



HOW TO USE VIDEO TO BOOST YOUR SALES PIPELINE

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INTRODUCTION

Most sales representatives today have a habit of contacting their sales reps only via phone and email. Video is the new kid on the block when it comes to sales communication methods, but it has been on the rise lately with more and more sales reps recognizing its potential to increase contact rates.

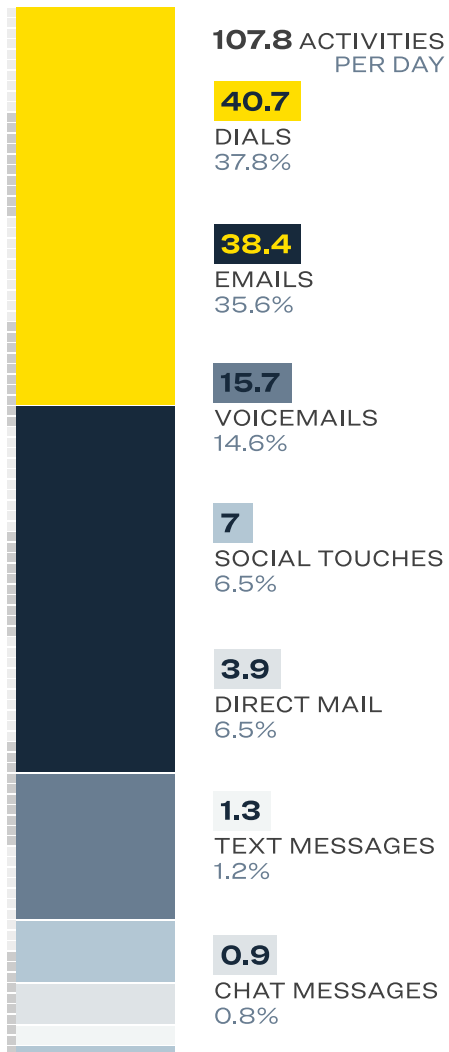
Video is a fantastic tool to have in a sales representative's arsenal, because it allows them to be authentic and personable in a way that calls and email outreach don't. Video humanizes the act of selling by showing a real person, who can directly address a prospect and their needs, offering a solution. It's the next best thing to meeting someone face-to-face.

Most salespeople shy away from creating videos, because they believe they don't have the stage presence for it, or think they need a script and a whole studio with lights and an entire production crew to get their message across.

We're here to tell you -- you don't.

Gabe Larsen, VP of Marketing and Sales Development at XANT, and Dan Wardle, Head of Emerging Business at Vidyard, compiled a list of the essentials you need to create the perfect sales video -- and to help you triple your contact rates.

VIDEO IN SALES: Putting a Face to the Name Skyrockets Conversions



An outstanding majority of sales reps will use the traditional channels of communication to reach their customers: phone calls, email, voicemail. One powerful method of communication that is gaining significant traction among sales reps is video, as it has the power to increase contact and conversion rates. XANT recent data from the “State of Sales Development” study shows that video is one of the technologies that will have the most growth in 2019, compared to 2018 (alongside lead/account scoring and sales cadence).

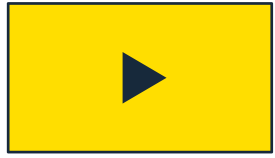
The truth is, a high performing sales cadence comprises of all types of communication methods: phone call, voicemail, email, social media, direct mail, text, video, and if applicable, instant messaging. A good sales cadence will always be optimized to your business environment, audience and product.



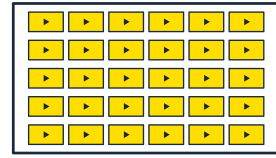
“There is a huge problem in the industry, and CSO Insights data shows it very well - sales teams have only a 53% quota attainment. Sales leaders believe they need better quality leads to solve it. But making more calls and sending more emails does not necessarily lead to more pipeline. I believe that having more conversations gives you a real direct correlation to more pipeline. And the best way to get quality conversations is to have a good sales cadence.”

GABE LARSEN

VP of Marketing and Sales Development
XANT



YouTube has over **1.8 billion** users every month



These users view **5 billion** videos every single day



Emails that contain video have **4X the CTR** of emails without video



71% of marketers believe video converts better than other content

Video has been getting a lot of attention lately simply because it works to increase conversions so well.

