

# Social Media Video Marketing:

How to Use Video to Drive Business and Sales



With Don Stanley | | 3RhinoMedia



# TODAY'S PLAN

How to Use Video to Drive Business and Sales

**1** WHAT IS VIDEO MARKETING

**2** WHY VIDEO IS SO IMPORTANT TO THIS PROCESS

**3** HOW DO WE GET STARTED ON SOCIAL

so we can use video to attract an audience, launch our likability and build our business?



1

START HERE

# WHAT IS VIDEO MARKETING



# VIDEO MARKETING

When you hear someone say you should use  
"video marketing",  
what images, thoughts and feelings come to mind?



# IMPACT OF VIDEO MARKETING





# THE PROBLEM WITH OPRAH

many people make her extraordinary as  
an excuse to not try.

But how many of you know this gent?





# BRIAN TOWNSEND

Imaging Engineer

2

SO WHY  
**should video be in your mix?**



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**60%** of all content consumed is video.



VIDEO

# Humanizes





"I very frequently get the question 'What's going to change in the next 10 years?'"

And that is a very interesting question; it's a very common one and I almost never get the question: 'What's not going to change in the next 10 years?'"

And I submit to you that that second question is actually the more important of the two — because you can build a business strategy around the things that are stable in time

Business isn't B2C or B2B,  
it's P2P



**Mark Schaefer**

Marketing. Strategy. Humanity.



**“Technology should be invisible to help your company become more compassionate, receptive, fascinating and useful.**

**The most human company will win.”**

Marketing Rebellion Manifesto



**“Video allows us  
to communicate  
in the most  
human way  
possible in a  
*digital space.*”**



**George B. Thomas**

Video and Inbound  
Evangelist



**VIDEO**

helps your  
audience begin to

**TRUST**

you and your company





>> Buy & Sell Now

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# YOUR MEDICAL IMAGING EQUIPMENT GUIDE

We help you buy, sell, and service imaging equipment worldwide.

**EQUIPMENT**

Browse 200+ Systems in Stock

**PARTS**

30,000 Parts - All Modalities

**SERVICE**

Increase Uptime & Save

INDEPENDENT PROVIDER OF:



**PHILIPS**



**TOSHIBA**



- CT
- INTERVENTIONAL RADIOLOGY / R&F
- MAMMOGRAPHY
- PACS

- MRI
- X-RAY
- BONE DENSITOMETER
- PARTS

C-ARM  
ULTRASOUND  
N  
S  


Who would be purchasing their product?

What concerns, worries, fears would they have about a refurbished MRI?



# THEIR SOLUTION? USE VIDEO TO HELP

Chrome File Edit View History Bookmarks People Window Help

Use Cases | Wistia Wistia vs. YouTube: What How to Price and Packag Boston Appliance Showro Imaging Equipment Servi (8) Facebook

https://info.blockimaging.com/imaging-equipment-service-videos

Google U Dub Slack Trello HubSpot Client Sites CSF Training Facebook Zoom Meetings Fav Tools Hotjar Hootsuite

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## Service Videos

**A collection of imaging equipment service video "HOW-TOs" with step-by-step instructions**

Watch these tutorials to learn troubleshooting, basic repairs, maintenance, and more from the collective experience of Block Imaging's Service and Engineering teams. You can also research prices, compare products, or get the latest service tips and tricks for your imaging equipment on [The Block Imaging Blog](#).

### C-Arm Service Videos

Contact us! +

# THEIR SOLUTION? USE VIDEO TO HELP

lock blockimaging.com is now full screen Exit Full Screen (esc)



DISCOVERY PLUS  
Doing good for people, for people and the good in your name.  
We are back in. Good and honest. We provide a. Excellent care.

Brian Townsend  
Engineer



0:11



media

# The Results?

Happier Employees  
Better Qualified Sales



# The Results?

Happier Employees  
Better Qualified Sales  
\$40+ Million



**For Social Media, Focus on**

# Getting Started

**Create videos that help your audience such as  
Demos and How Tos, Quick Q&A, Behind-the-Scenes,  
Live Shows,  
Stories**



**ALWAYS PAY ATTENTION TO**

**Framing,  
Audio,  
Lighting,  
Camera Stability**

**No matter how good the content,  
consistently poorly shot video with bad audio  
won't get watched  
and can reflect poorly on your business**



# SIMPLE, PROVEN FRAMEWORK FOR MOST VIDEOS

## EASY 5 STEP VIDEO MARKETING TEMPLATE



not required  
in the early stages

adapted from James Wedmore



**YOUTUBE**  
**LINKEDIN**  
**TWITTER**  
**INSTAGRAM**  
**FACEBOOK**



**“People do business  
and refer business to  
people they **KNOW**,  
they **LIKE** and they  
**TRUST.”****

Bob Burg, author of  
The Go-Giver

