



# HOW TO CONVERT YOUR VIDEO VIEWERS INTO SALES

The types of videos you should be making, and the order you should be posting them on social media, and in your paid online advertising

## Bonus Material:

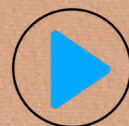
What is an Social Ad or Facebook Funnel?

What is a Video Funnel?

How to convert video viewers into sales using Video Domain's Video Funnel machine

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## WHAT THIS DOWNLOAD INCLUDES:

1. What businesses tend to do when they don't understand the three stages of path-to-purchase?
2. What are the three stages on the past to purchase?
3. What types of videos you should be posting in each stage
4. What is **Video Domain's** Video Funnel?
5. How does a Video Funnel convert video views into leads or sales?



# WHO ARE WE?

**Hi, we are Video Domain.**

We make producing videos a super easy, and incredibly affordable process. We aim to flow with your cashflow, not break the bank – all the while giving you content to post consistently.

With talented VD Creators all over Australia, we collaborate with small businesses to generate results that genuinely help them. Whether that be help them brand, help them generate sales or leads, or help them save time.

No matter the project, budget or goals, we like to think we can help you plan, strategise and create magic that drives you toward your business goals.

We create content, manage socials, build paid ad campaigns and even can package this up on a retainer base for you.

Some agencies create, some agencies do digital, well finally you've found someone who can save you a fortune by offering both in the same package.

“Awesome is Easy!”

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## 1. What businesses tend to do when they don't understand the three stages of path-to-purchase

When businesses don't understand how customer journeys through the path-to-purchase, they tend to post content that doesn't really generate any results. They might even "Boost it" and still not see any leads or sales.

Businesses tend to make the mistake of asking and asking with copious amounts of call-to-actions, sales, discounts, giveaways, offers – and still not getting any traction.

It's a simple fix - but first you need to understand the path-to-purchase and what videos go where.

There is an easy-to-follow formula with astounding results. We've implemented this strategy into gyms, residential builders, school education-based industries, Government driven programs and more. Basically, what we're saying is we haven't needed to niche this strategy. So far it's provided great results for low-price gym memberships, as well as major life purchasing decisions like home renovations.



## 2. What are the three stages of path-to-purchase

When we talk Path-to-Purchase, we talk of the journey someone who has never heard of you will need to take in order to become one of your customers and/or repeat business. In the most basic form there are 5 stages in the path-to-purchase, some marketers can get right into the nitty gritty of this and end up with several more.

They are:



1. Awareness
2. Consideration
3. Conversion
4. After-sale Service
5. Repeat Customer



But for now, we are just focusing on converting your social media traffic into sales – so we're focusing on only the first three.

Awareness, Consideration and Conversion, also known as Top of Funnel, Middle of Funnel & Bottom of Funnel (TOFU, MOFU & BOFU)

**What is Awareness?** Awareness is the moment in time that somebody who has never heard of your brand or business before, and first sees your brand or business – they are now aware of your existence. This is more of a blanket awareness, there can of course be more specific awareness stages such as becoming aware of a service you offer, a product you sell, a thing you do. *(For gyms think of 8 week challenges, for builders think of bathroom renovations, for magicians think of online how-to's for their tricks)*

**What is Consideration?** Consideration is the moment when someone who knows you exist, knows of a particular service or product and think to themselves – is that for me? Depending on the value of your product the consideration phase can range in length of time. Smaller purchasing decision are taken into consideration within seconds – where major life purchases can take weeks.

**What is Conversion?** Surely we don't need to define this – it's every business owners favourite part! Conversion is when someone takes an action and makes the decision to become your next customer. In service-based industries, a conversion could be considered a lead.



### 3. What videos should be posted and in what order throughout the three stages of path-to-purchase

#### STAGE ONE – Awareness (Tofu)

1. Edutainment
2. Funny Videos (Specific)
3. Hype Reel Videos

#### STAGE TWO – Consideration (Mofu)

1. Case Study Videos
2. Customer Testimonials
3. Product Demonstrations
4. Service Explainer Videos

#### STAGE THREE – Conversion (Bofu)

1. Call-to-action Videos



# STAGE ONE

## Tofu – Awareness

### Strictly no call-to-actions

*Please note: Before you create any videos, or make any attempts at building a strategy for your business – it is absolutely ESSENTIAL that you create a target audience for the campaign. This begins at STAGE ONE. Each campaign needs a highly specific target audience (not multiple – just one – you can have multiple campaigns but each campaign should have one target in mind)*

#### **Edutainment – Educational Entertainment**

Videos that give real value to the viewer. Advice, tips and how-to DIY. Any business can explain something, but just do it in an engaging and fun way. If it is relevant enough and on the money with your viewer, production quality matters less – the message will bring and maintain a viewers attention. Strictly no call-to-actions in any stage one videos.

#### **Funny Videos (Specific)**

We don't mean random funny videos, we mean, if it suits you and your vibe – if you're a person with a great sense of humour, viewers love to laugh, and we encourage our clients to make funny videos that specific to their industry. For a gym owner, this could be a video "The 5 types of Gym goers" which could include the grunter, the dancer, the singer, the gym-junkie and the skips leg day. The video can still be shot within your business, subconsciously bringing awareness to the face that you exist, but is also going to be shared around and engaged with on social media.

#### **Hype Reel Videos**

Hype reel videos build 'hype' through engaging and dynamic displays of the product or service in action. No call-to-actions, just simply a beautiful display of the final product of what it is you're going to be offering. Sticking with a gym example, this could be a group class edited and shot in a really engaging way.