Marketing departments all over the world have been using video for quite some time to promote products and brands-- but sales video is new. The numbers have been enough to convince most thought leaders in the field that video is the new standard for sales outreach.



Despite this, **less than half of all sales teams** today uses video in their outreach strategy.



“Whenever we use a video to get in touch with a prospect, it’s always a positive response. Even if they’re not interested right now -- maybe it’s just the wrong message, wrong time, they’re not interested in your product, whatever it might be. But regardless of that, we’re getting responses and we’re getting a thank you for your outreach.”

DAN WARDLE
Head of Emerging Business and Business Development
VIDYARD

HUMANIZING SALES: Why Video is the Next Big Thing

So why is video important in a sequence of sales activities? Without a video, sales reps are limited to just sending out a simple email. And office workers receive about [120 emails per day](#) – weak chance of ever converting.



“Video engages our minds, it touches our hearts. You need to be personal, you need to be authentic when you’re sending out video. It shouldn’t just be another marketing pre-canned message. It makes the interaction more personal. It’s now a person reaching out to you, explaining a solution to your problem, which makes it so much more engaging.”

DAN WARDLE

Head of Emerging Business and Business Development
VIDYARD



A person’s face, the tone of their voice, the body language, as well as background and surroundings, all of these elements in video allow the salesperson to tell a more compelling story than email. Video allows you to set yourself apart from the competition, and new technology now allows sales reps to send video en masse.

It is the missing piece of the puzzle, the outreach method able to humanize sales outreach and increase conversion rates through its power to personalize.

THE FIVE SECRETS OF USING VIDEO TO BOOST YOUR PIPELINE

1 How Long Should My Video Be?

Every video needs to be personalized to your target audience and persona. For a specialized audience consuming content about a complex subject, use a 7-8 minute video. For an initial personal outreach, keep your video length to a maximum of one minute. Having a short video to start with allows you to create multiple test variants and see what works best.



“A smart way to work with video is to track if users are actually watching it and plan your next step based on that. If you get to a spot where people are watching your entire video, maybe you should be adding some more to it. Aim to add more content if users watched 70% or more of your video. If they’re not engaging with your entire content, say they watched only 50%, then you should shorten your message or make it more exciting.”

DAN WARDLE

Head of Emerging Business and Business Development
VIDYARD

2 How to Get People to Watch My Video?

Subject lines are the most important asset you have to make sure that recipients will watch your video. A short, enticing and witty subject line can enthrall them and make sure they click through to see your thumbnail and then landing page.

Here’s some tips to make sure you create a great subject line for your email:

- **Be concise:** Subject lines need to adhere to character limit constraints in inboxes.
- **Use their name:** Using a person’s name improves click-through rates.
- **Let them know what to expect:** “Watch this video with 12 ideas on...”
- **Monitor open rates and test:** If nobody is opening your emails, your video is pointless.



“With personal video outreaches, you should be aiming at at least 40% open rates on cold outbound. And if you’re not getting that, you need to test different thumbnails, or different subject lines. Content on the subject line is incredibly important, because otherwise all of the work you’re doing to write the email and make a video is a waste of time.”

TIP: Beware of using emojis, exclamation marks, and even upper case in subject lines. Spam blockers are often implemented on subject lines, and all of the above can be triggers.

