

How to Use Video to Deliver a Friction-Free Buying Experience

Proven Strategies for Transforming Sales, Marketing and More





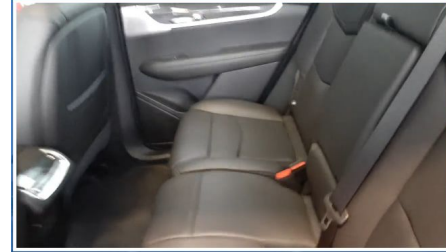
to me ▾



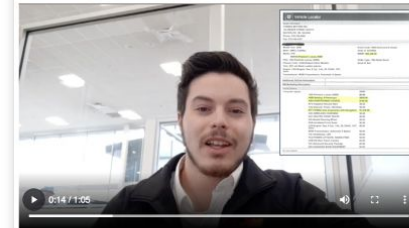
Click the image or view your video from Will Hurren [here](#)

Hi Tyler,

My apologies on the delayed response, however here is your virtual tour of the XT6! As mentioned before, I would love to be of assistance through these difficult times, I am always available on my Cell, so feel free to reach out even if its after normal business hours. In my personal opinion having experience with




to me ▾



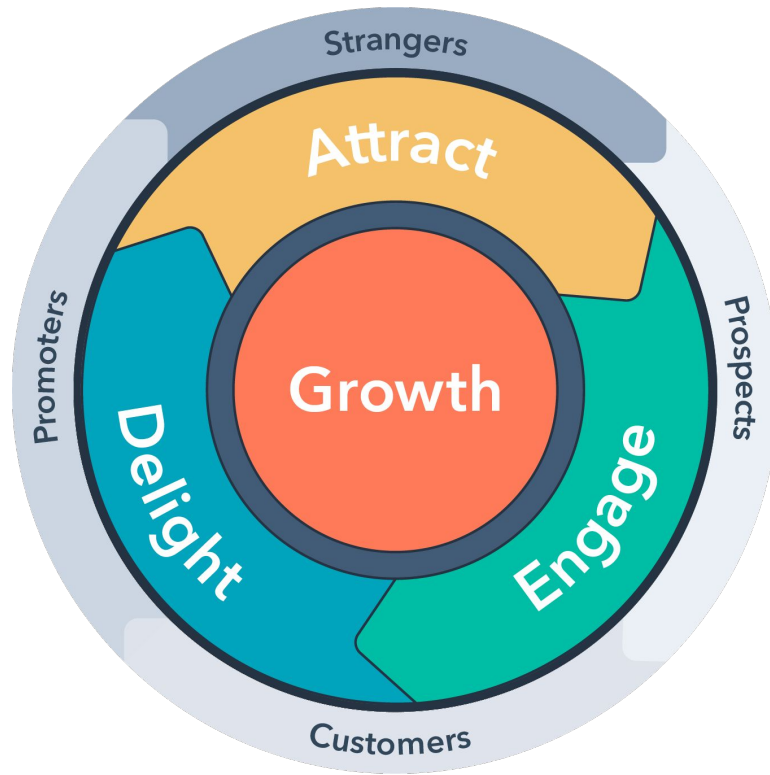
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Personal, transparent, **friction-free** buying process
delivered how I wanted to buy (vs. how he wanted to sell)