For service based businesses, we find that Edutaining videos add the most value to their clients and the more value you can offer (not fake-value either – real value) the better. Your potential customers generally won't have the time to take this video to do it without you, but they will have pedestalled you as the expert in the industry, and this fast-tracks them into the consideration stages subconsciously. Putting you at top of mind for when their in need.



# STAGE TWO

## Mofu – Consideration

Begin to add a 'soft' call-to-actions

### Case Studies

Case studies show the viewer a real-life example of how you helped a customer to solve their problem. They are generally produced in a much more corporate way and quite often business owners will talk and present in these videos. The business owner explains what their clients problems were, and what they engaged your business for, the solutions/products you put into action to fix the problems and the results of the solutions in place. The better you know your target audience, the better you can paint the picture of just how bad the problems were (in a way future customers can relate their own problems)

### Customer Testimonials

Similar to a case study video, but this is driven by a client interview. The questions you ask your client in a testimonial video are crucial to how effective it will be as a marketing tool. Your questions should really take the viewer on a journey similar to that of a case study video. What were their problems, how did those problems make them feel? Why did they engage your business? What solution was implemented to fix it? How do they feel now without their problems? How is their life transformed since the problem has been solved?

### Product Demo's and Service Explainers

Product Demonstrations and service explainers are very similar videos. Whilst you can do both videos without needing to present in them – we highly recommend for personal branding reasons to make sure you're definitely presenting in them. Product Demo's take a viewer through the process of seeing the product in action, seeing the problem solved, and seeing how simple, quick and easy it is. You really want to paint a picture of ease. A service explainer video defines to a viewer what a particular service will do for them.

After any of these videos, it would be a fantastic idea to introduce a soft call-to-action such as the introduction of a landing page, as some viewers will begin to make a decision quicker than others.





# STAGE THREE

## Bofu – Conversions

### Hook, Line & Sinker!

#### Call-to-Action Videos

Before you can create an irresistible call-to-action video, you need to understand your target audience crystal clear. You need to know their problems on a deeper level so that you can really define them at the start of the video. For many products, this may not need definition, simply seeing the product in action and showing the problem being solved may tip people into a purchasing decision. Think Nike shoes, you simply see the final product of the shoes in action running or climbing or at the gym. The copy-writing does all of picture painting – “Tired of sore feet? Try our new air-max’s” etc.

By understanding your target audience, you can create an offer that you know they won’t be able to turn down. Here are 7 tips for creating a great call-to-action video:

1. Let your T.A know exactly what it is you want them to do with a strong verb at the start – Shop, Book, Get Quote etc
2. Use words that provoke enthusiasm and/or emotional responses
3. Remind your audience why they should take an action now
4. Take advantage of FOMO (fear of missing out) - is your offer limited?
5. Customise your call-to-action to their devices, and platforms. For example, your Facebook CTA should look different to your Instagram Story CTA.
6. Get Creative! And don’t be afraid to keep testing video ideas until you begin to see conversions.
7. Copywriting – Copy is the MOST important aspect of any ad. This is just as important as the video itself. Hiring a copywriter is highly recommended as they know how to make words sounds so much better than the regular joe. If not, be sure to invest your time into copy research for your industry, and what’s worked for others in the past.



### 3. What is Video Domain's famous Video Funnel?

Well, it should be famous.

A Video Funnel is something we've coined, which is a type of Facebook Ads funnel that converts like crazy.

It's a way to further structure, and further target these videos to your ideal audience, and continue to retarget them (in a nice way) until they become a customer. It filters out anyone who isn't interested so we're not annoying people with these ads. We're only talking to people who show the right signs, the right level of interest throughout the path-to-purchase.

Through custom built Facebook ads, we're able to tailor the audience to continually shrink in size until we're only showing the call-to-action to extremely hot traffic.

A video funnel is the three stages combined into one beautiful and results-driving Facebook campaign.



### 3. How does a Video Funnel convert Video Views into Sales?

A Video Funnel converts viewers into sales/leads by filtering the interested viewers further down the funnel, and weeding out the viewers who show zero interest.

Stage two videos are only shown to those who show the right level of interest in a stage one video.

Stage three videos are only shown to those who show the right level of interest in a stage two video.

Basically this means –

Stage – awareness videos are posted

We retarget viewers with the right engagement with case studies, testimonials and explainer/demonstrations.

We retarget stage two viewers with a call-to-action.

The beauty of this type of funnel is the ability to continually test, change and adapt to real-time statistics so we aren't wasting money. The other great thing is that these videos can be repurposed as content on your website, on other social platforms, and when we're finished with the Video Funnel, you can use them as content on Facebook too.

We've generated hundreds of thousands of dollars across several different industries using this strategy. It's the most cost-effective sales gen tool that also brands your business, brands you personally and provides content for months across multiple platforms.



# Where do I start?

Video Domain can help you right from the very start of segmenting your target audiences and building a strategy. Our process is:

1. Domain Dive Strategy Session
2. Planning & Logistics
3. Shooting & Editing
4. Posting, Managing & Reporting
5. Paid Advertising & Reporting

If you'd like to work with us, and have us create a Video Funnel for your business or simply help you get started – we can work with you in two different ways:

1. *Done with you*
2. *Done for you*

Call us 1300 282 599

or Email Us

[hello@videodomain.com.au](mailto:hello@videodomain.com.au)

Check out our website:

[www.videodomain.com.au](http://www.videodomain.com.au)

Follow us on Facebook & Instagram:

Instagram: @videodomain

See our work:

Vimeo: [www.vimeo.com/videodomain](http://www.vimeo.com/videodomain)

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