



VISUAL MEDIA

# THE FUTURE *IS* VIDEO

A video strategy to drive  
revenue and growth

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# EVERY BUSINESS NEEDS VIDEO

Every business needs video. *It is a fact.* Buyers want video. The facts and statistics will speak for themselves as you continue reading.

And in this visual age, video is a powerful medium to grow your business, brand and ultimately your revenue.

Whether your business is B2B, B2C, you're a soloprenuer, SME or large organisation - **video is no longer an option.**

Video is quite simply what people want, need and engage with as part of their buying process.

The buyer is ever evolving and businesses can feel that they are on their back foot to adapt quickly enough. And businesses, understandably, need to know how to deal with the changing behaviours and expectations of the buyer.

Most businesses now recognise that **video needs to be part of their strategy**, there is no escaping it. But we often find that businesses do not know how to use video to increase sales or drive their marketing.

So, here we will lay out a video strategy and get you onto the right path to use video to grow your business.



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# THE 'WHY' BEHIND VIDEO

Using video will increase your sales. It will drive your marketing. It will give you more presence in a virtual world. How can you be sure?

Because, online video consumption continues to skyrocket.

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On average, adults in the UK watch **35 online videos per week**, not including streaming services like Netflix. (Source: Take Note)

Video is the number 1 source of information for **66%** of people.

Video is part of the marketing strategies of **81%** of businesses. (Source: Social Media Today)

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If those statistics are not convincing enough - what about the **1 billion hours of video consumed every day on YouTube**.

And the **93%** of businesses who gain new customers as a direct result of posting branded video content to social media platforms. (Source: Social Media Today)

And, the **88%** of people who would like to see more video from brands in 2022. (Source: Wyzowl)

Not forgetting Facebook and the half a billion people who watch online videos on Facebook's platform every day.

It would appear that the 'hit play' button is totally irresistible.





# WHAT PERCENTAGE OF YOUR WEBSITE IS VIDEO BASED?

Even if the answer is 0-10%, you are not alone.

But now is the time to start using video and visual  
selling to stand out from your competitors.

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# TRUST

— “ —

People buy people.

— ” —

The phrase '**people buy people**' has been around for decades. And in the world of digital marketing and online selling it remains a universal truth.

People relate to people.

They don't relate to email addresses.

People trust other people.

Securing business is not about price as much as you might think.

But the '**know, like and trust**' factor is key to winning business.

People need to **know you exist** before they can buy from you.

People are more likely to buy from you if they **like you**.

And people must **trust** that **you** will deliver on what you have promised.

Video holds a unique power. With the use of video you can connect with any audience. And video will deliver messages in a way that it is difficult to do via any other medium.

Video also has the power to establish empathy and relatability between the buyer and seller. Which in turn leads to a greater sense of trust.

In essence, video offers the **ultimate power of connection**.

People buy people. People trust other people.

— “ —

Inducing trust is at the core of using any form of video in business...whether you are B2B, B2C, service or product, your goal is to induce enough trust to make sales.

(Sheridan & Lessard, 2020)

— ” —

T H E   S E L L I N G   7   V I D E O S



# THE VISUAL AGE IS HERE

And businesses can't hide from it



# THE SELLING 7 VIDEOS



# SEVEN VIDEOS TO DRIVE SALES

You need to become obsessed with today's buyer if you want to stay ahead of your competitors. And your buyers want video.

Most businesses and organisations know they need to incorporate video into their sales and marketing strategies.

But many businesses do not know where to start with video. The most common video request is for an 'about us' video. But there are better places to start than having an 'about us video' on your homepage. Your business may have also tried other videos and the content is just not driving the results you wanted.

**But what videos should you be creating and how are they going to impact on your sales and revenue?**

The answer lies in the work of Marcus Sheridan and Tyler Lessard: **The Selling 7 Videos**.

You may have already heard of Marcus Sheridan and his book 'They Ask, You Answer', which is now one of the best selling business books in the UK.

The Selling 7 Videos will generate the greatest return on investment (ROI) and induce the most trust. And these 7 videos have the biggest impact on website conversions and sales.

— “ —

Inducing trust is at the core of using any form of video as a business. But once you move past trust and pose the question of 'why video' the answer should always start with sales, not marketing. That's right. Video is a sales initiative.

(Sheridan & Lessard, 2022)

— ” —

The Selling 7 Videos are most likely to get sales and marketing results and bring in revenue. Whilst shortening the sales cycle.

