How to use video marketing to get existing customers to LOVE you
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INTRODUCTION

I’m gonna let you in on a secret; when it comes to online video, a lot of people are missing a trick.

A big trick.

Why?

Well, they know that video is a great way to explain what they do; they recognise the persuasive power it has to sell stuff.

But after that sale is complete? The video content stops.

You see, the vast majority of businesses understand video’s ability to attract, convert and close customers.

But there’s another stage to inbound marketing – and while it’s every bit as crucial, it’s often criminally overlooked.

I’m talking about the process of delighting existing customers; going above and beyond expectations to deliver memorable, feel-good experiences that are so insanely positive that you turn those customers into fans, friends and promoters.

It might be an over-generalisation, but I’d say, right now, the vast majority of businesses aren’t investing enough time into it.

And it’s confusing.

Because delighted customers are ridiculously valuable. Research throughout the years has proven time and again that happy customers are easier to sell to, likely to spend more – and willing to promote your brand to their friends and family.
Delighted Customers: By the Numbers

- The probability of selling to an existing happy customer is up to 14 times higher than the probability of selling to a new customer. (Marketing Metrics: The Definitive Guide to Measuring Marketing Performance)
- On average, loyal customers are worth up to 10 times as much as their first purchase. (White House Office of Consumer Affairs)
- More than 80% of Americans seek recommendations when making a purchase of any kind. (Are Customers Really Influenced by Referral Marketing?)
- Once a provider loses a customer, 68% of consumers will not go back (Accenture)

In this e-book, I’ll be running through some of the creative ways you can use video to delight your customers, based on real-world examples - and with some ideas on how to get started.

I hope you find it useful!

Adam @ Wyzowl
SO WHY VIDEO?

I know. There are a lot of different content types out there, all claiming to be the best. So what makes video so special when it comes to delighting your customers?

• **IT’S A GREAT LEARNING TOOL.** In 1983, Howard Gardner proposed the theory of multiple intelligences, which - essentially - suggested that different people learn in different ways. Some people are visual learners, others need messaging reinforced by audio, while others still prefer to touch and feel. Video isn’t the ultimate learning tool (yet!) but it certainly has a head start on other media types. The combination of moving visuals and sound creates a potent blend – one that helps you educate, engage, inspire, inform and assist.

• **IT’S POPULAR AMONG CUSTOMERS.** According to our 2016 State of Video Marketing Survey, if both video and text were available on the same page, 69% of users would prefer to watch the video. If you have information that’s important to enhancing your customer experience, video content is almost always the most engaging way to communicate it – whether it’s helping them solve a problem, use your product better or simply answer a burning question they may have.

• **IT BRINGS CONSISTENCY TO YOUR CUSTOMER SERVICE.** Once you upload video content, it’s accessible, theoretically, forever. Create video content that helps your audience solve a problem, or makes them feel valued, and you can share that feeling - again, and again, note perfect every time. Effective use of video content is also going to cut your support queries – we’ve had clients tell us that video content we’ve created has fulfilled the role of at least one support team member.
• **IT LETS CUSTOMERS SOLVE THEIR OWN PROBLEMS, STEP-BY-STEP.** One of the most significant changes of recent years has been an increased expectation among consumers that they should be able to resolve problems for themselves. This was underscored by recent research suggesting that not only do 73% of consumers want to be able to solve issues on their own - a third would ‘rather clean a toilet’ than speak with customer service. (2015 Aspect Consumer Experience Survey)

• **IT REACHES OUT BEYOND THE SHRINKING HUMAN ATTENTION SPAN.** Scientific research suggests that, on average, our attention span has fallen from 12 seconds in 2000, to around 8.25 seconds by 2015. Video is the perfect antidote - it tends to be easier to consume, digest and comprehend than text alone.

• **IT’S A RICH STORYTELLING TOOL.** Video’s unique ability to combine audio and visual elements doesn’t just make it a great learning tool; it also creates a great medium for telling stories. Imagine receiving a letter from a business, compared to having a face-to-face conversation with someone there – which would be the most powerful experience? Which would give you the best chance of developing a rapport? Similarly, imagine reading a script as opposed to watching a movie – the two experiences are vastly different once the movie is brought to life with scenery, actions and sound. Likewise, video brings into a play a host of conscious and subconscious factors that can’t be achieved with other content types. Accent. Pitch. Pacing. Delivery. Colours. Graphical styles. Character types. Go ahead and try to name another medium that engages this many senses! Video gives you the ultimate package to influence not only viewer understanding, but viewer emotions.

