



3 Videos To Use In The Sales Funnel

Using video throughout the sale process is critical to your success. But what videos should you use in each step? While there are many types of videos we recommend using, these 3 videos are some of the best that you should use. Here are the top 3 videos we recommend to get you started.

1. Attract your ideal customers with "Authority Boosting Videos"

You already know that you are the industry leader, but does your ideal customer? In order to attract your ideal customers, you need to show that you and your company are THE solution to their needs. Don't start off selling right away. It's important to build trust and goodwill. In this first stage, the potential customer may not know who you are and what your company does.

We recommend creating video content that showcases you and your company as the industry leader. They are looking for an expert in a sea of options. Most people will pay for more for an expert to give them a solution. So having a video library with you and others in your company giving helpful tips, industry trends, & recommendations will greatly help position your company as the experts in your industry.

2. Finalize the Sale with Product Videos

Right before someone is ready to make a buying decision they will want to see your products in action. Why not create a video for each of your main products? We recommend making a short video for each aspect of the product. Consider things like a setup video, common issues customers have and how to resolve them, clean up, etc. You can use these videos on your website, in your marketing material, shared regularly on social media and much more.

Consider using a voiceover that includes benefit rich statements focussed on your customer's needs. And, if you have an international customer base, create translations and captions in other languages.

3. Provide Value & Retain More Customers with eLearning Videos

Do you get the same questions about your products and services? While we recommend having FAQ videos throughout your marketing strategy, you will also want to have training material that is only for customers who have purchased your products.

We recommend creating an eLearning portal where you can post training material. While this can include printed material, text and photos, the best ROI will come from training videos. This eLearning portal is where you can post videos that you don't want your competitors to see. Plus, it's a value add by having these training videos. We've seen that most industrial manufacturing companies do not leverage the power of training videos, so by having these, you will stand out from your competitors.

Having an eLearning portal with training videos will also greatly reduce the amount of customer service calls, and other time intensive interactions that could otherwise be streamlined into video content. While we recommend having a deep relationship with your customers, you should be spending more quality time with them in other ways instead of answering the same questions over and over. Plus, they can access the training material 24/7. So it's a high value to help them learn and go!

What to go above and beyond? Create customized training videos for your top customers or reps that are branded and specific to them. This will set you apart from your competition and be another reason for them to buy from you.

Want to leverage the power of videos? We have a done-for-you video marketing service that will leads, increase sales, boost SEO and showcase your company as the industry leader.

[Learn about it here.](#)