**10 Video Formats to Engage Social, Digital Audiences**

Austin Gould outlines 10 types of digital video marketers should be using to engage consumers, including behind-the-scenes content that showcases company culture and Q&A videos that can feature interaction with audiences on social. He also recommends showcasing products being used in social videos and capitalizing on the popularity of how-to content.

***Business 2 Community 11/23/19***

<https://www.business2community.com/video-marketing/the-10-best-types-of-video-for-digital-marketing-02260726>

Image credit:

<https://blogs.intel.com/csr/files/2013/06/4314_CNN_Renee.jpg>