



5 Ways to Use Short Videos to Build Trust & Drive Sales

by Black Gate Productions

Whether you're a service provider, a retail shop, or a real estate team, these video types are proven to build trust and boost conversions — even if you're not a natural on camera.

Meet the Owner / Agent Profile

What it does: Builds trust instantly by showing the face behind the brand.

Why it works: People buy from people — not logos. A simple 30-60 second video can make you relatable, confident, and credible.

Pro Tip: Record in a natural setting (your office, workspace, etc.). Keep it conversational. Think of it as your digital handshake.

Behind-the-Scenes / Day-in-the-Life

What it does: Builds authenticity and breaks down walls. Transparency is key!

Why it works: Viewers love seeing “how it’s made” or “how you think.” This builds transparency and trust.

Pro Tip: Use vertical format for Reels or TikTok.

Customer Testimonial Clips

What it does: Provides social proof that sells.

Why it works: Hearing a happy customer tell your story is 100x more powerful than you saying it yourself.

Pro Tip: Keep it real. Encourage clients to speak in their own words. Add subtitles so it performs well even without sound.

Quick Tips or Industry Insights

What it does: Positions you as the authority in your space.

Why it works: Giving away a helpful “nugget of wisdom” builds credibility and keeps your audience coming back for more.

Pro Tip: Use the “hook + value + CTA” formula in under 60 seconds.

Example: “Struggling to [X]? Try this one trick...DM us for more info”

Before & After / Transformation Videos

What it does: Highlights the value of your product or service in action.

Why it works: Visual contrast creates desire. People love transformation — from home flips to skin care, this content style is magnetic.

Pro Tip: Add on-screen text to clearly show the “Before” and “After” moment.

Short videos aren't about going viral. They're about being seen, trusted, and remembered.

If you're ready to turn browsers into buyers with content that works, we'd love to help. Reach out to Black Gate Productions for a strategy session or custom quote.

www.blackgateproductions.com