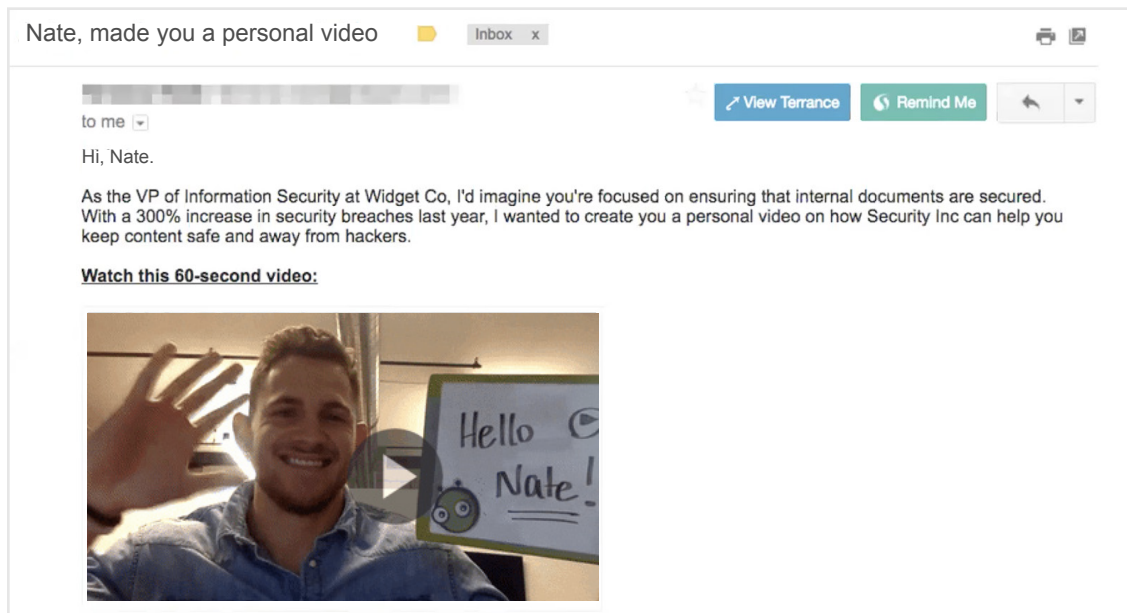
3 Emailing a Video: How to Craft the Perfect Personalized Email

Once the prospect has opened your video email, they should be treated with exceptionally well written copy. This is your one chance to get their attention and get them clicking on the video.

Your email copy should be personalized content, consisting of:

- **Value statement (under three lines):** Explains who you are and why you are reaching out.
- **A call to action:** This could be the ask to get them to watch your video.
- **A personalized thumbnail** linking to your video.

Tip: Mentioning the length of the video in the email can give you higher click-through rates, because the prospect understands the time commitment and knows what to expect.



4 What to Watch For When Recording Your Video

Most sales reps will shy away from using videos to contact their prospects. They might think they need a stage presence, or a studio with professional lights or an expensive camera. The truth is, none of that is needed to create video content that converts. Sales content doesn't always need a high resolution to convert – but rather powerful emotion.

There are a few elements you need to watch out for, to make sure that your video convinces and converts, and we'll touch on each of these below.

THUMBNAIL

The thumbnail is the image people see in your email, and just like your subject line, it needs to be attractive.

You can use a whiteboard or cardboard message to state their name and personalize the thumbnail.

To make sure your thumbnail gets click-through, make sure that:



- The play button of the video thumbnail is not obscuring your face
- You check the thumbnail and what the prospect sees on your video

TONE AND BODY LANGUAGE

Tone and body language can be used to create a relationship with your prospect, and a good salesman know how to approach their audience to win. While creating your video, make sure you are presenting as if the prospect was right in front of you and you're trying to get their business.

AUTHENTICITY

When creating your video, you want to be authentic and personable. This is what attracts people, elicits emotion and entices them to learn more. Beware of scripts and video templates, as they can take away some of this authenticity.

TIP: Authenticity does not come through if sales reps have a template to read from. Salespeople need to be open and have flexibility. Even if you are selling to a very stringent, older audience, a video will still get a better click through rate if they are not reading from a script.

SURROUNDINGS AND BACKGROUND

Your surroundings and background for the video don't need to be picture perfect, but make sure they fit your brand and messaging. Messy desks, whiteboards and people working and talking make a perfect background for a startup's outreach video.

Garbage and a window behind you that creates a shadow over your speaker? Not so much.

GETTING THE LIGHTING RIGHT

Always make sure you are in a spot with good lighting for your video. When you are recording, face a window so your face is visible. The camera needs to be above your eyesight, so that it's aiming down towards you. Use this trick to highlight your features.

WHAT VIDEO EQUIPMENT DO YOU NEED?

For an authentic look, all you need is a webcam, mic, and screen recording software like [Vidyard GoVideo](#)



“Some people like having the headphones in their ears when creating the video, so it looks like a personal video they created specifically for their prospect, it's really authentic.

