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From Rock Star To Movie Star: Using Video Throughout The Sales Cycle

MATT SINGER

CEO

Videolicious

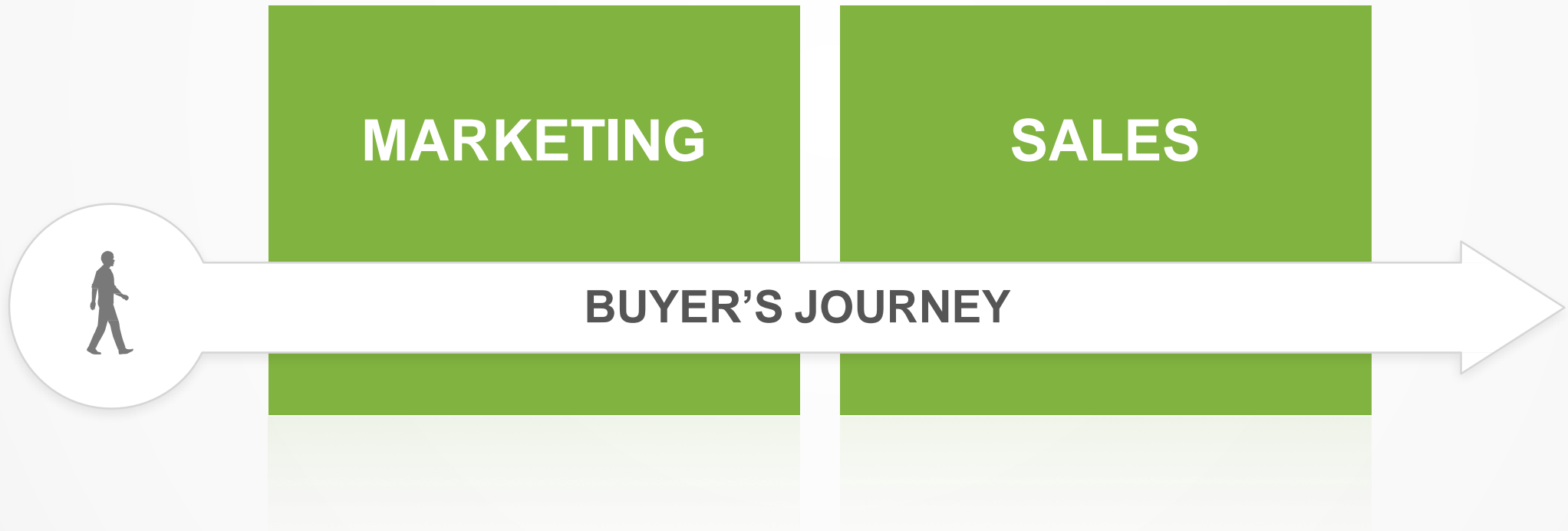
