

Fuel Growth with Video

Increase Retainers and Improve Client Retention

Gabriel Marguglio

CEO of Nextiny Marketing

- Family Man
- Real Foodie
- Frustrated Drummer

Twitter: @g_marguglio





Agenda:

1. Why Video
2. The ~~Stigma~~ Value of Video
3. Starting from Scratch with Video
4. Leveraging the HubSpot Ecosystem
5. How to Upsell Current Customers
6. Getting your First Case Studies
7. Changing the Way we do Content
8. More Revenue & Happier Customers

The background is a solid orange color. In the top right corner, there are several concentric, semi-transparent orange circles. In the bottom left corner, there is a large, semi-transparent orange circle. To the left of the main text, there is a smaller, solid orange circle. The text '1 Why Video?' is written in a bold, white, sans-serif font. The number '1' is significantly larger than the words 'Why Video?'.

1 Why Video?



**The play button is
the most
compelling action
on the web**



"Stop looking for that blogger. Start looking for that videographer. 50% of your content next year shouldn't be text. It should be video."

Brian Halligan.

HubSpot's CEO. INBOUND 2016

3X

the engagement compared to photos, and 2X the engagement of link posts

<https://blog.bufferapp.com/3-unusual-lessons-we-learned-by-studying-over-100000-brands-and-16-million-posts-on-social-media>

4X

as many consumers would prefer to watch a video about a product than to read about it

<https://blog.hubspot.com/marketing/visual-content-marketing-strategy4>

+86%

increased conversion rates on landing pages with videos

<http://syndacast.com/video-marketing-statistics-trends-2015/>

81%

of businesses use video as a marketing tool

Video usage is on the rise.
We watch a lot of video. (1.5 hours/day)
Marketers rely on video to help them do their jobs.

(The State of Video Marketing in 2018 - HubSpot)

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Video for Business is on the rise

TOTAL MINUTES BY QUARTER IN 2017



YOY INCREASE IN VIDEO PLAYS



YOY INCREASE IN EMAILS CAPTURED THROUGH VIDEO



State of Video for Business 2017 - Wistia

<https://wistia.com/state-of-video>

Video Plays

Email capture on videos

Minutes of video uploaded



Grow your agency!

In first 6 months, we:

Increased revenue by 17%+

Increased new retainer size by 30% to 40%.

Sold our biggest retainers ever.

More value to current customers.

Used current resources (iPhones, \$100 lighting set) .

18 months later, we:

Changed the way we create content.

Included video on all new retainers.

Produced/Edited/Optimized video for all customers.

Created a 2 person team, 2 camera shots, soapbox station.

Became Wistia Platinum Partners.

Over 500 videos.

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2 The Stigma Value of Video



Video is HARD!

Need specialists
Expensive equipment
Learn new skills
Time consuming

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Video is **AWESOME!**

- High real value
- High perceived value
- Easy and cheap to start
- Increases ROI on all your current efforts

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3 Starting From Scratch with Video

Let's meet today.

Inbound Growth Agency

We started our journey in 2002 with a premise of helping businesses grow and the belief that change is essential for progress. Three years ago, we realized that our clients deserve more than just visits to their websites.

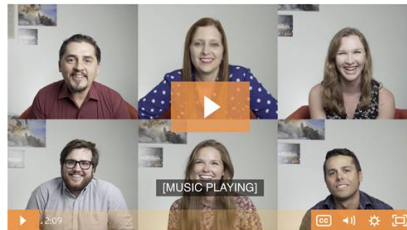
Our clients deserve actual customers.

For this reason, Nextiny Marketing became a HubSpot Certified inbound marketing agency that collaborates with companies to set and achieve their marketing and sales goals while embracing change in the dynamic business world.

Our Culture

At Nextiny, we take the stance that going the extra mile is pivotal to our customers' marketing and sales journey and ultimate success. We aim to work with clients who see the worth in this approach and who see us as partners, as well as team members who have the integrity, drive and passion to consistently and genuinely embody this conviction.

Who is Nextiny?



Nextiny is a HubSpot Platinum Certified Inbound Marketing Agency Partner, a Wistia Platinum Partner, a Seventh Sense Platinum Partner and a Premier Databox Partner.

[Read our HubSpot customer reviews here.](#)

Our Awesome Team



Gabriel Marguglio
Mastermind of Success - CEO



Jackie Marguglio, Ph.D.
Mastermind of Intuition - COO



Kara Inglis
Supreme Success Generator



Bryan Gorman
Supreme Conversion Architect



Sara Scherer
Supreme Engagement Optimizer



Megan Sullivan
Supreme Visual Strategist



Nick Mace
Supreme Growth Analyst



Steve Cortman
Supreme Creative Producer

Is your agency ready for a new endeavor?

