REHUMANIZE YOUR BUSINESS

HOW PERSONAL VIDEOS
ACCELERATE SALES AND
IMPROVE CUSTOMER EXPERIENCE

BY ETHAN BEUTE AND STEPHEN PACINELLI

Contents

Figure 1.2 4 Figure 1.3 5 Figure 3.1 5 Figure 3.2 5 Figure 3.3 6 Figure 4.1 7 Figure 5.1 8 Figure 5.2 8 Figure 5.3 9 Figure 6.1 9 Figure 6.2 10 Figure 6.3 10 Figure 8.1 12 Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20 Figure 11.4 20	Figure 1.1	3
Figure 3.3 6 Figure 4.1 7 Figure 5.1 8 Figure 5.2 8 Figure 5.3 9 Figure 6.1 9 Figure 6.2 10 Figure 6.3 10 Figure 8.1 12 Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 1.2	4
Figure 3.3 6 Figure 4.1 7 Figure 5.1 8 Figure 5.2 8 Figure 5.3 9 Figure 6.1 9 Figure 6.2 10 Figure 6.3 10 Figure 8.1 12 Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 1.3	5
Figure 3.3 6 Figure 4.1 7 Figure 5.1 8 Figure 5.2 8 Figure 5.3 9 Figure 6.1 9 Figure 6.2 10 Figure 6.3 10 Figure 8.1 12 Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 3.1	5
Figure 4.1 7 Figure 5.1 8 Figure 5.2 8 Figure 5.3 9 Figure 6.1 9 Figure 6.2 10 Figure 6.3 10 Figure 7.1 11 Figure 8.1 12 Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 3.2	5
Figure 5.1 8 Figure 5.2 8 Figure 5.3 9 Figure 6.1 9 Figure 6.2 10 Figure 6.3 10 Figure 7.1 11 Figure 8.1 12 Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 3.3	6
Figure 5.2 8 Figure 5.3 9 Figure 6.1 9 Figure 6.2 10 Figure 6.3 10 Figure 7.1 11 Figure 8.1 12 Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 4.1	7
Figure 5.3 9 Figure 6.1 9 Figure 6.2 10 Figure 6.3 10 Figure 7.1 11 Figure 8.1 12 Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 5.1	8
Figure 6.1 9 Figure 6.2 10 Figure 6.3 10 Figure 7.1 11 Figure 8.1 12 Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 5.2	8
Figure 6.2 10 Figure 6.3 10 Figure 7.1 11 Figure 8.1 12 Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 5.3	9
Figure 6.3 10 Figure 7.1 11 Figure 8.1 12 Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 6.1	9
Figure 7.1 11 Figure 8.1 12 Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 6.2	10
Figure 8.1 12 Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 6.3	10
Figure 8.2 13 Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 7.1	11
Figure 9.1 14 Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 8.1	12
Figure 9.2 15 Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 8.2	13
Figure 9.3 15 Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 9.1	14
Figure 9.4 16 Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 9.2	15
Figure 10.1 17 Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 9.3	15
Figure 10.2 17 Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 9.4	16
Figure 10.3 18 Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 10.1	17
Figure 11.1 19 Figure 11.2 19 Figure 11.3 20	Figure 10.2	17
Figure 11.2 19 Figure 11.3 20	Figure 10.3	18
Figure 11.3 20	Figure 11.1	19
	Figure 11.2	19
Figure 11.4 20	Figure 11.3	20
	Figure 11.4	20

FIGURE 1.1 Traditional Email



New Message

Ethan Beute <ethan@bombbomb.com>

Big milestone and small favor, Andy

Hello, Andy!

First and foremost, thanks for being a BombBomb customer. We sincerely appreciate you making us part of how you connect and communicate with people.

My name is Ethan. I'm on the marketing team at BombBomb and I've got some exciting news for you: you're closing in on a big milestone -your 500th video recorded and sent. That's a great achievement! Especially since you've only been at it for 5 months.

Because a lot of people never get that far, would you please take a few minutes to reply to any or all of these questions? I'd love to write your answers up in a blog post to help them out.

- Why have you made such a commitment to video email in your business?
- Think back six months or a year. What were you doing then that you now do with simple, personal videos?
- What are some of your favorite ways to use video?
- Do you have a specific success story or winning outcome that you attribute to a video you sent?
- What's your top tip for someone just getting started with video?

Thanks so much for sharing your time and insights. And thanks again for making BombBomb even some small part of your business.

Continued success to you! Ethan.