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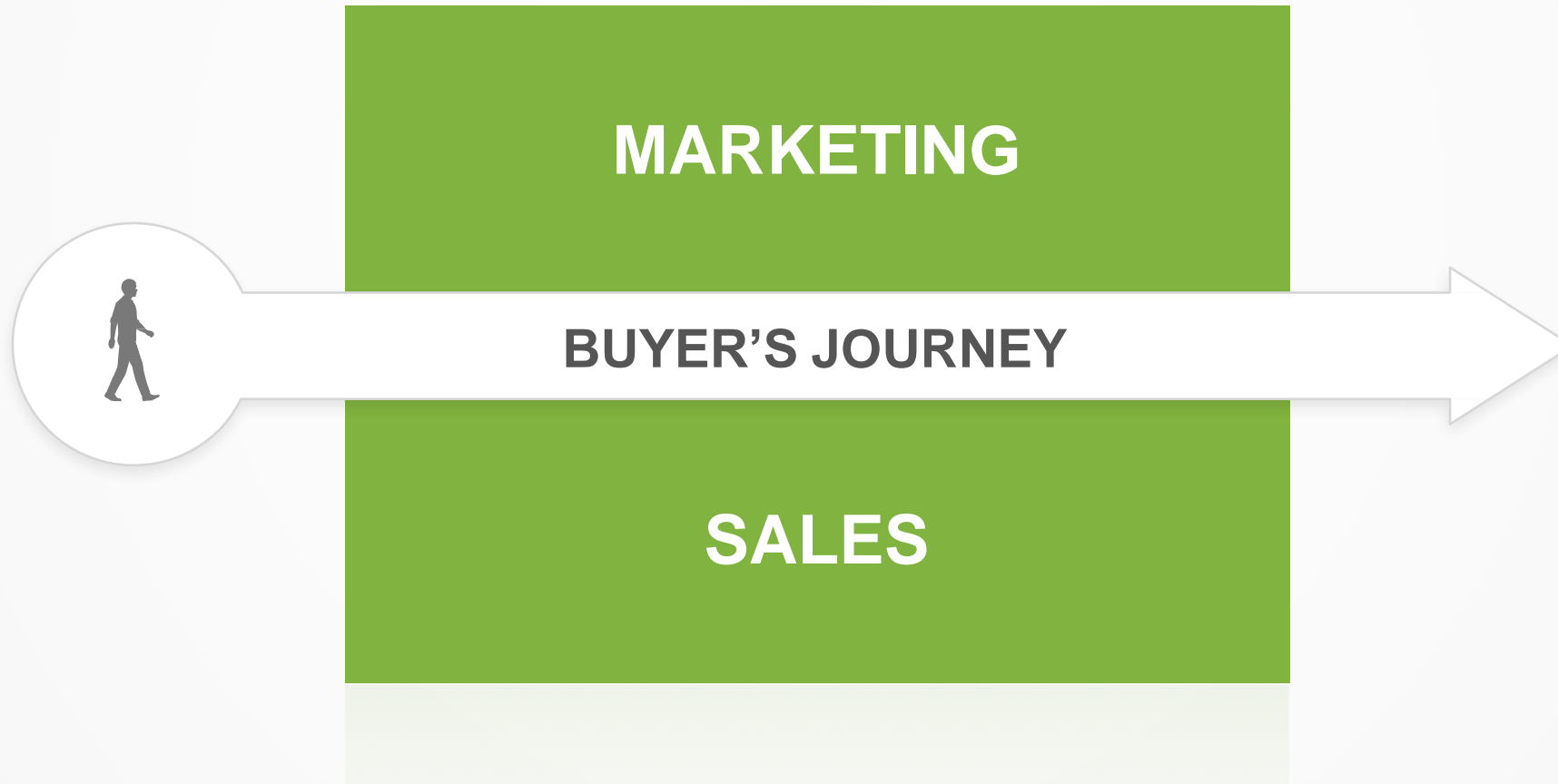
“Only 29% of customers feel fully engaged in the sales process.”

