

This guide outlines options for creating a professional demo video for TheRxOS. Choose the approach that best fits your budget and timeline.

Option 1: Screen Recording (Quickest)

Best for: Quick turnaround, authentic product demo

Tools needed:

- Loom (free) - loom.com - Easy screen + camera recording
- OBS Studio (free) - obsproject.com - Professional screen capture
- Camtasia (\$300) - techsmith.com - Screen recording + editing

Steps:

- Log into Hero Pharmacy demo account
- Record a walkthrough of key features (dashboard, opportunities, fax generation)
- Add voiceover explaining the value proposition
- Keep it under 3 minutes for engagement

Option 2: AI-Generated Video (Modern)

Best for: Professional look without on-camera presence

Tools needed:

- Synthesia (synthesia.io) - AI avatars, \$30/month
- HeyGen (heygen.com) - AI spokesperson, \$24/month
- Pictory (pictory.ai) - Script to video, \$23/month

Steps:

- Write a script covering: problem, solution, demo highlights, call to action
- Upload script to AI video tool
- Select a professional avatar/presenter
- Add screen recordings of the platform as B-roll
- Export and host on YouTube/Vimeo

Option 3: Animated Explainer (Premium)

Best for: Polished marketing video, longer shelf life

Tools needed:

- Vyond (vyond.com) - Animated videos, \$49/month
- Animaker (animaker.com) - Animation + live action, \$20/month
- Powtoon (powtoon.com) - Animated presentations, \$20/month

Steps:

- Storyboard the video: problem → solution → features → results → CTA
- Create animated scenes for each section
- Add voiceover (use ElevenLabs.io for AI voice if needed)
- Include actual product screenshots as overlays

Option 4: Hire a Professional (Best Quality)

Best for: High-quality result if budget allows

- Fiverr - Search "SaaS demo video" - \$100-500 range
- Upwork - Hire a video editor - \$200-1000 range
- Local videographer - \$500-2000 for professional production

Recommended Video Script Outline

- 0:00-0:15 - Hook: "Independent pharmacies leave \$50K+ on the table annually..."
- 0:15-0:45 - Problem: Manual opportunity tracking, missed clinical interventions
- 0:45-1:30 - Solution: TheRxOS automatically scans and identifies opportunities
- 1:30-2:15 - Demo: Quick walkthrough of dashboard, opportunities, fax generation
- 2:15-2:45 - Results: "Pharmacies see \$X in recovered margin within 30 days"
- 2:45-3:00 - CTA: "Schedule a demo at therxos.com"

Pro Tips

- Use the Hero Pharmacy demo data for all recordings (Marvel character names)
- Keep total length under 3 minutes - attention spans are short
- Include real dollar amounts to make the value concrete

End with a clear call to action and contact info