

ACCELERATE

YOUR

LEAD

GENERATION

WITH VIDEO MARKETING FUNNEL

STEP BY STEP GUIDE



VIDEO MARKETING IS THE WORD ON EVERY MARKETERS' LIPS THESE DAYS AS IT WORKS WONDERS AND THIS IS BECAUSE CONSUMERS LOVE IT AND IT'S THE MOST CONSUMABLE CONTENT

As a progressive and thriving business you want to up the game with Video Marketing but how will you optimize your Video Marketing game plan?

How will you make sure that your videos don't become amateur Visual Presentation?

What is the best content to use in each video type so that your videos don't just become "for the sake of having videos"

With strategic planning and implementation Video Marketing can become your powerful weapon for Qualified lead generation and brand engagement.

Videos are popping up in our feeds on Facebook, Instagram, LinkedIn and other social media platforms. Also are used in offline Marketing such as Sales Presentations, Trade shows etc.. These videos reach Lacs of viewers across the internet and offline. That traffic has the potential to generate qualified leads with Videos deployed throughout the Marketing Funnel.

Now, although videos have a ton of advantages, they are relatively new and often misunderstood by the masses.

Many businesses shy away from videos because They think it's either too complicated or time consuming or both!

But it doesn't have to be that way !

In this eBook, we will provide you with reasons why you should invest time and effort into video marketing and will tell you every detail.

Follow our systematic process for video marketing and you'll save a ton of hassle and more importantly launch a marketing campaign that meets the goals of your business.

In this book we will discuss,

- **Stages of Video Marketing Funnel**
- **What kind of Videos to be used at each stages of your Marketing Funnel?**
- **Crucial Content you need to get ready for Video Marketing campaign**
- **ROI**

By the end of this book you will be more empowered and confident about kick starting Video Marketing Campaign .

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1. Video marketing 101

1.1 WHAT IS IT AND WHY IS IT IMPORTANT FOR YOUR BUSINESS?

The internet in 2019 is the most crowded space in the world with more businesses, blogs, and websites hosted in general than ever before!

This is because businesses today realize the benefits of being online – right from Blue chip Corporations to micro businesses. They know that Human Behavior has evolved in 21st century. Humans are spending most of their time on internet.

Internet is part of every decision they make in their life.

The internet has exploded and is one of the most efficient and effective ways to reach large audiences.

However, like you and me, every other business knows this and is competing to grab the already limited attention of Viewers. Right from manufacturing businesses to service-oriented businesses -everyone is in the race!

- Amongst hundreds if not thousands of businesses on the internet, how will YOURS stand out?
- How will YOUR brand build the authority that converts traffic into sales?
- How will YOU convince your customer that your service is worth over the others?

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you need to follow a storytelling approach and coax them into developing a relationship with your brand.

And one of the best ways to do this is ,
Video Marketing Funnel.

Some people I have come across think that Video Marketing is Producing one Video, host it on YouTube and Check those 3 views increased every morning. Then they ask Do you help in increased Views? That's not Video Marketing.

Video Marketing is SMART marketing.
Its tactical.

You make videos for each stage of Marketing Funnel and Spread your content across each stage of Marketing funnel. You make them aware about their problems, generate interest of prospects in your products, Nurture them and convince them that your product is a right fit for your problem. You do this with various types of videos at defined stages.

Imagine your office ringing with more clients calling you already ready to buy or schedule an appointment with you.

They say things like, "I saw your videos and was willing to find out further, When can we meet? Sweet right?"

That's the power of video.

It appeals to both audio and visual senses and evokes strong emotions and drives viewers to engage with your brand.



Without a doubt, video should be a part of your marketing strategy in 2020.

Because that's where your target market is hanging out. No matter B2B or B2C. They are there.



From Video Viewer to Lead and then Customer....And then Repeat Customer

MARKETING FUNNEL IS A BREAKDOWN OF BUYER'S JOURNEY. IT CONSISTS OF 5 STAGES BROADLY.

- AWARENESS
- INTEREST
- CONSIDERATION
- ACTION
- RETENTION

In this section we will explain the best strategies to utilize Videos in a Marketing funnel and also the most effective tips to implement them.

Video Marketing Funnel

Many businesses make the mistake of randomly using their videos which is the Costly affair. Random Videos produce Random Results. Video Marketing funnel gives consistent and predictable results.