Send

FIGURE 1.2 Video Email



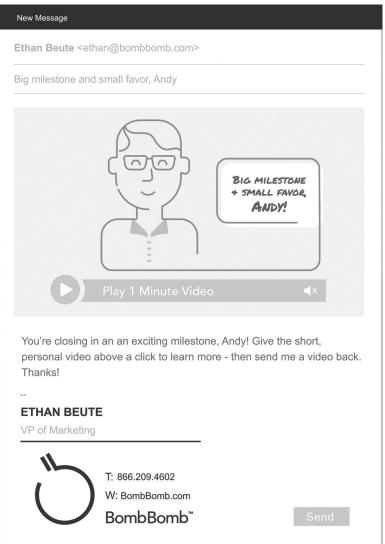


FIGURE 1.3 Marketing through Video versus Relationships through Video

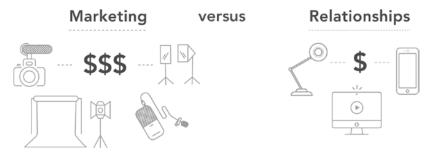


FIGURE 3.1 History of Human Speech, Writing, and Literacy



FIGURE 3.2 Human Development of Facial Recognition, Speech, and Reading



FIGURE 3.3 The Dual Theory of the Mind

Dual Theory of the Mind

IGNOBLE Noble

SYSTEM ONE System Two

IRRATIONALITY Rationality

EMOTION Logic

INSTINCT Reason

IMPULSE Intellect

FEELING Thinking

FAST Slow

EASY Laborious

FIGURE 4.1 Six Signs That You Need Personal Video

YOU TEACH, TRAIN, SELL, OR SERVE

YOU DRIVE OPPORTUNITIES TOWARD FACE-TO-FACE MEETINGS

YOU WANT TO IMPROVE CUSTOMER EXPERIENCE

YOU RISK DISINTERMEDIATION BY WEB APPS, TOOLS, AND AUTOMATIONS

YOU BENEFIT FROM WORD OF MOUTH

YOU WIN MORE OPPORTUNITIES
WHEN YOU'RE FACE TO FACE

FIGURE 5.1 Quickly Record and Send Mobile Videos



FIGURE 5.2 A "Thank-You" Video Delivers Appreciation You Can Feel

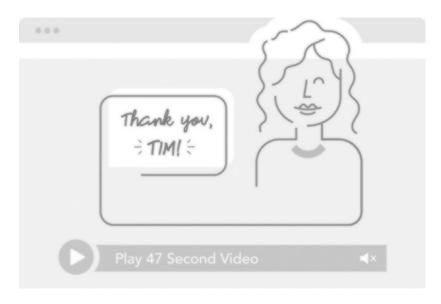


FIGURE 5.3 Improvements for Customer Success

Early Results: Customer Success Video In Zendesk

	NO VIDEO	VIDEO	IMPROVEMENT
Time to Resolution	61 min	11 min	81.9%
First-Touch Resolution Rate	58% 58%	90% 66%	55.1% Evergreen 13.8% Personal
Survey Response Rate	22%	31%	40.9%
Customer satisfaction	97%	98%	1%

FIGURE 6.1 Let People Know It's Truly Personal



FIGURE 6.2 Keep Everyone Informed and Prepared throughout the Process

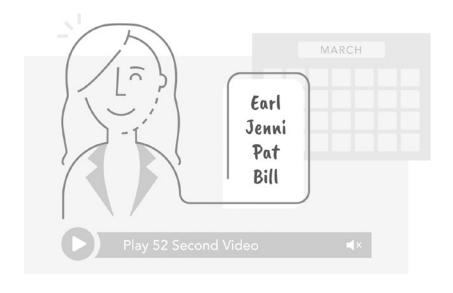


FIGURE 6.3 Video Gives People Time to Process Bad News

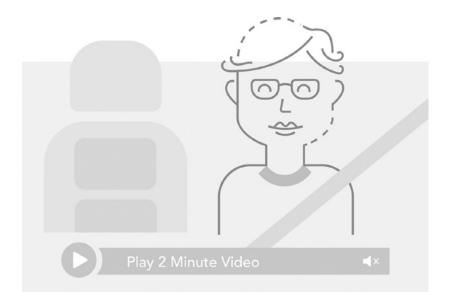


FIGURE 7.1 Start More Conversations with Video in Social Messages

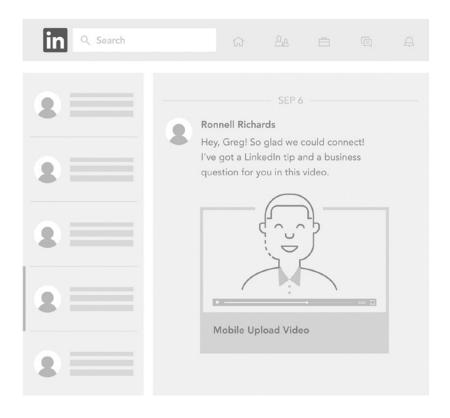


FIGURE 8.1 The Shiny/Authenticity Inversion

Shiny AUTHENTIC

Marketing RELATIONSHIP

Produced **SIMPLE**

Scripted CONVERSATIONAL

Edited RECORDED IN ONE TAKE

Polished RAW

Expensive FREE (OR NEARLY FREE)