Culture + People = Success

Figure out who you are.

Hire for culture fit.

Showcase your team/culture

Educate and empower.

Ask your creatives.

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Start with a very small investment

iPhone 6+ or 7

+

Simple lighting set

Phone stabilizer

Cheap tripod

\$ 300



SOA PBX
Station

You don't need to be a videographer!

Awesome tools:

Soapbox (by Wistia)

Animoto

Animatron/Wave

iMovie

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Just do it
There is a lot to learn!

ON HOW TO START
WITH VIDEO



4 Leveraging the HubSpot Ecosystem



Our choice for video optimization & analytics

HubSpot + Wistia + Databox



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5 How to Upsell Current Customers



Leverage your current relationships

Your current customers need video!
Create their free Wistia Account
Upload their videos
Track / Optimize for free

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The Power of Freemium

Edit & Create video for free: 1 free video shoot.

High perceived value.

Show what you can do / measure success.

Create your first case studies.

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Each video has one goal!



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6 Getting Your First Case Studies

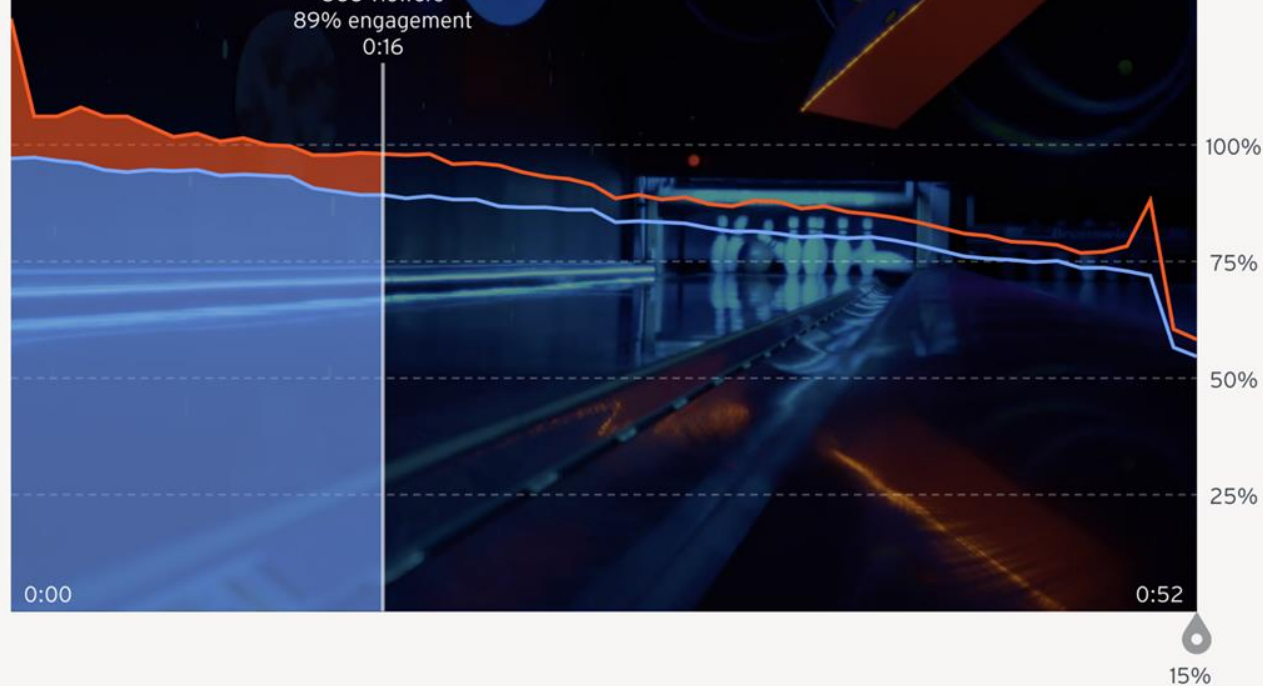
83% Average Engagement

410 Total Plays

4% Play Rate

43 Actions

[Show Details](#)



First case studies

Upload Videos to Wistia.

