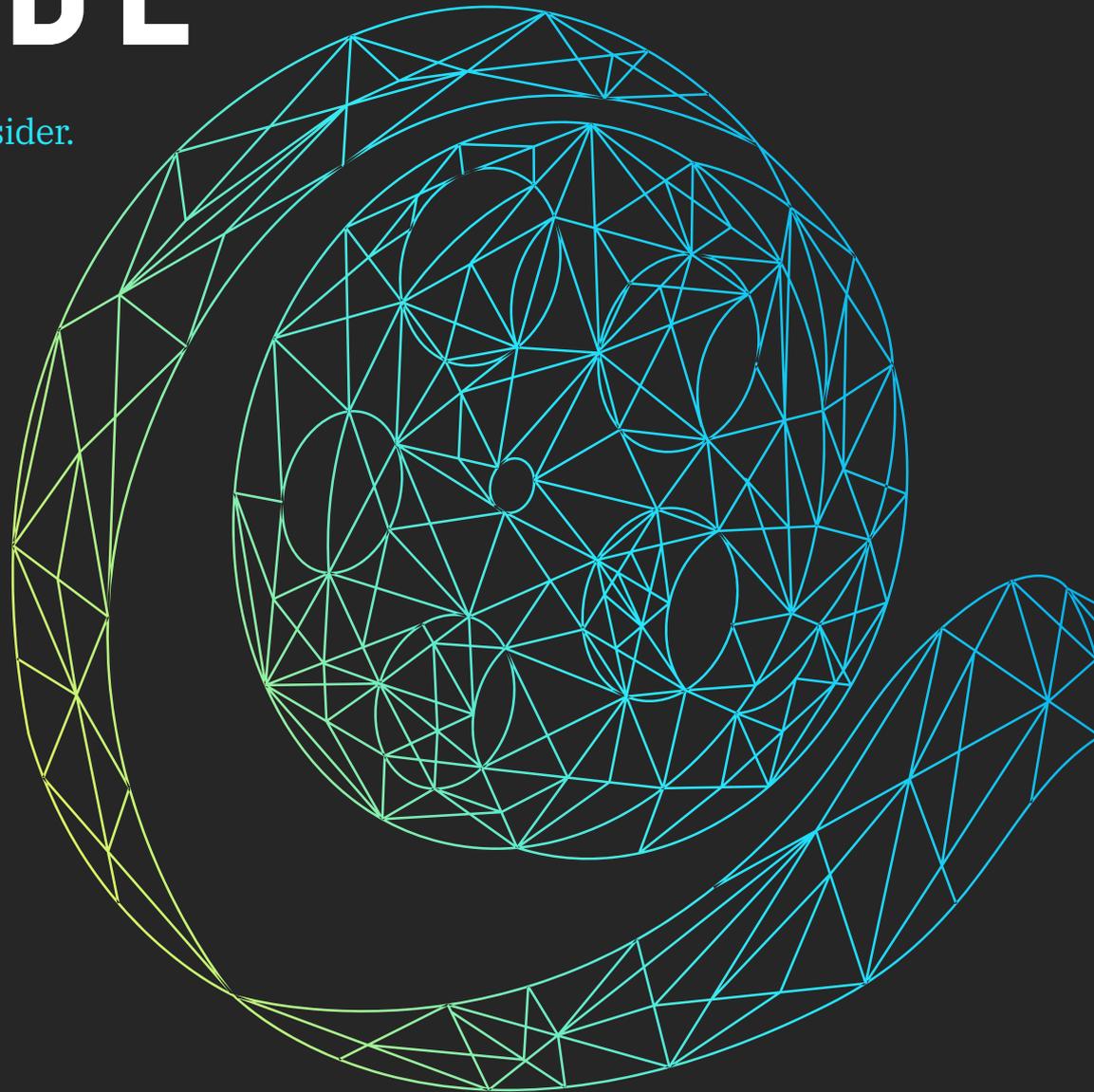




VIDEO OUTREACH GUIDE

7 key things to consider.



VIDEO MESSAGING

Video messaging is growing at an astonishing rate, accelerated by remote working and the b2b buyers demand for ever personalised content. It is quickly replacing the cold call.

However, before you jump on the video bandwagon, there are a few [key things to consider](#) which we've summarised for you in this guide.

CONTENTS

- 01 Is your Sales Force Video Ready?
- 02 Do you have the right Technology in Place?
- 03 Message Content.
- 04 Personalisation vs Quantity.
- 05 Video as Part of a Nurture Campaign.
- 06 Consider Investing in Intent Data.
- 07 ROI.



IS YOUR SALES FORCE VIDEO READY?



THE RIGHT PERSON

Being good on the phone does not automatically convert to being good in front of the camera. The person at the end of the camera is being judged on far more parameters than via voice outreach. Ensure you practice, use auto-scripts to start off with and send these to your colleagues for constructive criticism.



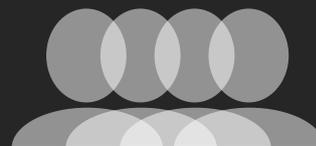
THE RIGHT VOICE

Your sales team will likely know how your market likes to be spoken to in the right balance of formal vs informal. Do not be afraid to show your personality but there is a fine line! People are missing social contact at this current moment, so a friendly face that sounds knowledgeable & credible goes a long way and do not be afraid to portray your personality.



