

Leveraging Video Across the Customer Journey

Terry Nawrot
VideoRequest

ELEVATE
***TMSA* CONFERENCE**

June 9-11, 2024 | New Orleans

Overview

- Why Video Matters.
- Explore the Different Types of Videos.
- Collecting Videos Throughout the Customer and Employee Journey.
- Maximize the Impact of Video Testimonials.
- Key Metrics to Review.



Why Video Matters?

Retention

- The average viewer will remember 95% of a message when watched, versus 10% when read.

Engagement

- Provides an authentic look at real people with real stories
- Video is engaging, easy to understand
- Video builds trust.

Conversion

- Videos have a high conversion rate.
- Social proof gives potential customers confidence in your product or services.
- LinkedIn reports 60% of people would rather watch a video than read text.

“84% of consumers are convinced to make a purchase after watching a brand's video”

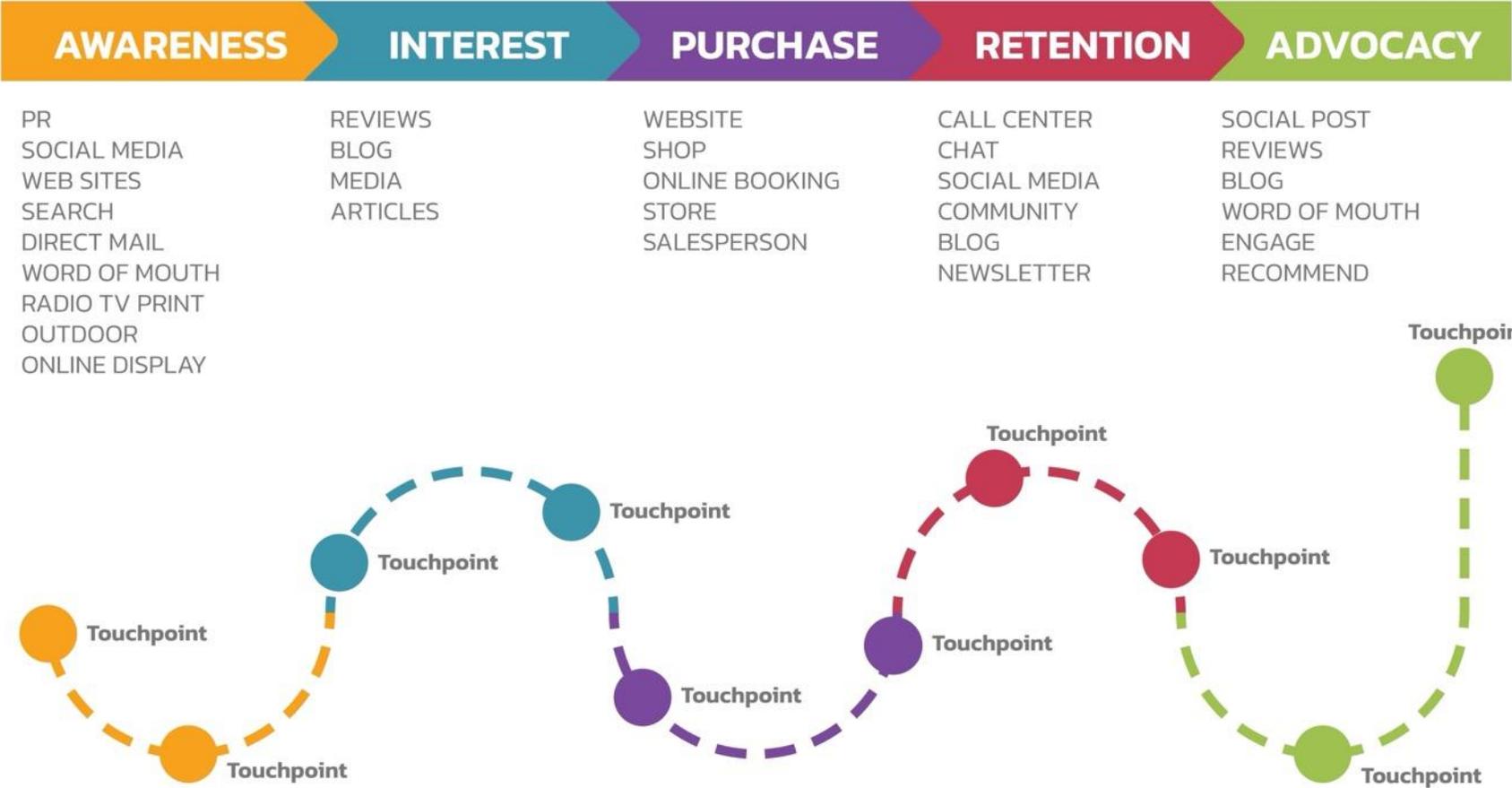
*Source: Wyzowl

Types of Videos

- Promotional Videos
- Sales Videos
- Training and Onboarding
- Product Videos
- Educational or Instructional
- Thank You Videos
- Social Content Videos
- Testimonials
- Event Videos
- Culture and Team Videos
- And Many more!



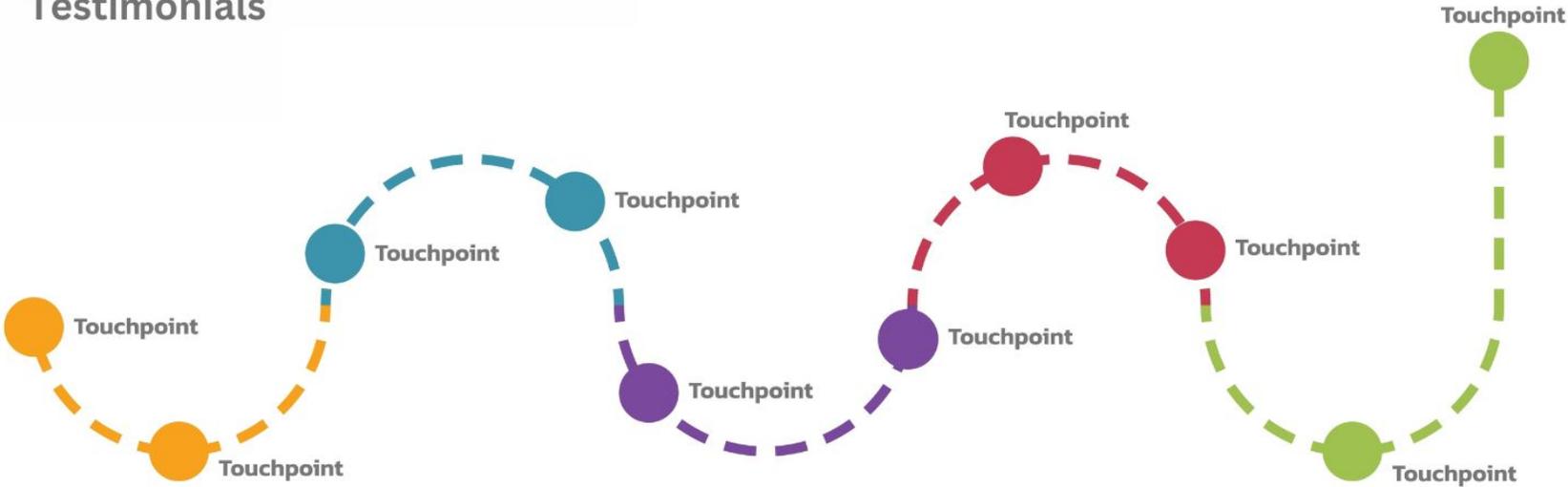
CUSTOMER JOURNEY MAP



CUSTOMER JOURNEY MAP



Promotional Videos
Prospecting Videos
Leadership Videos
Testimonials



Promotional Videos

- Use webinar or event content in short video clips to use as teasers to register.
- Include an explainer video to show what you do and how you help customers.

