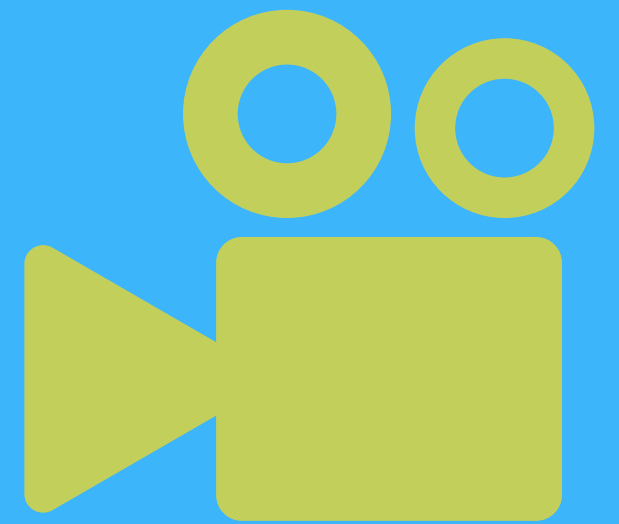


ALEX VACHON'S

Driving Sales Conversions With Video Content



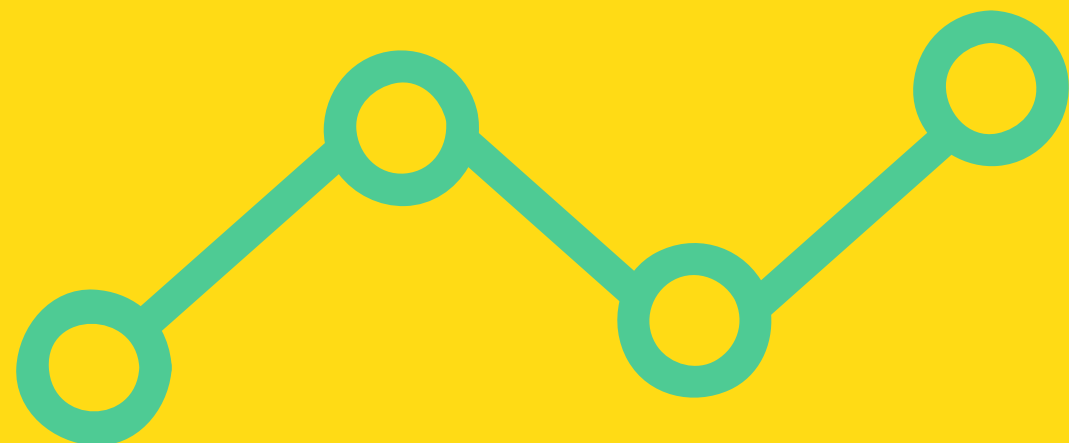
VIDEO BUBBLE



Q1 2022

MAKING VIDEOS THAT HAVE A MASSIVE AND TRACKABLE ROI

OUR UNIQUE APPROACH



In our experience working with a range of businesses, we've noticed something significant. While most are aware of the need for content in their marketing strategy, most if not all are failing to implement content at key points in their sales process as well.

This is quite surprising because doing this can deliver LOTS more in the terms of quicker and more tangible returns on sales and marketing spend. And because these videos are positioned at key points, we can measure the massive difference they make on the overall sales results.

INCLUDING VIDEO BIOS IN EMAIL FOOTER



This is a huge one for building trust. Email footers typically tend to have a photo alongside some links to socials and other contact details. However, by including a short 1-3 minute video in the email footer with a thumbnail prospects can click, it creates a unique opportunity to build trust and familiarity.

People are intrigued by this feature and will want to click and see what you have to say - in the process they will start to build an instant connection with you and warm to what you can offer them.