GALLUP 2016

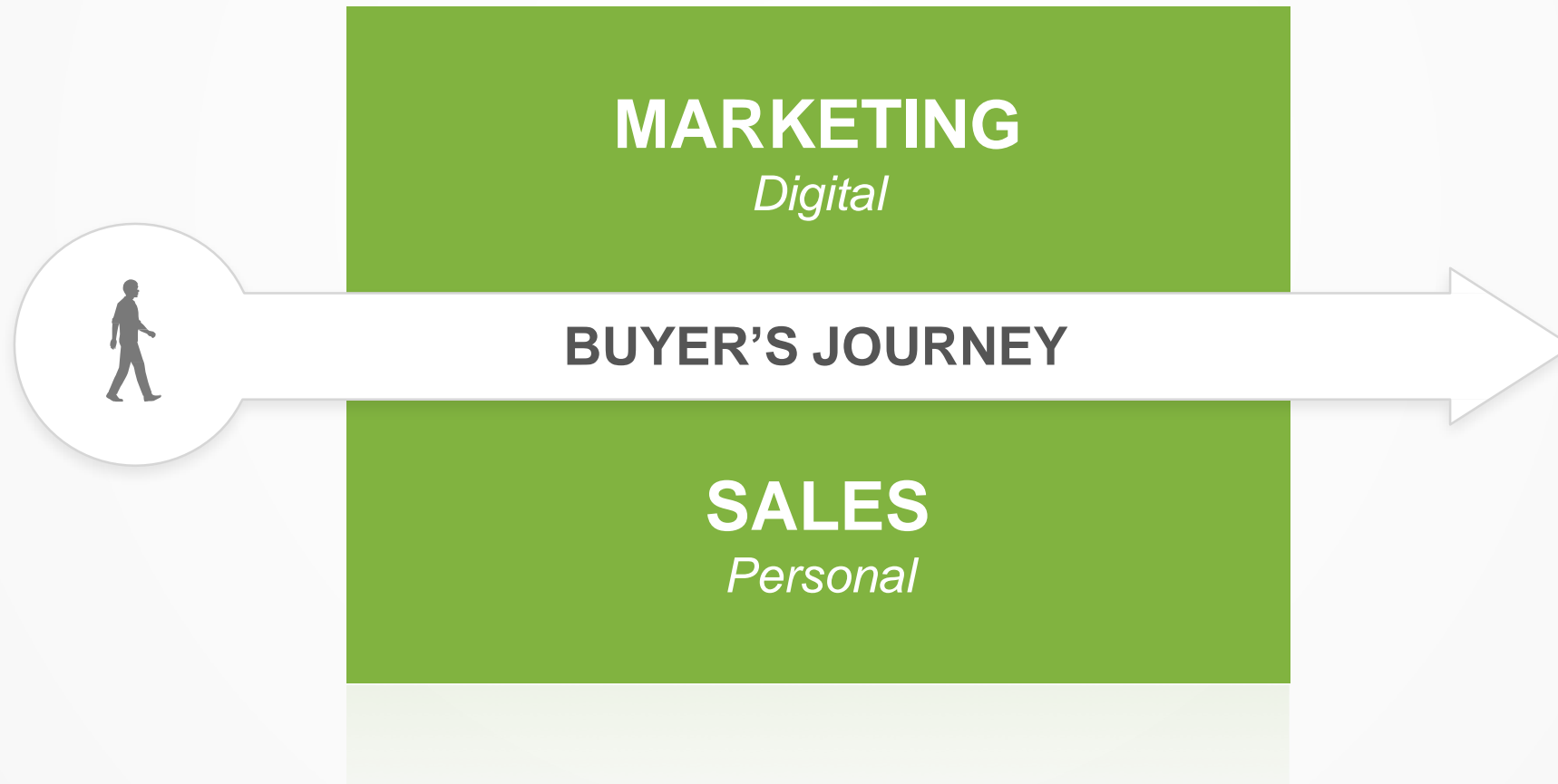
B2B Buying Then



B2B Buying Now



B2B Buying Now



“Only 29% of customers feel fully engaged in the sales process.”

GALLUP 2016

Emotional Engagement

How a customer feels about you, your company, your product or your sales representatives.



Emotional Engagement

- ▶ 53% of purchasing decisions are driven by the buyer's experience.

