

VIDEO FUNNELS

DISCOVER HOW YOU CAN MAXIMIZE PROFITS WITH HIGHLY TARGETED VIDEO-POWERED SALES FUNNELS!



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Introduction

Video-based content has become one of the most popular choices for marketers who want to maximize exposure, raise their profile, and build brand awareness.

There's a good reason for that.

Videos are extremely powerful tools when used to highlight the benefits of a product or service. They are direct, entertaining and easily digestible.

They're also the best way to help potential buyers better understand a product or service.

In fact, the power of video content has never been greater in the age of YouTube, Livestreams, reels, webinars, and beyond.

As video content becomes increasingly popular, more and more content marketers realize its many advantages.

Video in e-mails can increase click-through rates by up to 300%, while videos that are included on landing pages can increase conversion rates by over 75%!

In fact, according to WYZOwl, 94% of marketers have indicated that using video based content has helped increase user understanding of a product or service—which resulted in a much higher conversion rate.

And in the same survey, 86% of marketers say video has helped them generate more leads than ever before, while 88% of marketers say video has helped them increase traffic.

A video also works in yet another powerful way when it comes to solidifying your brand's message in the minds of potential buyers:

Video-based content is simply more **memorable!**

In fact, people can remember as much as 65% of video content compared to only remembering 10% of the content they hear or read a few days later.

Plus, with video content you can stay visible longer on social feeds, boost engagement, rank higher in search, and provide a more personable way to engage with your target audience.

So, it's easy to see why videos have become so important to marketers who are looking to expand their outreach and help prospects gain a better understanding of what their business does.

This special report will show you how to start using video content in your marketing strategy so you, too, can skyrocket sales and reach a broader audience.

Let's begin!

Understanding the Customer's Journey

In this chapter, we'll take a deep dive into the buyer's journey, what it is, why it's important to you. Then, in later chapters, we will take a closer look at each stage of the journey and what type of videos work best.

To start, a buyer's journey is a representation of a **customer's path** towards making a purchase.

In the past, a salesperson would be the main touchpoint for providing information and pushing consumers towards a purchase.

Nowadays consumers use a variety of touchpoints to undertake a process where they realize they have a problem, evaluate the solutions available on the market, and make a purchase decision.

Knowing a customer's journey is important because you'll have a better understanding of what and how your customer is thinking in each stage of their journey. This makes it easier to empathize with your customers, so that you can address their specific needs and pain points in your video content.

A buyer's journey can be quite granular, but the basic journey has three stages:

Awareness:

In the awareness stage, buyers realize they have a challenge, desire, or opportunity they want to pursue.

They're usually looking to solution, or "put a finger" on their problem so that they can refine their search. Thus, in this stage you should focus on educating your leads about the problems they're facing.

Hint: YouTube is a great channel to do this, check out our previous email if you haven't yet!

Consideration:

After the awareness stage, buyers have understood their problem, or at the very least have a better understanding of what the challenges are, and they're committed to finding a solution.

In this phase, buyers are intentionally searching for ways to solve their problem and are comparing different providers, including your direct and indirect competitors.

At this stage, buyers may start evaluating different competitors, but they're usually more focused on the method of solving their problem.

Since buyers will be considering lots of different options, you should be aware of how your competitors are positioning themselves. You can then use this information to help you highlight how your offering is different.

Decision:

In the decision stage, buyers have committed to a method of solving their problem (otherwise known as a "solution category") and are actively comparing providers.

Like the consideration stage, you should highlight how your offering is unique (and you can do so at a more granular level).

This is also your chance to address concerns, objections, or doubts that buyers may have about your product.

If you offer multiple solutions, you should also consider creating resources that help customers decide which one is right for them.

Tables that compare the features included in each solution are a good option because they let customers evaluate several options at a glance.

Video Marketing: Top of the Funnel

Top of the funnel (TOFU) marketing refers to the very beginning of a customer's journey. It is the stage where prospects are first introduced to your brand.

There are 2 main goals at this stage:

- Generate leads.
- Drive brand awareness.

At this stage, most prospects haven't even identified their main problem or pain point. They are simply browsing websites that are related to the subject matter. They're curious and hoping to *define* the questions they need answered.

This is the stage in every sales funnel where marketers are working to build brand awareness in order to generate leads that will eventually, if done correctly, turn into customers.

At this stage, your video content should address **specific challenges your buyers face**, while also working towards giving them a reason to trust that your brand has the answers to those problems.