I personally lay it in front of me so that it's not visible on the camera.”

DAN WARDLE

Head of Emerging Business and Business Development

VIDYARD

HOW TO PERSONALIZE YOUR VIDEO:

No matter where video sits in your sales cadence, it cannot be the sole media for your outreach. You can start on the prospect's LinkedIn profile, or their website, or start commenting on a blog post that they wrote. As long as that thumbnail is personal to that individual, it will have a good click-through rate. Read more about the [LUV approach](#) from XANT.

GETTING THE MESSAGE RIGHT

Your message and the terminology you're using in the video should be akin to leaving a voicemail. Make sure you state your name, your company, and explain what your business does, how it can help them. Then make sure you have a call to action in the video, asking them either for an appointment for a demo or setting a date for an exploratory call. Leave your contact information and make sure you are easy to reach.

5 Following Up After They Have Watched Your Video

Once your prospect has viewed your video, you cannot just end your play. If you are using [XANT Playbooks sales cadence tool](#) for example, you will receive a notification after your prospect has watched your video, and for how long they watched. This is the time to immediately engage with your prospect, asking for a meeting or setting an appointment.

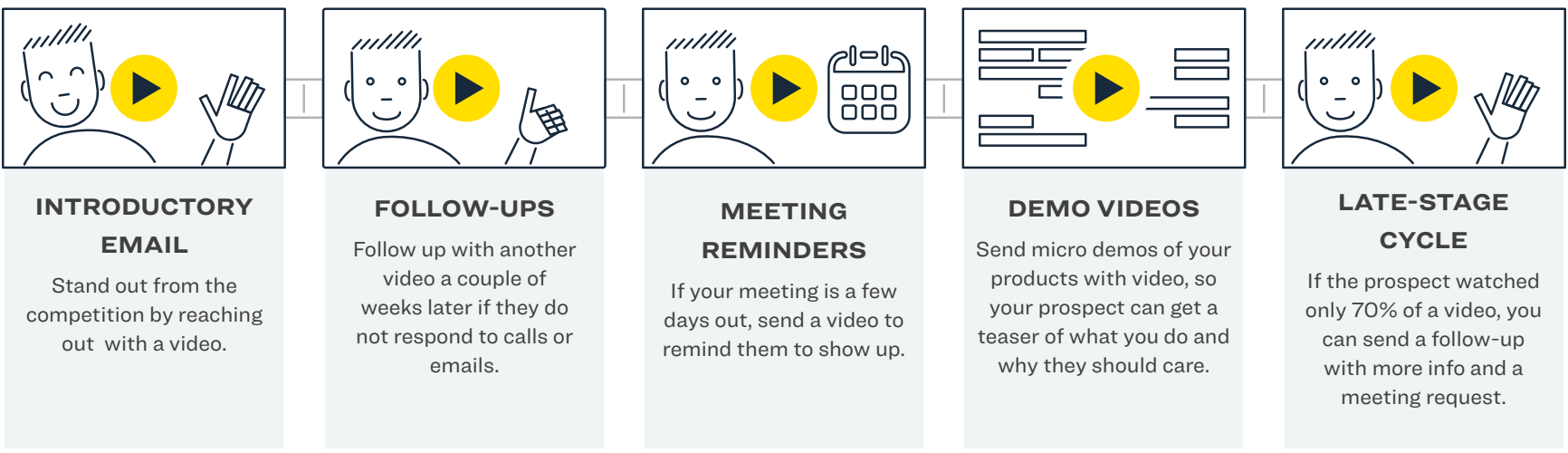


“This notification capability is very important for prioritizing your contacts. If they watch 100%, and then the next person who watches it only watches 20%, who are you going to call first? Probably the person who has watched 100% of your video. They’re more engaged. Especially if you’re using this tool beyond creating pipeline, more when you’re working through an opportunity. If the CFO is watching the entire video at one of your opportunities, that’s a really good sign and you should be following up on that.”

DAN WARDLE

Head of Emerging Business and Business Development
VIDYARD

WHERE DOES VIDEO FIT INTO MY SALES CADENCE?