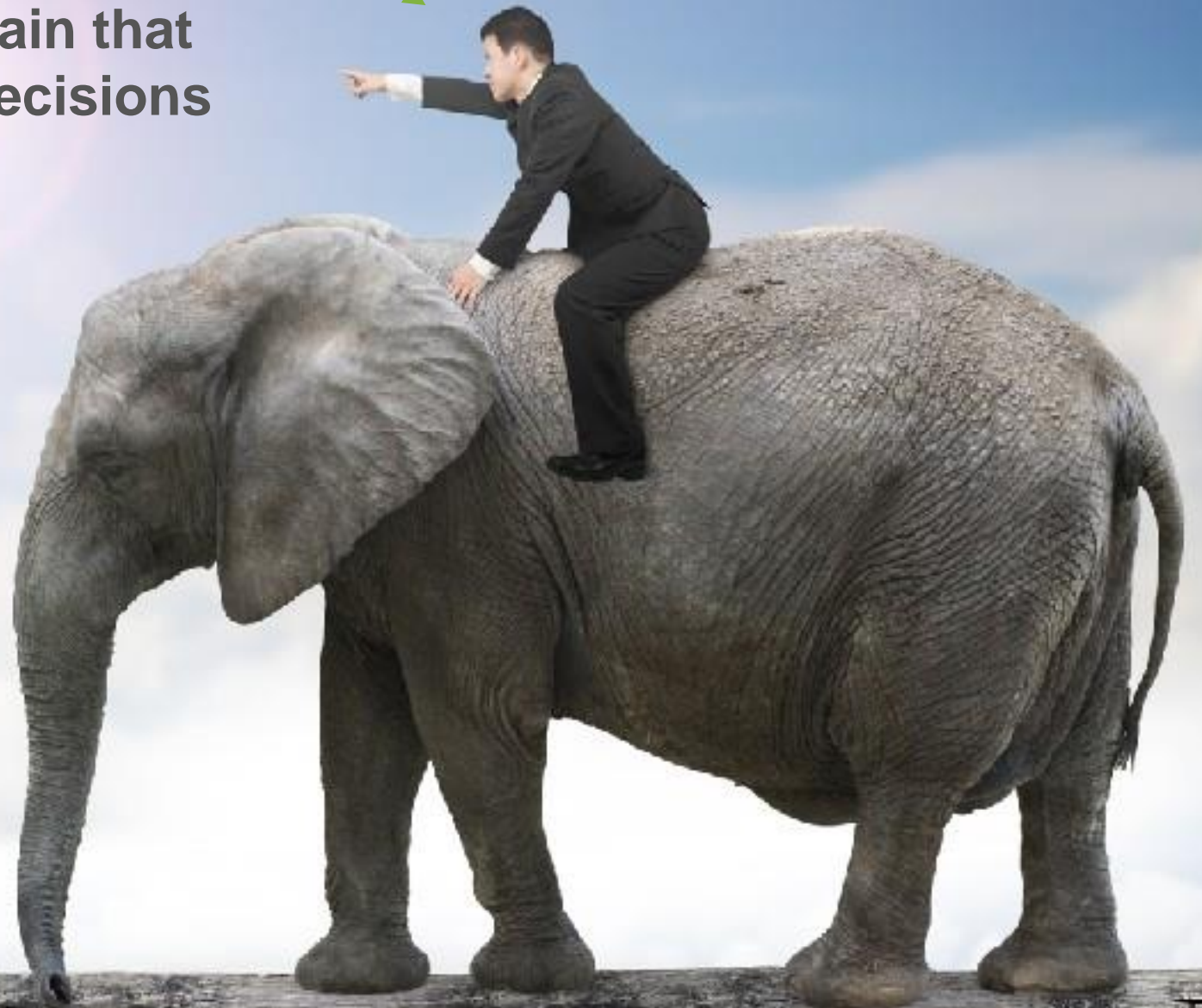
Google and CEB Marketing Leadership Council

- ▶ 42.6% of perceived brand benefits impacts on commercial outcomes are influenced by personal values (*emotions, social benefits, self image, etc.*) compared to 21.4% influenced by business values.

Google and CEB Marketing Leadership Council

**Conscious, rational brain that
tries to make logical decisions**

**Intuitive, emotional mind that
often drives decision making,
overpowering logic**



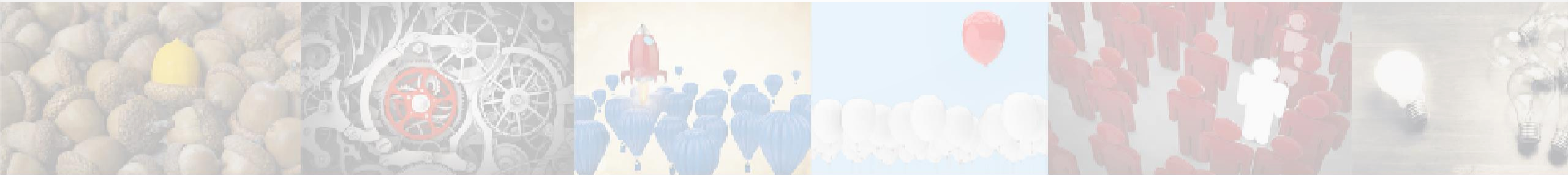
The Need For Differentiation

- ▶ **75%** of sales representatives believe that their approach differentiates them from the competition.
- ▶ **Only 3%** of buyers believe that sellers have an approach that stands out.