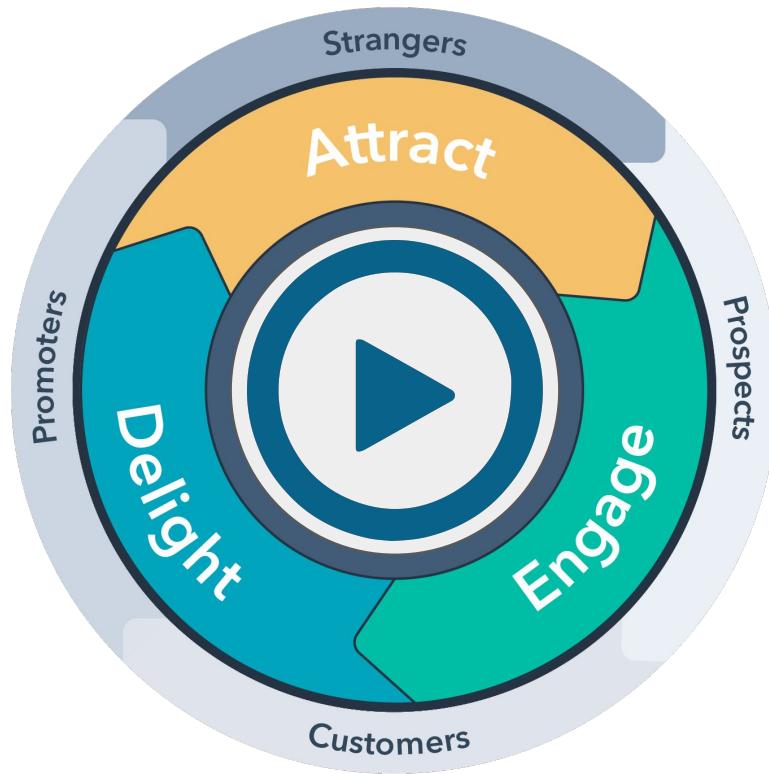
“Wait a minute, I’ve been duped!
This session is about video, so it clearly must be
about marketing, not sales?”

- Some of you
September 9th, 2020

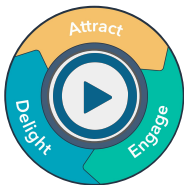


Maximum speed and acceleration occurs when friction is minimized.

Eliminating friction is EVERYONE'S job!!



Recorded video content (both 1:many and 1:1) helps you deliver on-demand information that is also transparent, visual, personal and trustworthy!



[Attract] From Strangers to Prospects

When learning about a new topic or vendor, what are *your* personal preferences?

Learning about a topic:

1. Read blog posts
2. Read eBooks/Guides
3. Attend webinars
4. Watch videos
5. Talk to a human



Perspectives and Best Practices



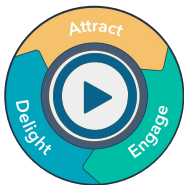
Educational Deep Dives



How-To Videos



Answers to FAQs

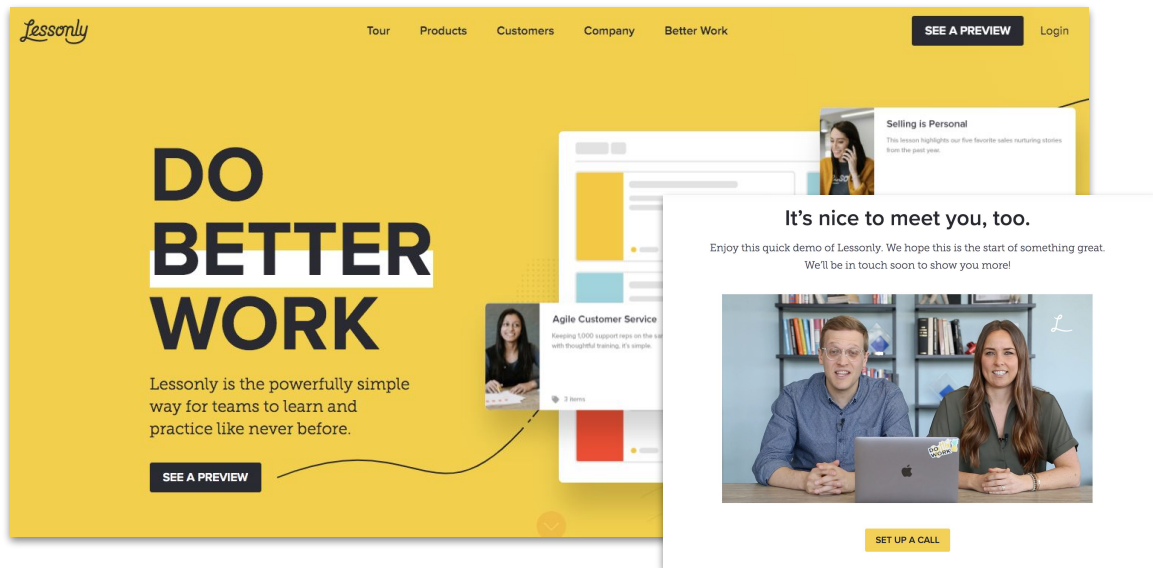


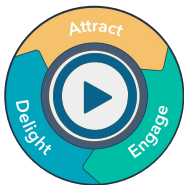
[Attract] From Strangers to Prospects

When learning about a new topic or vendor, what are *your* personal preferences?

Learning about a vendor:

1. Read the Guide
2. Book a Meeting
3. See a Preview
4. See Our Work
5. Watch a Demo



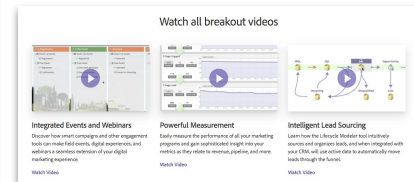
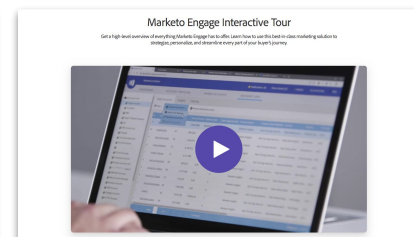
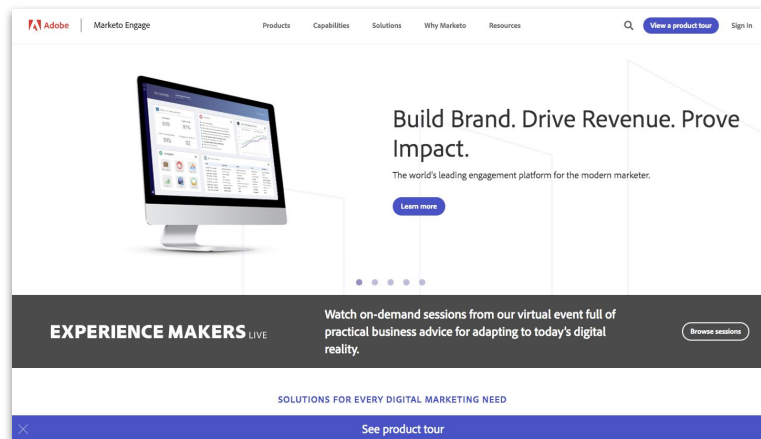


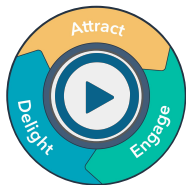
[Attract] From Strangers to Prospects

When learning about a new topic or vendor, what are *your* personal preferences?

Learning about a vendor:

1. Read the Guide
2. Book a Meeting
3. See a Preview
4. Watch a Full Demo





[Engage] From Prospects to Customers

[Read the article] [Download the Guide] [Schedule a Meeting]

“Let’s book a meeting to discuss.”

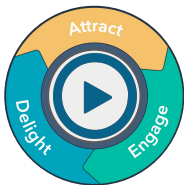
“How about next Thursday?”

“Oh sorry, I thought you meant GMT timezone!”

“Something’s come up last minute, can we reschedule?”

So much friction!!!

Is this what **they** want to do, or what **we** want them to do?

