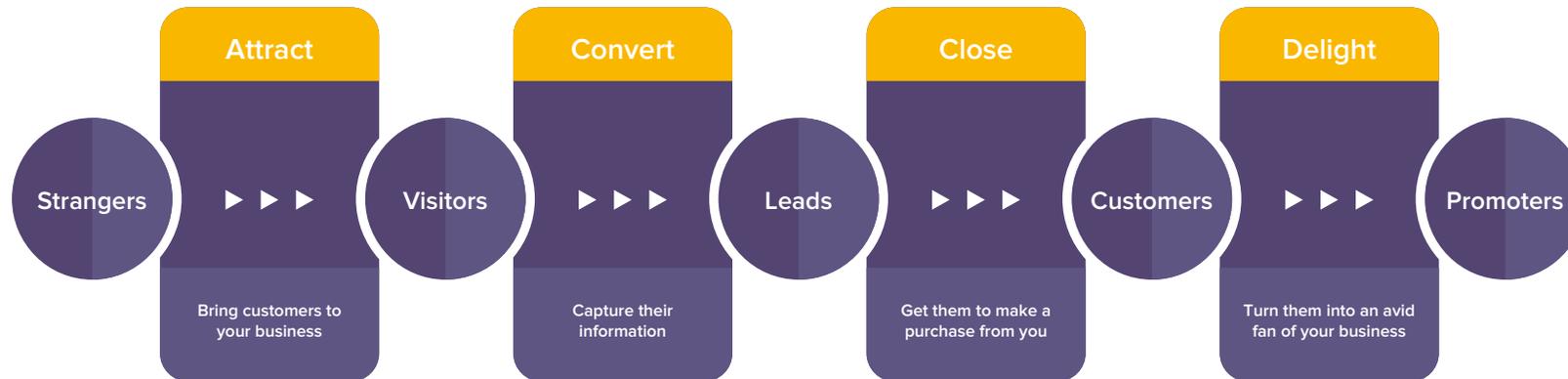


How to Attract and Convert Customers Using Video



Introduction



How familiar are you with the Inbound Methodology?

The idea behind the Inbound Methodology is that you create different pieces of content to help nurture prospects through the various stages of their buying journey. For this ebook, we're going to focus on the very beginning of the customer journey: **Attract and convert**.

What's attract and convert all about?

Just like you wouldn't build a house without laying the foundations, you can't expect a customer to buy if you haven't built up a relationship with them first. At this point in your marketing you need to focus on getting people familiar with your brand, and help them discover how your product or service can benefit them.

We believe there is no better way to do that than through the power of video.

Why video?

Video is a highly powerful tool that's seen extraordinary growth in the world of marketing because it really can **improve** your sales.

But don't just listen to us...

Listen to the 93% of businesses that say a video has helped **increase customer understanding** of their product or service.

Or the 77% of customers that say they've been **convinced to buy** a product or service by watching a video.

If you put together the right strategy, you really can use video to attract people to your brand and convert them into leads or even fully fledged customers.

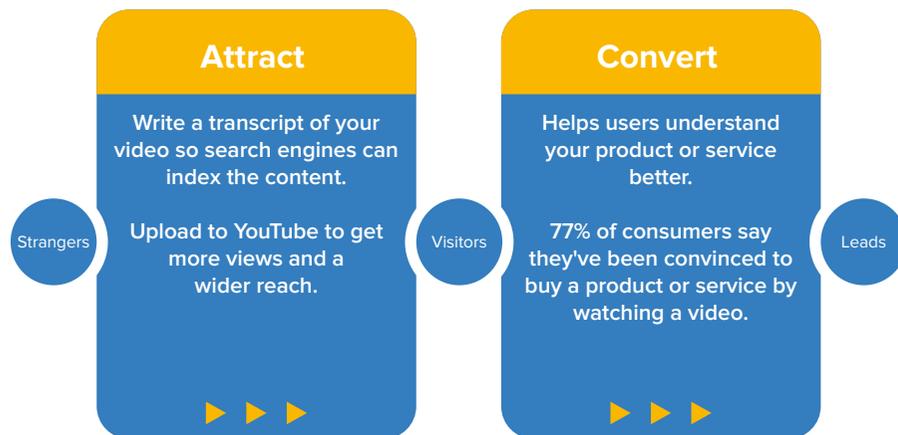
Keep reading this ebook as we're about to show you 7 different types of videos that can seriously help improve your marketing strategy for the better...

