

WANT TO LEARN HOW TO
ETHICALLY ATTRACT
NEW CUSTOMERS
THROUGH VIDEO?

*The Step by Step Guide to
Ethically Attracting Your
New Customers By
Creating Video*

Chapter 1

How NOT To Find New Customers For Your Business

“If your customer can't see you, they won't buy from you...(1)”

Have you ever wondered where the money goes during a recession?

It's actually quite simple...

Only about 3% of the world's money is in cash...

Certainly not enough to create a recession!

The rest is in stocks, bonds, property and other assets...(2)

The money is still actually in circulation, but the trust levels fall and therefore people hang on to their money...

Before Corona Virus hit us, people were going about their daily lives in a very healthy way.

We all believed that salary and income would come in each s normal so spending flows rapidly.

However, Corona has changed the way the world does business...

Not only did everyone go online (*which is an opportunity for you*), but people were not sure when they would get paid next, so the spending flow slows down.

But this doesn't mean that people are not buying...

They are still spending, but they generally they are more selective and spend less often...

But they **ARE** still buying...

According to [The Verge](#), Amazon doubled it's profits during the pandemic, to \$5.2 billion! ⁽³⁾

The same time last year profits were \$2.6 billion...

So people are buying...

But in order to buy from you they have to know you are there...

Because they buy what's in front of them!

Chapter 2

Video Killed The Radio Star

I am sure that you already know the power of video but here are some staggering statistics just to drive it home:

- 87% of online marketers use video content
- More video content is uploaded in 30 days than the major US television networks have created in 30 years...
- 1/3 of online activity is spent watching video
- 85% of US internet audience watch online videos
- Over 500 million (half a billion) people are watching video on Facebook every day
- 92% of mobile video viewers share videos with others
- 10 million videos are watched on Snapchat every day
- 51% of marketing professional worldwide name video as the type of content with the best ROI
- 64% of consumers make a purchase after watching branded videos
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- Video generates 12 times more shares than text and images combined
- Video drives 157% increase in organic traffic from SERPS

Source: <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>

These figures are staggering, but here are a few more to inspire you from [Oberlo](#) (5)

- YouTube has 2 billion users worldwide.
- 8 out of 10 marketers consider YouTube to be the most effective video marketing platform...
- Everyday people watch 1 billion hours of video on YouTube
- 62% of businesses use YouTube as a channel to post video content
- 90% of people say they discover new brands or products on YouTube

In April of 2020 [NYTimes](#) stated that YouTube had increased its viewership by over 15%...

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Do you think that after another 5 months of global lockdown and movement restrictions, that figure has increased?

I do....

So what does this all mean to you...

1 – If you are not using video to promote your brand, then you should be...

2 – Online video is powerful and it works...

3 – If you are not online, then you are **OFFLINE!**

“Sometimes a picture says a thousand words and video says 50,000 words” says Drew Smith, Director Online Marketing with Attivio in an article on [MarketingSherpa](#) (7)

They go on to say “Sometimes it's easier for people to digest a complex concept by watching a two-to-three-minute video versus trying to read an eight-page whitepaper.”

Smith's team published a variety of videos since early 2009 that helped build site traffic, nurture leads, and train employees.

Although not the only cause of the increase, site traffic spiked after the team started regularly posting videos.

Attivio's site states that using **videos attract 300% more traffic and nurture leads.**

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Chapter 3

5 Reasons Why You Should Add Transcripts To Your Videos

1 – Wider Reach = More Audience

Transcripts improve your reach, especially on an international level...

2 – Help The Deaf or Hard of Hearing

Almost 30 million people in the USA are deaf or hard of hearing...

3 – Most People Watch Videos On Mute

85% of people on Facebook watch muted videos...

4 – People prefer videos with subtitles

It's simply easier to understand with subtitles...

5 – YouTube Video transcripts improve search enging optimization

It can increase reach by up to 10 times...

Source: <https://scriptosphere.com/youtube-video-transcription>

(10)

One issue that you will face however with transcripts from YouTube, is that they are not 100% accurate yet, so editing is needed normally.

In our experience, it takes approx 1 hour of editing for every 15 minutes of video...

It's time consuming, but worth the effort...