If you are responsible for the growth of a business, whether that be in a sales, marketing or leadership role; **this video strategy will make an impact on sales, drive marketing and grow any business in a virtual world.**

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# 7

## THE 80% VIDEO

# YOUR 80% VIDEO

In the 80% video you will answer your prospects questions so that they will buy! Remember that this applies to B2B, B2C, large or small, product or service.

This video is about obsessing over customer questions, and by doing this you are going to earn their trust.

The 80% video is a sales video that answers the top questions your prospects ask.

Imagine getting to a sales call and your prospect already knows the answers to the frequently asked questions.

Not only that, they have seen it, heard it and learnt it from your business and brand.

When prospects set out on the buying journey they now start with questions.

So, the powerful 80% video can also be used as part of your inbound marketing strategy.

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Buyers are consuming content from a range of sources and using it to inform their decision-making process way before they even consider speaking to a seller directly.

*(World Business research)*

— ” —

Get found by prospects on their buying journey by answering their questions on video and become the authority and expert in your field.



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# EMPLOYEE BIO VIDEOS



# EMPLOYEE VIDEOS

Video will humanise your business and brand. The aim of video is for your potential customers to be able to **see, hear and know you** before they even speak to you.

Your versatile employee bio videos can be used in a variety of ways. You can use these videos on your 'team' or 'about us' pages of your website, on your socials and LinkedIn. This is the ultimate way to humanise your business.

And one of the most powerful, yet under utilised sales and marketing tools is **email signatures**.

A typical email signature has a name, contact information, maybe social media profiles and sometimes an image of the person.

By using your bio videos in your email signature, your email recipients can get to know you on a much more human level.

The bio videos will explain the person's role within the company, why they choose their profession and why they love what they do. But they will also give a bit of personal information. As an example, pastimes outside of work.

These videos are effective as a way of allowing customers to build familiarity and trust with the people representing your brand.




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# PRODUCT & SERVICE FIT VIDEOS




# WHAT ARE THE STATS?



**98%** of people said they've watched an Explainer Video to learn more about a product or service.



**77%** of consumers say they've been convinced to buy a product or service by watching a video.



**69%** prefer to watch a video to learn about a product or a service.

# PRODUCT & SERVICE FIT VIDEOS

Let's start with the fact that the most trafficked website pages are usually product / service pages.

Most website's have some text and a static photo to showcase the product or service. But the **best** way to **communicate the value proposition** of a product or service is through video. (Sheridan)

A product or service video is a powerful video which allows you to **educate** the buyer.

This allows the buyer to make an informed decision about your product / service for themselves.

The product / service videos describe your product or service and establish who is/is not a good fit for them.

What does a product / service video cover?

It is all about showing the buyer what you are selling.

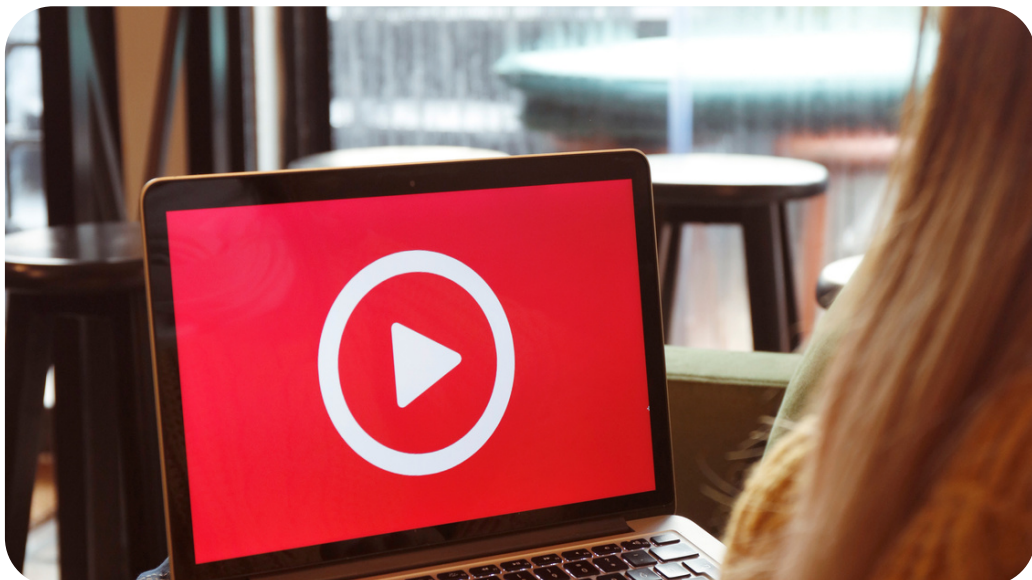
Whether it is a product or service. This type of video is usually customer facing and you talk directly to your customer and **educate them** through the power of video.