#1. Homepage Explainer Videos

An explainer video is a great tool to include on your homepage as it helps to educate your visitors about your product or service. In fact, it's so powerful that 83% of businesses who have a homepage explainer video believe it to be effective!

If you think about how often you visit a site trying to figure out what they can offer you, then it's not hard to see why an explainer video works so well. In the most engaging digestible way possible you get to reel your audience in, convey your product benefits and convince them to buy.

The main goal of a homepage video is to **convert** visitors as it helps them understand what your product is all about when they land on your site, but you can also use it to increase your brand's reach by posting it across other places on the web including your social platforms.



Why is it an effective tool?

- It deepens customer understanding of your product.
- It offers great SEO benefits by keeping visitors on your site longer.
- It increases conversions by showcasing the benefits of your product.

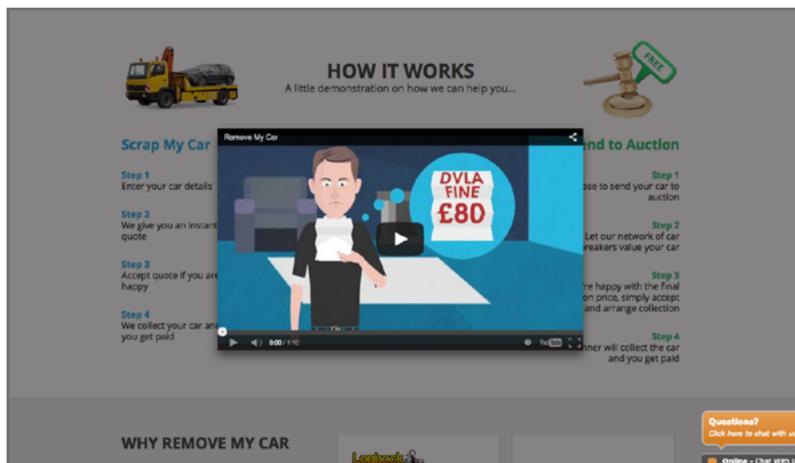
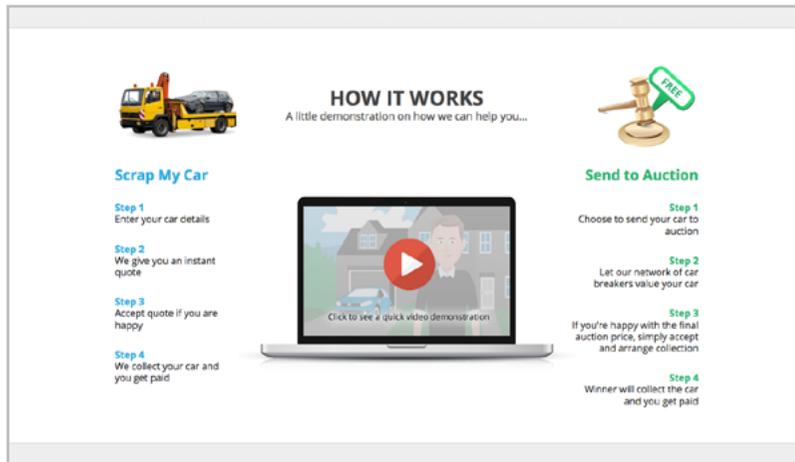
An explainer video doesn't necessarily have to stick to a certain format either. Take a look at this Dollar Shave Club example.

This live action homepage explainer video was such a hit that it's had over 21 million views! The reason it works is because it's extremely compelling and prompts the viewer to take the next step in the most entertaining way possible.

