

5 Ways to Use

VIDEO

In The Marketing and Sales Funnel



1 Social Media Introduction Video

Social media allows business leaders to connect with audiences in their natural habitat. Creating introductory GIFs for social channels helps new followers on sites such as Twitter put a face to your name and your business. This personalization can be key in drawing traffic to your site and building stronger connections with social media users. This is also great for brand awareness.

Difficulty: Easy | Estimated time: 30 min. - 1 hr.



SLR Camera or Smartphone



Laptop



Software



[Click Here To See An Example](#)

HOW

- 1 Start off by filming a quick video (5-6 seconds) of team members welcoming new followers (can be waving, clapping or any other creative welcome you can think of). This can be done with a handheld camcorders, SLR cameras or even built-in phone cameras. Don't worry about audio when creating GIFs.
- 2 Create a new project in your video editing software (Adobe Premiere Pro, iMovie, Final Cut Pro)
- 3 Import the video file to your computer and use video editing software to cut the video down to a few short seconds of content. The shorter the video, the less frames you'll have and the quicker your GIF will load.
- 4 (Optional) Add text to communicate your welcome (as GIFs do not feature audio). See Adobe's tutorial on adding text to video in Premiere [here](#).
- 5 Render and export the project as an .mp4 or .mov file. Make sure to only export video, not audio!
- 6 If you have the Adobe Creative Suite and/or Photoshop, import the video to Adobe Photoshop (Import > Video Frames to Layers). Check out HubSpot's tutorial on creating animated GIFs in Photoshop [here](#).
 - Export the GIF by clicking Export > Save for Web. This will allow you to export the individual layers as a GIF.
- 7 If you **do not** have this software, there are many GIF tools, like [GIPHY](#), that are available online for free.
- 8 Upload to Twitter, Facebook or other social media channels to greet your new followers and introduce your business!

Pro Tip



Before you introduce yourself, scan your new follower's page and personalize your post! This can go a long way in establishing your business and connecting on a professional level.

2 Video Voicemail

Video voicemails are a great way to make a lasting impression on your prospects. They allow you to stand out and differentiate your company from the competition that are likely sending “Just following up” plain text emails.

What’s great about these quick follow-up or reconnection videos is that you don’t need an on-staff video expert to create or use them. Members of your sales team can create and share these videos on the fly for efficiently sparked conversations with leads.

Difficulty: Easy | Estimated time: 15 min. - 30 min.



SLR Camera or Smartphone



Laptop



[Click Here To See An Example](#)

HOW

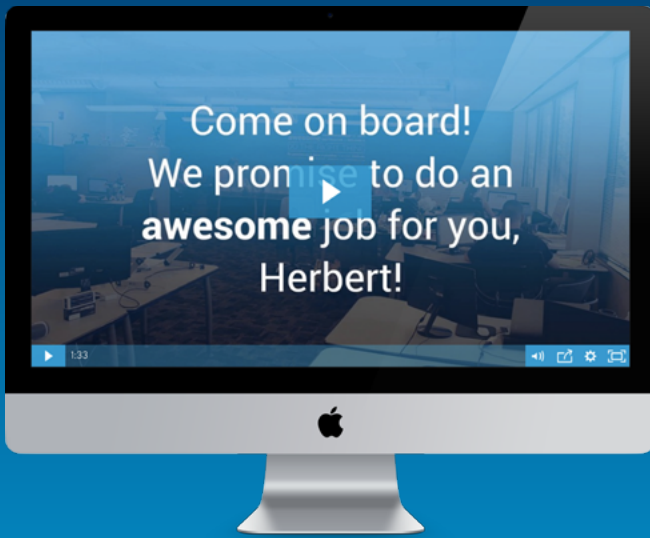
- 1** Use your computer’s built-in camera (or even your phone!) to record a quick follow-up to a productive call with a lead, or to reconnect with leads that have gone dark. Don’t worry about grand production setup. What’s important is that the videos are sent and the connections with leads (re)established.
- 2** Upload the video to a video hosting platform to include it in an email (we use—and love—Wistia, for its conversion elements and integration with HubSpot).
- 3** If using a service such as Wistia, equip the video voicemail with appropriate conversion elements (such as a video CTA linking viewers to your site or your professional calendar).
- 4** Include the video voicemail in an email to either reconnect with leads or follow-up a successful call.

Pro Tip



Video voicemails are exactly what they sound like: voicemails on camera. Don’t be afraid to use these videos as an opportunity to personalize yourself and your business. Also, address the video recipient by name in your video voicemail!

3 Prospect Videos



[Click Here To See An Example](#)

Prospect videos are an art of timing and personalization. Think “video voicemail” on the next level. In these videos, you will take the time to introduce members of your team that will be directly involved in a prospective client’s project—adding faces to names, addressing their pain points and letting them know they’re working with people and not a faceless company. Due to the work required, these videos should be reserved for high potential prospects; those you are already engaged in conversation with.

Difficulty: Intermediate | Estimated time: 1 hr. - 2 hr.



SLR Camera or Smartphone



Laptop



LAV Microphone



Software

HOW

- 1 Schedule time with key team members that will be involved in the prospective client’s project. Make sure everyone on board knows the prospect’s name, business and industry!
- 2 Record an introductory segment with the prospect’s main point of contact, in which the point of contact greets the prospect and offers a quick introduction to the team.
- 3 Record separate segments of key team members introducing themselves and addressing the prospect by name. Personalization is essential in creating prospect videos that lead to sales!
- 4 At this point, you may also want to supplement your prospect videos with a tour of your facilities, client features/testimonials or notable work projects that can be showcased with video.

