



RAMP UP YOUR VOLUME ▶ #100



Storytelling is Powerful

Combining storytelling with video into your marketing mix, you can foster deeper connections with your audience.



We protect and beautify the world™



Delivering Complete Bodyshop Solutions From Start To Finish



Duncan Lewis





Video for Business

WHY	HOW	WHAT
Hubspot	Framework	In-house Media Team Video Partner



The Problem

How do we introduce products and services to the industry and decision makers.

- It's **too noisy** on every social channel
- We are suffering with **attention deficit**
- How do you **reach your target audience** and resonate with them
- Messaging that **generates engagement**

How do we generate engagement for marketing, sales and/or recruitment?



STRATEGY

BRAND AFFINITY
VALUES, CULTURE & OBJECTIVES?



ANALYTICS

MEASURE
RINSE & REPEAT



*Framework
to amplify
your voice*

PRODUCTION

100 VIDEOS OVER
12 MONTHS



MARKETING

DIGITAL PLUMBING
FEATURE YOUR CONTENT ON
THE RIGHT CHANNELS
VERTICAL, SQUARE, LANDSCAPE



The Solution

Tell your **STORY** - The expert

Use video to cut through the noise - Evoke **EMOTION** and **communicate** your **USPs**

To increase **INFLUENCE**.



Ideal Customer Persona

Who is your **Ideal Customer Persona**?