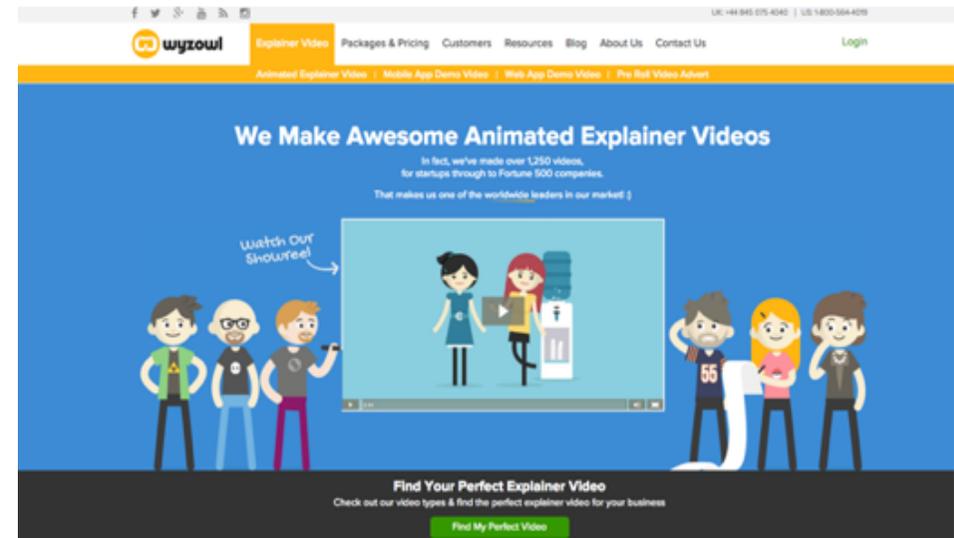


#1. Homepage Explainer Videos

Or there's this one on the homepage of RemoveMyCar. It's a more traditional approach that combines great animation with clear steps on how the customer can benefit from their service.



Alternatively, take a look at the video that we have on our site. We've created a showreel full of previous work examples so that future customers can get a feel for what we can do for them.



Remember, you've got around 60 seconds to hold the viewers attention and sell your product, so do what's right for your business!

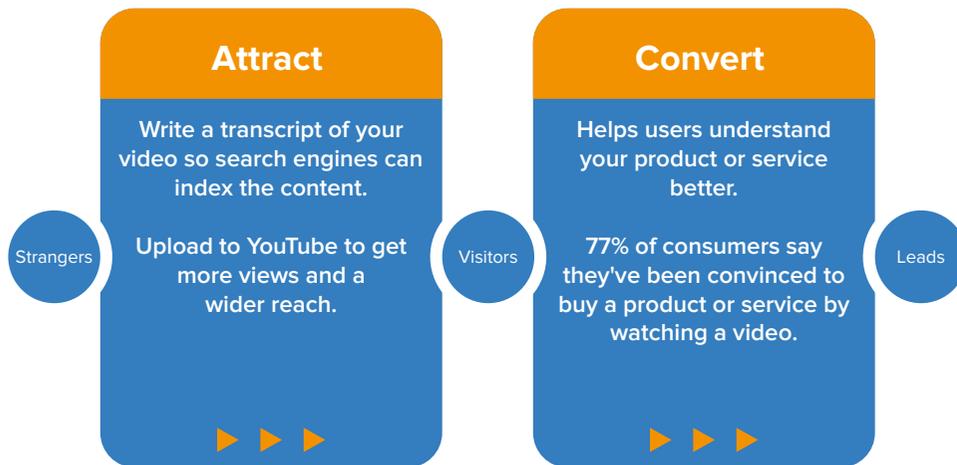
What does a good homepage video look like?

- **Compelling.**
- **Benefit-led.**
- **Informative.**
- **Short and concise.**
- **Relatable to the customers problems.**

#2. About Us Videos

This style of video is perfect to show off the face behind your brand. Often visitors will want to find out what goes on behind the scenes, so they can get a real feel for who you are and whether you share the same values.

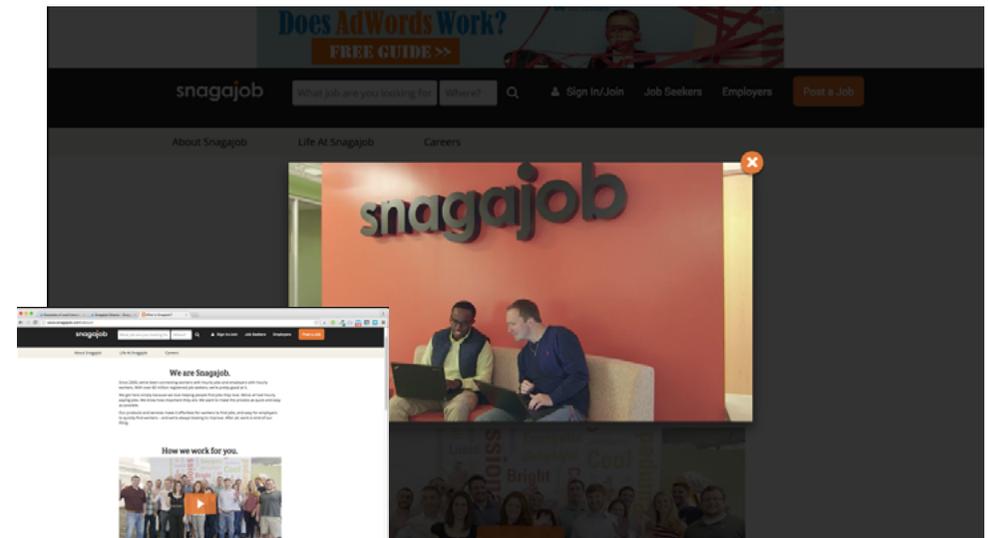
An about us video is a great conversion tool as customers will be close to making their purchasing decision. At this point in their buyer's journey, they'll be looking for reasons as to why they should trust you ahead of other companies. By having an about us video, it builds up trust making people feel safe and more inclined to contact you.