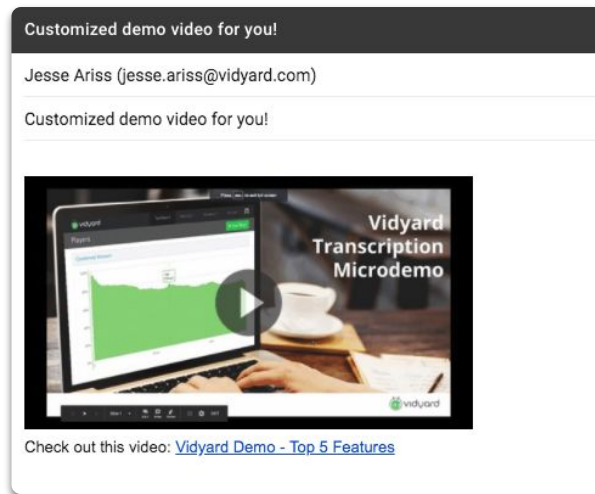


[Engage] From Prospects to Customers

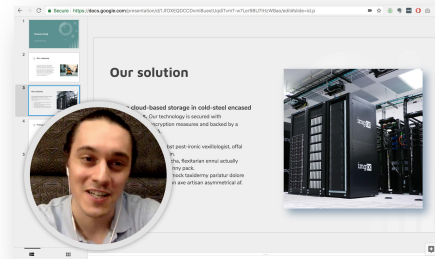
On-demand videos provide new ways to connect, engage, and educate buyers in a timely, efficient, and friction-free way ("~~How about next Thursday at 2pm?~~")



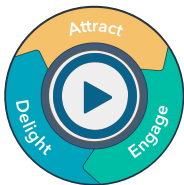
Personalized videos to introduce yourself, to showcase your passion, and to deliver key messages



On-demand videos to answer common questions and to 'show-and-tell' what you do

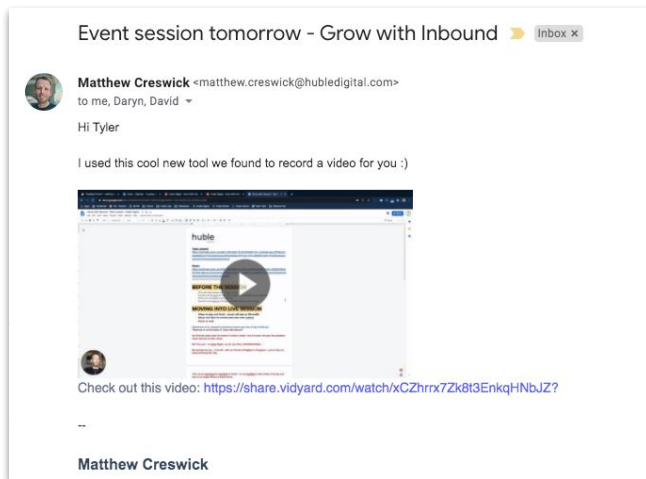


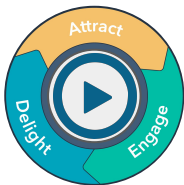
Custom 1:1 videos to recap key takeaways, walk through sales proposals, and more!