THE RIGHT STYLE

Let's face it, in 2021 business in many sectors is a lot less formal than it has ever been (e.g., cats/dogs/children making appearances in Zoom Meetings!). That being said, you still need to dress the part as if you are attending a face-to-face meeting. Impressions are made faster on camera, so make it a good one.



KNOW YOUR AUDIENCE

Understanding something about who you are selling to within a video is critical. Maybe it is a previous prospect you have already engaged with, or maybe you have seen something they've posted on social media. Being able to connect with your audience in video is critical. The more you understand about their personality the more you can adapt your personality accordingly.

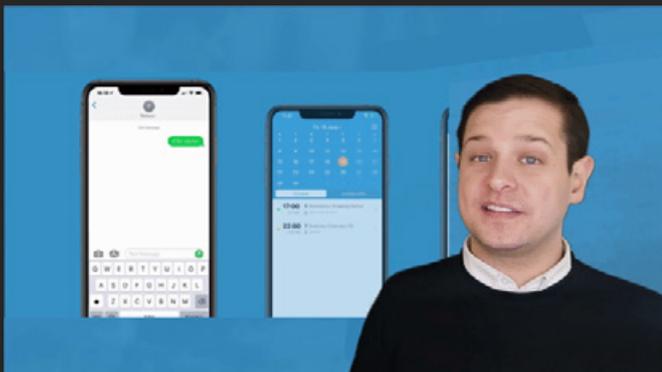
2

DO YOU HAVE THE RIGHT TECHNOLOGY IN PLACE?



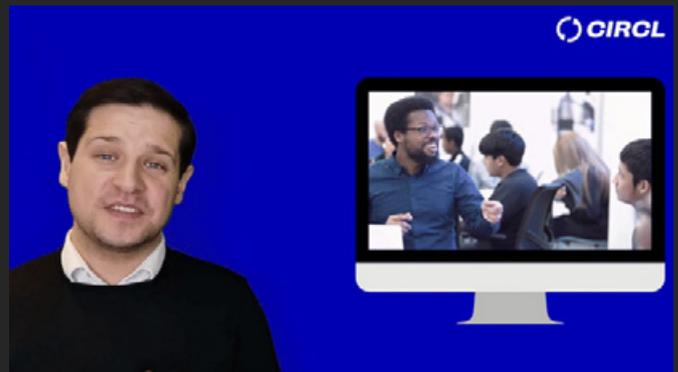
BACKGROUND

A poor background makes your brand seem cheap. Use your marketing team to help you create an on-brand, logo totting, flag waving professional background. Consider investing in green screen technology and video editing software or at least with one of your marketing banners in the background (well, they are not doing much else!).



IF YOU ARE A SAAS FIRM...

...you will likely want an on-screen demo of your product running in the background (possible with green screen tech). This is a great way to get your product in front of the decision maker but make it snappy. Videos should be **no longer than 2-3 minutes** - this gives you the best chance of maintaining their attention.



IF YOU ARE NOT A SAAS FIRM...

...then utilising your marketing assets such as professionally made video that runs in the background while you speak can look professional.

2



THE CAMERA & AUDIO

Depending on your budget, some will use high end camera phones, laptops and some prefer DSLRs. The advantage of a well setup camera phone is the abundance of apps that can help you with the script, the editing and the uploading of videos. If you have a larger team that can help with the different parts of the process (recording, editing, background replacement, uploading to sharing platforms) then clearly your life will be easier - but it can be done if you are a start-up using a well thought out creation process.



THE LIGHTING

One of the classic mistakes for starters - it makes a big difference. If you are using Green Screen, make sure your lighting is good with a lack of shadows. Consider investing in some professional lights (e.g., a ring light) as it will add a layer of professionalism to your videos.



THE DELIVERY

There are lots of streaming video tech that allows you to embed video within a link and brand and create call to actions for each video using a follow up link. This means less clicks to get meetings, which is only a good thing.