Video does not come in one-size-fits-all, and understanding these factors will help you to produce the right video, for the right customer, at the right time.

Here's how we think about each stage of the funnel and how video comes into play:

Lets First understand,

Lead : This is someone who has potential to use your product or the service. They have the problem that your product or service solves.

Prospect : This is the Prospect who has generated interest in the solution you offer and want to find out more.

Customer : Who has bought your product or Service and can be nurtured to get repeat sale or Referral sale.

Let's now see the stages of Marketing Funnel.

1) **Awareness** : Identify that problem

This is Top of the funnel stage. At the awareness stage, your potential customers have active problem and you know what's the solution—you just haven't found each other yet!

Here the content could be to guide them How you can solve that problem, what are the different solutions available in general? You are not pitching your brand aggressively at this stage. Primary goal at this stage is educating them on how they can solve that problem. From the crowd of audience few will relate to what you are saying and would be interested in further read. Those who generate interest will enter the next stage. They will be the prospects.

Pro Tip: It's important to define your target audience and the major Pain Points.

How to use video in this stage?

Educate viewers about their problems through videos that appear in targeted search and social media ads. Or Use Videos to make them engage with your piece of educational content.

You want to produce something of value, because you're adding something valuable to their lives. This could be something practical, like helpful tips, resources, "secrets" of success and the like.

VIDEO MARKETING FUNNEL STAGES



- Lead Magnet
- Thought Leadership
- Expert Tips

- Product Video
- Explainer Video

- Corporate Video
- Brand Video
- FAQ Video
- Demo Video

- Case Study Video
- Testimonial Video
- ROI Video

- Installation Video
- How it Works Video
- Software Demo / Help Video
- New Product Launch Video

2) Interest : We are one of them

The prospects have now a knowledge about what are the different solution they can use . It's now time to tell them that We are one of those solution provider with our product or service.

At this point the prospect is researching all available options. You have to nurture them with targeted content that generates interest in your offers.

Remember: Make something they can relate to as opposed to being an expert enforcing something on them.

Yes, it's cool, and it looks great, but does that really help your consumer in real-life? focus on what real-life benefit does it provide?

Know exactly how you are improving your customers' lives.

How to use video in this stage?

Educate leads about your industry and the kinds of problems you solve via deep-dive content by using product videos, explainer videos and similar.

3) Consideration : Address the objections

At the consideration phase, your potential customers are aware of the problem and are actively researching solutions. But it's not a time to be pushy. You want to help them with their motive to find a problem and provide them with general knowledge about your product and how you can empower them to make better decisions—and you can become a trustworthy source in the process.

How to use video in this stage?

The prospect has shown interest but still have some queries or objections. After researching those objections you can have Deep dive or detailed product Videos , Expert advices on how the product helps ,like installation Videos or ROI with our services Videos , Strength and Capacity Videos etc.

4) Conversion Stage: Convince people of your potential

The conversion stage is decision time for your potential customers. They've done the research, grown more knowledgeable about your offerings (and also of your competitors), and they're ready for final decision!

How to use video in this stage?

In this phase, you can convert these (warm) leads quickly with compelling video content about your product, your happy customers, and your company by convincing them that your product or service is delivering real value.

Testimonial Videos, Case Study Videos, Scenario Videos are great at this stage. There's something great about word of mouth and especially when it's documented. So get other customer to tell the story for you.

Giving the customer someone to identify with, is vital at this stage. In fact, a real, impartial person endorsing your product is far more convincing.

5) Retention Stage: Help customers succeed with your Product or services they have opted.

Winning over customers with video doesn't stop once they make a Purchase.

if you're constantly committed towards improving your product or service it's a good idea to re-engage your existing and past customers with videos like - product demo videos, Installation videos, how to Videos, FAQ Videos , How to best utilize your product to get best results etc..that help communicate how your product continues to provide value.

How to use video in this stage?

Show how you continue to add value to users' lives with user education, feature launches, and Product update videos etc.

If this stage is managed well your business will spend significantly less on retaining customers.

2. KICK STARTING YOUR VIDEO MARKETING CAMPAIGN

Step 1: Define the Goal.

Before beginning the video marketing project, you need to first determine the GOAL of your campaign, is it lead generation, Audience building? Brand engagement etc. i.e. its purpose — At which stage of a sales funnel this video is going to be used and How you are planning to use it? In case you want to use videos for only specific stages with other types of content, are these Videos to grab attention or nurture existing leads database. Discuss these questions and structure your Video marketing plan.

