

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?

90% say product videos are helpful in the decision process.



90% say product videos are helpful in the decision process.

64% are more likely to buy a product after watching a video.



90% say product videos are helpful in the decision process.

64% are more likely to buy a product after watching a video.

80% increase in landing page conversions when using video.



90% say product videos are helpful in the decision process.

64% are more likely to buy a product after watching a video.

80% increase in landing page conversions when using video.

200-300% increase in click-through rates when video is used in email.



90% say product videos are helpful in the decision process.

64% are more likely to buy a product after watching a video.

80% increase in landing page conversions when using video.

200-300% increase in click-through rates when video is used in email.

75% of executives watch work-related videos on business websites at least once a week.



90% say product videos are helpful in the decision process.

64% are more likely to buy a product after watching a video.

80% increase in landing page conversions when using video.

200-300% increase in click-through rates when video is used in email.

75% of executives watch work-related videos on business websites at least once a week.

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
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

Contact Us

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
SL



chat here!

Who would be purchasing their product?

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



THEIR SOLUTION? USE VIDEO TO HELP

The screenshot shows a web browser window with the URL <https://info.blockimaging.com/imaging-equipment-service-videos>. The browser's address bar and tabs are visible at the top. The website's navigation menu includes links for HOME, ABOUT, PRODUCTS, RESOURCES, PRICE GUIDES, and SEARCH. The main heading is "Service Videos", followed by a subheading: "A collection of imaging equipment service video 'HOW-TOs' with step-by-step instructions". Below this, a paragraph states: "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](#)." The section "C-Arm Service Videos" is partially visible at the bottom, showing three video thumbnails. The first two thumbnails show a person working on a C-arm machine, and the third shows a person in a blue shirt. A "Contact us!" button with a plus icon is also visible.

Chrome File Edit View History Bookmarks People Window Help

Use Cases | Wistia Wistia vs. YouTube: What How to Price and Packag Boston Appliance Showto 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

HOME ABOUT PRODUCTS RESOURCES PRICE GUIDES SEARCH

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

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

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

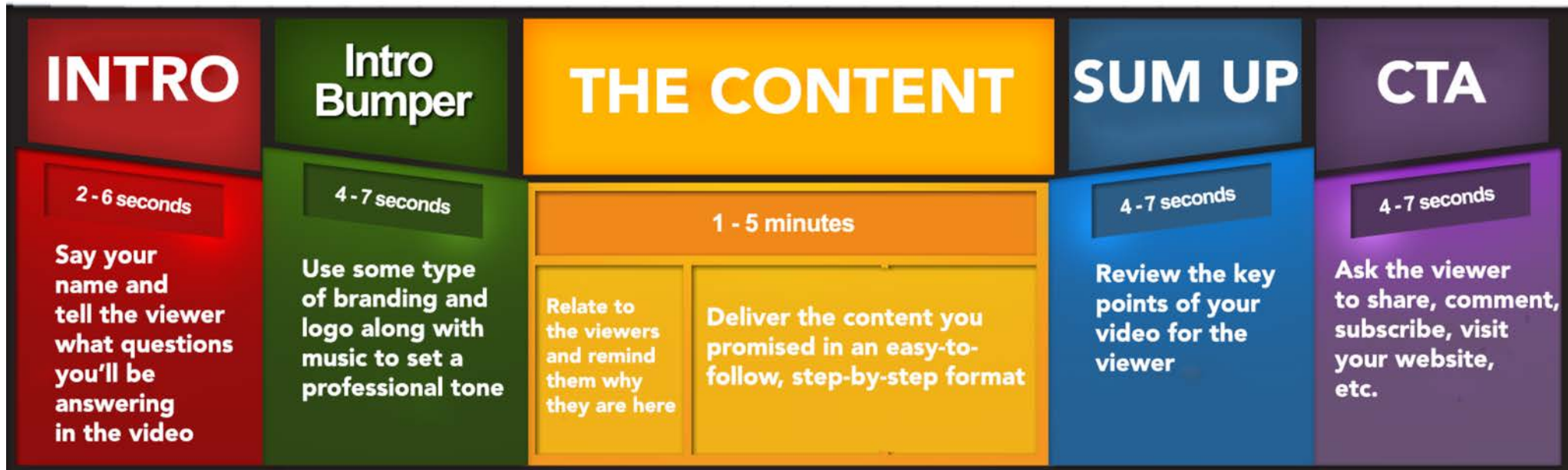
**Framing,
Audio,
Lighting,
Camera Stability**

**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

