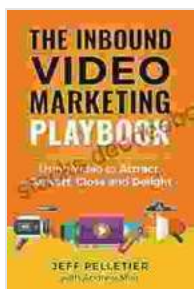


# Using Video to Attract, Convert, Close, and Delight

Video is a powerful tool that can be used to communicate effectively with your customers. It can be used to entertain, educate, and persuade. When used effectively, video can help you achieve your marketing goals, whether it's generating leads, driving sales, or building brand awareness.

In this guide, we'll show you how to use video to attract, convert, close, and delight customers. We'll cover everything from creating high-quality videos to promoting them effectively.

The first step is to attract customers to your videos. This can be done through a variety of channels, including social media, email marketing, and paid advertising.



## The Inbound Video Marketing Playbook: Using Video to Attract, Convert, Close and Delight by Jeff Pelletier

★★★★☆ 4.2 out of 5

Language : English  
File size : 441 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Lending : Enabled  
Screen Reader : Supported  
Print length : 216 pages

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When creating videos for this stage, focus on creating content that is interesting and relevant to your target audience. You want to capture their attention and make them want to learn more about your product or service.

Here are a few tips for creating engaging videos:

- **Use strong visuals.** People are more likely to watch a video if it's visually appealing. Use high-quality images and videos, and make sure your content is easy to follow.
- **Keep it short and sweet.** People have short attention spans, so keep your videos brief and to the point. Aim for videos that are around 2-3 minutes long.
- **Use a clear call to action.** Tell viewers what you want them to do after watching your video. This could be visiting your website, signing up for your email list, or making a purchase.

Once you've attracted viewers to your videos, the next step is to convert them into customers. This can be done by providing them with valuable information and compelling offers.

Here are a few tips for creating videos that convert:

- **Focus on benefits.** When creating videos for this stage, focus on highlighting the benefits of your product or service. Tell viewers how your product or service can solve their problems or improve their lives.
- **Use testimonials and case studies.** Testimonials and case studies can help build trust and credibility with potential customers. Include

them in your videos to show viewers that other people have had positive experiences with your product or service.

- **Offer a free trial or discount.** A free trial or discount can give viewers a chance to try your product or service before they buy it. This can help reduce the risk for them and make them more likely to convert.

Once you've converted viewers into customers, the next step is to close the sale. This can be done by providing them with a clear and compelling call to action.

Here are a few tips for creating videos that close:

- **Use a strong call to action.** Tell viewers what you want them to do after watching your video. This could be making a purchase, signing up for a free trial, or scheduling a demo.
- **Make it easy to take action.** Make sure it's easy for viewers to take action after watching your video. Include a clear call to action and provide them with all the information they need to make a decision.
- **Offer a guarantee.** A guarantee can give customers peace of mind and make them more likely to buy. Offer a guarantee on your product or service to reduce the risk for customers and make them more likely to close the sale.

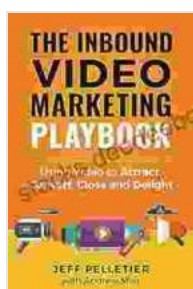
Once you've closed the sale, the next step is to delight your customers. This can be done by providing them with excellent customer service and support.

Here are a few tips for delighting your customers:

- **Respond to inquiries quickly.** When customers have questions or concerns, respond to them quickly and efficiently. This shows them that you value their business and that you're committed to providing them with a positive experience.
- **Go the extra mile.** Sometimes, going the extra mile can make all the difference. Offer your customers a free gift, a discount on their next purchase, or a personalized thank-you note. These small gestures can show customers that you appreciate their business and that you're committed to making them happy.
- **Ask for feedback.** Once you've delighted your customers, ask them for feedback. This will help you identify areas where you can improve your product or service and make it even better.

Video is a powerful tool that can be used to attract, convert, close, and delight customers. When used effectively, video can help you achieve your marketing goals and grow your business.

Follow the tips in this guide to create high-quality videos that will engage your audience and drive results.



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