

YOUR NEXT VIDEO SHOULD FOCUS ON

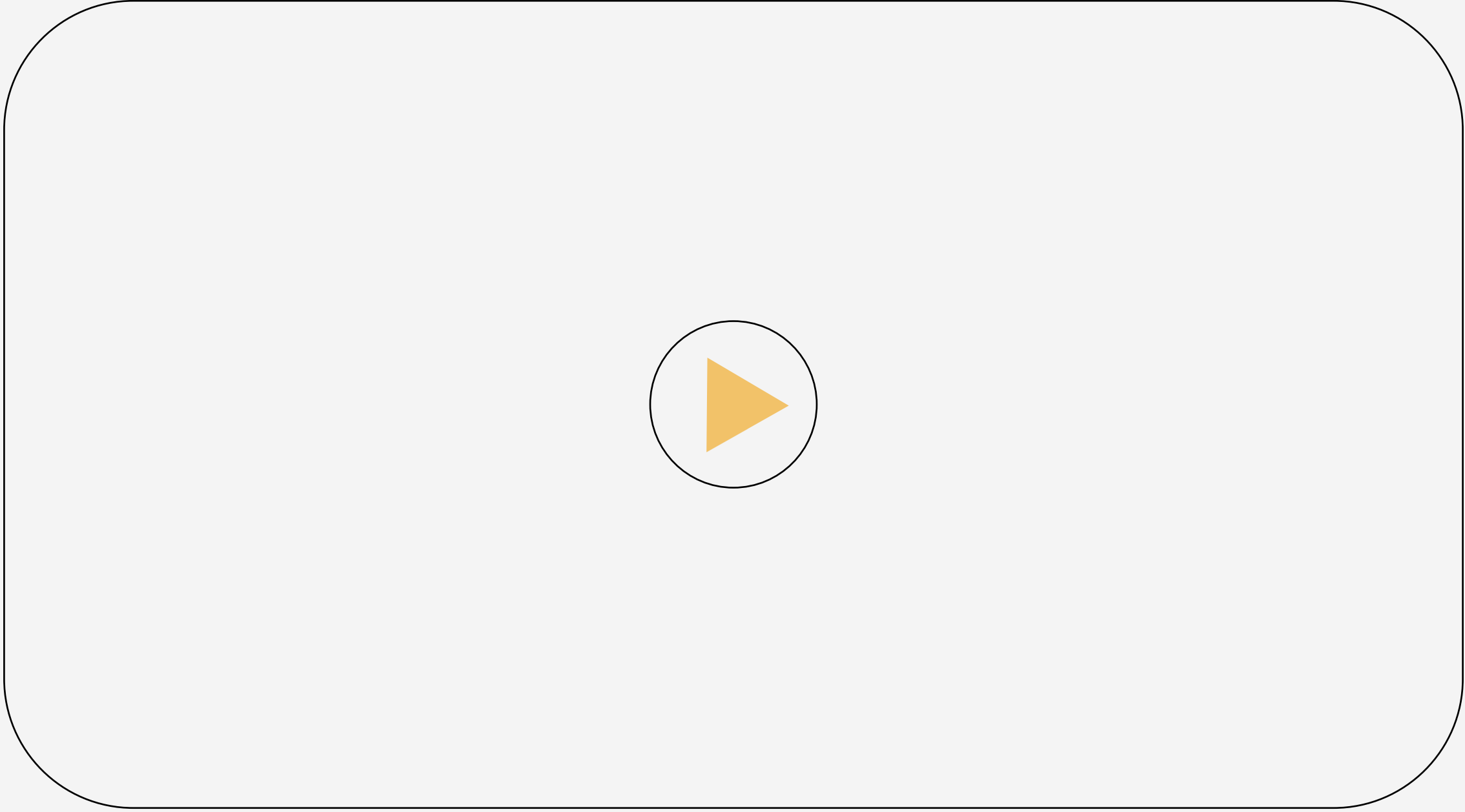
AWARENESS.

RESTART QUIZ

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Here is a showcase of various engagement videos we have developed for our customers:



VIDEO ENGAGEMENT FUNNEL

The full funnel framework is a handy model for the individual stages a potential customer goes through when making a purchasing decision. Using this framework as a backbone to a video strategy helps place your video marketing assets along the funnel top to bottom. Ideally, potential customers will be able to view a video for your business across each stage of the funnel.

Having at least one video per stage is the key to a full video marketing strategy.



FUNNEL STAGE



Awareness

Increasing your brand’s overall reach, influence and personal emotional connection with your customers. The goal here is to get people to buy in emotionally and choose to engage with your brand and content online further before you ask them to buy from you or take a higher stake action. Here you’re aiming to connect on a human level, to build trust and encourage affinity with your customers.

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Engagement

By building your community (whether via email list, social media following, subscribers or other methods), and positioning your brand as a trusted expert in your field you’ll be solidifying the brand awareness achieved and moving your customer towards a conversion. The goal here is to create and encourage engagement around helpful content, which provides value for your audience and aims to educate, inspire or entertain (not to sell). Open up the conversation with your ideal customer and become their go-to source for the niche.

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Conversion

Probably the most important goal in a marketing strategy, as without conversions (eg; customers, subscribers, registrations, sales) you don’t have a business. The goal here is to reduce any friction around a conversion taking place. Deal with any final concerns that a potential customer has to ensure the sale. Improve your conversion ratio by humanizing the sales process or overcoming any lingering trust concerns. Here you do need to communicate the facts and figures around your product or service, And the end goal here is to increase your bottom line.

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Retention

Once a customer is gained it is important to ensure a positive customer experience through the initial post-sale period and onwards toward building a long-term relationship with each customer and therefore an increased lifetime value. The goal here is to surprise, delight and deepen the relationship with your customer to build loyalty and advocacy. Where possible video content implemented for this goal should be personalized, direct and allow for human connection.

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