**USE CASES**

Ok, so we’ve touched on the general value of video content as an aftersales tool; but let’s dig deeper and talk about some specifics.

**HOW** can you use video to delight your existing customers?
Instructional Videos
INSTRUCTIONAL VIDEOS

One of the great things about video is that it allows you to walk through complex processes, sequentially – step-by-step.

Whether it’s screen capture, animation or live action, the viewer can see things happening and simply emulate the steps in the video to achieve a desired outcome.

Want an example?

Let’s talk about IKEA.

IKEA furniture is, at once, amazing and infuriating. Affordable? Check! Aesthetically beautiful? Check! Easy-to-assemble? Er........

I know, I know. The idea is that flatpack furniture, BY DEFINITION, should be easy to assemble – but the reality is often different, particularly if you’re a bumbling amateur (like myself.)

In fact, people find the furniture assembly process is so aggravating that an amusing article entitled “The 7 Emotional Stages of Ikea Furniture Assembly” was published on the Huffington Post website, with stages including ‘shock and disbelief,’ ‘anger’ and ‘rebellion!’

However affordable the prices, however beautiful the furniture, IKEA had to recognise that people were staying away from their stores solely because instructions like THIS were taking years off their life...
The solution? A series of assembly videos for the company’s most popular products, which actually show the items being assembled - step by step. By real flatpack professionals. Hallelujah! Just follow the instructions and you’re all set. The only real loser here is your swear jar!
Our friends at Crucial.com faced a similar problem. We’ve all endured the frustration of sluggish computer performance. But the majority of people will choose to shell out hundreds of pounds on a brand new computer, rather than simply upgrading the memory on their existing machine.

Why?

The team at Crucial identified two issues:
1. A lot of people didn’t understand the difference a memory upgrade could make to their existing computer’s performance.
2. They also felt that installing memory would be too technical or difficult for them to even attempt. Memory upgrades were for computer experts – not them.

They therefore decided to create a series of 50+ animated videos which addressed these issues. We loved creating this series of videos that demystified memory. Some of the subjects included:
- What is the role of memory in your computer?
- What difference can a memory upgrade make to your existing computer?
- What memory options are available?
- How should you go about installing my memory upgrade, step-by-step?
Interactive Help Videos
Interactive Help Videos

One of the most exciting developments in the world of video right now is the emergence of interactive video.

Interactive video, as the name suggests, combines video content with the addition of some kind of user input. At its most basic, it might simply be a ‘Click here to visit our website’ annotation which takes the user to your homepage – but this really only scratches the surface of what’s possible. The below examples produced by Lenovo and Rentokil initial give you an idea of what the future of interactive video might look like. These clickable options let you access video content, on-demand, that’s relevant to you – and brands are increasingly enjoying freedom over look and feel in this format.

Just imagine how powerful it would be to provide this kind of technology to your existing customers.

You could provide them with account information, order history, FAQs and help videos – all in a slick video interface where the only video content they see is the content they choose to see.
Thank you Videos
Thank You Videos

Imagine if you did something really nice for a friend, and they didn’t say ‘thank you.’ You wouldn’t be friends for long, right?

There’s an old saying that goes, ‘Manners cost you nothing, but ignorance will cost you everything.’

It couldn’t be more true.

For some reason, a lot of businesses don’t make a big enough effort to say the magic words.

AYTM research suggests that while 91% of consumers say they’d be more likely to do business with a company that appreciates its customers – just 62% feel that businesses show appreciation well.

Video can be a great tool to say ‘Thank you’ to your clients.

The most simple way to do this is an earnest, ‘straight-to-camera’ approach to thank a customer for placing an order and update them on what happens next. You can film something similar to the below using your iPhone. Stand in front of a plain wall or green screen, use some affordable lighting equipment and you’re left with a truly professional finish.

Alternatively, you could use video celebrate an annual ‘Customer Appreciation Day’ like the guys at Birchbox. This video features the Birchbox team talking about their favourite customer memories from the last 5 years.
The guys at Constant Contact went with a similar idea but literally had their team read out the name of every single customer from the year. You can’t hear them all – but they’re all in there somewhere! This really builds the sense that each individual customer forms a part of the overall story and is appreciated.
Want to do something really creative? Check out the below example from TD Bank. They rigged up an ATM to ‘talk’ to their customers and give out treats to show their appreciation. This created a fantastic piece of viral content. Why not try your own ‘thank-prank’ and film it?

