
Your Idea Machine: Report #1

Remotion

Ideas on how to use the free Remotion library to help promote your product or service.

Introduction

Remotion is a fantastic library for React that allows you to create videos and dynamic animated images. It even includes audio capability.

It comes with a player to allow users to interact with your videos in their browser, and Remotion themselves offer the ability to create the videos via AWS if you need significant numbers of them (but you don't need this).

So, without any further ado, here are the ideas:

Dynamic Ads

If you're running ads based on keywords, then feed the keyword into the ad's destination URL, and have the final page rendered differently according to the keyword used. That way, the MP4 or animated gif could be tailored to whatever the visitor was looking at before.

So, if a user clicks on an add for keyword "simple CRM", then include the words "simple CRM" in the ad, rather than "cheap CRM" or "flexible CRM".

Affiliate Marketing

If you have affiliates marketing your product or service, have a think about how you could create videos/animated GIFs specifically for them.

For example, if you're running a promotional campaign to reduce the price, you could create a video which says "And for <affiliate name>'s subscribers, we're offering an extra 10% discount till the end of February".

Then you just need a way to have the affiliate be able to add their name to a URL that then generate the video, for example:

https://domain.com/campaign/?aff_name=Andy

Animated Stats

You've probably seen an animation that shows a number increasing or decreasing until it reaches it's current level. For example, a count up from 0 to the number of current subscribers for a newsletter.

Usually, those images are generated manually, so the site owner has to regularly update the animation and upload it to the site to reflect the newer figures.

Now, with remotion, it's easier to create an animated image which counts up to the current level (which could be in a database, or retrieved via an API).

Animated Graphs

You could go a step further by not simply counting up to the current level, but show an animated graph highlighting changes over time.

Have a look at <https://www.animategraph.com/> for how this could work (click the "Use Example Data" button for a quick demo.).

Referral Data

If you know where the visitor is coming from, via their referral data, then you can embed that into a video or animation.

Have a message which says "Welcome to visitors from <referring site name here>" could go a long way to help convince people you know what you're doing.

Onboarding

You could use remotion during the onboarding of customers, affiliates, subscribers, so on. As you're onboarding someone, you've already got some of their details, like a name or email address.

Put that information into the video/animation.

You could even use this during presales to provide a personalised video of a customer using their name, website URL, etc.

API Data Rendering

If you've got an API that provides real-time, or regularly changing data, then you could include that data in the video or animated gif you're creating.

For example, you could show a summary of your favourite sports league, or the top 5 items in some sort of leaderboard.

As an example, take a look at what's been done for Product Hunt (<https://twitter.com/ProductHunToday>), but you could take that idea and spin it into something unique to your product or niche.

Product Trailer

I'm a bit of a fan of trailers. I like the sense of excitement they can create (the trailers for the 2nd Matrix movie had me more excited than I thought possible).

And have you noticed the trend for trailers for upcoming books as well?

Well, why not create a trailer movie for your upcoming project, programmatically, even if you don't have any significant design chops. For an example made using Remotion, see

<https://www.youtube.com/watch?v=T2sNtJPqdNU>

Your App, Wrapped

The Spotify Wrapped animation would be a great idea to steal. Given the data in your app's database, could you do a "Your App, Wrapped", showing how much the user has used your app over the year?

This could be a good way to help retain customers, showing the value they've had. Particularly for annual subscribers, you could send these out just before their subscription.

Of course, that might backfire if the customer hasn't used your app much, so maybe have some criteria they have to meet before you send them the link to the video.

Remotion Examples

For other ideas, take a look at [Remotion's showcase site](#) as well.

And that's a wrap for this report.

Feedback

If you liked it, [please let me know](#). I'd love to hear any feedback, good or bad, just so I know people are at least reading the report.

Future Reports

And if you like this report, then take a moment to subscribe for future similar reports I release in future, where I take one tool or strategy and spin out some (hopefully!) useful ideas for it.

[Subscribe here](#)

Share This Report

Finally, if you want to share this report with others, please do.

Just don't do any spamming, please.

Thanks for taking the time to read this. I hope you find it useful.

Regards,

[Andy Peacock](#)