- 5 In your video editing software, cut all the clips together beginning with your point of contact’s introduction. Consider adding on-screen name tag titles to your prospect videos, as well. These titles will help your prospects attribute faces to the names they see on your website and in sales conversations. See Adobe’s tutorial on adding text to video in Premiere [here](#).
- 6 When you’re satisfied with your prospect video, render and export the project as a .mp4 or .mov and upload the file to the video hosting site of your choice. If using YouTube, set the video privacy setting to Unlisted (as opposed to Public or Private); this way, anyone with the video link will be able to view and the prospect video can be shared within the prospect’s organization. If using a video service such as Wistia, upload the file to a project folder and customize the thumbnail, title and conversion elements as you see fit. With Wistia, you will be able to see every time your video is shared, rewound or accessed (loaded).

Pro Tip



Use a professional LAV or boom microphone for your prospect videos. This may be the first true introduction a prospect has to the team they’ll be working with, so audio quality—along with video quality—can make a world of difference.

4 Blog Videos

While a high quality video is certainly more valuable than a poorly shot counterpart, the purpose of video blogs is to provide added value and assist in conversions. Like your blog articles, video blogs don't need to be masterpieces—they need to be out there where they can properly serve your business.

Difficulty: Intermediate/Advanced | Estimated time: 2 hr. - 3 hr.



SLR Camera or Smartphone



Laptop



LAV Microphone



Software



[Click Here To See An Example](#)

HOW

- 1** Brainstorm video blog topics that will provide your visitors value and fuel conversions. **A good place to start is evaluating and creating video content for your site's most organically viewed blogs.** Once you've identified a suitable topic, create an outline for your video that touches on main points to address. Your final product should be no longer than 2-3 minutes, depending on subject and your industry.
- 2** Experiment with backdrops for your video blogs. Company logos, colors or open office backgrounds often look great for simple blog videos.
- 3** Use a professional LAV or boom microphone, if available, to capture your video blog's audio, and route the microphone through your camera's microphone input. If a DSLR camera and/or professional microphone is not available, your smartphone will provide ample video/audio quality until better options are available.
- 4** Consider featuring a single on-screen talent for a given topic in your blog videos. By doing this, you can establish subject matter experts within your company and establish rapport. For example, you could feature Toby from HR in all of your video blogs about company culture. In time, this would establish not just Toby, but also your agency, as industry thought-leaders in building company culture and branding.
- 5** Once recorded, import the video blog files into your editing software of choice. Remember to edit for a concise final product. Audiences enjoy video because it's fast and easier to consume than content like ebooks and technical blogs.
- 6** For video blogs, we highly suggest using a video hosting service that is integrated with your marketing automation software. With services like these, you can accurately track video loads, clicks and rewinds. This information can be significant in telling you what's working and what's not with regard to your video marketing strategy.

Pro Tip



Ditch the script! Use a basic outline to direct talking points. This helps those on-screen retain a conversational, more authentic tone. Also, consider creating countdown or list videos, as these videos are excellent at driving engagement and provide numerous stopping points for editing together multiple takes—which are also good points to gate the video if applicable.

5 Thank You Page



[Click Here To See An Example](#)

Creating thank you page videos allows you to add a personal touch to a visitor who just filled out a form on your site (whether it's the first time or 5th time). It makes the visitor feel like they are dealing with a person instead of just a company. In these videos, you can go into details on what the visitor can expect to get from this offer, as well as highlight where they should go next (lead them down the funnel to the next offer).

Difficulty: Intermediate | Estimated time: 30 min. - 1 hr.



SLR Camera or Smartphone



Laptop



LAV Microphone



Software

HOW

- 1** For a given Landing Page or Thank You Page, determine a logical next step to highlight and direct viewers toward in your video. For example, a video on a Thank You Page for a top-of-the-funnel e-book, "10 Business Growth Tips," should direct visitors to a middle-of-the-funnel offering, such as "A Business Owner's Guide to Tracking Analytics."
- 2** Create a quick run-down of important talking points (such as benefits of accessing your content and reasons to pursue further interactions with you company), and use this as the framework for your video.
- 3** Use a professional LAV or boom microphone, if available. At this point, you're essentially selling your business and services, so quality is key. If a DSLR camera and/or professional microphone is not available, your smartphone will provide ample video/audio quality until better options are present.
- 4** Once you've wrapped up recording, import the video into your video editing software and shorten the clip to keep the content concise. It's a Thank You Page video, not a video offer. Your video must be easy to digest and your conversion paths must be clearly defined.
- 5** Render and export your project, and upload the completed file to the video hosting platform of your choice (again, we love Wistia for its integration with HubSpot and heat-mapping). Place the embed code on your chosen Thank You Page and keep track of analytics to determine where viewers drop-off and what content resonates with them.

Pro Tip



Avoid "early sign-offs;" conclusions to videos in which the on-screen talent wraps up the video or a company's logo enters the frame. This informs viewers that the video content is for all intents and purposes over, which will cause them to move on and miss any conversion elements you attach to the end of your video.