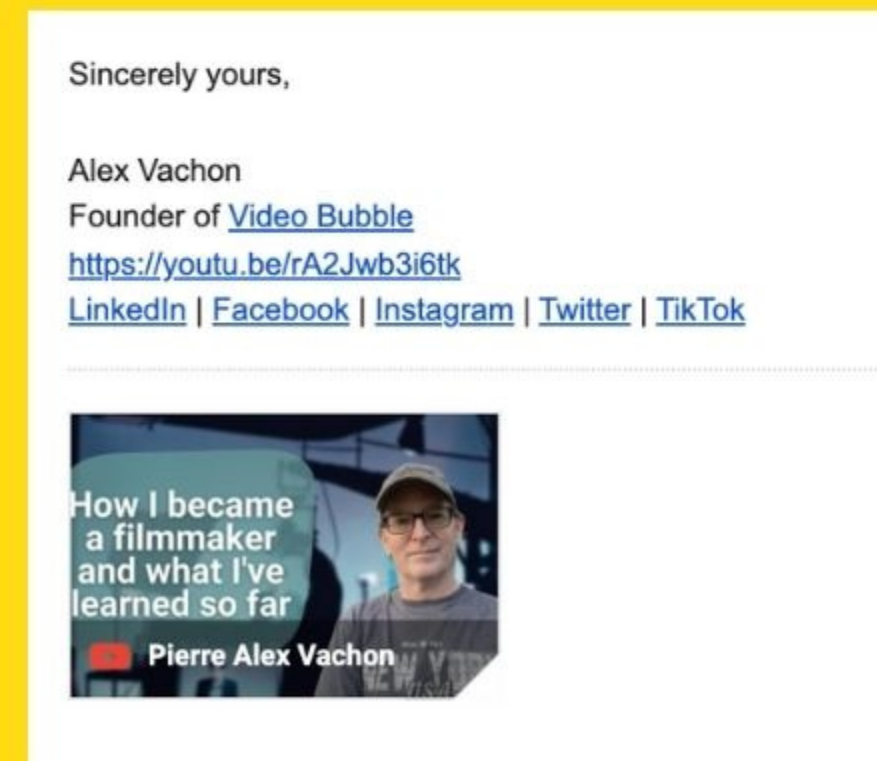
VIDEOS IN FOOTERS

300%

INCREASE IN
EMAIL
RESPONSE
RATES

Results show that people who've utilized this feature report up to 300% increases in response rates to emails.

Additionally they found prospects responded in a more casual and personal tone. The number of meetings booked went up, while no-shows and cancellations went down. Win-Win!



INCLUDE THESE SAME VIDEOS ON 'ABOUT US' OR "MEET THE TEAM" PAGES



This is also a big one. Within many industries, prospects are likely to visit the 'Our Team' pages and get a feel for the people that will ultimately be taking responsibility for their projects. Including these same bio videos here will establish trust and rapport with prospects and increase the chances of them picking up the phone or booking in a call with you, as well as increasing the chances of these calls turning, ultimately, into long-term clients.

INTEGRATING 'OBJECTION HANDLING' VIDEOS INTO THE SALES PROCESS AT KEY TOUCH POINTS.



A video that deals with the most common objections/questions/concerns that you or your sales team are met with during the sales process should be integrated at key touch points early on. Where this sits will vary depending on the system you currently have in place, though most likely it will be most effective prior to the initial face-to-face with a prospect.

Getting prospects to watch this should be part of your non-negotiables, as having their questions addressed BEFORE they meet you will be a game changer in terms of time spent AND how easy it will be to convert them.



INCLUDING A 'GOOD-FIT' VIDEO = BETTER QUALIFIED PROSPECTS AND HOURS SAVED

Last but not least, a pre-call video that details who your services both are and aren't a good fit for is a great way to pre-qualify leads and save countless hours on consultations with poorly qualified prospects.

Including this early on in the process is also a game-changer for making sure the people you invest your valuable time in are the right fit from the outset.

IMPLEMENTING THESE SALES INDUCING VIDEOS

Implementing these 2 types of content into your sales process will help you generate increased ROI from your content strategy, especially when combined with other targeted content at the right stages of your marketing funnel.

They can easily be implemented internally using the equipment you already have at your disposal - however, if you've got any questions about implementing the tips outlined here or for any assistance, don't hesitate to reach out!

Email us at AlexVachon@video-bubble.com to learn more.



Alex Vachon
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