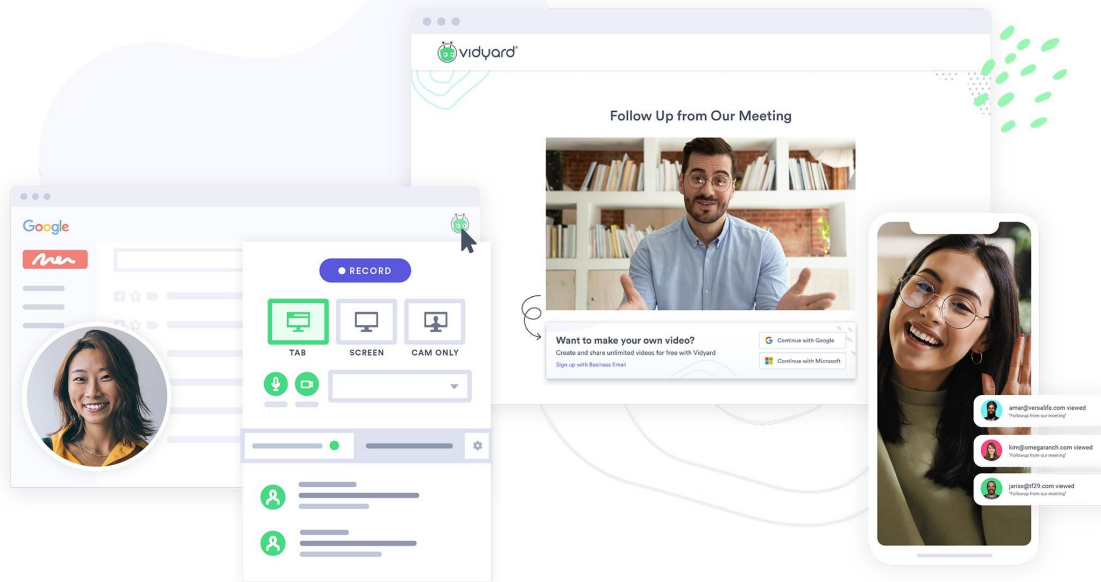
[Engage] From Prospects to Customers

On-demand videos provide new ways to connect, engage, and educate buyers in a timely, efficient, and friction-free way ("~~How about next Thursday at 2pm?~~")





[Engage] From Prospects to Customers





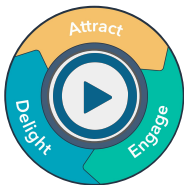
Stephanie Cox
VP Sales & Marketing
Lumavate



Frank Weschler
Sales Development
Dynamic Signal

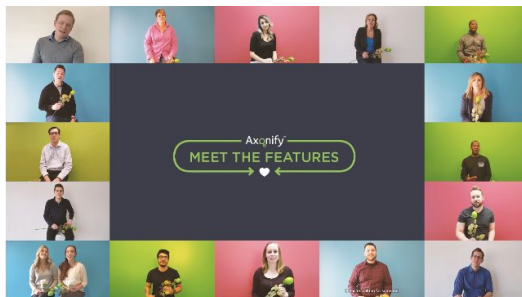


Thomas Buchanan
Account Executive
Modus



[Delight] From Customers to Promoters

Everything matters: From how they are onboarded, to how they are supported, to how you celebrate milestones and make them 'a part of your family'




It can be as easy as writing an email or preparing a presentation, but is much more impactful, memorable, and enjoyable - reduces the friction to renewing or buying more :)

“How Do I Actually Do This?”


Make video a consistent, integrated, and natural part of how you communicate with your audiences. Text > Docs > PPT > **Videos**



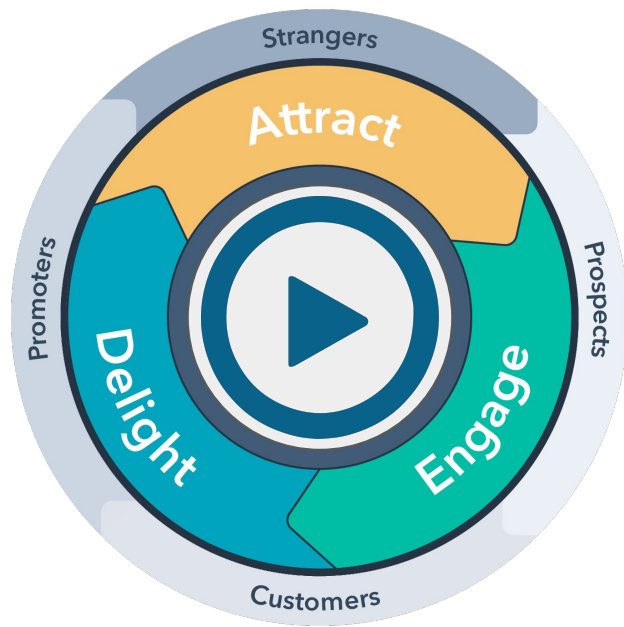
Start with **Sales**, then tackle Marketing and Customer Service.
Empower your people with the right tools and content.