Why is it an effective tool?

- It gives your visitors an insight to who you are as a company.
- It makes your website a lot more personal.
- It shows off the face behind the brand.

If you check out this example from Snagajob, you'll be able to see an effective 'about us' video. It does a great job of explaining who the team is and their brand values, plus it helps to build a sense of trust and credibility.



What does a good homepage video look like?

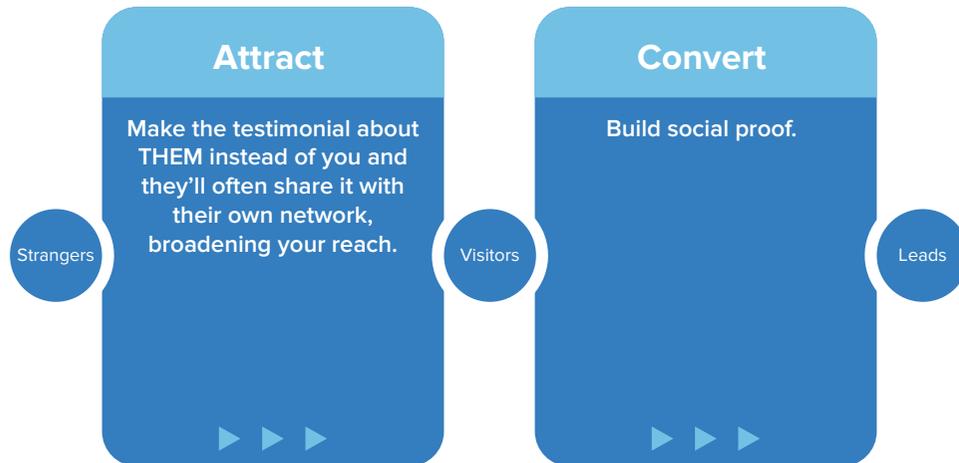
- Personable and relatable.
- Showcases the kind of work you do.
- Gives a behind the scenes look into your business.
- Shows the culture.

#3. Testimonial Videos

Did you know that 88% of consumers trust online reviews as much as personal recommendations?

A testimonial video is a great tool that can be used to attract and convert as you're showcasing the clients you've worked with, which will help to build up social trust. Place it on your social feeds to attract new prospects, and encourage the customer that is featured in the video to share it on their networks.

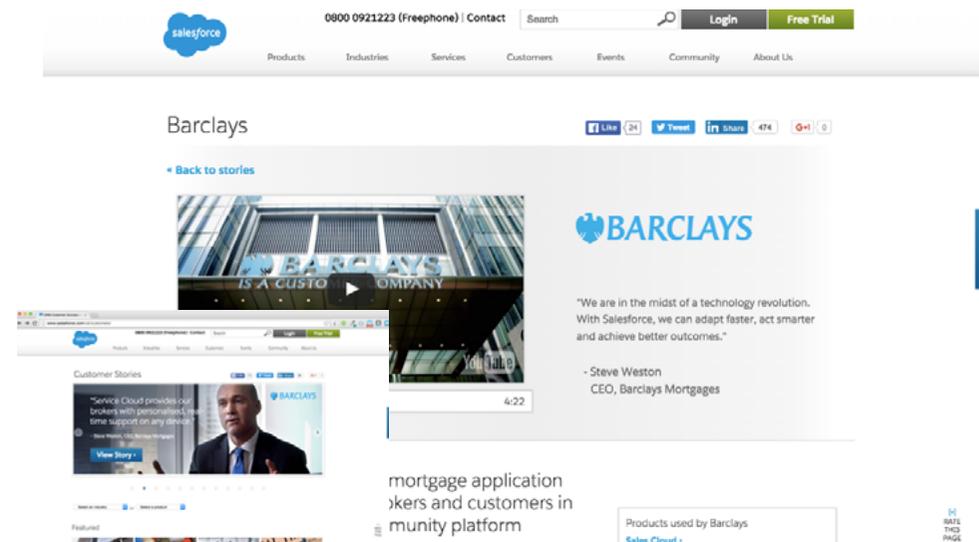
When trying to convert website visitors, include it on your pricing page or homepage so that it will create a sense of trust between you and future customers.