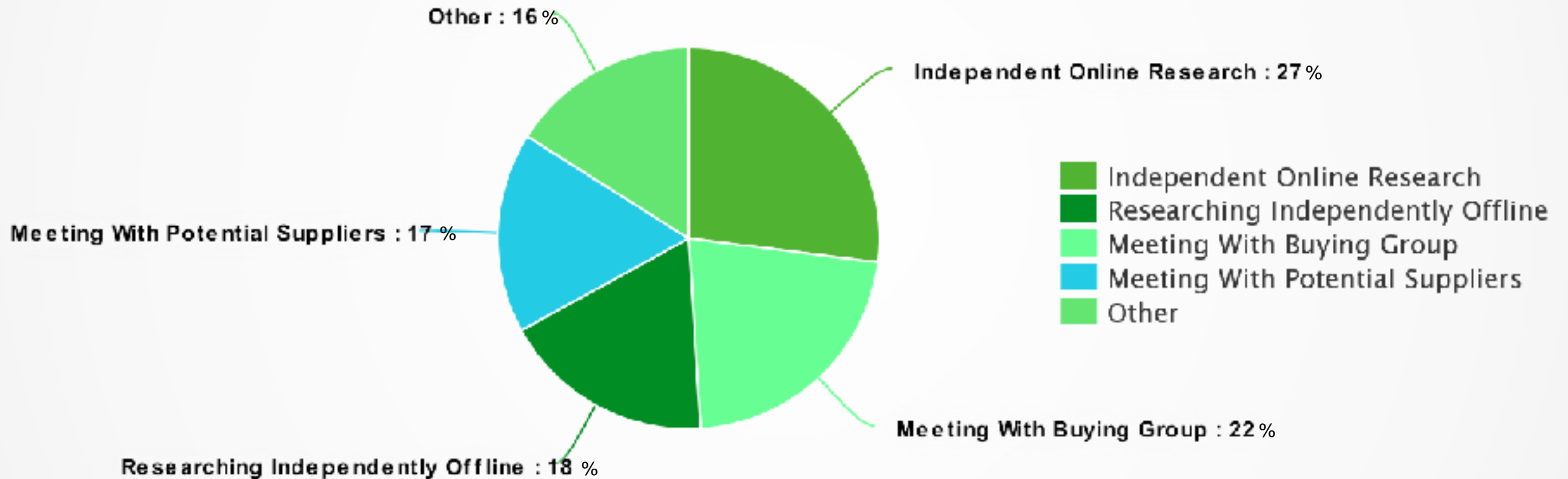


The Need For Differentiation

- ▶ According to Pardot, **79%** of marketing leads are never converted into sales. The buyer doesn't believe you.
- ▶ The average office worker receives **121 emails per day**.



Time Spent In B2B Buying Today



SOURCE: CEB

Solution?

Personalized Video



Video Is Everywhere

- ▶ 18 billion video views a day on social (FB, SNAP)
- ▶ 70% of all internet traffic (CSCO)
- ▶ 1 billion hours of video watched on YouTube daily (NY Times)



The New York Times

Saturday 3:58 PM

WELCOME TO THE POST-TEXT FUTURE

Delivered

Video Is Engaging

- ▶ Professionals are 75% more likely to watch video than read text (Forrester).
- ▶ 59% of executives would rather watch a video than read text (Forbes).
- ▶ 54% of executives share work videos with colleagues weekly (Forbes).
- ▶ “Video” in an email subject line boosts the open rates by 19% (Syndacast).



Video Is Impactful

Psychologist Albert Mehrabian says messages are conveyed:

- ▶ 7% through words
- ▶ 38% through tone
- ▶ **55% through body language**

	Email	Phone	Video
Words	X	X	X
Tone		X	X
Body Language			X



Video Is Effective



**Open Rate
Increase**



**Click Rate
Increase**



**Response
Increase**

How To Start?

3 Key Components

- ▶ **Content Considerations**
- ▶ **Personnel Needs**
- ▶ **Organizational Requirements**



Content Considerations

Content Questions

- ▶ How to ensure video **quality**?
- ▶ How to maintain message **control**?



Ensure Video Quality

- ▶ **Video is just a vessel** — what matters is what's inside
- ▶ **Video is not a magic bullet** — it can hurt as much as it can help
- ▶ Poor quality can **drop conversions by as much as 143%**



Poor Quality Example

- ▶ Shaky
- ▶ Bad Lighting
- ▶ Poor Audio
- ▶ No Branding
- ▶ Low emotion



Message Control

- ▶ Do you send your reps out to create their own sales collateral?
- ▶ *Consistent* messaging and branding are crucial to success.
 - Brands are 3-4X more visible when presented **consistently**.
 - Brand consistency **increases revenue on average by 23%**.



Message Control

- ▶ Consistent messaging is critical to successful iteration.
- ▶ Ideal video campaign involves a **series of improving messages.**
- ▶ Salespeople deliver comparable messages, measure, improve.



