



6 WAYS

VIDEO

shortens the
SALES CYCLE



The use of video can significantly accelerate sales cycles.

Here are six ways you can use video to shorten your sales process.



1 - Introductory Campaign Email

In the late 2000s, research began to surface showing the benefits of utilizing video within marketing emails. Since then, the results of dozens of studies and surveys about the use of video in email have been consistent: when it comes to email, video vastly improves click-through rates and reduces unsubscribes.

Start with a list of your sales targets. Compose an email that includes a clickable thumbnail of your video. By sending the video link (especially with a graphic thumbnail), you are significantly boosting your chances that the recipient will click through. Once they click through, congratulations: you've just achieved an early milestone in prospect qualification!

And, because the video is linked using a trackable URL, after you send your email, you can review metrics that will reveal how people interacted with your video. You can use this type of information to further refine your video strategy for email campaigns.



“After you send your email, you can review metrics that will reveal how people interacted with your video.”



“A video gives you the opportunity to present your benefits in a way that just isn’t possible with an email or even a phone call.”



2 - One-on-One Targeted Calling

Most sales professionals have at least one elusive prospect at the top of their list. You know, the person with multiple gatekeepers who's impossible to reach? And, even if you do manage to get a call with them, it's more likely your value proposition will end up in their trash can than it will find a place on their "learn more" list.

A video gives you the opportunity to present a precise, sales-ready narrative, at a time that's convenient for your contact and in a way that just isn't possible with an email or phone call.

When you follow up with this contact you can use your previously sent video as a natural icebreaker: "You might remember the short video I sent two weeks ago – have you had a chance to watch it?" This way, even if you only get through to their voicemail, by mentioning the video in the first few seconds of your message, you stand to get more clickthroughs and returned calls. And, depending on the level of analytics you use, you can often see how many times the recipient has shared your video with others.



3 - Persistent Email Signature

Email is the primary means of business communication today. In just one day, the average worker receives more than 100 emails. Imagine all of the vendors, contractors and friends of the business who are sending and receiving those emails: a network of many people with many email interactions.

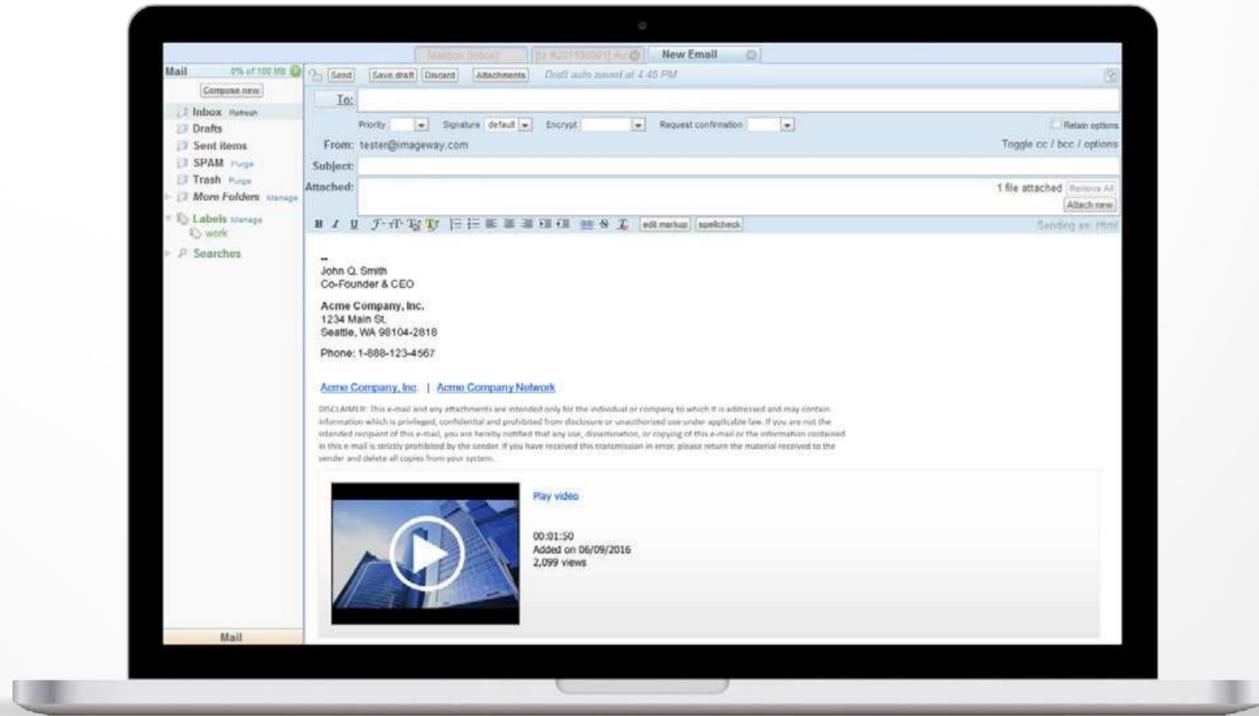
To make sure all of these people, including internal employees, receive your best, most consistent and updated brand message, add your video link to the signature line of your emails.