Why is it an effective tool?

- Great way to showcase your very best customers.
- Builds credibility and trust as it's from an impartial source.
- People watching can understand the pain points of past customers and may be able associate with them.
- It lets potential customers understand your business.

Take a look at this Salesforce example. They have an entire page dedicated to customer testimonials so that visitors can see who they've worked with and how Salesforce has helped various businesses...



How to create an effective testimonial video?

- Keep it short.
- Encourage your top clients/customers to give you a testimonial.
- Talk about experiences with your product.
- Talk about their business so they are more likely to share it.
- Talk about their experiences with your company.

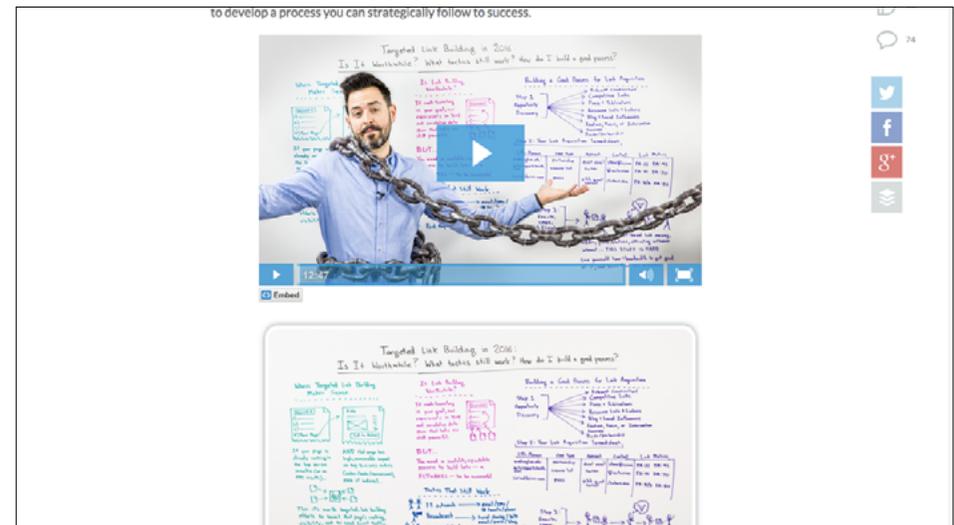
#4. Knowledge Videos

As we continue to learn more about what type of content works and what doesn't, it's become more apparent that people prefer to consume content that teaches them something.

A knowledge video is perfect for showcasing your industry expertise and educating your audience. These type of videos tend to be a lot more in depth, valuable and longer than a typical business video.

It works well as an attraction piece as you can research what questions your customers are typing into Google, and create a video that specifically answers those questions. By including that on your social pages or website, you'll attract a wide audience when they come to search for the topic of your knowledge video.

A brand that really excels at knowledge videos is Moz. They've positioned themselves as the go-to brand for SEO advice. So how have they done it? Well, they post "Whiteboard Friday" webinars like this one that discusses a different SEO topic each week, offering tips, advice and tactics for their audience.



What makes a good knowledge video?

- One that is focused around a popular topic in your industry.
- One that answers your customers questions.
- Educational.
- Useful.
- Valuable.
- Industry leading.



Why is it an effective tool?

