



**RICHTER**

Using video to drive sales



**The following is a sequence of actions related to using video to drive sales. These are the methods and actions that Richter10.2 Video takes to increase our sales of our products and services each week. We've written this in a program format.**

Once each step is done, initial it off and date.

## **TARGETS:**

### **1. Add the video to your website front page \_\_\_\_\_**

1. Send the embed code and link to your web developer to have the video added to your site.
2. Have the web developer add a video viewer to the page or use the YouTube or Vimeo player. It's recommended that the video is on the home page in a visible location.

### **2. Post the video to your Youtube Channel \_\_\_\_\_**

1. Login to your YouTube account or set one up
2. Upload the video to your channel
3. Add the appropriate tags for your company
4. Verify the video has been uploaded correctly and is active

### **3. Post the video to Vimeo \_\_\_\_\_**

1. Login to your Vimeo account or create one
2. Upload the video to your channel (create a channel if you don't have one) Add the appropriate tags for your company
3. Verify the video has been uploaded correctly and is active

**Note:** with Vimeo, you can upgrade the account to a PRO and make the page look customized which is recommended.



#### **4. Post the video to Tumblr, Blogger and Wordpress \_\_\_\_\_**

1. Get the embed code from YouTube or Vimeo. You can do this by clicking share and an option comes up that says “embed” or “embed code”. Copy the code.
2. Insert the embed code into a new blog post. You may have to use the HTML button on each blog to allow you to do this.
3. Save the blog post to see if the video shows up
4. If everything looks correct, publish the blog
5. Again, add any tags to the blog that relate to your company. Your marketing team should know all the tags you will need.

#### **5. Tweet the video daily \_\_\_\_\_**

1. Send a tweet on Twitter daily for the video with a link to the video from YouTube or Vimeo. Alter the message each day to make unique

#### **6. Update status on Facebook, Google+ and LinkedIn with video link \_\_\_\_\_**

1. Grab the link to the video from YouTube or Vimeo
2. Add the link to your personal page as a status update
3. Add the link to your company page as a status update
4. Repeat steps 1 to 3 for Google+ and LinkedIn

#### **7. Create a promo email to send to your mailing list through Mailchimp (or similar service) \_\_\_\_\_**

1. On Mailchimp, you can embed the video directly into the email so people can view the video right from the email. You can take this option or you can include a link to the video with a text email.
2. Craft the email the way you want it to read
3. Embed or add the link to the video
4. Send the email out to your current mailing list



## **8. Create a promo email for your sales team to send to prospects and have them send it \_\_\_\_\_**

1. Type up an email that you would want your sales team to send to their prospects.
2. Add the link to the new video from YouTube or Vimeo
3. Send the email template to your sales team with directions to send to their current prospect pipeline
4. Confirm that it went out and how many went out from each sales rep

## **9. Have the sales team use it as a selling tool with all new prospects**

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1. Direct your sales team to use the video with every response email from new prospects. For example, if they get a new inquiry, have them send a reply and include a link to the video for the prospect to review prior to a call.
  2. Confirm that this is being done.

## **10. Post the video to any LinkedIn Groups you belong to \_\_\_\_\_**

1. If you belong to a LinkedIn group, it's recommended that you add the video to that group by posting the link if it relates in some fashion to that group.

## **11. Pin the video on Pinterest \_\_\_\_\_**

1. Go to the video on YouTube or Vimeo
2. There is a button on Pinterest that you can save to your bookmark bar that allows you to "pin it" - save that link to your bookmarks
3. Pin the video to Pinterest and select the board you want it pinned to
4. Add a comment with a link to your site



## **12. Share the video weekly on Facebook, Google+ and LinkedIn from YouTube**

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1. Remember to not only share the video once but to share weekly on the various social media channels. You can go directly to YouTube or Vimeo and hit the share button and then select the sites to share on.

## **13. Add the video to a single introduction page for the sales team to send out.**

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1. It's recommended that you build a simple one page site with a unique URL that you can use to promote the video without any other distractions. Here's an example: <http://richterads.com>
2. Once the page is created, promote that link on all social media site and have your sales team use it to send to prospects

## **14. Create an instant response to any inquiry email from your site that has a link to the video**

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1. Setup an instant reply message to any inquiry you get that thanks the person for their email and includes a link to the video.

## **15. Send the video to all current or past clients to update them on your products or services to help drive repeat business**

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1. Make a list of all current or past clients with their name and email address
2. Craft an email that updates them about current services or products in a short and sweet manner 3) Include a link to the video in the email
3. Send it to all clients or past clients on the list



**The following actions have been found to be the best methods for using video trailers to develop interest, reach and response:**

## **YouTube**

You will need a YouTube channel for your company or an account so you can upload the video trailer. It's recommended that you setup a channel rather than just use an account for the video trailer. The channel should be branded to represent your company with your logo, look and feel. You can upload the video to your YouTube channel and once done, use the link and the embed code from YouTube to promote the video. From YouTube you can share the video out on Twitter, Facebook, email etc. You can also monitor the number of views of the video to get an idea of how it's doing. Another feature on YouTube is to get others to subscribe to your YouTube channel as well as the ability for you to build connections that will ultimately get you exposure for the videos. The more videos you have on YouTube, the better. It will create interesting content for the viewers and help to drive views as well as subscriptions.

## **Sales Emails**

It's highly recommended that you create a simple sales email to send to active prospects, current clients, past clients and anyone on your mailing list who may be interested in your products or services that is only a few lines (try to keep it to 3 to 5) and essentially communicate the purpose of the email, a line to interest them, the link to the video and a closing line to encourage them to get in touch. Make the email nicely spaced with the link to the video on YouTube as stated above clearly in the middle of the body of the email. Then send the email to all of your contacts and prospects. This will help drive views on the video and push your response rate. If the video is well done (in other words, it communicates your message in a simple, clear fashion with zero jargon), simple and under 2 minutes, you will get a great response. It's vital to continue to do this action of sending the video out to people who may be interested so they have an opportunity to watch the video. You will want to track the date you sent the email compared with the date the responses come in. We have found that this can range from 1 week to 6 weeks from the initial email being sent.