Explainer Video Example



Prospecting Videos

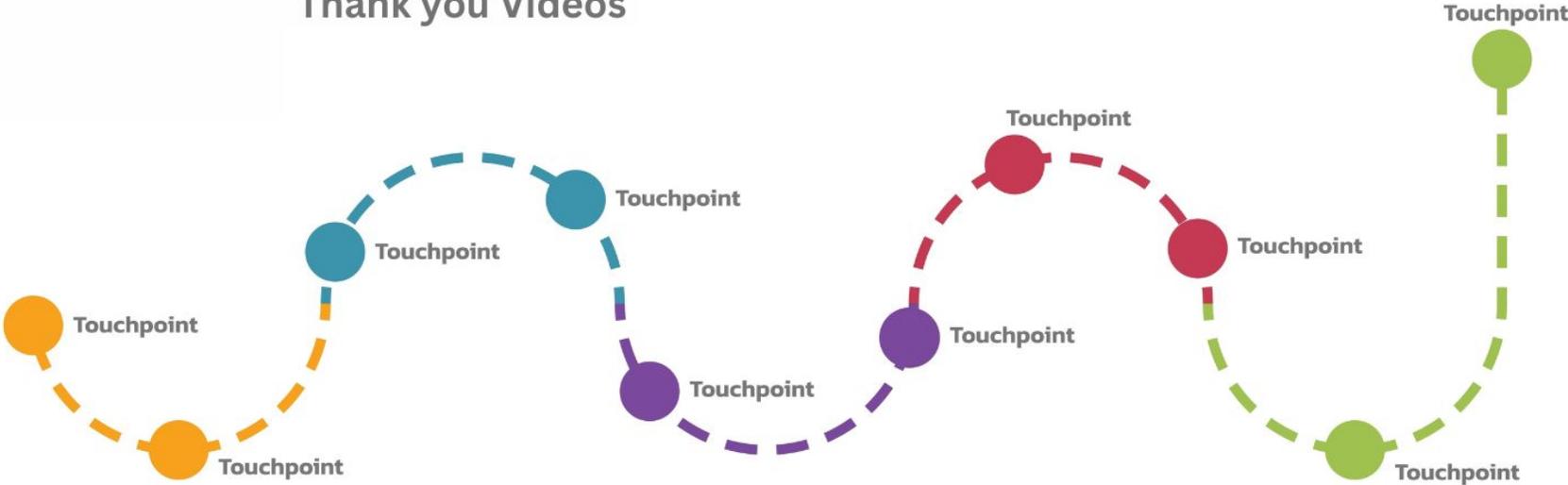
Provide short videos on your website, in social posts or in email campaigns.



CUSTOMER JOURNEY MAP



Sales Videos
Product Videos
Follow-Up Videos
Thank you Videos



Sales Videos

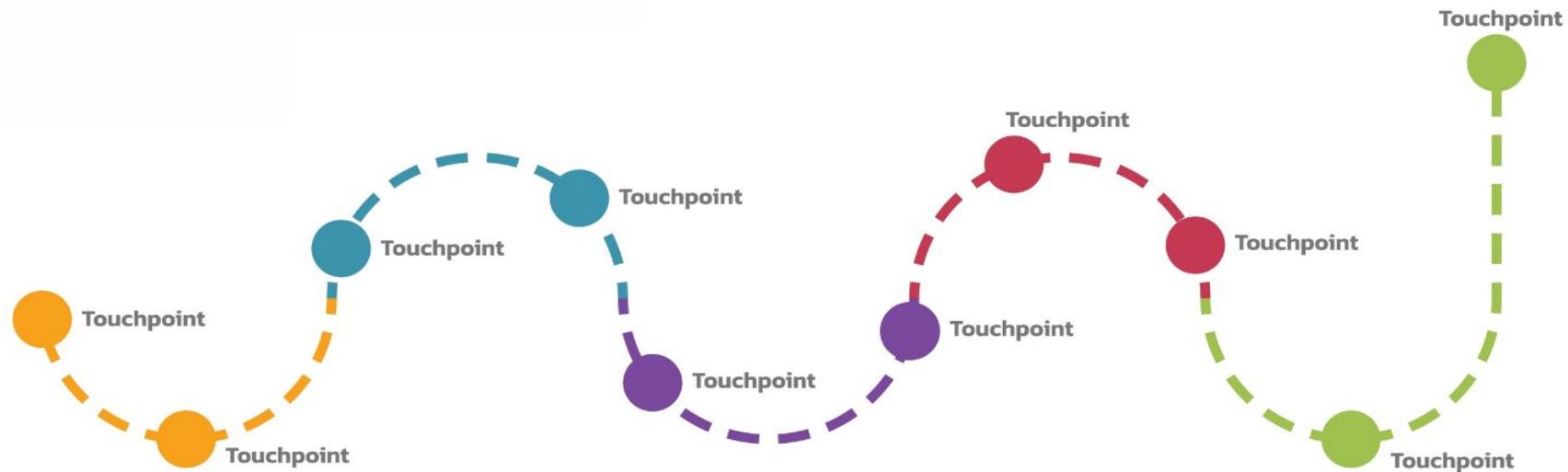
- Share an authentic video with a prospect to check-in.
- Create product videos to include in a follow-up call.
- Provide next steps and a thank you video once a customer has signed a deal.