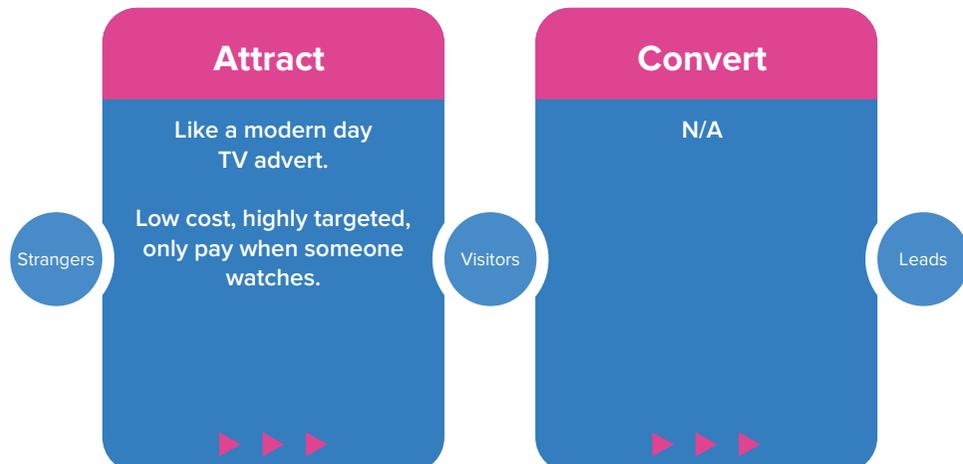
- It sets you apart as an industry leader.
- It helps answer common industry questions.
- It solves your customers biggest problems.

#5. Pre-roll Ads

Pegged as a modern day TV advert, a pre-roll ad can generally be found before a video plays on YouTube, or on a Facebook newsfeed. In terms of the Inbound Methodology, this type of video is specifically focused on attracting visitors to your brand.

The biggest benefits of a pre-roll video is that they are highly targeted to your audience based on demographics, interests, likes and preferences – so you can be sure that you're attracting a person that has a genuine interest in making a purchase.

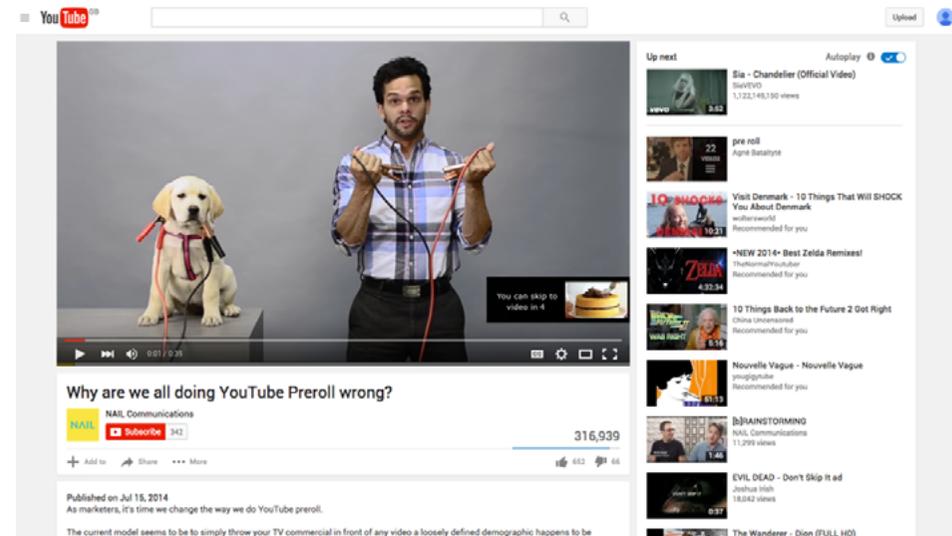
Once you've attracted the viewer, you can then continue to nurture them using other types of videos that we've mentioned in this ebook.



Why is it an effective tool?

- It's highly targeted to your audience.
- It gets people to pay attention to your brand.
- It drives people to your site.

The thing that many marketers struggle with when creating a pre-roll ad is getting people to take notice, rather than pushing the skip button. Take a look at this example from NAIL Communications. It's an original approach to gain the viewers attention by claiming that they'll "kill" a puppy if the viewer skips the video, but it's funny, engaging and makes you want to watch the entire ad.



What does a good pre-roll ad look like?

- Needs to grab the attention of the viewer in 5 seconds.
- Highly engaging.
- Original.
- Exciting.
- Short & concise.

#6. App Preview Videos

An app preview is as the name suggests; a sneak peak of what a user can expect if they download the app. These videos can be found in the Apple App Store or the Google Play store, and considering over half of users say that an app video has helped them decide whether to download or buy, they can be an effective tool to use.

This type of video is mainly used as a conversion tool to help users understand the benefits of why they should use the app, and as our research shows above, it can really help encourage more downloads!