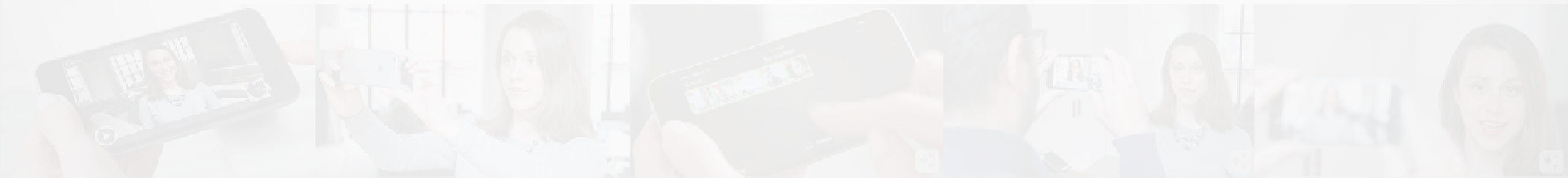
Message Controlled Video

- ▶ Branding
- ▶ Support Footage
- ▶ Scripted Messaging
- ▶ Call To Action
- ▶ Music



Content Summary

- ▶ Video quality is **EVERYTHING**.
- ▶ **Message control is critical** to improving video quality.



Personnel Needs

Training Focus Points

- ▶ Image and audio **basics**
- ▶ **On camera** talent skills
- ▶ Video sales **workflow**



The New York Times

Saturday 3:58 PM

WELCOME TO THE POST-TEXT FUTURE

Delivered

Image And Audio Basics

- Locking eyes with the lens
- Speaking loud enough / recording close enough
- Stabilizing the camera / minimizing camera moves



On Camera Talent Skills

- Overcoming fear
- 150% Energy Rule
- Smile Beginning and Ending Rule
- Concision is key



Video Sales Workflow

- ▶ Prospecting Video
- ▶ Pre Meeting Video
- ▶ Post Meeting Video
- ▶ Follow-Up Video



Training Summary

- ▶ Image and audio **basics**
- ▶ **On camera** talent skills
- ▶ Video sales **workflow**



Organization Requirements

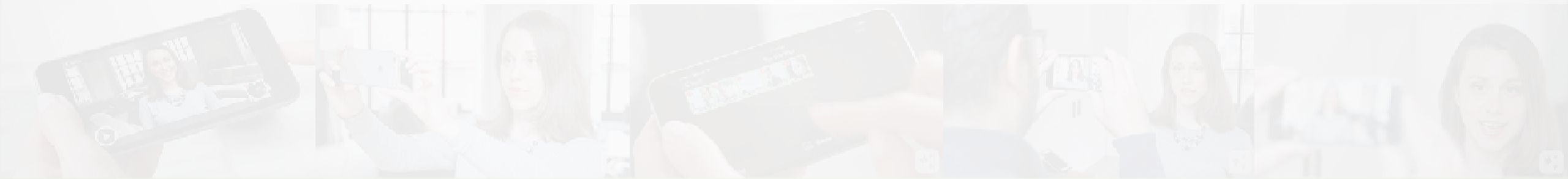
Key Requirements

- The **mandate** importance
- Aligning video with **sales plays**
- Measurement, **iteration**, and recognition



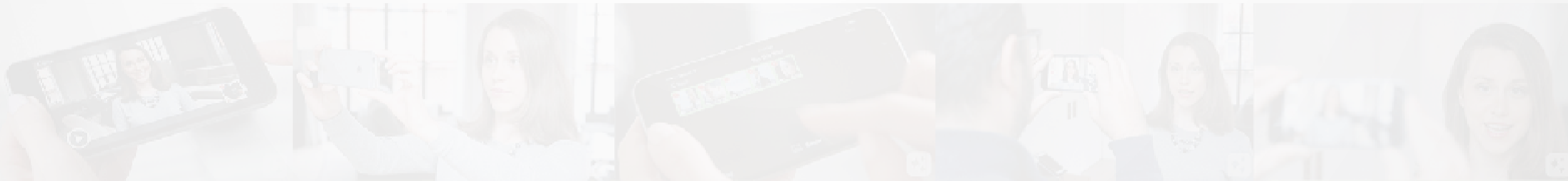
The Mandate Importance

- ▶ Is using a **CRM voluntary**?
- ▶ New sales motions are always an adjustment.
- ▶ Iteration <- Measurement <- **Data Critical Mass**