"Professional" PERSONAL

From the Mind FROM THE HEART

Formal APPROACHABLE

Perfect IMPERFECT

Corporate HUMAN

FIGURE 8.2 Example: Empathy, Value, Call to Action

OPENING	Thank you so much for visiting our website. I hope it's been a value and benefit as you're searching for your new home.
EMPATHY	I also wanted to let you know that I completely understand you not putting in your real contact information. I'd do the same thing myself if I just wanted to find a home and not be bothered.
VALUE + CTA	But when the time is right for you and you feel you need someone to help you through this difficult process, find that dream home, and get the best possible price, please put in your correct information and reach out to us. We're here to help.
CLOSE	Thanks again and have a great day!

FIGURE 9.1 Comparison of Video Resolutions

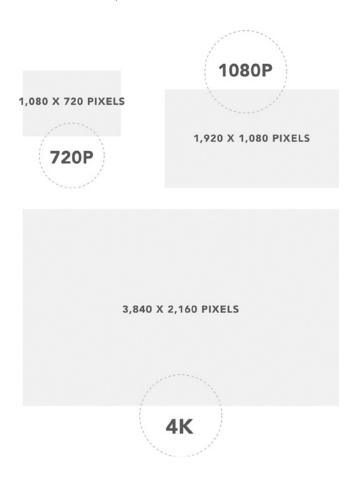


FIGURE 9.2 Be Ready to Record in Your Office



FIGURE 9.3 Be Ready to Record with Your Phone

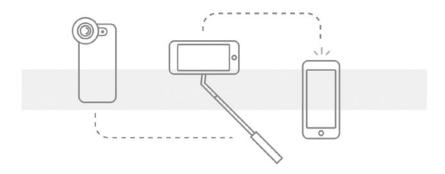


FIGURE 9.4 Studios Are More for Marketing Videos

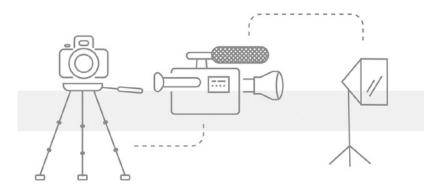


FIGURE 10.1 Steve's Office Helps Tell His Story

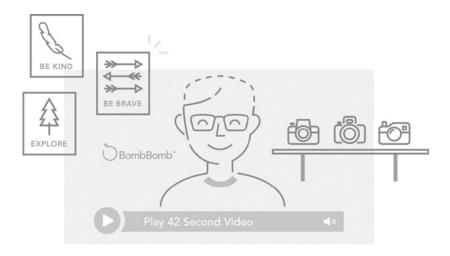


FIGURE 10.2 Ken's Office Helps Tell His Story

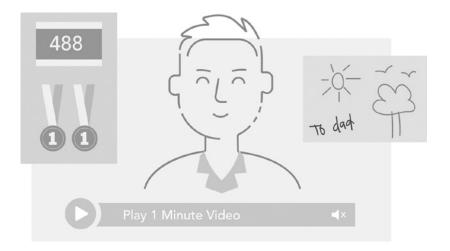


FIGURE 10.3 Example: Prospecting Video Email

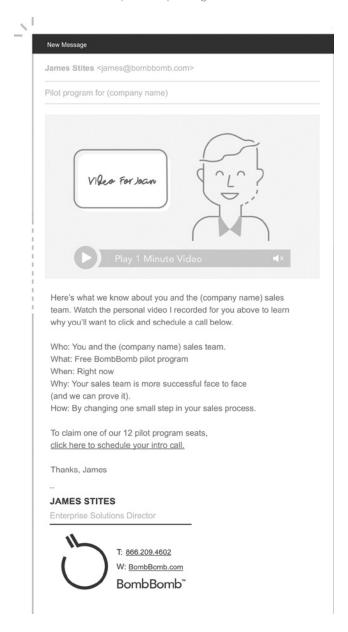


FIGURE 11.1 – If Your Video Email Didn't Get Opened



FIGURE 11.2 – If Your Video Didn't Get Played



FIGURE 11.3 If You Didn't Get a Reply or Response

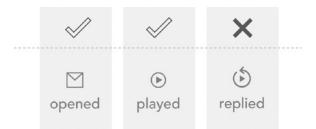


FIGURE 11.4 Personal Videos Serve a Unique Purpose