Humans are emotional creatures; we all like to work with businesses we feel really appreciate us.

We like to know what sort of people they are and what they stand for. This sort of content is a great way to publicly express values, and keep people emotionally invested in your brand.

Most purchasing decisions are a straight shoot-out between emotion and logic; those who ignore the emotional aspect, do so at their peril.
Personalised Information Videos
Personalised Informational Videos

The days of ‘one-size-fits-all’ marketing are numbered. In fact, research suggests that 84% of marketers believe that personalisation directly impacts customer retention and loyalty. (Forrester Research/ExactTarget)

We shouldn’t be surprised; remember how excited you were as a kid when you found a lunchbox or keyring with your name on it? Like it was made solely for you?

And that makes personalised video an exciting proposition.

In short, personalised video allows you to enter unique, personal information into your video that’s specifically relevant to the viewer; their name, address, account information – pretty much anything. Video personalisation tools like Impossible Software and Imposium let you add personalisation ‘tags’ or ‘fields’ which then pull data from an external source or database, and display the appropriate information within the video.

Confused? Let’s look at some examples:

This one pulls usage and billing information to send a video utility bill to the fictional ‘Heisenberg’ family.
This one is a personalised car insurance renewal reminder policy with all the information included in the video – including a friendly 'Hi Patrick!' at the beginning.
This one, created for Maybelline New York’s You are Sensational campaign is a great illustration of how the viewer’s name can be pulled and displayed in various different scenarios.
And finally, here's a customer on-boarding video that welcomes the customer and explains some important information during the crucial early days of the customer relationship.

It remains to be seen how much this technology will catch on – but now is a great time to give it a whirl, since it has an inherent 'cool' factor among many consumers who won't have seen the technology before.
Knowledge Base & Video Tutorials
Knowledge Base & Video Tutorials

Great content has always been about sharing your knowledge with the world. And while many treat this as an opportunity to reach new customers, you should always remember to extend your knowledge to existing customers, too.

Our series of knowledge videos includes the sort of stuff you’d want to see as a new customer; introductory, educational content like ‘Why you need a video for your mobile app,’ and ‘What makes a great explainer video script?’

But we’ve gone beyond that and made sure to create content specifically for existing customers. Videos like, ‘6 tips for promoting your explainer video,’ and ‘How to use video on your social media accounts.’

We’ve included some of this content into our aftersales workflow to make sure our customers continue to hear from, and be supported by us, after their video is complete.

What about other companies?

Well, the team at video hosting platform, Wistia, excel in creating content that helps new and existing subscribers do a better job at video. The examples are too numerous to list – they cover everything from lighting and filming setups, through to technical tips on how to film, and promotional tips.

Interestingly, on top of a company blog, the Wistia team shares this highly valuable video content on something they call the ‘Library,’ - previously the ‘Learning Center.’ This kind of knowledge hub can be a valuable resource and a great ‘base’ for companies who produce a high volume of video content.

“When we first launched the Learning Center, it was mostly a place to put evergreen video content so it wouldn’t get buried on the blog,” explains Alyce Currier, of Wistia’s marketing team.
“As it’s evolved, its goals have changed quite a bit, especially when we redesigned it into the Library. The main distinction between the blog and the library is no longer which medium is hosted where, but what type of content lives there. So, a newsjack-type story that’s more of-the-moment or a quick tip probably goes on the blog, while an authoritative overview on how to light your video or how to use video in email goes in the Library.”

I’ve always seen Wistia as an incredible brand that does a great job of creating outstanding content to help their customers. So what’s their secret, I asked Alyce?

“Overall, it’s funny how much of this has happened sort of by accident for us,” she explains. “Just by virtue of focusing a lot on education and striving to create an authentic, human brand.”

When it comes to knowledge videos, one of the biggest success stories has been Moz’s Whiteboard Friday.

This incredibly popular online video series features no more than one person, a camera, a lighting kit, a whiteboard, a pen – and some awesome, actionable SEO tips.

Rand Fishkin, Moz founder, explained in an interview with Wistia how it all came to begin. “One day, as I was explaining how some principles of SEO and redirects worked to a colleague, I pulled out a whiteboard and he pulled out a video camera. We put it up on our blog, and the rest is history!”