This is crucial and determines the concepts of the videos, scripts and the direction of the entire project in general.



Step 2: Choose the right video category

Once you determine the 'Goal' of your video project, you need to pick a relevant class for your video.

If you've done step 1 right, this should be a natural process. Furthermore, the agency you work with should have enough information to pick the right category for you.

To give you an idea here are the most crucial video categories relevant to stages of funnels:

Corporate Videos

Your company's product/service solves a pain point of a specific group of people aka your target market.

But, how do they get to know that you exist? Corporate Video. This is the heroic entry that tells the world that you exist and - your business is here to save the day!

Corporate videos are essential, and unlike other regular videos, they require a positive key message backed by official company history or USPs to be compelling.

Corporate videos have a universal nature suitable for most scenarios like meetings, exhibitions, website and primarily serve the purpose of building trust and authority.

Explainer Videos

A short animated video that focuses on explaining a concept, business idea in a simple but compelling way. The language used is clear and concise, and the focus is mainly on teaching people through the application of engaging visuals.

Therefore explainer videos are best implemented with attractive and appealing animation with content that is both informational and educational.

Product Videos

Informative videos with the primary objective of explaining a product or service in the most effective manner possible.

The goal is to make the viewer aware of all the product/service information like specifications, features, and attributes.

It's also a good idea to use 3D and 2D Animation to effectively explain complex mechanisms and functionality.

Case Study and Testimonial Videos

A testimonial or Case Study video is perfect in addition to a Services Page specifically at the bottom of the website or used in drip campaign and can help build trust and authority that require to make them take the next step.

The agency will help you decide this after understanding the purpose and audience during the discovery session.

Step 3: Gather content

At this point, you should have a good idea on the agenda for the video marketing campaign, its goals and objectives, and its time to gather material.

Most businesses find this part dreadful, and from experience, some clients take quite a bit of time to gather content, but if you follow the tips mentioned in this eBook you will find it easy to collect material for your video.

Procuring content is vital and forms the context of the video and having it ready or at least easily accessible from the start is great for the workflow of the video marketing project.

Information that is typically required ,

Extract Key Messages for each funnel stage, what you want to communicate. How you position your brand in your audience's mind - what you want them to think about your product or the brand while watching the video.

Simply Put . it goes like this,

Awareness – Goal is to make people look at your educational content, Cover pain points.

Interest – Goal is to make them aware about product or services, Features and Benefits, Make products look awesome, Make company look grand etc..

Consideration – Give detailed overview of our product, Expert tips, Handle Objections

Conversion – Back objection diffusion with testimonials or Case Studies, Benefits Comparison.

Retention - Installation Guide,How it works Guide etc, Assist them to make most out of your product and services.

It is recommended to prepare a check list of all the key messages, USPs you want conveyed through the Video Marketing campaign.This will help a ton with workflow and help the agency in writing scripts that meets your requirements.

Most tech companies showcase the advanced processes integrated into their products to depict how technologically advanced they are as compared to competitors.

Example : Site ground

A leading website hosting company shares information about their globally located servers in their videos to depict good connectivity.

Now, while the agency can extract all the information from your business documents it's a great idea to have your own checklist of Key Messages as you have in depth knowledge of your products and organization. you can cross verify each fact and have a seamless video production experience.



There are three distinct phases when it comes to producing a video:

- Pre-production
- Production
- Post-production

This process applies to most , regardless of the industry you're in and is perfect to understand what it takes to create a commercial video.

Pre-Production

After everything is finally mentioned on paper and mutually agreed upon by you and your agency – you simply handover to professionals and watch the magic happen!

At this point you can expect frequent communication with your agency that will take complete charge and will be going through various milestones at every stage for approvals or feedbacks.

Below are some important milestones of the pre-production phase.

1)Script Development

The script gets developed based on the requirements and objectives of the project. The script is used as a reference to direct the entire video and is basically the storyline, the video will follow.

if everything's good and the script is validated , Its moved onto the next step - screenplay.

2) *Screenplay*

The screenplay is the Visualisation or treatment of the script in tabular form. On the left you have the script and the right you have the treatment written of the corresponding script.