Chapter 4

You are P2P not B2B or B2C

Many businesses classify themselves as B2B or B2C, but I think this is not correct...

Your customers are people...

Even if they work for a corporation, they still have likes and dislikes, fears and obstacles...

People are emotional creatures...

They make buying decisions emotionally and then justify those decisions logically...

They are smart people...

You cannot 'con' them anymore with '*Product A is better than product B...*'

People only buy what they want, not what you want to sell...

So you must be authentic...

Your customers are people...

You are in the people to people business (P2P)

Chapter 5

How NOT To Make A Video

Technology makes it so easy for you to jump online and start churning out your own videos talking about how great your product is...

However here is some shocking news...

According to [Engagement Factory](#), (8) No One Cares About Your Marketing...

Shock...

Yes it's true **NO ONE CARES ABOUT YOU!**

In fact, when I understood this, my whole social media engagement changed!

As a test to prove my point, try the following:

- 1:** Post a image with just you and talk about how great you are;
- 2:** Post an image with 5 or 6 friends, tag them and talk about how great they are.

You will see 2 very different reactions!

Chapter 6

Product Recommendations Work

[Expert Voice](#) ⁽⁹⁾ conducted a survey.

They asked consumers about the importance of product recommendations when it came to buying.

42% of consumers said they look for online recommendations;

29% got a recommendation from family or friends;

14% got a recommendation from a store...

That's a staggering 85% want recommendations before buying!

The article also goes on to explain that consumers don't trust advertising.

They highlight by saying, **better recommendations lead to increased sales.**

And I am guessing, you would like more sales...

Yes?

Then video recommendations are the way to go...

Chapter 7

YouTube Is Additive

Facebook is brilliant for marketing.

We use it all the time to promote our videos and we recommend you do too...

However, the downside of Facebook is that eventually your content is forgotten and disappears from people's time lines...

Which is not good, because **people buy what's in front of them!**

YouTube on the other hand is additive...

If you upload your video today, it stays there and the longer it is there, the more people see it...

Which is what you want...

Yes?

It is a permanent recording that you can use as an incredible sales tool...

Not only on YouTube, but you can also send a video to potential clients...

You can do video updates on a regular basis...

And it works...

Because as you have clearly seen...

Video absolutely works...

By now, you should be using it!

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Chapter 8

Video has a **BIG PROBLEM** !

So by now, you are no doubt ready to get going with video...

However, there is a problem...

In our experience, to create a video with a transcript, takes around 20 hours work for about a 30 minute video.

There is:

- The research
- The time to create the video
- The editing
- Creating graphics
- The transcript

It's a long process...

And you probably want to be running your business instead of editing videos...

Don't you?

So many people don't ever get round to it, because although it works, it takes too long!

What's Next?

In Chapter 1

“If your customer can't see you, they won't buy from you...”

In Chapter 2

“If you are not using video to promote your brand, then you should be...”

In Chapter 3

“85% of people on Facebook watch muted videos... so you need a transcript”

In Chapter 4

“Your customers make buying decisions emotionally and then justify those decisions logically...”

In Chapter 5

***“NO ONE CARES ABOUT YOU!”** - They care about what you can do for them!”*

In Chapter 6

“A staggering 85% of consumers want recommendations

before buying!”

In Chapter 7

“Video is a permanent recording that you can use as an incredible sales tool...”

In Chapter 8

*“Video has a **BIG PROBLEM !** - It takes too long to create!”*

These 8 important thoughts about video need to be considered...

It is our hope that this small guide will provide some food for thought and help you get a better understanding of why you need videos in your marketing...

Videos really work!

And you might need help...

Our system eliminates all the time consuming technical work in creating the videos and the transcripts...

We do it all for you!

Our objective is to help you connect directly with your customers in a way that your competitor is almost certainly not doing....

But they should be and we think, based on the information within this small guide, you should be too..

If you'd like to set up a video session with us, follow the URL below:

<https://argonanimation.com/guest>

If you have any questions, feel free to send us an email at:

tim@argonanimation.com

Looking forward to talking soon!

References and Sources

- (1 - See: https://medium.com/@MichaelH_3009/why-customers-buy-from-you-bea5f68315ef)
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