CUSTOMER JOURNEY MAP



Thank You Videos
Onboarding Videos
Training Videos



Onboarding Videos

- Provide an easy step-by-step guide to onboarding.
- Share how-to and instructional videos.
- Create a gallery or library of videos to easily share and track activity.



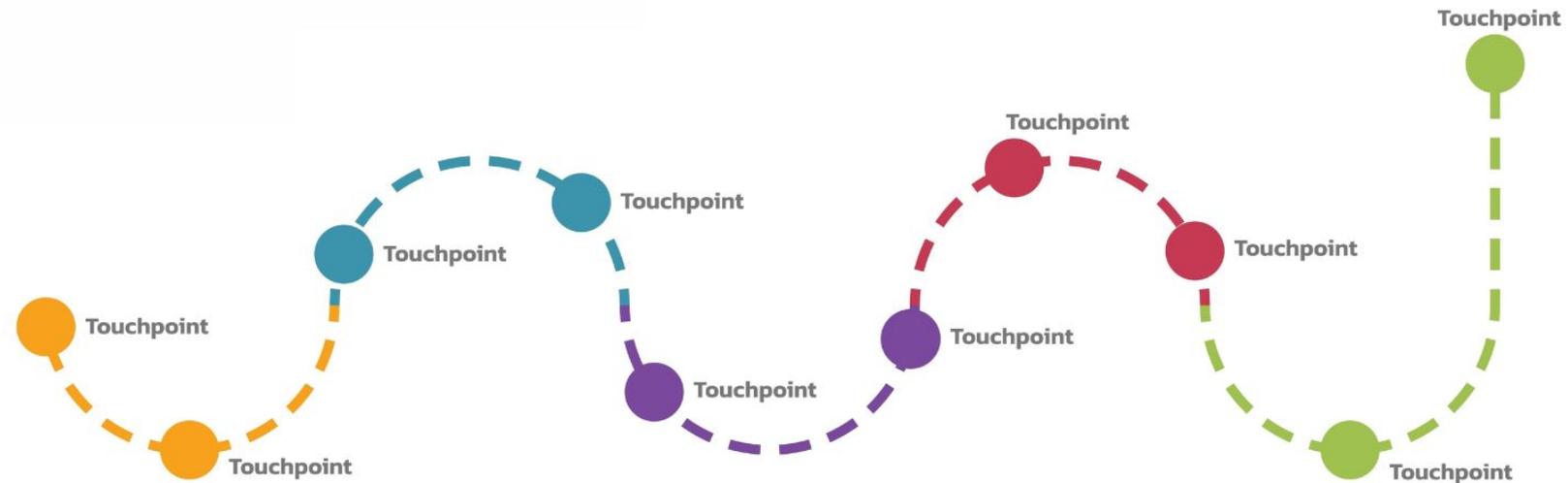
Onboarding Plan

A helpful guide for a smooth start

CUSTOMER JOURNEY MAP



Check-In Videos
Feedback Videos
Milestone Videos



Customer Success

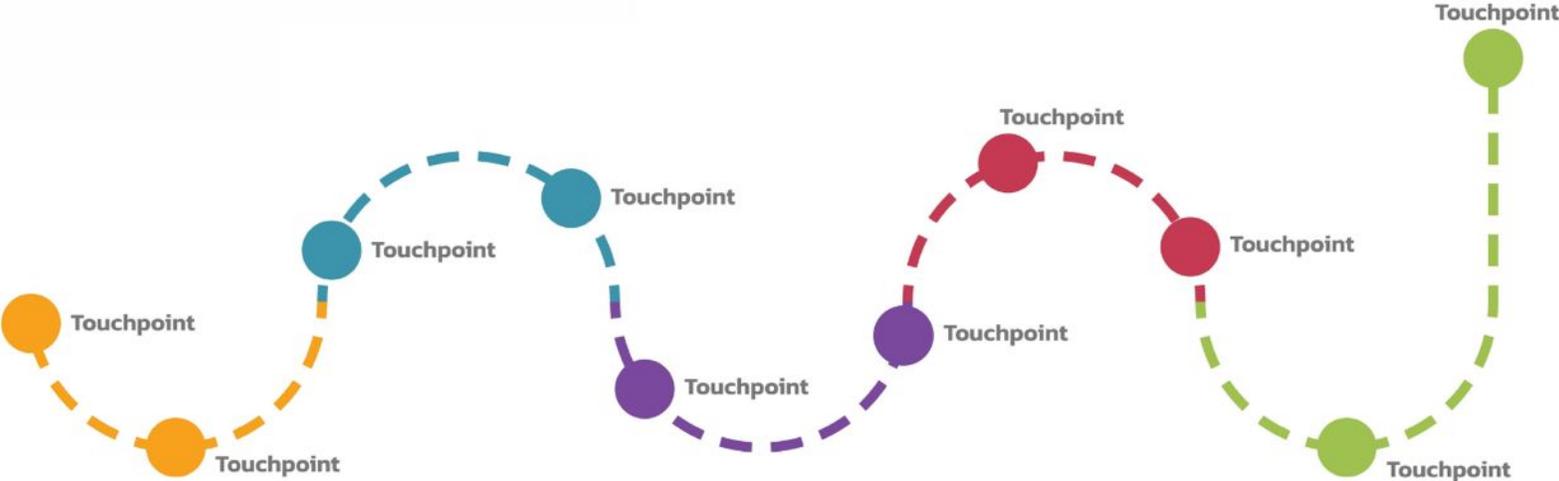
- Check-in with customers often.
- Ask for feedback, ideas or concerns.
- Record a video to answer questions, share a presentation or direct them to the solution.
- Create a gallery or library of training videos to easily share and track activity.
- Celebrate their milestones throughout the journey, anniversary dates, birthdays, send a thank you!



CUSTOMER JOURNEY MAP



Testimonial Videos
Thank You Videos
Event Videos



Customer Advocacy

- Identify your advocates, those who are talking about you, willing to share with others.
- Ask for a testimonial at the right time.
- Create loyalty programs for your advocates, recognize them and say thank you.



The Ask

- Overcome the hurdle of asking
- Think about the times to ask
- Do not send to entire customer list
- Send an email vs calling them
- Send all necessary information upfront, including:
 - Provide a prompt or a question to answer for the testimonial.
 - Information about sharing of the testimonial.
- #1 – Make it Easy!
- SAY THANK YOU!



Sample Email

Hi [CUSTOMER NAME],

I hope you are doing well! I noticed you recently expressed your satisfaction with our product [NAME OF PRODUCT]. We would love for you to share your experience with us in a video testimonial. It would help us share your story of success with others and in an authentic video!

This testimonial would be used on our website, on social media and directly with other customers. If you would prefer, we do not use it in one of those areas, please just let us know. It doesn't have to be long and can be done on your own time.

For the testimonial, we would ask you to answer this question:

- "Why did you choose [COMPANY NAME] and what value have we brought to your organization?"

