats polished every time.

VIDEO 4

4

4. Erie Event or Seasonal Promo

A quick video tied to what Erie is already talking about: summer on Presque Isle, Celebrate Erie, game days, the first snow.

Where to post: Instagram Reels, Facebook, YouTube Shorts.

Pro Tip: Team up with another Erie business and cross-promote. Same video, double the audience.

VIDEO 5

5

5. FAQ or Myth-Buster

Answer the questions customers ask you every week, in a helpful, straight-shooter style.

Examples: "What does it really cost to hire a professional in Erie?" or "Do I really need drone footage to market my roofing business?"

Where to post: Your website, Facebook, LinkedIn, YouTube.

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

BONUS TIP

Bonus Tip: Geo-tag everything.

Tag Erie and the towns around it (Millcreek, Harborcreek, Fairview and more) on every post so your videos show up when locals search.

Want these made for you?

Reach Media Productions is Erie's video-first marketing team. We plan, film and edit videos that help local businesses get known, liked and trusted.

Book a Free Discovery Call

CONTACT

EMAIL	CALL OR TEXT	WEB
brian@reachmediaproductions.com	814-844-1139	reachmediaproductions.com