

# VIDEO WITH A PURPOSE

How You Can Use Video as Part of a Business Strategy

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## AGENDA

- Why do you need video to grow your business?
- What goes into creating a video strategy
- Four types of videos you should consider
- Where to put video for maximum effect
- How to get started

**WHY?**

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**WHAT?**

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**TYPES**

1. ATTRACT NEW CUSTOMERS
2. CONVERT PROSPECTS INTO LEADS
3. CLOSE SALES
4. GENERATE REPEAT BUSINESS

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# VIDEO WITH A PURPOSE

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**CREATE**

1. Begin with the end in mind
2. Understand why your customers buy your products/services
3. Proactively address customer concerns
4. Create a way for your customers to remain connected to your business

What problem am I trying to solve?

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What are the top three questions my customers have before they purchase?

1.

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3.

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What is one thing I can do to make the buying process smoother for my customer?

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How can I make it easy for my customers to share my business with others?

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**Customers prefer to do their research before  
they make contact with you.**

Can you think of ONE video you could create that would help them be better prepared to talk to your sales team?

# VIDEO WITH A PURPOSE

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**TYPES**

- Attract New Customers**
- Convert prospects into leads**
- Close sales**
- Generate repeat business**

How am I currently attracting new customers?

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When someone expresses interest in my product/service, how do I know they're serious?

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How does my sales team convince a hot lead to go ahead and pull the trigger on a purchase?

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What do my customers like most about my product or service?

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**How can a video make this buying process easier?**

# VIDEO WITH A PURPOSE

“IT AIN’T NO GOOD IF NOBODY EVER SEES IT!”

-- Robert Berlin --

**PROMOTE**

<b>Website</b>	<b>Digital Advertising</b>
<b>Social Media</b>	<b>Digital Business Cards</b>
<b>In-Store Displays</b>	<b>Email Replies</b>
<b>Email Newsletters</b>	<b>Trade Show Kiosks</b>

Where could I use video right now that would help the most people?

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## CHECKLIST...

- Figure out what problems need to be solved.
- Develop a strategy for addressing the technicalities of the problem in a way that resonates with your audience (e.g., educate, demonstrate, inform, entertain).
- Interview several video production companies to decide who best understands your problem.
- Identify who will be responsible for promoting the content (e.g., marketing, web developer, advertising manager).
- Develop a strategy for measuring impact.
- Do more of what works and less of what doesn't.

**GET STARTED**