— “ —

Your product or service video allows the buyer to see if they'd be a good fit, based on the information you provide. It also lets them know the ideal circumstances and scenarios where the product or service will succeed.

Sheridan, 2022

— ” —



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# LANDING PAGE VIDEOS



# LANDING PAGE VIDEOS

If you have a form on your website you should have an accompanying video.

People are becoming more reluctant to hand out their contact details. Again, it comes down to trust. They need to trust that you will not bombard them with emails and / or phone calls.

It is now commonplace for people to have questions and doubts before they hand over their details.

Landing page videos can address those concerns and ultimately **build trust**.

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Studies have shown including these kinds of videos can increase conversion rates by up to 80%.

(IMPACT)

— ” —

By addressing their fears you are much more likely to get people filling out the form. And the added bonus is they will have learnt a bit more about your business through the video as well.



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The image features a bright yellow background. On the left side, there is a black and white striped clapperboard. The top bar of the clapperboard is partially visible, showing the word 'TAKE' in white capital letters. Below this, there are several horizontal white lines. The main body of the clapperboard is black. In the center of the image, a large white number '5' is prominently displayed. Overlaid on the right side of the number '5' is the text 'PRICING VIDEOS' in a bold, dark grey, sans-serif font.

# 5 PRICING VIDEOS

# PRICING AND COST VIDEOS

Times have changed. Buyers want to be able to find information quickly.

Consumers and buyers are researching cost!

And consumers and buyers are getting frustrated when they cant find cost and pricing easily.

You need to be willing to discuss and teach about cost.

But the cost 'depends'. It is so 'bespoke'. This may be the case. But you can address all the factors that drive the cost of the product / service up or down.

You can educate the consumer on the marketplace. Why are comparable products / services more or less expensive.

In this video you talk about your product and service and why it costs what it costs.

— “ —

The more specific a company is willing to be in answering questions about cost and pricing , the greater the increase in trust, leads, and ultimately revenue.

Sheridan, 2022

————— ” —

If you want to gain the trust of customers you need to discuss cost on video. If customers cant find the information from you then they will move on to somewhere else! And the business that addresses cost will be rewarded with customers reaching out to them.



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# CUSTOMER JOURNEY VIDEOS



# CUSTOMER JOURNEY VIDEOS

Most businesses now provide some type of social proof on their website. This social proof might be displayed as customer testimonials, customer quotes or case studies. But what would happen if we 'showed' this social proof through the power of video?

If we use video to show how products and services have been successful for others in the real world, we are going to establish the ultimate social proof. And build trust.

It is about differentiating your business from the crowd. It is about going beyond the standard name, quote and potential photo of the customer.

Imagine the power of the buyer seeing, hearing and absorbing the enthusiasm of a happy customer who is talking about your business and brand.

According to the team at IMPACT, a true customer journey video is based on the hero's journey. Simplified into 3 stages:

- 1) The video will cover your customers problem
- 2) The journey they take to fix the problem (with you)
- 3) Where they are today and how they fixed their problem (with your help!)

And customers often feel honoured when you choose them to feature in your marketing.



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# CLAIMS WE MAKE VIDEOS



# CLAIMS WE MAKE VIDEOS

A claims we make video shows your customers what you offer as opposed to just 'telling them'.

It's the leap from just telling them what you do, to actually showing them through video.

And by using video you are showing your audience that you can back up what you are saying about your brand. This video will also cover what your business / brand stands for and what it can achieve.

These videos build trust with the audience because you are backing up your claims through video. They can see it and therefore believe it.

All businesses like to make claims about themselves. For example, 'we are the best at...'

And within an industry claims are repeated by other competing businesses.

These videos help a business take themselves out of the usual noise of stating the same old claims as everyone else. Because with these videos you are going to show the claims you make.

When businesses make claims that 'they are the best at', 'we have the most', 'our people are different' - how is the consumer actually meant to know these claims are real.

They will believe it when they see it - through video.



M V V I S U A L M E D I A

# THE FUTURE *IS* VIDEO

Find out more about using video  
to drive your business growth.

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Book a complimentary  
60 minute call to discuss how  
video can drive your business  
growth.

Email or call Jo to book:



Jo@MVvisualmedia.co.uk



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