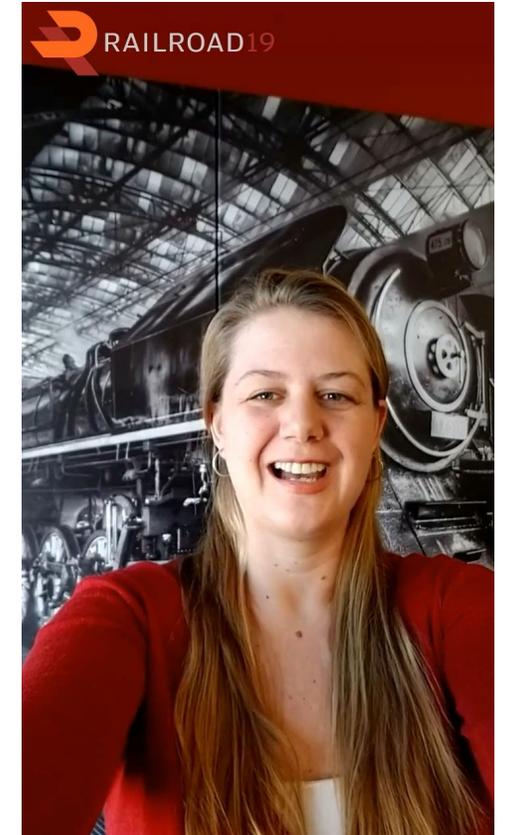
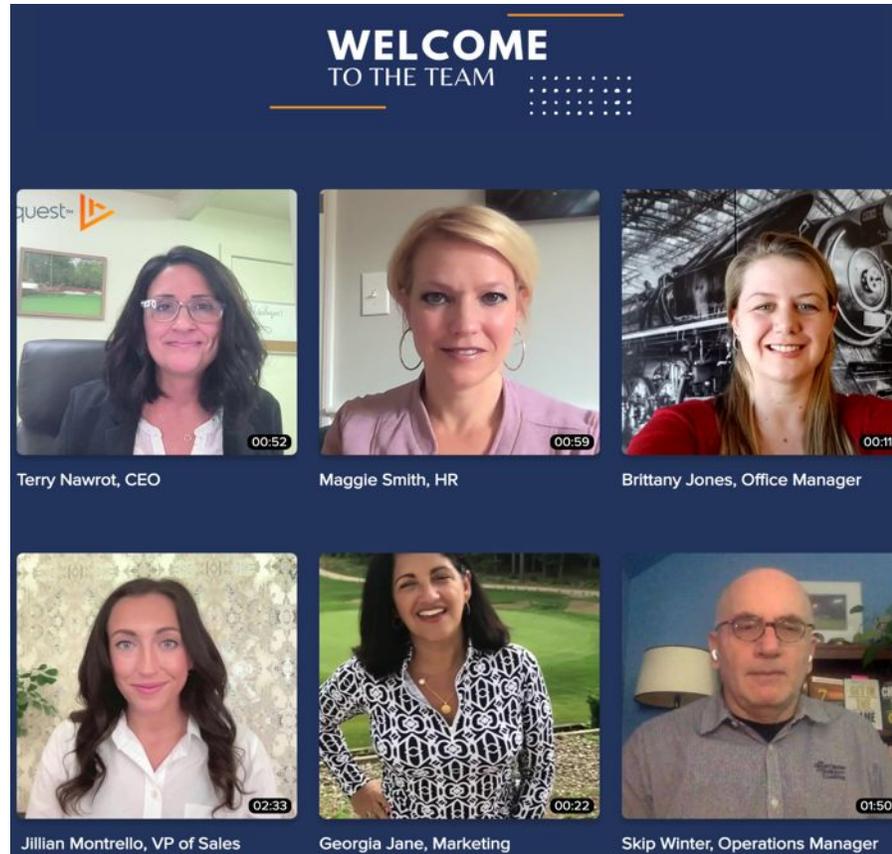
It's so easy! Click on this link to record your video!

Please let me know if you would like to discuss this further, feel free to give me a call.

Thank you,
[YOUR NAME]

The Employee Journey

- Recruitment – videos of your culture, candidate videos, job overview/description
- Onboarding – meet the team, training and instructions
- Engagement – messages from your leadership team
- Retention – celebrations, check-ins, feedback
- Advocacy – share their stories



What is Social Proof?

Relying on the actions and behaviors of others to guide own behaviors and decisions.



Key Metrics

- View Count: how many times your video was played. 2-3 Seconds or more on most social sites, 30 seconds on YouTube
- Watch Time: total amount of time viewers spent watching your video.
- Audience Retention: percent of your audience that watched your video to the end.
- Volume of Mentions: number of times your brand is discussed or mentioned
- Engagement: number of interactions, likes, comments, shares, etc.
- **New Leads: include a call to action at the end of your video to prompt the viewer to take an action.**



Conclusion

- Map out your own customer and employee journey.
- Think about ways to incorporate video.
- Review video metrics.
- Have fun and be creative!

Thank you



Questions ?



Terry Nawrot, CEO

Contact Information



VideoRequest.i

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Jillian Montrello, VP of
Sales