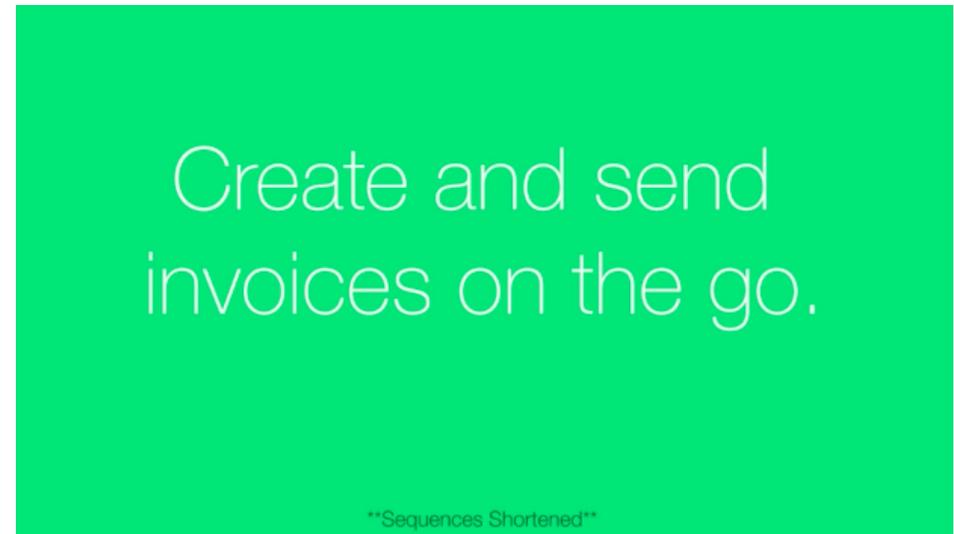


Why is it an effective tool?

- Helps people see various scenes from the app to help make their purchase decision.
- Can be used as a demo to show how to use the app.
- Manages user expectations which can help increase good ratings and reduce bad ratings.

- **Increases user engagement and reduce churn as people understand the app better before they download it.**

So for example, this video that we created for Invoice2go is a short 30 second walk through of the app, so that people can get a feel for whether they should download it or not.



What makes a good app preview?

- Short (no longer than 30 seconds) demo of your app.
- Features the very best parts of your app.
- Offers step-by-step instructions.
- Showcases the benefits to encourage more downloads.
- Check out Google Play and the App Store for the various requirements.

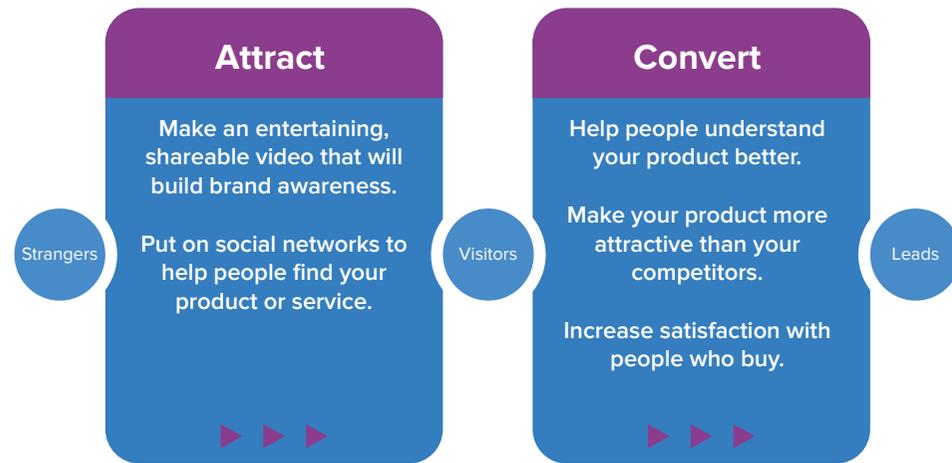
#7. How-to Videos

Creating content that shows your audience how to do something is a very popular choice for the successful marketers of today. You don't have to look much further than your social feeds to see a video pop up with fitness, baking or beauty demos.

This type of content is powerful in that it can be used to both attract and convert; the key really lies within the message of your content. So if you wanted to attract, you may want to create a shareable video for social media, but if you wanted to convert then you may want to create a product demonstration that would sit perfectly on your product pages...