“(Video) is incredibly powerful for connecting with people in a way that raw text and images simply cannot.”

How to shoot video with a DSLR camera

Chris runs through the fundamentals of ISO, shutter speed, aperture, white balance, and different lenses. Download the cheat sheet below!
This example just proves that you don’t need anything too flash, and you definitely shouldn’t be afraid to start small. Share your expertise with your audience however you can.

Perhaps my favourite example of learning videos hosted in a kind of ‘knowledge base’ is a series of videos we worked on with the team behind resource planning and project management software, Mavenlink.

This incredibly nuanced piece of software can do a lot of stuff – so much so that many subscribers weren’t using it to its full potential. They turned to video as a learning tool to incredible effect.
“It’s really important for us as a business that our customers discover new features and can then adopt that functionality,” explains Maggie Sheldon, Mavenlink’s Director of Product.

“And so we find video a really helpful tool to guide them through that process of learning – ‘how might I best use this feature, or make this a part of my business process?’

We worked with the team at Mavenlink to create a series of just over 30 tutorial videos – each covering a bite-sized chunk of the software’s functionality.

These short, actionable, screen-recorded videos – generally 2 minutes or shorter – were designed to show users the exact process for completing specific tasks within the software. We covered everything from use of core functionality like the project time tracker, through to integration with other software.

These videos were then hosted on Mavenlink’s YouTube channel as well as in the Mavenlink Academy – an online help repository where users can search for helpful resources to help them use the product to its full potential.

“For us, because of the volume, we’ve had unbelievable results,” explains Sean Crafts, Mavenlink CCO and Founder.

“We’ve seen, to date, over 4,000 hours of video watched on our product. It’s been a tremendous opportunity for us to connect with our customers in a way that we couldn’t scale to the volume that we have without it.”

“We’ve seen over 273,000 views of our Wyzowl videos over the course of the last few years, as well as an engagement rate that’s, I believe, unmatched – about 60-75%.”

“All of that, we know, leads to customer satisfaction.”
Train your Team

$5 \times 3 = 15$
Train your Team

Your employees are at the front line of the customer experience.

And the more education and training you give them, the better equipped they are to deliver an experience that makes customers love you!

Video content is a great way to:
• Improve your teams understanding of your product, so they can sell more effectively, as well as professionally answering customer questions.
• Onboard new hires with important information to help them hit the ground running and get them aligned with your values early.
• Promote particular behaviours to your existing staff, which are important to your way of working and important components of the customer experience.

Investment in this sort of content pays for itself. According to CareerBuilder research, 25% of employers have seen an increase in customer loyalty after increasing employee educational requirements.

So how can video help? There are a few ways.

Firstly, you might decide to focus on building product knowledge. This could be done with ‘to-camera’ videos that focus on product guides and walkthroughs.
You could also choose to create animated videos which reinforce certain behaviours or policies that are important to how you work.

Animation lets you easily and accurately recreate their natural working environment without closing a store or worrying about finding acting talent. You have complete control over scenery, look-and-feel and character types.

We created this kind of internal training video for a major international airline and were fascinated by their desire to coach staff into delivering a remarkable experience at every touchpoint.
We also created an animated training video to help staff sell Nikwax – an aftercare product for outdoor clothing. Staff were often unsure how or when to introduce Nikwax into the sales process, and this video demystified the process.
**Closing Thoughts**

Those are just a few ideas on how you can incorporate video into your after-sales process.

The truth is, we’re talking about a truly versatile medium.

We’ve only scratched the surface of what can be done using video.

Just because it hasn’t been done yet, doesn’t mean it won’t work for you – so get creative!

Don’t be afraid to try new video ideas if you believe they’ll:

- Improve customer knowledge of your product or service to make sure they get the most out of it. A customer who doesn’t understand the full potential of your product is clearly less likely to appreciate its real value.
- Improve the customer’s experience of working with you. The better their experience, the more likely they are to return and recommend you to others.
- Strike an emotional chord with your viewer, to make them better understand your story, your values, your goals – and your humble customers role in achieving them.

Broadly speaking, the aims of post-sale content should be to keep the customer engaged; keep them feeling good about the product service; and, crucially, feeling good about themselves for having chose it.

**So get to work** – and let video be your guide!