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How to utilise video to drive sales

I know how nervous many of you are to use video in your marketing but the truth is that in 2018 if you are not using video then you are missing out on a huge opportunity to make more sales in your business every day.

In this month's training,

We will cover:

1. Why video is important
2. Types of videos
3. How to use videos over different platforms
4. How to convert videos into sales



Let's start:



Why video is important

Because of the change in algorithms on your social media, you are now being forced to not just use video more but view more videos everyday as you browse. Video is now the number 1 way to stay connected with your audience and social media takes note of the videos and content you consume so that more of the same always shows up on your feed. Let's look at the videos presently showing up on your own feed. This is not a coincidence

Make a list of the videos that are showing up on your facebook

Make a list of the videos that are showing up on your instagram



Make a list of the videos that are showing up on your Youtube

Types of videos

All of your video does not have to be live although truth be told live videos get the most engagement and traction.

But depending on your business and your time, you may choose to pre record videos and then post them across your social media or upload on your dedicated you tube channel. Either is fine based on the results you desire.

Before you jump into doing videos, you have to decide on the type of video as well as what topics you want to share on your videos. So let's begin



What are 5 topics you can speak fluently on in your business

- 1.
- 2.
- 3.
- 4.
- 5.

Take each topic and break it down into a minimum of 3 main talking points

Topic	Point 1	Point 2	Point 3

Decide which video will be live and which will be pre-recorded

- 1.
- 2.
- 3.
- 4.
- 5.

Another point to note is that your videos do not need to always show you face!!!!



Which Platform?

Video works differently over different platforms so it is important that you also know where your audience is so you can choose the platform that works best for you.

Facebook

Most people do a mix of live and recorded videos on facebook. Again this is a personal choice.

The pre-recorded videos are great when doing ads

The live videos are great when you want immediate action from your audience

Instagram

IGTV is now in effect so you cannot get away from video if Instagram is your platform of choice

Youtube

The advantage of Youtube is that it gives your videos more longevity as opposed to Facebook or Instagram.



Decide on which platform works best for you. Let us measure your engagement and analytics on each platform to decide

How to convert videos into sales

This is the question you really want answered and this is the most important part of sharing your video besides sharing value. There are 2 main things to convert your videos into sales.

1. Have a dynamic Call To Action!!!

This is the biggest things people who do video miss out on. What do you want people to do after they have viewed or listed to your video? The reasonable answer is that you want them to buy from you...but how?

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Your call to action needs to be very specific and lead your viewers down a particular path so that you close the deal. After you have shared your valuable content, you want your videos to buy the thing related to the content that you just shared. Examples of calls to action include:

1. Call me now at xxxxx to get your xxxx
2. Send me a PM now to get xxxxx
3. Send me an email at xxxxxx
4. Click on the link in the comments to get xxxx



What are 5 calls to action you can use at the end of your video?

- 1.
- 2.
- 3.
- 4.
- 5.

2. The **2nd way** to convert videos into sales is to run an ad using the video. Using the video you have just created with your awesome content is a great ad to run on your social media platforms. This way it gets in front of a lot more people and your Call to Action can go into effect

3. The **3rd way** to convert videos into sales is **TO DO MORE VIDEOS!!!** If your clients get accustomed to seeing videos of you and your business they will buy more from you consistently

How to begin

1. Decide on your topic, talking points and call to action



2. Let your audience know the date and time of the video (especially if you are new to video and they are not accustomed to seeing you on video)

3. Set up your video space. Ensure that there you have a lot of light and it is free of noise. Remove clutter in front and behind you and have your notes close to you.

4. Test out your video to make sure it looks and feels good to you. Do a test run of a pre-recorded video so you can see how you look and sound.

5. Include your brand colours either in what you wear or in your backdrop so that persons viewing can make the association when viewing. This is more necessary if you are now establishing your brand presence and visibility.



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