Here are some examples of content you could create for the top of your funnel:

Video Hub:

You can easily create a video library for your website that includes a playlist of all your available clips.

This hub could address commonly asked questions about your products or services, or it may simply provide more information about how you can help prospects solve their problems.

It's also a great way to boost SEO because you'll keep people on our website longer, and it will also increase engagement because visitors will be able to browse through all your video content in one spot.

One of the key metrics used by Google to rank websites is the length of time a visitor stays on your webpage.

But with text or image-based content, people can quickly scan the material before moving on. Video, however, keeps them on your page longer.

A video hub that includes many different clips that are all focused on one main topic is what you're aiming for.

Afterwards, numerous spokes can be created, each of which delve further into the topic that the hub introduced. This is the idea behind what is referred to as a *hub and spoke* strategy.

You can learn how to create a video library here: <https://storyxpress.co/blog/how-to-create-video-library/>

How-To Videos:

These educational videos help to answer popular questions like the content you may have in your hub, but you can take them a step further and create videos that give your target audience unique, outstanding and highly-actionable advice.

When a prospect finds your content particularly helpful, you've jump-started the process of earning their trust. And when they trust you, they are far more likely to not only see you as an authority, but to want to do business with you.

Webinars:

Another great way to quickly move prospects through the sales funnel is by using webinars. One of the easiest ways to create content for webinars is to repurpose existing material.

For example, you could use eBooks, blog posts or articles you've written on the topic as the foundation for a successful webinar—and without having to spend a lot of time creating new content.

Video Documentaries:

These kinds of videos have been growing in popularity over the last few years. Just like educational-style videos, video documentaries aim to teach your audience something valuable.

They are most always story-driven which helps to boost engagement and keep viewers glued to the page.

By focusing the spotlight on the stories rather than the products, you'll be able to better connect with your audience while reinforcing your brand values.

Facebook Video Marketing:

Facebook, now known as Meta, offers a variety of video marketing options, such as the ability to broadcast live to your company's fans and followers.

Like Snapchat, Facebook live streams can be used to share "behind the scenes" footage of your company.

These off-the-cuff, informal videos are great for helping you forge closer ties with your audience because you're positioning yourself as approachable and personable.

Explainer Videos:

Explainer videos are often short, dynamic clips that introduce your product to potential customers.

These are exceptionally useful in the top-of-funnel when people have just discovered your brand as they provide a quick introduction to your products and services.

Explainer videos can also be longer, but be careful not to overwhelm your audience.

Remember, they have just discovered your brand so you want to focus on giving them only the information they absolutely need to move to the next stage, the middle-of-the-funnel.

Your objective when using explainer videos on lead or landing pages is to create curiosity and keep people moving through the customer journey.

YouTube Videos:

At the top-of-the-funnel, you are actively building your future customer base by collecting information such as names and email addresses.

This allows you to build a relationship with these prospects as they progress through the customer journey.

So, the kind of video content you create for your top-of-funnel should be focused on motivating people to hand over their information. That way you can follow up with them and win the sale once they're further down the funnel.

Structure your videos around better understanding what their pain points are and how best to serve them.

You can do this by publishing a series of videos on YouTube that are geared towards addressing common problems in your field.

Make sure that you fully optimize each video! YouTube is a great way to maximize exposure, but you'll want to be sure to create great descriptions for your videos that include keywords.

The better you optimize for search, the more traffic you'll get.

As for what kind of content you should create for YouTube, it'll depend on your market.

The key is to provide content that meets them where they are and to keep your videos focused on providing as much value as possible so that people are encouraged to subscribe to your channel, join your newsletter and follow your brand.

For example, a company called *Charisma on Command* went viral after creating videos that focus on providing dating tips.

Some of the videos are animated, others are live-action and some are just simple discussions based on self-improvement.

The key is to offer a wide variety of videos so you appeal to more potential customers.

All their videos are 15 minutes or less and include attractive custom thumbnails with large text,

but one thing that stands out is how *relatable* their videos are.

Each one includes a personal story or experience and ends with a useful call to action (Selling a course, signing up for a newsletter, etc.).

Showcase your Company Culture:

When creating content, B2B companies frequently come across as overly formal. They take themselves too seriously, which can make them appear to be unapproachable and distant.

While you always want to make sure your brand comes across as professional and qualified, you also want to make sure that you show a personal, human side. This will help you establish a stronger connection to your audience.