1. Who are talking to?
2. What do you want to say?
3. How are you going to reach them?



Storytelling Structure 5Cs

Disruptive | Relevancy | Metaphors | Misconceptions

COLD

Hook / Teaser

CONTEXT

Pain point
The BIG win

CONTENT

The Message

CONCLUSION

Summarise

CTA

Next steps

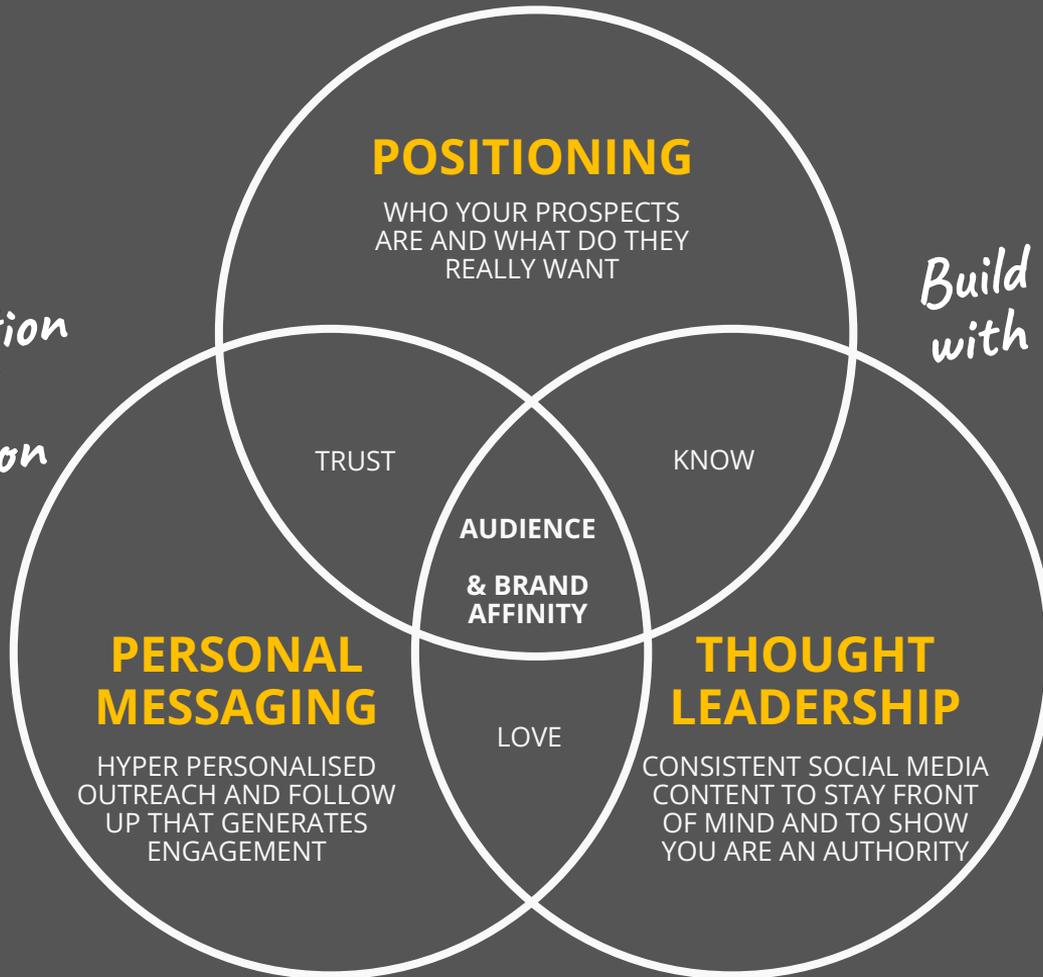
*Storytelling
structure*



*Personalisation
& Email
Automation*



*Build Relationships
with Binge Worthy
Content*





Content - Customer Journey

Customer Journey	Awareness	Qualification Discovery	Solution	Convert	Client Health Loyalty	Brand Recommendation
Department	Marketing	Marketing & Sales	Marketing & Sales	Sales	Retention	Advocacy
Types of Video	Commercial Teaser videos Expert interviews Thought leadership - presentations Live-stream Q&As PodCast	Brand film Explainer videos Tips series Interactive videos	How-to Webinars FAQs Demos	Product demos Testimonials Case studies	Meet the team Knowledge base Training video	User generated video Event - Live-stream

Video Content Matrix - There are more than 20 types of video you can produce, so think about where you currently have gaps in your customer journey and make those types of videos to help them move to the next stage.



Content - Recruitment

Journey	Recruitment	Induction & Onboarding	Regular Communication	Training	Change Management
Department	Human Resources, Internal Communication & Learning & Development Underpinned by Values & Culture				
Types of Video	Brand film	Induction film	Video Newsletter	Training video	Thought-Leadership

93% of Internal Communication Professionals believe video has become essential.



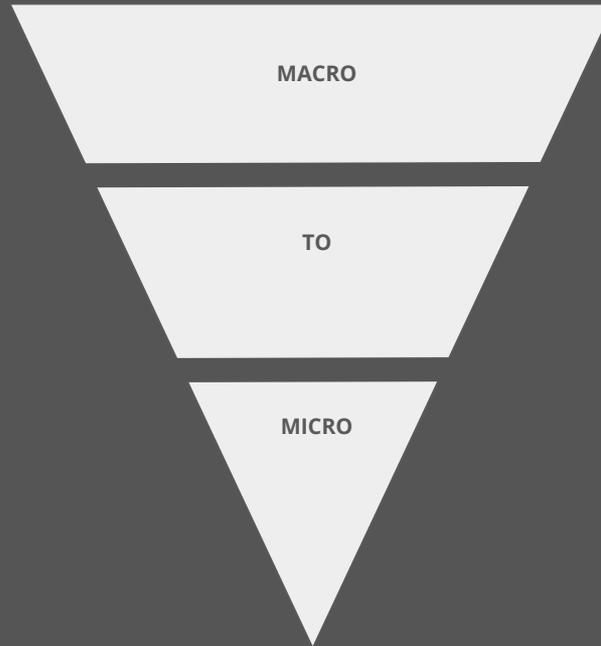
12 Months Plan #100

2022												2023
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
List of headings, topics and themes - Educational content / Thought leadership												
Discovery, Topic, Themes and Schedule			Strategy, Topic, Themes and Schedule			Strategy, Topic Themes and Schedule			Strategy, Topic, Themes and Schedule			
Production - Topics 1, 2 & 3			Production - Topics 4, 5 & 6			Production - Topics 7, 8 & 9			Production - Topics 10, 11 & 12			
	Video 1 + 8x 30 sec repurposed videos	Video 2 + 8x 30 sec repurposed videos	Video 3 + 8x 30 sec repurposed videos	Video 4 + 8x 30 sec repurposed videos	Video 5 + 8x 30 sec repurposed videos	Video 6 + 8x 30 sec repurposed videos	Video 7 + 8x 30 sec repurposed videos	Video 8 + 8x 30 sec repurposed videos	Video 9 + 8x 30 sec repurposed videos	Video 10 + 8x 30 sec repurposed videos	Video 11 + 8x 30 sec repurposed videos	Video 12 + 8x 30 sec repurposed videos

It's more efficient to break the year into quarters and work in batches. Batch shoot and batch edit to make an efficient work-flow.