This ensures complete clarity on what the agency will be implementing in the video and gives the client the opportunity to correct anything before the production starts.

3) *Storyboard*

In case of Animated or Fiction videos, we develop storyboard. which is a rough sketch of how each part of the script is visualised. This will give you an exact idea of what will be delivered in the final video.

Production Phase

After planning and ideating what and how to film the video in the pre-production phase we finally start the production phase

Here's a brief overview of all the steps involved in this phase:

1) *Filming* – this involves filming the video based on the script and screenplay.

2) *Script Adjustment before Editing*

After filming is done we will look into the script one more time, And based on the footage captured and see if the script needs to undergo an additional change or revision.

3) *Voice Over Samples*

For videos with Voice Over, you can expect a voice over sample before the final cut. Once you approve the Voice Over, we can start the post-production

Post-Production

Once the video is filmed and voice over recorded, the final stage is post-production.

Some of the important stages in the post-production are as below:

1) *Editing & Graphics*

This includes the editing the footage with Voice Over, Graphics, Animation, Color Grading, and Sound Editing, Music to render a polished copy of the video.

2) *First Draft*

You will get the first draft for review after the footage is edited. At this stage you can validate the first draft and double check with your check list, script and screenplay.

3) *Revision*

You can suggest few changes if required at this stage, but if the communication has been active throughout, there will be no need for the significant difference.



What about turnaround time?

You can expect a minimum of 3-4 weeks for any type of video. Entire funnel with Strategy, All content including Ebooks, Landing pages, Blogs, Emails, Automation and Integration can take upto 8 weeks. This process can take more or less depending on the accessibility of content and production.



HOW TO EFFECTIVELY UTILIZE VIDEO

There are many ways to integrate a video into marketing. Video Marketing Campaign is mix of various types of content and various tools.

This involves organic or paid traffic, Advertising , Landing Pages , Social Media Feeds , Email sequences, and Drip campaign to keep the prospects moving down the funnel.

Social media

Sharing videos on social media platforms like LinkedIn and Facebook is one of the most effective methods to promote a video and your business. However, to reach enough people you need to have an established social following or opt-in for targeted advertising. Social Media is used mostly for top of the funnel activities. From there traffic is brought to landing pages and websites.

Website

Uploading the video to the company website is another method to share video, but again this is only effective if you have traffic coming in or are regularly sharing your site on the internet. So get some traffic to your website as well.

Blog posts

Content that balance out multi-media like video perform better on Google and offer a better reading experience for the reader. As in the blog some part will be the video and some will be the text. This also helps you in better Google ranking, Increased traffic on your website ultimately brings in more enquiries.

Emails

Videos are not only for marketing on social media or websites. They often become part of Email Sequences in Nurture campaign stage.

Listing sites

Directly uploading the video to a website like indiamart, tradeindia can help build trust and authority and ultimately increase engagement.

BONUS: Lead Magnet

Videos are perfect lead magnets as they can be used to entice viewers into sharing their email address to view them. These emails can later be used to give them more valuable content.



THE ROI OF VIDEO MARKETING

So far we've broken down the entire process of producing video you should be well-informed – you now know what it takes to produce video and how to implement it into your marketing.

Great!

But what about the ROI from your video marketing efforts?

How long till you start to see real results?

To answer this question let's see some states,

- **83%** of those using video think it gives them a good ROI; They say it's a key part of their strategy.
- **73%** prospects have bought a product after watching a video.
- **97%** of businesses using Videos say it helps users understand their business better.
- **94%** of businesses see video as an effective tool.
- Among those surveyed, **81%** saw an increase in sales and 53% said support calls were reduced.

(Source : www.SmartInsights.com)

What do we learn?

There's no need to wonder about the benefits of video marketing for business. It's definitely worth it, and you don't have to take video marketers' word for it, either.

Video marketing continues to evolve. It's time to start using video so you can keep up.

Will i get instant results?

Unfortunately, there isn't an easy one-size-fits-all answer. Each initiative is different and will depend on the steps you take to ensure the success of your effort.

Relations don't just get built over night.

There are various factors that influence how and when you'll start to see results, including:

- Quality of the video and other content in the funnel
- Frequency
- Optimisation of the strategy

Bottom line : The sooner you start your video marketing journey the sooner you can expect to see real results from it.

The only way to actually see results from video marketing is to actually do it :)

___E N D___



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