BONUS SECTION: Troubleshooting Online Videos

COMMON MISTAKES WHEN CREATING YOUR VIDEO

Be mindful of the following common mistakes when creating your video:

- **Videos are too long:** Even a 2-3 minute video can be too long, if you don't have anything truly valuable to say, or you don't know the product well. Keep it short.
- **Bad lighting:** To make sure you make an impact, the viewer needs to see your face.
- **Poor professional demeanor:** Be as professional as you would be if you walked into your client's headquarters, ready to make a sales pitch. You can dress business casual, but remember you are not talking to your buddies.

TIP: Sales managers should make sure to have the sales team's buy-in when running a video for sales initiative. Sometimes they don't know what to send or what to say, or they are nervous and self-conscious. Everyone should have a bare minimum training on how to create a sales pitch video for your business -- or else, your initiative will take a nose-dive.

HOW TO GET THROUGH SPAM FILTERS

MAKE IT PERSONAL

Such as with email, senders of video will run into issues such as spam filters, or the target prospect's own advertising "shield." Most recipients will not want to open links in email, as they will consider it is spam. This is where the ability to personalize comes in, and there are two solutions:



- **Personalize your thumbnail.** An image thumbnail that shows that the video is addressed to you personally will have a higher conversion rate than a generic one.
- **Combine outreach methods.** While video is a good outreach method, it should not be the only thing you do to reach your audience. Make sure you have some other interaction with the target prospect before you send a video.

VIDEO FILE SIZE

HOW TO GET THROUGH FILE SIZE LIMITATIONS

Many organizations have limitations on the size of the file that is either attached or embedded into an email. So the creative minds at Vidyard got to work to find a solution - and they found it in landing pages.



“The email contains an image with very low file size. When you click it, it opens the go video page, to play the video automatically. So it goes to an auto play to a landing page on a website. There’s no file size restriction, no file issues. And secondly, you can now track your recipients much more effectively.”

DAN WARDLE

Head of Emerging Business and Business Development
VIDYARD

SECURITY ISSUES

HOW TO GAIN YOUR AUDIENCE’S TRUST

With so many cyber attacks affecting even high-profile companies like Yahoo or Facebook, customers are naturally worried about security. So how do you gain your audience’s trust and entice them to click a link that they don’t know is legitimate or a phishing attempt?

Dan Wardle suggests two easy solutions:

1. **Make it easy for the prospect to find the link** to your video, whether the email client allows images in emails or not. This is regular best practice for email marketing -- make sure all hyperlinks are marked as such and clickable.
2. **Customize your landing page:** Make sure it is part of your website (it has your domain name), and that the brand and logo are easily recognizable. This makes it clear that it is a B2B initiative and has a lower chance of getting your URL blocked.

SCALING VIDEO IN A SALES STRATEGY

Scaling sales and marketing initiatives has always been a tough problem, and it holds true for video as well. How does a salesperson reach out to 50-60 prospects every day using video outreach?

The secret is in getting a sales cadence strategy that is fit for your audience and business. You need to figure out where to place video in your cadence, and how to make this the best cadence possible for your outreaches.



“A good sales cadence can easily consist of eight different pieces of media. But not all of your outreach should be video. At Vidyard, a video company, we only have a personal video in two steps of our 20 step cadence. You don’t need to add video in every step. We use LinkedIn outreach, phone calls, articles, reports and links to new product launches quite often. Video for us is the first step and the seventh step of a cadence.”

DAN WARDLE

Head of Emerging Business and Business Development
VIDYARD

VIDEO ON MOBILE

REACHING MOBILE USERS

Some users might be accessing email on their mobile device, and might be reluctant to watch video, especially if it comes from an email. This is one more security and trust issue that sales reps need to watch out for.

To make life easier for mobile users, include closed captioning to the video. This means the transcript will show up on the video, so that users don’t have to listen, but rather just read the captions.



WHO SHOULD CREATE MY VIDEOS?

This is where most sales representatives get a creative block. They believe that a video needs to have high production standards and crisp image quality. But it's easy to answer the question: "Should I be creating videos myself, or hire a professional?"



1. **Creating a professional video** is valuable if the video is on your website's homepage or on a site of a conference.



2. **For prospecting,** most sales reps can get better results if they create the video themselves. This is because a video of yourself always leaves you a bit vulnerable, and gives a video authenticity.



