

HOW TO USE VIDEO TO BOOST YOUR SALES PIPELINE



InsideSales.com recent data from the "State of Sales Development" study shows that **video** is one of the technologies that will have **the most growth in 2019**, compared to 2018 (alongside lead/account scoring and sales cadence).



Emails that contain video have **4x the CTR** of emails without video



71% of marketers believe video converts better than other content



But only 43.8% of sales teams today use video in their prospecting strategy.

"Video engages our minds, it touches our hearts. You need to be personal, you need to be authentic when you're sending out video. It shouldn't just be another marketing pre-canned message. It makes the interaction more personal. It's now a person reaching out to you, explaining a solution to your problem, which makes it so much more engaging."

DAN WARDLE | Head of Emerging Business, VIDYARD



VIDEO LENGTH

Specialized Audience, Complex Subject:

7-8min

Initial Personal Contact:

<1min



EMAILING A VIDEO



- **Value Statement (<3 Lines)**
Who you are and why you are reaching out
- **Call to Action**
Ask them to watch the video
- **Personalized Thumbnail**
Make sure it's embedded in the email itself

- **Short, attractive subject lines**
Subject lines are the key to getting emails opened.
- **Address prospect with their name**
Personalization is key
- **Let them know what to expect**
Guide your prospect down the sales pipeline



WHAT TO WATCH FOR WHEN RECORDING YOUR VIDEO



Thumbnail

Make it clear, attractive, & personalized.



Tone & Body Language

Present as if they are right in front of you. You are building a relationship.



Authenticity

Be genuine and personable. Avoid scripts & templates.



Background & Surroundings

The video's surroundings must match your branding & messaging.



Lighting

Face a light or window to keep your face visible.



Equipment

All you need is a webcam, mic, and screen recording software



Personalize It

The video should be relevant to the interests and experiences of the recipient.



Messaging

Who you are, what you do, and how you can help. Offer a call-to-action and leave clear contact info.



FOLLOWING UP

An **intelligent sales cadence tool** will tell you if your prospect didn't finish your video, and will send them a follow-up about the content they missed.

Once your prospect has viewed your video, **engage immediately.**

If the first viewer watches **100%...**

the second viewer typically watches **20%**

WHERE DOES VIDEO FIT INTO MY SALES CADENCE?

1



Introductory Email

Stand out from the competition by reaching out with a video.

2



Follow-Ups

Follow up with another video a couple of weeks later if they do not respond to calls or emails.

3



Meeting Reminders

If your meeting is a few days out, send a video to remind them to show up.

4



Demo Videos

Send micro demos of your products with video, so your prospect can get a teaser of what you do and why they should care.

5



Late-Stage Cycle

If the prospect watched only 70% of a video, you can send a follow-up with more info and a meeting request.

LEARN HOW TO USE VIDEO IN SALES.

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