MARKETING
CHRISTINE GRITMON
USING SOCIAL MEDIA VIDEOS AT EACH STAGE OF THE MARKETING FUNnel
DON’T JUST BROADCAST

GUIDE YOUR AUDIENCE

You know videos get more reach and resonate more fully with online audiences.

But how do you convert videos to actual sales?

By targeting your content to your audience and serving up different messages at different stages in their journey.
THE STAGES OF THE FUNNEL

YOUR CLIENT’S JOURNEY

- **STRANGER**: They don’t know who you are yet.
- **VISITOR**: They’re just starting to check you out.
- **LEAD**: They’re a potential customer.
- **CUSTOMER**: They’re paying you.
- **PROMOTER**: They’re telling other people to check you out.
THE STAGES OF THE FUNNEL

YOUR CLIENT’S JOURNEY

ATTRACT
Make the right people aware of who you are and what you do

CONVERT
Help repeat visitors learn to know, like, and trust you and your brand

CLOSE
Convince those who know, like, and trust you to commit

DELIGHT
Don’t take the money and run – appreciate your customers!
THE STAGES OF THE FUNNEL

YOUR CLIENT’S JOURNEY

STRAnger

ATTRACT
Personality

VISITOR

CONVERT
Interest

LEAD

CLOSE
Value

CUSTOMER

DELIGHT
Bonus

PROMOTER
STRANGER TO VISITOR: ATTRACT

Who are you?
What do you do?
What's your brand feel?
What's your “thing”?
“YOUR VIBE WILL ATTRACT YOUR TRIBE”

UNKNOWN
Early videos should serve to let people know who you are and what you do. These earliest brand “touches” should convey your brand’s personality in a memorable way.

Develop a consistent look/feel
Keep it short, simple, and scroll-stopping
Don’t niche down too much
WHO TO TARGET?

C O L D – B U T D E L I B E R A T E

DEMOGRAPHIC TARGETING
What kinds of people are you looking for? Target by location, age, gender, and especially interests.

LOOKALIKE AUDIENCES
Load up custom audiences of existing clients, people who have engaged with your content, etc. – but don’t show it to them – use them to create lookalike audiences of similar people who haven’t heard of you yet.

EXCLUSIONS
Don’t waste your time this go-around on people who already like your page or have interacted with your content.
VISITOR TO LEAD:
CONVERT

Why do they need you? Why YOU?
What value can you provide?
How can you get them to KNOW, LIKE, and TRUST you?
"KNOW, LIKE, AND TRUST"

BOB BURG
This is the stage at which you can start showing your stuff.
Retarget videos to warm audiences; you want to remain on their minds, and keep in touch.

Show more of what you do
Swap value for data (eg. email downloads)
Don’t be purely promotional
WHO TO TARGET?

W A R M E D - U P A U D I E N C E S

People already on your mailing list, people who have engaged with past content, and especially people who engaged with your last video set.

CUSTOM AUDIENCES

People who aren’t currently working with you, but have in the past, might respond to a reminder of how great you are.
LEAD TO CUSTOMER: 
CLOSE

This is the epitome of “giving to get.”
This is the point at which you offer a fully warmed-up audience something of real value, with an offer at the end.
“ABC: ALWAYS BE CLOSING”

GLENGARRY GLEN ROSS
I mean, don’t be tacky about it.
Give something of real value to the people who have proven they’re sticking with you.
Then ask them for their money. ;)

Webinars, FB Lives, even calls
Special bonus offers
Highly targeted audience (earn it!)
WHO TO TARGET?

YOUR FANS

BE MORE SELECTIVE
Focus on the people who have been consistently interacting in numerous ways, not just anyone who’s interacted with anything.

DATA IS YOUR BEST FRIEND
At this stage, if you’ve got any sort of retargeting tech – Facebook Pixel, website activity, email opens and clicks, etc. – use it. You only want the people who are really engaging here.

PAST CLIENTS
If any of the past clients you included in the last go-around have responded, this would be a great offer to get them back into the fold.
CUSTOMER TO PROMOTER: DELIGHT

Your best lead source is happy customers. They don’t just bring other people to you – they’ll hopefully bring themselves back to you, again and again.

Give ‘em a cookie.
"YOUR BRAND IS WHAT OTHER PEOPLE SAY ABOUT YOU WHEN YOU’RE NOT IN THE ROOM"

JEFF BEZOS
Don’t stop wooing after you’re wed. Make your customers feel valued. Give them extras. Make them want to come back – and to bring others to you.

Bonus content
User-generated content
Ask them questions – and listen to them
WHO TO TARGET?

YOUR COMMUNITY

This time around, you’re just targeting the people who have purchased your product or service.

EASIEST TARGETING EVER

This part’s up to you – but delighting past clients, ideally ones who you know have brought others to you, might not be a bad idea here.

BRING THEM BACK IN
VIDEO TIPS
FOR EACH STAGE OF THE FUNNEL

**ATTRACT**
Definitely SHOW as much as possible: your product or you
Appealing graphics and lots of motion will stop their scroll
Don’t forget to let them know how to see more

**CONVERT**
Make sure to be familiar from the first video
They know who you are, but do they know what you do?
Introduce opt-ins

**CLOSE**
Be more direct about what you’re offering
Deliver value and benefit, no matter what
Require an opt-in; we don’t want to give to people we can’t contact again

**DELIGHT**
Make sure it's clear that you’re offering something special (and free)
Include appreciation in your message
Keep it real

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