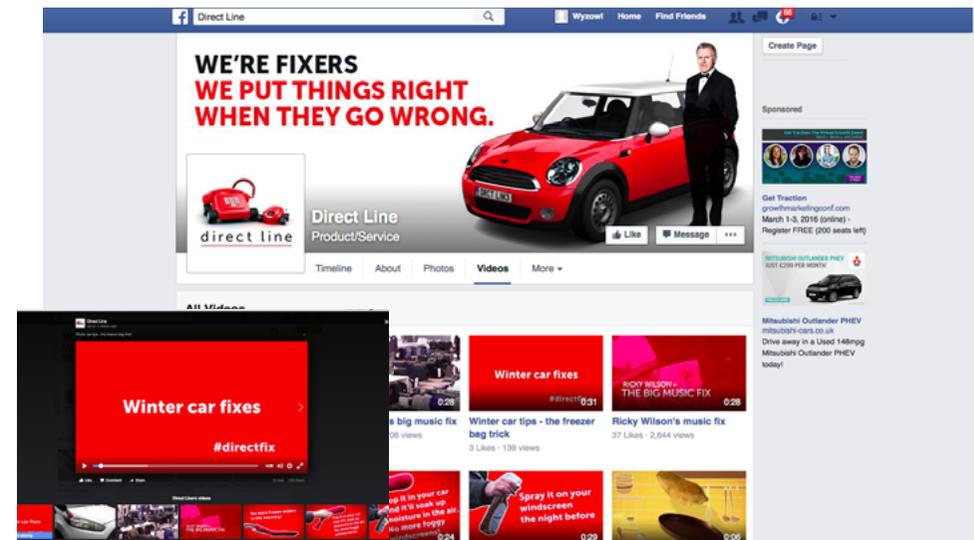
- **Helps reduce support queries by offering the answers in a quick digestible video.**
- **It can help the customer feel confident to buy, knowing that they understand how to use the product.**

If you're looking to create a shareable how-to video for social then take a look at Direct Line as the perfect example. The insurance company have cleverly created a series of 'life hacks' so that customers can avoid any problems with the items they've insured.



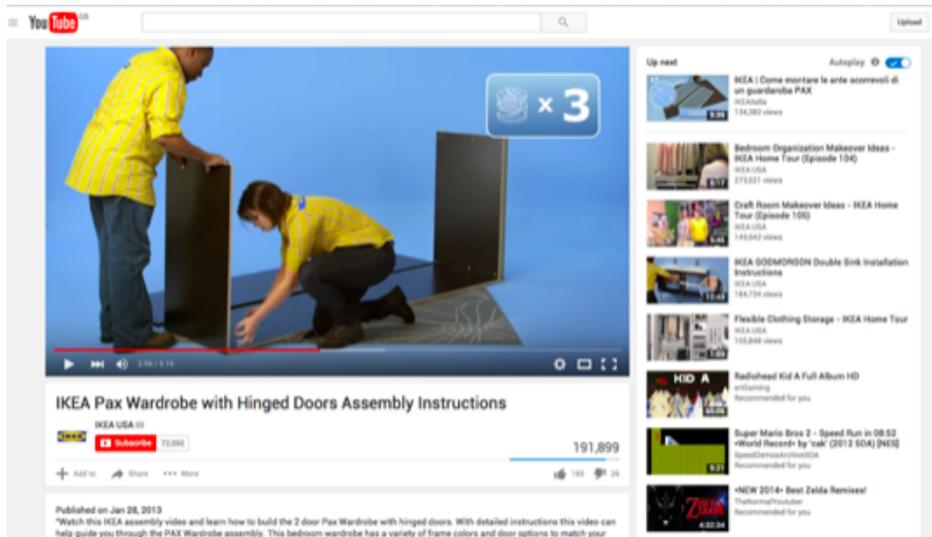
Why is it an effective tool?

- **It can be great for sharing on social media.**
- **The more your customer learns about your product, the more likely they are to buy.**
- **It shows your customers how to use your product.**



#7. How-to Videos

If you wanted to focus heavily on your product then this demonstration by Ikea is a good example. Putting together flatpack furniture can be a pain especially if you can't figure out the detailed instructions. By creating a video like this, the customer can watch someone perform each step, and the viewer can pause it anytime they like.



▶ What makes a good how-to video?

- Shareable, entertaining and low on branding – if using to attract.
- Informative, product based and highly useful – if using to convert.
- Answers the biggest problems of the customer.



Takeaway

As you can see, there are plenty of different videos that you can create in order to attract and convert your customers!

It's important to remember that attraction videos are focused on building brand awareness, where-as, conversion videos are a lot more focused on the product.

If you're looking to create a video to attract, think about content that would entertain your audience and make them want to share it. If you want to create a video that converts, think about creating valuable content that will educate your customers on the reasons why they need your product or service.

Good luck!