	Sales & Service (1:1 Video)
Recording/Production Hardware	<ul style="list-style-type: none">• Smartphone• Webcam• Basic lighting (ring light?)• Headset or desktop mic
Recording/Production Software	<ul style="list-style-type: none">• HubSpot Video• Vidyad (Chrome Extension, mobile app, Email plugin) <p><i>Record and share!</i></p>
Video Hosting, Sharing and Tracking Solution	<ul style="list-style-type: none">• HubSpot Video• Vidyad (Free/Pro/Business)

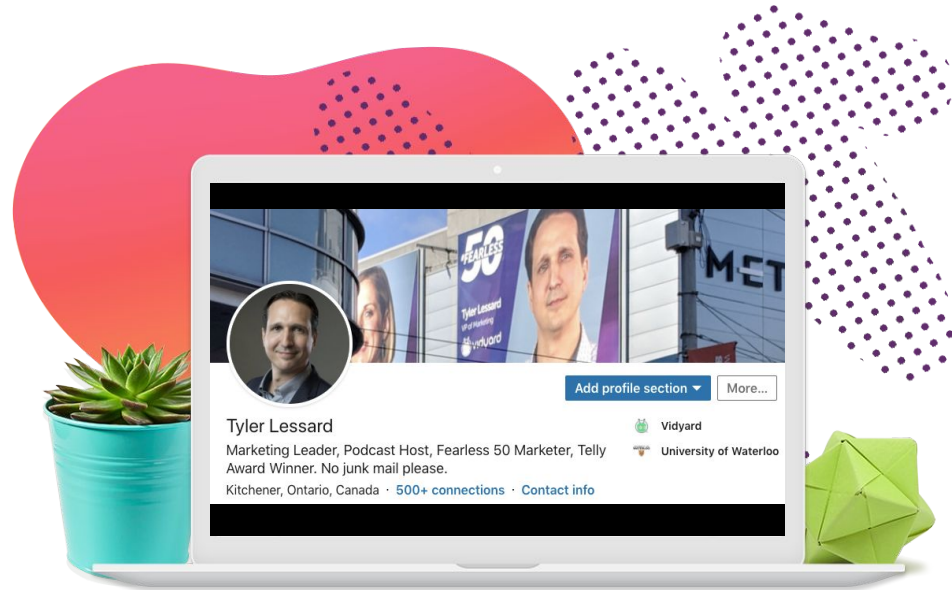


	Sales & Service (1:1 Video)	Marketing (1:Many Video)
Recording/Production Hardware	<ul style="list-style-type: none"> • Smartphone • Webcam • Basic lighting (ring light?) • Headset or desktop mic 	<ul style="list-style-type: none"> • Smartphone • Digital Camera (GoPro, DSLR) • Lighting Kit • Wireless lavalier or boom mic
Recording/Production Software	<ul style="list-style-type: none"> • HubSpot Video • Vidyard (Chrome Extension, mobile app, Email plugin) <p><i>Record and share!</i></p>	<ul style="list-style-type: none"> • iMovie • Adobe Rush • Camtasia • Filmora <p><i>Video editor of choice</i></p>
Video Hosting, Sharing and Tracking Solution	<ul style="list-style-type: none"> • HubSpot Video • Vidyard (Free/Pro/Business) 	<ul style="list-style-type: none"> • HubSpot Video • Vidyard (Free/Pro/Business) • YouTube, Vimeo, Wistia, 23



Video isn't just a tool for telling stories and engaging people on social. When used effectively, it helps you deliver a friction-free buying experience.

How to Use Video to Deliver a Friction-Free Buying Experience



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