Snackable Content:

This is bite-size video content that don't require a large commitment of time from prospects. They can watch your video in 20 seconds or less, and then move on.

Snackable videos are incredibly powerful because they're easy to digest, and because they're short, they don't take a lot of time to create.

But just because they're shorter than other videos don't mean they shouldn't offer value. Every video, whether "snackable" or not should be centered around a teachable moment.

You want your videos to be entertaining, helpful and to demonstrate to your prospects that your brand has the solutions they need (even though they may not even fully understand their own problems!)

Remember, the top of the sales funnel is all about awareness and discovery so you want your videos to be as engaging as possible.

This is the time where a prospect first meets your brand so make it count! The idea is to create videos that are memorable, helpful, educational and inspire them to take the next step.

Video Marketing: Middle of the Funnel

Users who are in the middle-of-the-funnel (MOFU) are now familiar with your brand, but need more information before making the decision to move forward.

They're in the "research" phase.

This is basically the evaluation period where people have defined their personal problem or challenge and now they're looking for solutions.

This is where your brand needs to step up and show them the many advantages of becoming your customer! 😊

The following video types should be your primary focus at this point in your funnel:

Instructional Videos:

This is a great time to create a series of educational videos that move people down the funnel while also continuing to build trust and authority.

This is when you get to show off your expertise and demonstrate how your company stands apart from the rest.

Educational videos can position your website as the go-to source for content in your niche market.

The idea is to showcase your knowledge and deep expertise, so make sure that every video has a clear purpose and are directly related to your products or services.

Explainer Videos:

We covered this in the last chapter, but in the middle of the funnel you want to create a new series of videos that take things a step further.

They can make the perfect pitch, explaining how your products or services will help potential customers and showcase your brand in a meaningful and engaging way.

Explainer videos are also share-worthy, so you can expect to see a surge in traffic as people send them to others.

Just make sure that you include a clear call-to-action based on your marketing objective at the end of every video!

Videos in Emails:

Now is the time to really nurture those leads and guide them into the bottom of your funnel!

One way to do this is by including videos in your emails!

When you integrate videos into email-based content you can:

- Reinforce your brand.
- Level up your emails with exciting, and engaging content.
- Pique the reader's interest and motivate them to explore your website.
- Encourage them down the funnel.

Videos in email also keeps your brand at the forefront of your prospects' minds.

Video Marketing: Bottom of the Funnel

This is the stage where people are ready to make a decision. They've done their research and they're familiar with the many options available to them.

In this phase, you want your videos to be structured around winning the sale, so you should include at least one of the following:

Product Demos:

These videos showcase your products and exactly how they work. It provides a glimpse into the behind-the-scenes of your products, such as how the interface looks, the overall functionality, and ease-of-use.

Since this is the phase of the customer journey where prospects are willing to dedicate more time to you, your videos can be as long as necessary.

Just make sure to highlight the core features and the overall advantages of purchasing your product.

Testimonials & Case Studies:

This is a great time to create videos that highlight how others have found your product or service useful and how it has helped them solve their problems or overcome their challenges.

Testimonial videos are social proof. They demonstrate to others that you can help them solve their problems.

The key is to find customers that are willing to share their experiences with others in a thoughtful and genuine way.

While testimonial videos are often shorter and focus only on the most important ways your company has helped others, a case study video takes it a step further and provides more in-depth information about the entire journey from start-to-finish.

Essentially, case studies are focused on highlighting the transformation, including the before and after results.

Engaging Brand Stories:

The bottom of the funnel is the best time to offer stories that tell an effective and emotional story that resonates with your audience.

These brand stories can include additional testimonials and case studies, express your brand values, and highlight your desire to provide exceptional value.

By creating videos that include a compelling and authentic narrative, you'll be able to connect with your audience on an emotional level. In turn, they'll want to do business with you.

FAQ Videos:

Your leads are now looking for answers to any remaining questions they may have, so it's a great time to offer them videos that answer frequently asked questions.

This is a great way to alleviate their fears and reassure them that your brand can help them

overcome their challenges.

The goal with FAQ videos is to:

- Answer the most commonly asked questions in a real and authentic way.
- Offers a more personalized response rather than a static FAQ page that leaves them wanting more.
- Demonstrate that your brand cares about them and that you'll go the distance to answer any questions they have.

Video Marketing: Retention Stage

Your sales funnel doesn't end when you make a sale. It's important that you also create video content to keep those customers **engaged** and **happy** with your business.