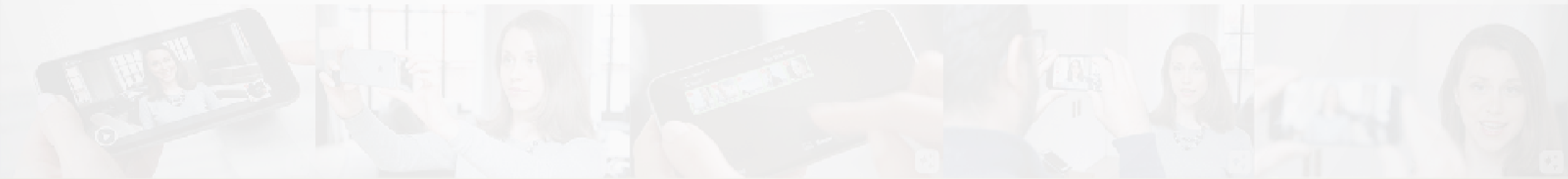
Aligning With Sales Plays

- ▶ Creating video templates around existing messaging
- ▶ Support and supplement preexisting sales motions
- ▶ Get the most value out of video by assisting what's already in place



Measurement, Iteration, Recognition

- ▶ No initial video message will be 100% successful at first.
- ▶ Like any messaging, the video content will need continual iteration.



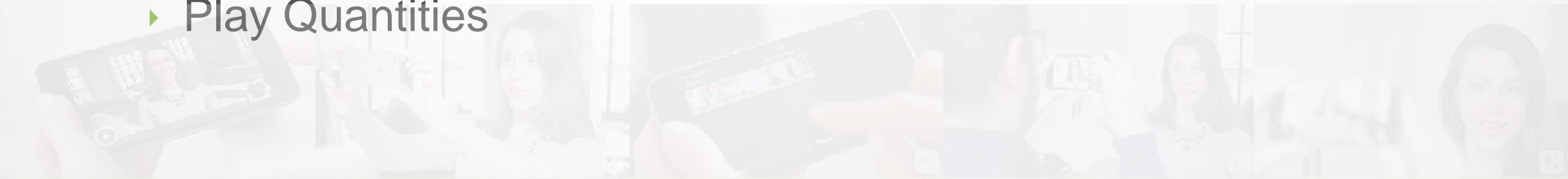
Points To Measure

- ▶ Image or GIF Click Rate. A/B Test:
 - ▶ Starting Images
 - ▶ Text Overlays
 - ▶ Placement within Email
 - ▶ Subject Line



Points To Measure

- ▶ Video Quality:
 - ▶ Video Abandonment Rate (Views < 10 seconds). 20% is average.
 - ▶ View Percentage
 - ▶ Direct Feedback
 - ▶ Play Quantities



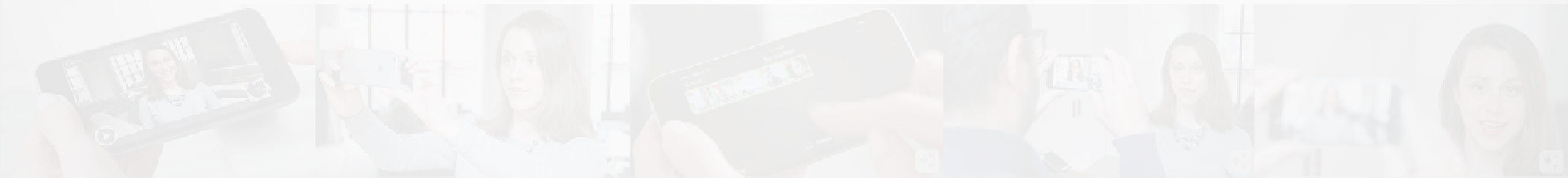
Iteration Cadences

- ▶ 1 - 4 week iteration cycles of:
- ▶ Message content (email and video)
- ▶ Placement within sales process
- ▶ Levels of personalization



Recognition

- ▶ Celebrate successes and high performers.
- ▶ Share success stories to participants.



“If you want to launch an employee video creation program, you’ll get as many videos as you assign.”

Me :)

*“People will forget what you said,
people will forget what you did,
but people will never forget how
you made them feel.”*

Maya Angelou

Questions?

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