Researchers have proven that it's hard for us to resist pressing a "Play" button. Use this to your advantage by including a video in all of your company emails—and expand your brand!

94%

of those who are currently creating videos say they will either increase or maintain their video creation budget during the next 12 months.¹

¹ Content Marketing Institute

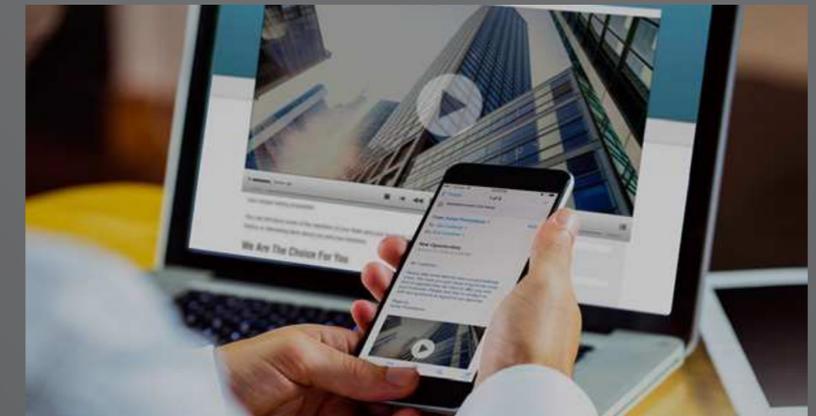


4 - Featured on Website

When prospects first visit your website, you want them to feel not just welcome, but also curious to learn more. Take advantage of prospects' curiosity during their first few seconds of interest with a centrally positioned video.

By featuring a video versus dense blocks of text on your home page, you're reassuring visitors that learning more won't feel like work. Instead, visitors are entertained with a short and engaging visual journey that gives them the top-level information they're probably seeking.

Video presence on your website also communicates that your organization understands a modern, connected business culture. By summarizing your company's offerings in a brief engaging video, you've helped make their research process pain-free and likely improved your chances for a future sale.