"With video being the #1 piece of digital content today, prospects are numb to high production quality marketing videos. They will respond at a much higher rate to a personal, authentic video that your sales team creates versus a high production quality marketing video. We ran a test with one of our teams and saw a 50% lower response rate when using a videographer created video for sales outreach!"

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Head of Emerging Business and Business Development
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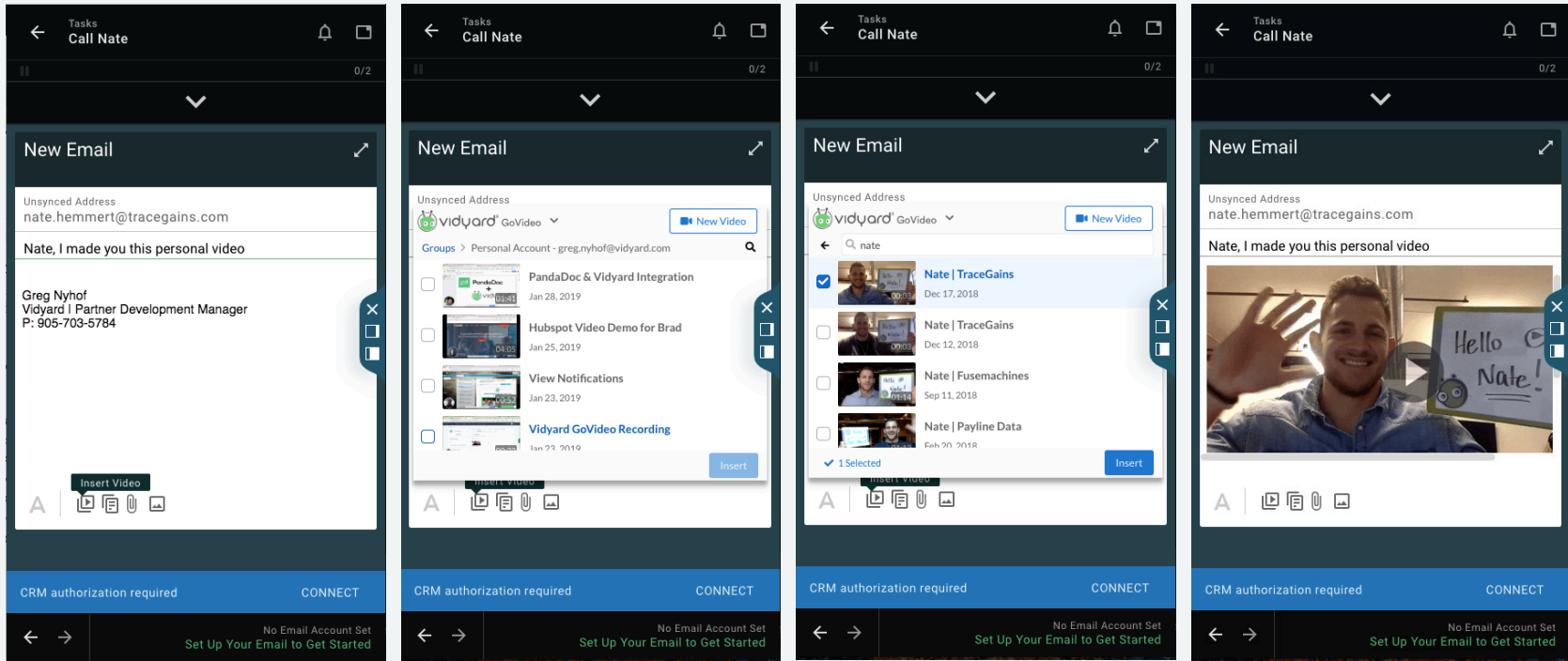
With an intelligent sales cadence tool such as [Playbooks](#), you have the option to create videos right in your sales dashboard and embed them into your outreach emails, including them in your overall cadence.



“We’ve built Vidyard right into the XANT platform, so with a couple of clicks you can create a video and include it in a strategic cadence. For low budgets, Vidyard’s even has a free tool set. Authenticity is more important than a hefty marketing budget. Make sure your video is not sloppy, but personable and authentic.”

GABE LARSEN

VP of Marketing and Sales Development
XANT





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