

MARKETING VIDEO'S GREATEST HITS

16 Videos for Proven Results & Why



Want a successful video?
Design it with your audience,
and sales funnel, in mind.

The typical sales funnel has 4-5 levels.



All customers go through a sales funnel or follow a sales path; either one you've designed or their own. Videos can enhance each level of that sales funnel. The most effective videos not only focus on the right audience, they also achieve their objective at a specific level of the sales funnel.

Video enhances each level of the sales funnel.



Start with your objective: What do you want your video to do?

- Increase brand recognition?
- Explain a product or service?
- Launch a new product?
- Provide an overview of your company?
- Offer a specific solution?
- Something else?

Then ask, where does this fit into my sales funnel?

Depending upon your business, a video at every level may not be needed.

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Next: 16 proven video ideas for each level of the sales funnel.



Awareness

These are ideas only. You may want to combine characteristics of different videos to fit your specific purpose.



Interest



Consideration

At Story Vision Video, we can help you determine what videos will work best. Advice is always free!



Decision



Loyalty

LEVEL 1 - AWARENESS



Social Media Videos (Ads): Brief, brand-focused



Landing Page Videos: Videos residing on a page on your website. Ads, social media, emails, text messages can all drive viewers to this page. You want people to go to your website.



Product Launch or Teaser Videos: The focus is entirely on the product.

LEVEL 2 - INTEREST



Product and Service Videos: Usually an explainer style video of 1 - 2 minutes. Explainer videos usually identify with a customer problem and offer a solution.



Social Media Ads: Product-focused, presenting basic information about a product, often in a problem-solution format but with few details.

LEVEL 3 - CONSIDERATION



Detailed Product Videos: These take a deeper dive into your product or service. Your customer is already aware (Level 1), has basic knowledge of what your product or service does (Level 2), and is interested! This is where you answer more detailed questions, including why your product is the best choice, why you can be trusted and how your product affects positive change.



Case Study Videos: Short examples of successful uses of your product and services.



How-to Videos (Process) Videos: Explains almost any type of process, from product assembly to filling out a form or any aspect of working with your company. These videos save you time by taking your customer through the steps for you. The video provides a consistent and permanent record of each process, and gives your customer a knowledge base they can return to at any time.



Testimonial Videos: Your customers talking about you can provide 3rd party credibility you can't get anywhere else.



Product Manual Videos: Death by a thousand pages can be painful. Worse, it can ruin a sale or prevent repeat sales. Use all the advantages of video to create a product manual: video, photos, screen grabs, narration, music, sound effects and animation. All designed to inform, while maintaining interest and increasing retention!

LEVEL 4 - DECISION



Now and then you need additional videos that focus on specific needs and concerns of certain customers. Sometimes that's as simple as creating different versions of the same video for different audiences or market profiles. These videos provide an extra "bump" to get your prospect across the finish line to customer status.



Corporate Video: Once upon a time, before online video, corporate videos were the only videos created. They were long and explained everything companies thought their customers needed to know. Wrong. Today, we create corporate videos that answer what the customer wants to know about your company. What's in it for them? What issues are they facing? What are your solutions? We also include just enough culture and history to give you the creds to do business.



Audience Targeted Videos: Designed to appeal to different users of your products or services. What appeals to a young person might be different than your product's appeal to a senior citizen.



Industry-Focused Videos: Highlight how your product fills a specific industry's needs. Your pumps may be used in both residential and commercial swimming pools, but the advantages of them may be different for each. It's also important to show your product in the correct setting. A homeowner seeing your product in a large, Olympic size pool may assume you don't sell a residential version.

LEVEL 5 - LOYALTY



Customers need reinforcement that they have made or are about to make the right decision. They want to know who you are. It's harder to say "No!" to you if they like you. Our videos can make you likeable. When your customer can identify with you, they are more likely to remember, return and partner with you, looking to you for advice and counsel as well as purchases.



Team Video: Who you are; the people behind your company, your products, your services and your successes.



Mission Video: What you stand for. Your mission statement becomes a mission-centric video with warmth, compassion, humanity and your promise, in a way no paragraph or page can do alone.



Sales Person Video: Short videos about each sales person, customer-service rep and anyone else your customers interface with. Great to link to from that person's email signature.

Call Story Vision Video for your next video.

Video to Accomplish Your Objectives
Without Breaking the Bank



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