3

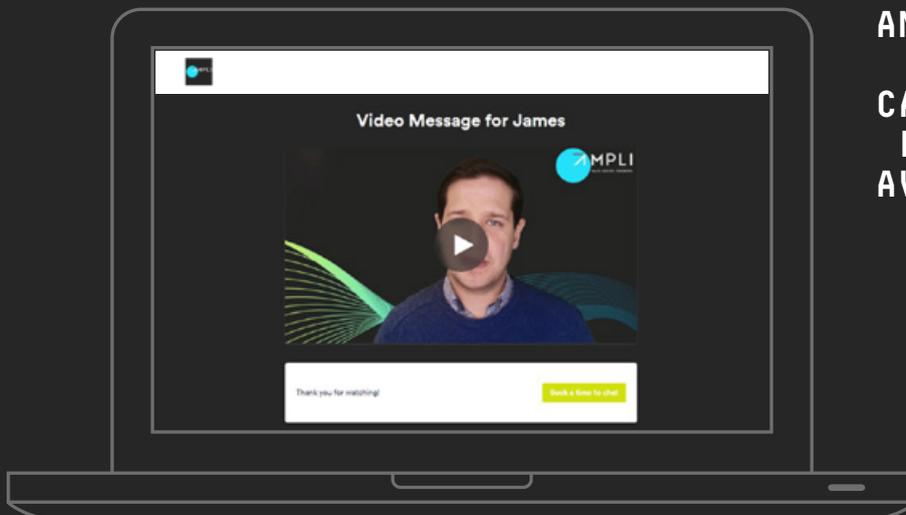
MESSAGE CONTENT

An email pitch that is delivered over video is unengaging. Like the background section, you can be imaginative with your script with a live demo or video that is synchronised to what you are saying (if you are using green screen). If you are not using green screen, then your message needs to be higher in personalisation to keep your prospect watching and **keep it to 2 minutes maximum**.

If you go down the generic message and quantity route, you can expect a lot lower meeting conversion rates like that of email - which will likely make your cost per lead inefficient.

70%

AMPLI'S VIDEO
PROSPECTING
CAMPAIGNS ARE
PRODUCING AN
AVERAGE WATCH
RATE OF 70%





PERSONALISATION VS QUANTITY

Personalise. Personalise. Personalise.

It is human nature to want to feel special, and a personalised introduction is a great way to capture someone's attention and makes them far less likely to stop watching if they feel you have put in some real effort.

Just as an example, a recent campaign Ampli ran, resulted in a 76% watch rate and a response rate of 46%. Out of those 46%, at least 10% were people thanking Ampli for sending them the video but unfortunately, they could not progress - how often do people take the time to thank you for a cold email or a cold call? This has even led to future sales through follow on nurture campaigns that have engaged them on another topic. Video represents a real opportunity to make a lasting highly personalised impression on your prospect.

Do not be tempted to reduce personalisation to a minimal level in trade off for quantity - it will negatively affect the campaign's KPIs if it feels mass produced.

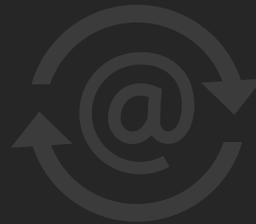


IN THE LATEST
CAMPAIGN AMPLI
RAN, THE
RESPONSE RATE
WAS 46%

5

VIDEO NEEDS
TO BE PART
OF INTEGRATED
NURTURE

Before you jump into video, our biggest takeaway from this guide should be that video is not the panacea or replacement to cold, mass and generic sales tactics. The best results from video outreach are when sales and marketing teams work together to warm the prospect using all the tools at your disposal - nurture not brute force. Account Based Marketing tactics are a good place to start, which is the focus of our next guide.



 6

CONSIDER INVESTING IN INTENT DATA

Buyer Intent Data is exploding in the field of MarTech. The providers at the cutting edge are changing the way sales and marketing teams are operating. Intent data highlights which companies are currently in your Total Active Market (i.e., looking to buy) using IP/Cookie data to shine a light on what people are researching in relation to specific keyword parameters. When used correctly, it allows your sales and marketing team to laser focus your outreach on active buyers - contacting them at the right time and with the right message; it is 45% more likely to get a response.

 45%

**45% MORE LIKELY TO
GET A RESPONSE BY
CONTACTING AT THE
RIGHT TIME AND WITH
THE RIGHT MESSAGE**

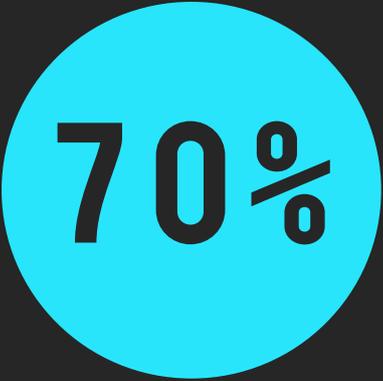


7

RETURN ON INVESTMENT

So, what should you be expecting as ROI from your Video campaigns?

Ampli is typically running 250 videos per month campaigns for its clients, targeting a blend of cold, and warm data (intent) with the following average conversions:



70%

**WATCH
RATE**



30%

**CONVERSION
OF THOSE WHO
HAVE WATCHED
THE VIDEO
TO HAVING A
BOOKED IN
FOLLOW-UP CALL**



50%

**OF FOLLOW-UP
CALLS CONVERTED
TO A SALE (SAAS)
OR QUALIFIED
SALES READY LEAD
FOR THE SALES
TEAM TO ACTION
(NON-SAAS)**

Results that are fit for the times and delivering strong growth for all of our clients.



**AMPLI ARE EXPERTS
AT CREATING ON BRAND,
PROFESSIONAL AND
QUALITY VIDEO OUTREACH
FOR ORGANISATIONS
RANGING FROM SAAS TO
MANUFACTURING SECTORS.
WE OFFER BOTH IN-HOUSE
TRAINING AND FULLY
OUTSOURCED PROGRAMMES.**

To find out how Ampli can make Video Outreach work for your business get in touch today by clicking on the [diary link here](#).