This involves periodically checking in and following up with customers to make sure they're satisfied with their purchase to prevent negative reviews, but it's also an important phase because it allows you to figure out what your next move should be.

For example, by following up with current customers, you'll better understand your own products or services.

Being open to feedback will help strengthen your brand and improve your offerings, but involving your customer base in the process will also go the distance in maintaining positive relationships with your audience.

In turn, you'll be able to transform current customers into brand advocates!

You can accomplish this by creating surveys, asking for direct feedback through polls or forms, as well as asking for requests for future updates or upgrades.

And if you aren't sure what other kinds of videos to create in the retention stage, just ask your audience!

Find out what they need extra help with that a video could explain, or include videos in surveys and instruction guides to better serve your customers.

Perhaps there's an area that you've overlooked when creating the instructional videos for your product. Or maybe a segment of your customer base is struggling to understand a key function. The only way to know is to ask!

Videos are also extremely effective when they're part of **retention offers**. If your product is one that includes optional upgrades, you can motivate current customers into purchasing additional add-ons with a series of videos that highlight the added features.

The key is to demonstrate to existing customers that you want them to succeed while also continuing to bring new revenue into your business.

You can do this by creating a series of videos geared towards getting existing customers excited about any available add-on's, upgrades or other resources that will further enhance their experience using your products.

Videos are also an excellent **reengagement tool**.

If you've noticed that customers haven't been using your product as often, or perhaps they've simply lost interest, a series of follow up videos can help you reconnect with your audience, and get them excited about your business again.

Finally, consider creating a **thank-you video**. They're highly effective at signifying to new customers that you truly appreciate their business, but they can do even more for your brand.

They can also:

- Make people feel special. Since not every brand sends out a thank-you video, they can help you stand out.
- Since thank-you video aren't trying to sell anything, they go the distance in building **customer loyalty**. They paint your brand in the best light possible and highlight your commitment to your customer base.
- They encourage repeat sales! You never want to try to sell anything in a thank-you video, but by sending out a short clip that shows your gratitude for their business, you'll

passively encourage customers to become brand advocates for your business which will result in repeat business! WIN-WIN!

Explainer Videos

Explainer videos are short videos that explain a product or service in simple terms. They're usually animated and accompanied by a voiceover.

Rather than a long and in-depth demonstration of your product, explainer videos usually act as a pitch for your product. This is why they're most often found on a business's lead page.

A high-quality explainer video can greatly increase sales, but it can also cost you a lot of money when done incorrectly.

Here are some steps to follow to make sure your efforts don't go to waste:

Find out why your leads aren't converting.

This is a key bit of information that can take an explainer video from good to great. Knowing why your leads aren't converting will tell you exactly what you have to address in your explainer video.

Additionally, you can survey your customers for other information that will inform the content of your explainer video.

Some questions you can ask are:

- What information is missing from this page?
- Do you have any concerns about this product?
- What do you think this product does?

Write your own script.

Some companies that produce explainer videos also offer scriptwriting. It might be tempting to let the video company handle everything, but they don't know your business the same way you do.

And no one knows your customers as well as you!

Your script should show the benefits of your product and address any shortcomings you discovered when you surveyed your customers.

If you're unsure about how to write a script, you can follow this sequence of questions to help you write your first draft:

- What does your company do?
- What problems do your customers face?
- What features does your product have?
- How does your product solve your customers' problem?
- How does your call-to-action (CTA) address concerns, doubts, and objections?
- Why should customers trust you, what social proof do you have?

This first version of your script might be rough around the edges, which is completely normal!

When you go back to revise your script, pay attention to flow, and keep in mind that it should only be around 300 words long (which works out to around two minutes).

Hire a voiceover artist.

A voiceover artist will bring your script to life. When you start hiring don't forget to specify the type of voice you're looking for (so consider gender, age, and accent).

A good voiceover for a short 2-minute script should cost around a few hundred dollars at most.

Optimize your video.

It's always good practice to conduct A/B testing for explainer videos on your website because you can track video engagement and conversion statistics.

This is also the only way to know with certainty what is working and what isn't. Then you can make the necessary improvements without any guesswork involved! 😊

Video Marketing on YouTube

While there are a lot of channels and distribution networks that make it easy for you to upload and share videos, YouTube should always be one of your top marketing strategies.

Why?

Because YouTube is the **second largest search engine in the world!**

So, people in the early stages of the buyer's journey are naturally drawn to YouTube as they try to learn more about their problems and challenges. Then, as they move further into the funnel, they are starting to look for specific solutions.