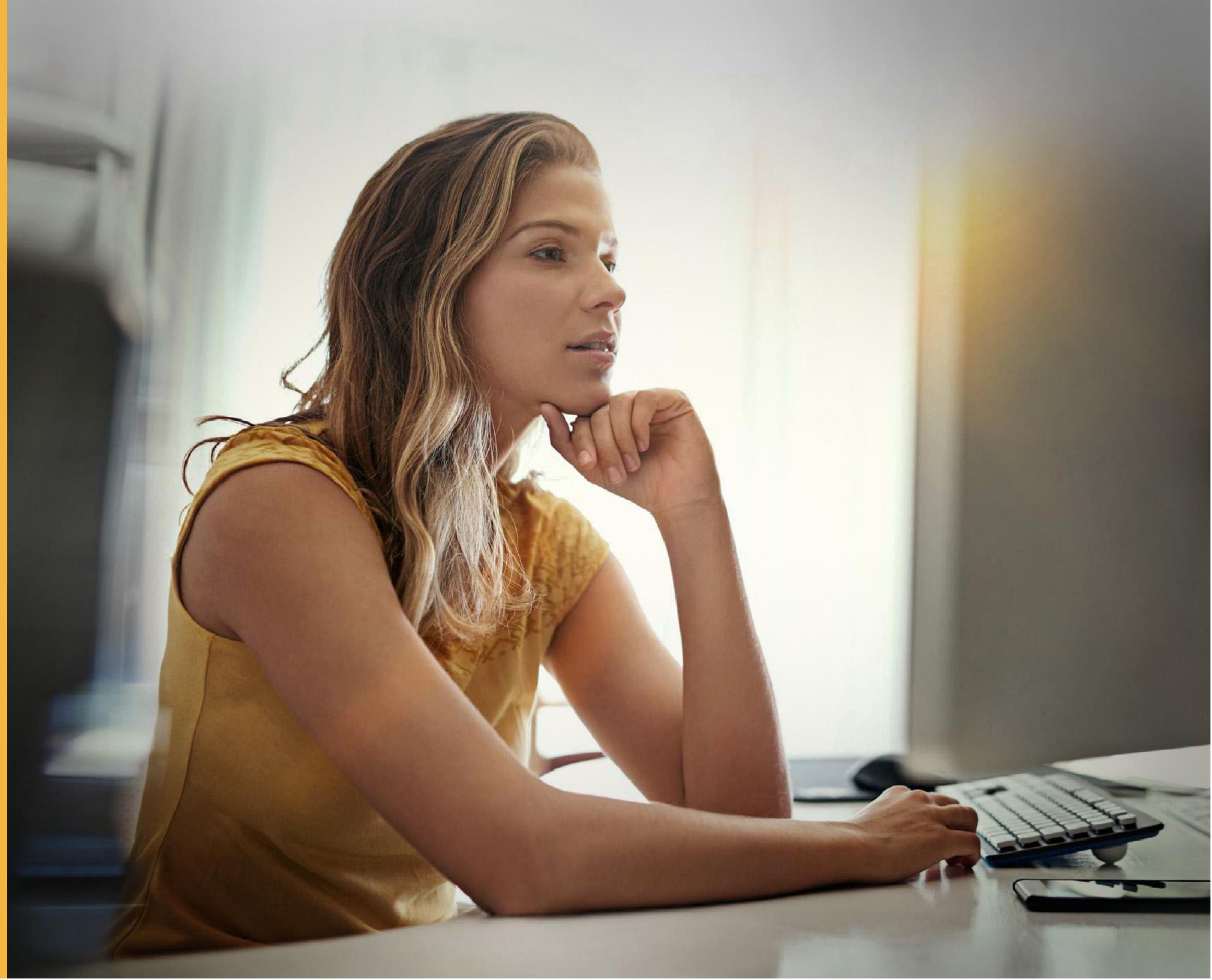


5 - Social Referrals

People love sharing videos, whether across professional or personal social channels. It's a lot easier to ask for a referral from a business associate when you can give them strong supporting material – like a short, professional video – that they can be proud to share with their contacts.

The popularity of watching and sharing video via social channels shows no sign of slowing—Facebook now gets more daily watches than YouTube.

This affects the B2B space, as more decision makers now prefer video to text when looking for information about a solution.



*“Is this person really interested,
or do they just want a free pen?”*



6 - Trade Shows

Whether as an attendee or exhibitor, you've probably witnessed the "moment of contact" at trade shows. A visitor stops at a booth and is already sifting through clues about whether that exhibitor offers the right solution for them.

The exhibitor must also uncover whether this is going to be a useful conversation: is this person really interested, or do they just want a free pen?

Video solves this problem. By giving attendees a looping overview video to review, they can gain instant clarity on your value proposition, and exhibitors can focus their attention on high-value prospects.

For more than fifteen years, Binary Pulse has created videos for organizations of all sizes—from zealous startups to numerous multi-billion dollar enterprises. Together with our clients, we develop innovative videos that increase customer engagement and trigger sales lifts.

For more information about Binary Pulse Studios, please call: 949.336.6400 or write info@binarypulse.com

binarypulse[®]
S T U D I O S

binarypulsestudios.com