## **Response Emails**

Create a standard response email for any new sales lead you receive. This should be very simple that essentially say's "Thanks for your email. Here is a link to a brief video which explains our services... (link). Please let me know what day and time would be best for a call so we can set it up..." This is just an example but you should absolutely have some kind of standard email reply that goes to any new sales lead email you receive. This is a great opportunity to use the video to educate the new prospect about your company so they are ready for the call and further sold on your product or services prior to the call. By doing this, the videos can help do some of the legwork for your sales team which ultimately helps close deals making it less effort and speeding up the process.

## **Facebook**

You can and should create a Facebook page and Facebook company page or group. By doing this, you can then build friends and "likes" for your company to develop an audience. You can upload videos to your Facebook page and company page. Once you have your video, go to Facebook to view how to upload a video. You can do this by adding the YouTube link directly to Facebook and your video will show up. People greatly prefer to watch video and tend to do so frequently. Facebook has so many people using it that it gives you an active audience to position your video in front of them as much as possible. If others like your video, they can click "like" as well as share it with their friends which will help get better exposure overall. So be sure to post the video on your Facebook page and Facebook company page as well as Group if you have one. Then share it with your friends and fans.





## Twitter

On Twitter, you can tweet the link to your video from your YouTube channel to help drive people over to your YouTube channel to watch your video. Twitter is a very active place so be sure not to neglect this approach. You can use the search tool in Twitter to find people who are talking about relevant topics to your business such as “CRM tools” and then reply to the tweets related to “CRM tools” with a link to your video about your CRM platform. You are sure to get a great response with this action alone. At the very least, be sure to tweet your video from time to time to have people click on the link and watch it on your YouTube channel. You could also add the video link as the one link on your Twitter profile bio so anyone who is interested in you or your company will click the link and be taken to your video.

## Vlog

A vlog is just a blog with video rather than text entries. So rather than typing a blog article you can upload video entries. It is recommended that you have a blog and a vlog to promote your company. You can create a vlog on sites like Posterous, Blogger, WordPress and Tumblr among others. Simply grab the embed code from your YouTube channel and embed it on your blog as a new post. The entire video will be added to your new vlog. By doing this consistently and adding new video content, you can start to develop a following and active viewers. All of the blog sites these days offer analytics so you can see how many views and subscribers you have. This is also one more avenue that allows people to stumble across your video and your company that ultimately helps drive new interest and reach.





## Mailchimp

We tend to prefer MailChimp as an email marketing tool but there are many others out there that we have not used such as Constant Contact, Bronto etc. MailChimp has a very simple platform that is easy to use for your weekly email marketing campaign. It is recommended that you setup a MailChimp account which is free up to a certain amount of people on your list. Then, once setup, grab the embed code from the YouTube channel and create a “new campaign”. We use the “blank video email campaign” format as our template because we like them to be simple and clean. We are always big believers in taking a minimalist approach. You can embed the code from your YouTube channel into the new email campaign and then upload all of your contacts and prospects to MailChimp. When you embed the video right into the MailChimp campaign, the email marketing piece will have the actual video right in the email. This means that when you send the email to your contacts and prospects, they will be able to click play right in the body of the email and watch your video. This is great because they don't need to be re-directed anywhere. So give this a try. I'm sure you'll be happy with the response.

## Landing Page

We recommend that you build a one page site that has your video posted front and center at the top of the site with a fill in form below and any relevant information or FAQ below the video as well as all contact information for your company. The page can be very simple. White, with your logo at the top and the video in the middle. You will then have a URL for this website page that you can send to people or people can come across from your online results which serves as a sales page. By having this one simple page, people won't be distracted by your website with all of the other information or products and services. They will only have one thing to view, your video. This helps to get a better response and keeps your prospects focused on what you are trying to communicate.

For an example of this page, go to [www.richterads.com](http://www.richterads.com)



## Website

Lastly, it's important to have the video on your website somewhere. If it's a trailer for your company, then place it on the homepage. If it's for a specific product or service, place it on the appropriate page that promotes that product or service. These days, people are busy. They don't want to invest a lot of time reading your website until they have established that they actually have an interest in your products or services. So, video helps to quickly communicate your message to get them interested in two minutes or less which then results in the prospect becoming interested and willing to have a call, read your site or send an email to request more info. Video is now a core strategy related to driving sales and will continue to be as we head into the future.

## Resources

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| YouTube             | <a href="http://www.youtube.com">www.youtube.com</a>   |
| Vimeo               | <a href="http://www.vimeo.com">www.vimeo.com</a>   |
| Mailchimp           | <a href="http://www.mailchimp.com">www.mailchimp.com</a>                                       |
| Facebook            | <a href="http://www.facebook.com">www.facebook.com</a>   |
| Twitter             | <a href="http://www.twitter.com">www.twitter.com</a>   |
| WordPress           | <a href="http://www.wordpress.com">www.wordpress.com</a>                                       |
| Pinterest           | <a href="http://www.pinterest.com">www.pinterest.com</a>                                       |
| Google+             | <a href="http://www.plus.google.com">www.plus.google.com</a>                                   |
| Linkedin            | <a href="http://www.linkedin.com">www.linkedin.com</a>   |
| Richter10.2 Youtube | <a href="http://www.youtube.com/user/richter10point2">www.youtube.com/user/richter10point2</a> |