This is why YouTube is such a great opportunity to build awareness for your brand while prospects are in the early stages.

Like any other social media platform, you need a strategy in place so that your videos stand out. Here are some things to keep in mind when you start creating videos for YouTube:

Use search engine optimization (SEO) tactics to rank on YouTube and Google.

YouTube uses keywords and engagement metrics to calculate the rank of your video (i.e. how relevant your video is) for any given search query.

Some video-based keywords that usually rank well on YouTube and Google are:

- How-to
- Tutorial
- Review

Long-tail keywords are also a good strategy if you're struggling to rank in short-tail keywords, but aim for keywords that get at least 300 searches per month.

You can use a tool like Google's Keyword Planner, or Ahrefs to help you manage and discover keywords.

Once you've got your keywords down, it's time to use them!

The title of your video should contain your keyword at the beginning of the title and be at least five words long.

Besides the title, the description of your video is an underrated opportunity to improve your SEO.

While we would never recommend keyword-stuffing, the description box lets you include a large amount of text that does contribute to SEO and you'll want to make sure to use every available space.

Here are some pointers when writing your video description:

- Include a relevant link to your website at the top of your description.
- Use the keyword in your title within the first 25 words of your description.
- Write a description of at least 250 words.
- Use your keyword three to four times throughout the description.

YouTube also uses metrics to gauge the quality of your video. Keep an eye on things like video retention, comments, favorites, shares, and new subscribers.

If you notice that your metrics aren't doing well, you should focus on the overall content and style of your videos. Production quality is incredibly important on YouTube because users aren't passively scrolling through videos to kill time. Rather, they've intentionally clicked on the videos they want to watch.

Now, it's perfectly fine to start small and scale your production quality as your YouTube grows!

As you find your footing, you could invest in new gear to improve the quality of your video like image resolution, steadiness, audio clarity, etc.

Besides hardware, here are some other things to keep in mind while creating videos for YouTube:

- Use storytelling, narrative plot, or characters to make boring topics interesting.
- Use storyboarding to plan complex shots and scenes.
- Provide comprehensive and accurate subtitles.
- Use a clear thumbnail with a close-up of an expressive face.

- Use YouTube’s analytics suite to optimize your videos and marketing strategy.

Video Marketing on Facebook

In the previous chapter, we covered different tips to succeed with video marketing on YouTube.

YouTube is great for certain things like building brand awareness, but there are some cases where other platforms are better at getting you closer to your target audience.

Your customers might prefer one platform over another for a variety of reasons, so it’s a good idea to familiarize yourself with at least one secondary platform to widen your reach.

As of 2022, Facebook has 2.9 billion monthly active users (MAUs), making it the largest social media platform in the world.

Given its size and the fact that Facebook adjusted their algorithm to favor marketers in 2013, you’ve got a good chance of finding your target audience on Facebook.

Since video autoplay was rolled out in 2013, videos have been the go-to way of grabbing the attention of users who are passively scrolling.

Here are some tips and tricks to further boost engagement using Facebook videos:

Post entertaining videos:

Most users are on Facebook for fun and entertainment, so you should create your content with that in mind. These videos are watched more, get more likes and comments, and are shared more often.

Aim to create lighthearted and funny videos that are still relevant to your brand.

Post educational videos:

If humor isn’t compatible with your brand identity, you can appeal to the logical brain with educational content.

Quick tips and short tutorials under one minute tend to perform well. These videos are also a good way to get traffic on longer content like blog posts on your website!

Post authentic and inspiring videos:

Besides humor and educational content, uplifting and inspirational content also resonate with Facebook users and get good engagement.

Simple videos can hold a viewer's attention if the speaker is genuine (just don't forget to add closed captions).

Moreover, success stories, charity or community service stories, or any kind of narrative storytelling are best done on video because they're easier for viewers to consume.

Use Facebook's (many) features:

It can be tempting to post something and just be done with it, but Facebook offers several features that let you highlight and organize content for viewers.

If you've got a video that's evergreen or more important than others, you can pin it to the top of your page as a featured video so that it's the most prominent thing on your page.

If selecting a featured video isn't an option, you could use the "watch video" call to action (CTA) button. The CTA button has several options, so if you change it to the watch video button, don't forget to change your cover photo to match the video in the CTA.

You can also organize videos into different playlists. This is especially useful if you've amassed a large amount of content over time, because playlists will help your users navigate around Facebook's chronological feed.