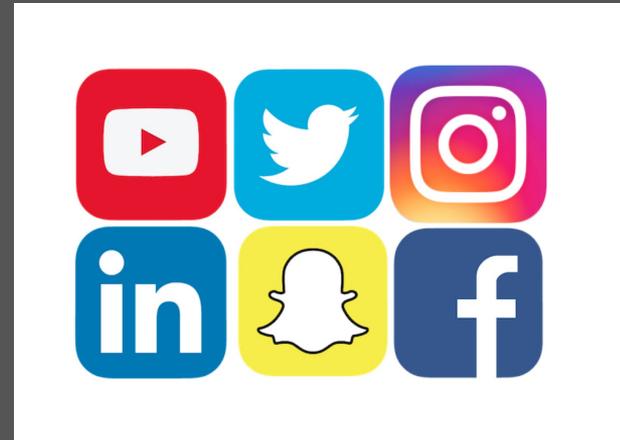
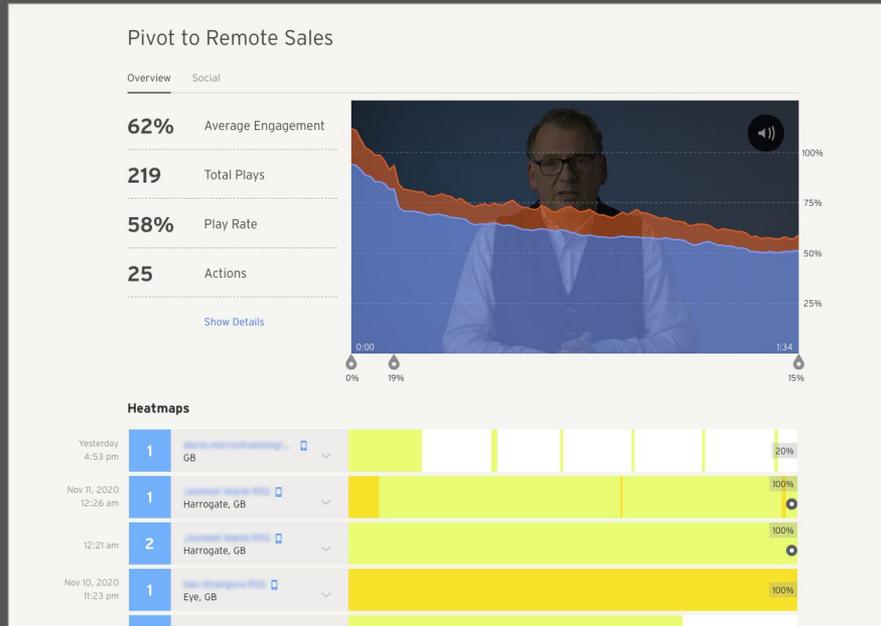


Content





Analytics





4 Steps to Build Your Video Framework

1. Whos your Ideal customers - Craft your story
2. Create content aligned to customer/recruitment journey
3. Marketing & distribution - reach and engage with your audience
4. Measure, rinse and repeat

#100

content over 12 months



Every Wednesday 15.00 - LIVE Q&A

100 REASONS WHY
YOUR BUSINESS NEEDS
VIDEO

Rashpal Singh Sagoo, Head of Video Strategy

LIVE Weekly Video Marketing Q&A

Prepared for you by **Rashpal Singh Sagoo**, Head of Video Strategy @BOXmedia.tv



#Connect

in Search

Home My Network Jobs Messaging Notifications Me

100 REASONS WHY YOUR BUSINESS NEEDS VIDEO

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Rashpal Singh Sagoo - Win More Business with Video

Video Lead Generator | Your Video Partner

Talks about #b2bmarketing, #businessbranding, #b2bleadgeneration, #business2business, and #b2bcontentmarketing

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De Montfort University



*We produce video-campaigns
that engage*