

Video First: How Video Transformed Our Customer Experience



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IMPULSE
CREATIVE



#AGENCYLIFE

What Does It Mean To Us?

#AgencyLife - What it Means to Us

Lots of clients

Lots of meetings

Lots of work

Lots of sales

Lots of \$\$\$ - hopefully

#AGENCYLIFE

What Does It Mean To Our Customers?

**The clients
perception is our
reality.**

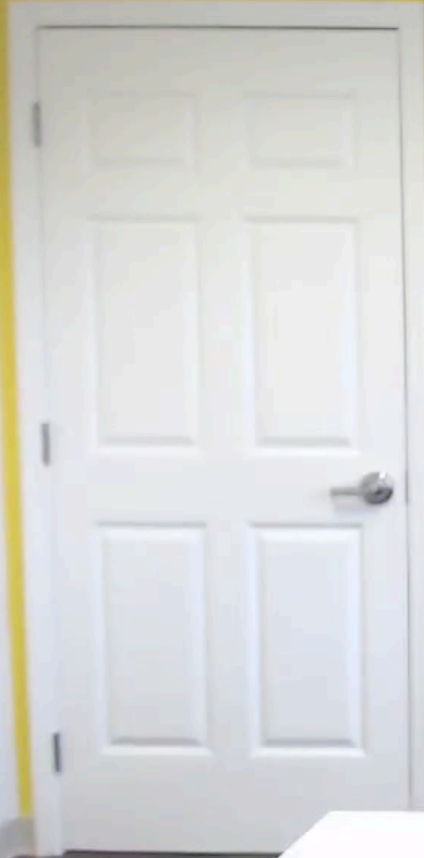
#AgencyLife - What it Means to Our Customers

Lack of attention?

Do they even care about me?

Do they know me?

Do they hear me?



The background is a solid orange color. It features several abstract circular shapes: a small solid circle on the left, a large solid circle at the bottom left, and a series of concentric circles in the top right corner.

**How Many of You Can
Relate to These
Questions?**

You've talked to clients in a meeting and then had them ask the same question in the following meeting as if the answer was never even spoken about?



How many people have felt
like the client doesn't care
about the meetings?

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How many people have clients
not showing up for meetings?



How many people have had
their clients mention they're
not feeling the "love".

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Have any of you done an
“amazing job” RE with your
clients results but still lost the
renewal?

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Assumptions

Are the Enemy.

The background is a solid orange color. There are several abstract circular shapes in different shades of orange. In the top right corner, there are three concentric circles. In the bottom left corner, there is a large, partially visible circle. To the left of the text, there is a medium-sized circle.

GO VIDEO FIRST

Tech Stack - Software

Live Meetings

Zoom Meetings (and Zoom Rooms)

Google Hangouts / Google Meet

Recorded Sessions

Soapbox by Wistia

Vidyard

The Zoom logo, featuring the word "zoom" in a blue, lowercase, sans-serif font.The Soapbox logo, featuring the word "SOAPBOX" in a stylized font where each letter is a different color: S (blue), O (red), A (teal), P (blue), B (blue), X (yellow).

Tech Stack - Hardware



[Logitech BRIO](#)



[Meeting Owl 360](#)



[Logitech Conference Cam
BCC950](#)

The background is a solid orange color. In the top right corner, there are several concentric, light orange circles of varying sizes. On the left side, there is a medium-sized solid orange circle. A large, white, bold number '1' is positioned to the left of the text 'Internal Processes'.

1 Internal Processes

Internal Processes

- No Internal Phone Calls Allowed
- Daily Video Stand Up Meetings
- Be “video ready” to start the day
- Video How-Tos in the Internal Wiki
 - Anything > than 3 steps is a video (and text)

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2 Proofs and campaign approvals

Proofs and Campaign Approvals

- Live Video Presentation
- Follow Up with a Wistia Soapbox Walkthrough

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3 Bi-Weekly / Update Meetings

Internal Processes

- Live on Video, Agenda on Screen
- Upload to Vimeo/Wistia
 - Recording sent for Non-Attendees

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4 Reporting / Reporting Meetings

Internal Processes

- **NO stats are sent without explanation**
- Soapbox Recap of Results Dashboard

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5 Sales Meetings

Internal Processes

- all conversations are on zoom if possible
- Whether client is on screen or not video is ON

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6 How-Tos

Internal Processes

- Anything that is more than 2 steps is a video explanation

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Questions?

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THANK YOU

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