Use your video as an ad:

Facebook lets you boost videos at an affordable price.

While organic engagement generally leads to higher-quality leads, a sponsored post can help get the wheels turning by putting your video in front of the right people (who can then share your post with their communities).

Embed your Facebook videos elsewhere:

You can embed Facebook videos into a blog post the same way you would with YouTube videos. Doing so is a good way to keep readers engaged, build brand authority, and funnel traffic from your website to your social media.

Embedded Facebook videos also let viewers see the comments on the video. If you're aiming to build an online community around your brand, Facebook might be the best option.

Putting it All Together

The final chapter in this special report is all about combining everything you've learned so far, so that you can align your video content to your customer's journey and win more sales! 😊

In our previous chapter that explained the buyer's journey, we talked about how buyers have different needs at each stage. So, in order to engage prospective leads, you have to be ready with the right content, for the right person, at the right time.

This is where mapping your content comes into play!

When you're familiar with your customer's journey, you can tailor content to the channels they're using, questions they're asking, and pain points they're facing at every step.

To give you a better idea of how to do this with video marketing, here's a list of content ideas for you to play with:

Awareness Stage:

Repurpose blog posts into YouTube videos.

A blog post that helps readers "put a finger" on their problem can be a useful tool for acquiring new leads.

However, you're likely to reach a wider audience by repurposing that blog post into a YouTube video, since most people prefer to watch video over reading (especially for longer articles).

A good blog post to turn into a YouTube video is a tutorial or how-to video, as some people may find a video tutorial easier to comprehend than a written tutorial.

Tutorial videos often rank well when you use simple language and include graphics to represent abstract concepts.

Create short videos for social media.

“Bitesized” content can perform well on social media platforms where users scroll passively (ie. Instagram, Facebook, and TikTok).

Most platforms have one or two billion monthly active users (MAUs), so a short, relevant, and shareable video can reach a large number of potential leads.

Host a webinar.

Webinars are online seminars. They’re usually educational in nature, and can be livestreamed or pre-recorded.

Like YouTube tutorial videos, webinars are supposed to inform customers about the problem they’re facing, and the speakers are usually subject experts in their niche.

Webinars are often reserved for more broad or complex topics with time set aside for questions and discussion. This is why they require tickets or email sign-ups.

Consideration Stage:

Publish a case study.

A case study is an in-depth examination of a subject, usually a person, group, or event.

They’re often used by service providers like software-as-a-service companies to show their product in action with real clients to prove that it works.

This is useful in both the consideration and decision stages because customers are comparing solution categories and vendors, so you’ll want to build credibility and trust.

When writing your case study, don’t forget to appeal to both the logical brain and emotional brain! You can do this by stating the benefits your customers enjoyed thanks to the functions of your product.

Decision Making Stage:

Host a live product demonstration.

Live demonstrations are popular because consumers want to see how the product actually works. By the time a lead has reached the decision stage, they've probably seen your previous material talking about the product, and now they want to see it walk the talk.

You could also publish pre-recorded demonstrations, but we recommend recurring live demonstrations (or an appointment system) because your sales team can then respond to any doubts and concerns directly.

Don't forget that all forms of content can be mapped to the buyer's journey, not just video. So, don't be afraid to experiment and get creative!

Final Words

From the early stages in your funnel to the very end, videos help create awareness, boost engagement, motivate action and increase your outreach on all available platforms.

Take the time to evaluate your business and how you might use videos throughout your sales funnel.

Focus on delivering exceptional value while creating compelling content that's authentic to your brand, and are based on a framework of quality production, and your videos will fire up your sales funnel and go the distance at helping your business grow.

And remember, video content can and should change as your business evolves.

The most important thing is to include a variety of video content throughout each stage of the sales funnel, ensuring that it's designed to meet a prospect where they are.

This will ensure that you are acquiring new customers on a regular basis while retaining the people who have already taken a chance on your brand.

You've got this!

Resources

Here are links to a few resources that I believe will help you:

Video Marketing Statistics:

>> <https://www.wyzowl.com/video-marketing-statistics>

B2B Video Marketing:

>> <https://localeyesit.com/73-of-b2b-marketers-say-video-positively-impacts-marketing-roi/>

Video Marketing on Facebook:

>> <https://www.brid.tv/facebook-video-marketing-learn-how-to-grow-your-business/>

How to Create a Video Library:

>> <https://storyxpress.co/blog/how-to-create-video-library/>