Introduction

Congratulations! You’ve decided on a video solution for your sales organization!

So now what?

Despite all the evidence that supports the potential of video, enterprise video adoption almost never happens organically. Your company’s success with video is entirely dependent on the strength of your video adoption plan. Without it, the initial enthusiasm for video will wane and you will be left even further behind than when you started.

Establishing a plan of action with goals and opportunities to reassess the efficacy of your strategy is crucial to consistently producing quality video that will engage your audience and empower your team to engage better with buyers.

By following these 5 steps, you will be well positioned to establish video goals that align with your business interests as well as achieve measurable ROI from your video efforts.

5 STEP VIDEO ADOPTION PLAN

STEP 1  Mandate Video From The Top
STEP 2  Pre-Rollout Planning
STEP 3  Setting Your Team Up For Success
STEP 4  Training
STEP 5  Analysis & Adjustment

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STEP 1
Mandate Video From The Top
In order to implement an effective video adoption strategy, authority must come from the top down in a way that keeps the whole team on the same page. Identifying a sponsor who can simultaneously champion video while holding their team accountable for reaching their video goals is the best starting point for implementing a new video adoption strategy. An ideal sponsor must have two main qualities:

**ENTHUSIASTIC ABOUT VIDEO**
The sponsor must be excited by the idea of using video and believe in its ability to help a team meet its goals. In this sense, the sponsor is the main video evangelist, winning hearts and minds on the team so that they fully adopt the power of video. They lead the way so that others on the team come to be as excited about video as they are by demonstrating the different uses of video as well as by sharing their enthusiasm and knowledge about your selected video platform.

**ABLE TO ENFORCE POLICY**
Enthusiasm will only get your team so far. In order to fully implement your video adoption strategy, you need a sponsor who can set expectations surrounding video and hold everyone on the team accountable for meeting certain video production goals. A sponsor should be someone who commands some authority in the team, either officially or unofficially, and can develop some sort of plan that everyone on the team must adhere to in order to reach video sales goals.
STEP 2
Pre-Rollout Preparation
Giving your team plenty of head’s up time prior to rolling out a video solution helps to set expectations and prime the pump for a smooth adoption. Using these pre-rollout strategies gives you plenty of time to field any potential questions or pushback that your team might have, allowing you the opportunity to correct any issues before the rollout.

Some strategies to try include:

**HAVING A ROLLOUT EVENT**
Getting the team together, either in person or virtually, to announce the new video platform helps to build excitement and get buy-in early on from the members of your team who will be regularly expected to produce videos.

Here, you can walk the team through the new video platform, demonstrating how to use the new tools and getting the team thinking about ways that they can start making video a part of their daily workflows and cadences. This will give members of your team a chance to ask questions and get a better sense of how the new video platform will affect their routine.

**CONSTANT EXPOSURE**
Building up to the rollout of the video platform, you should expose your team to the platform as much as possible. This can be done with video memos produced with the tool or any supporting documents or content you have to distribute to your team so that they can become better acquainted with the video platform ahead of using it.

**ROLLOUT PLAN & GOAL SETTING**
Expecting the benefits of video to simply manifest without clearly defining goals is a recipe for failure. Only by having some clear goals from the onset can you expect a successful adoption of your new video platform. Before you do that, however, you must analyze your business needs and ask yourself what it is you hope to achieve through video.

There are many ways to measure the success of a video adoption strategy, though not all of them may be relevant to your company or your industry. In order to identify the metrics that matter most to your business, consider what you hope your video content strategy to achieve. Do you want to drive more sales and close more deals? Do you want to increase your email open and click-through rates? Do you want to maximize the number of views of your video in order to generate the most leads? Clearly defining these goals early on will help you shape a video adoption strategy that meets your needs.
Whatever your specific business needs are, there are five goals you should clearly define in order to get the most from your video content strategy: participants (who’ll be responsible for making videos), quantity (how many videos will your team be required to make), frequency (how often will your team be required to make videos), purpose (what kind of videos will your team be making) and ROI (how will you measure the impact of your videos).
STEP 3
Setting Your Team Up For Success
Making a video isn’t hard; your team’s mobile devices or webcams are right there waiting for them to hit record. Making good video is harder. Do you unleash your prospecting team with no messaging support? Do you prepare for a big presentation without a nice powerpoint template? If not, then why would you empower your team with no assets to support their video creation?

Every contact with your prospects and customers makes an impression, either positive or negative. Even with the best intentions, bad video can leave a bad impression, cause negative brand sentiment or, even worse, kill a deal. A poor-quality video can actually have a negative effect on your business goals. In one study, we saw poor-quality video convert at a 143% lower rate than a high-quality video with branding, music, transitions, and custom graphics.

Of course, you’ll want your team to personalize their outreach, but providing them with easy to use templates and scripts makes the job much easier and can ensure your videos give the right impression and adhere to your brand standards. Applying automatic branding, using marketing approved or product demo supporting footage and personalized video business card endings can drastic improve the impression your video gives to the viewer.

Most importantly, it’s essential to align your video adoption strategy with existant sales plays. Requiring new workflows will add uncessary barriers to video adoption and make it more difficult to achieve desired results and get the buy-in from your team. Tying video creation to sales activities that are already in place make it easier to realize the potential of video in reaching business objectives.
STEP 4
Training
Setting up your team to succeed with the tools above is an important step, but video is new for a majority of sales reps. Comprehensive training, both of on video creation tools like Videolicious and basic video literacy, is essential to video adoption. Making sure everyone on your team is comfortable both behind and in front of the camera is essential to consistently producing great videos that will help your team reach its goals.

A training plan should include the following:

**VIDEO BASICS TRAINING**
Many struggle with the technical aspects of video production. Basic camera etiquette training, such as how to stabilize your shots when using mobile, and training in other equipment, such as microphones, ensures that everyone on your team is comfortable with the technical aspects of making their own videos. By having your team practice making the styles of video you defined in the goal setting stage, they can quickly grow comfortable with the basics of producing high-quality video.

**VIDEO PRODUCTION TRAINING**
Otherwise charismatic people often freeze when on camera, uncomfortable at the prospect of talking to a lens and a microphone to deliver their message rather than another human being. For this, there’s nothing better than good ol’ practice and repetition to get your team members feeling comfortable and fluid when on camera. Again, by practicing making the kinds of videos laid out in the goal setting stage, your team will become more comfortable on screen overtime, naturally speaking to customers and prospects through video by the time your video adoption strategy scales.

**VIDEO TOOL TRAINING**
A platform like Videolicious makes video production easy and automatic, but in order to get the most of such platforms, it’s necessary to provide extensive training to each member of your team. Because of this, it’s important to select a video platform that is committed to customer success and offers ample training and technical support.
STEP 5
Analysis & Adjustment
Creating videos is a new skill and it requires iteration and measurement in order to fully realize the benefits. Understand that no one is 100% successful with video at first; it takes time to hone video messages that will work. There are three main KPIs you can monitor to help improve your video selling strategy.

**VIDEO ABANDONMENT RATE**
How much of your video are buyers actually watching? 20% of viewers abandon a video in under 10 seconds. If your videos aren’t beating that average, then that’s indication that you have to create videos that will better engage viewers.

**NUMBER OF PLAYS**
A video that gets played only once or nor at all isn’t as effective as a video that gets played over and over. Look to this metric for an idea of how engaged viewers are with your videos.

**DIRECT FEEDBACK**
If a buyer tells you they loved your video, ask what they specifically enjoyed about it to get a better sense of the kinds of videos your audience are more likely to respond positively to.

Armed with this feedback, there are several aspects of your video you can A/B test to better move the needle.

**SUBJECT LINES**
Remember, just including the word video in a subject line increases open rates. Experiment with different subject lines to see what will entice buyers to open your email and watch your video.

**VIDEO STILLS/GIF IMAGE**
Does your video image or images look interesting and personalized enough to convince a viewer to press play? Experiment with different images from different points of a video and see what works best.

**PLACEMENT**
Do your videos perform better alone or with text? At the top of an email or towards the center? Experimenting with placement will give you a better sense of where your viewers prefer to see a video in a message.
Conclusion

As today’s buyers become increasingly distracted by mounting competition, reaching them through traditional mediums will prove more challenging and less effective. Video offers an efficient and effective way to convey your company’s brand, product, and message, and companies that fail to adopt video will struggle to compete against those that do. Executing a strong video adoption plan along with a quality video production platform will help you to drive new business, close deals, and generate revenue through modern, engaging, video messaging.

Success with video, as with any new tool in your sales toolbox depends on a comprehensive adoption plan that will quickly bring your team up to speed while at the same time maintaining their velocity.

Ready to learn more how you can implement your own successful video adoption plan for your sales organization? Get in touch with one of the digital transformation experts at Videolicious and learn how easy it is to start seeing huge returns from your video efforts today.

For more information on how Videolicious can help with your video content strategy, visit us at https://videolicious.com.

Ready to plan your video adoption strategy?
Schedule a call with one of our video experts today to starting planning your personalized video adoption strategy.

Schedule a Call