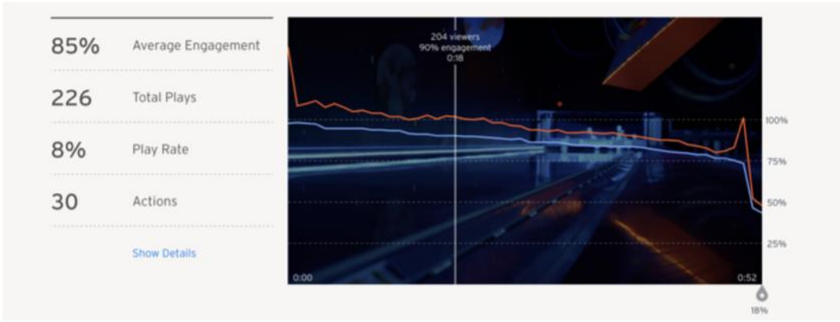
Review heatmaps and find opportunities.

Crop videos to get better engagement.

Add CTA's during and at the end of videos.

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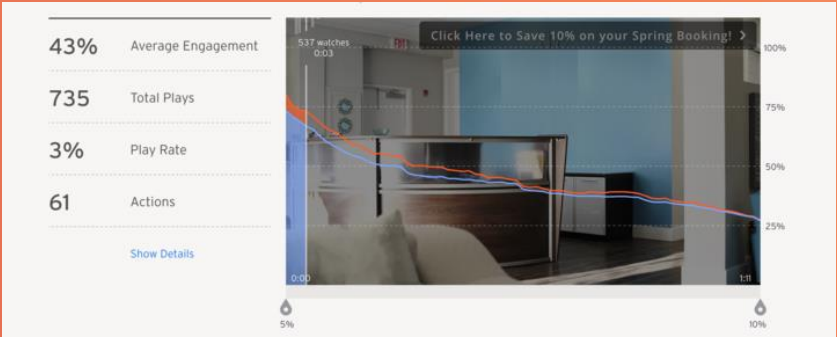
7%	Play Rate	Out of 3,061 people who loaded this video on a webpage, 213 people played it.	7.0% play rate = $\frac{213 \text{ unique plays}}{3,061 \text{ unique page loads}}$
31	Actions	The conversion rate of this video is 17.8%.	21 of 114 clicked CTA at 00:51



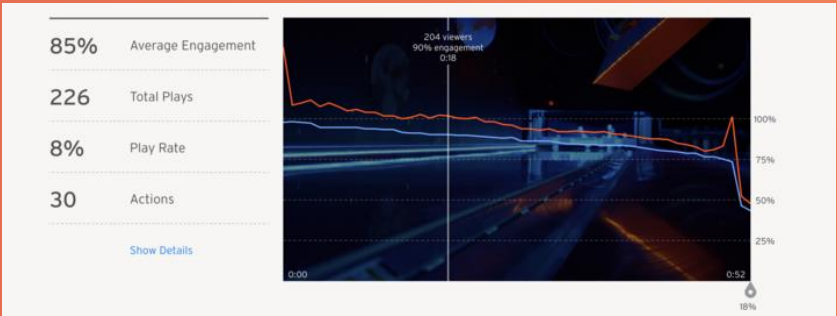
In just two months, we were able to nearly double the average engagement and play rate. The conversion rate of this 'semi-professional' video was **25 times higher than the video that was done by professional videographers**. The video that we created using our marketing strategies, knowledge of the product, and limited production tools proved to be nearly two times more effective than the video that was created with expensive equipment and editing software.

"In just two months, we were able to nearly double the average engagement and play rate."

Video Optimization



Increased video conversion rate by 25x.
Doubled the average video engagement.





This viewer has spent 45m25s watching 14 videos. Their average engagement is 99.9%. Their first view was 4 months ago.



Naples, FL
Comcast Cable
73.28.110.35

Morristown, NJ
Atlantic Health System
198.140.183.19

Garfield, NJ
Optimum Online
67.84.216.50

United States
Comcast Cable
73.229.50.74

Understanding how video affects your leads

CLOSED CUSTOMER

\$3+ mil. transaction

Watched 14 videos on 6 different website visits

Watched one of the videos 7 times + rewatched

This viewer has spent 45m25s watching 14 videos.

Their average video engagement is 99.9%.

4 foot traffic / Visit to review product / Tour

On the first 3 the lead watched videos the same day.

Videos as part of the Marketing and Sales Processes.

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Marketing Dashboard Contacts

Back to lists Test contact More Saved

Watched Videos (Customers)

198 contacts

Show more info

The Play property Occurred is after 06/01/2016.

and...

The contact property Lifecycle stage is equal to Customer.

and...



Connecting the dots

Understand which leads are watching videos

Understand rate of customers closed that watched videos

How video grows over time

Impact of video on your funnel

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7 Changing the Way we do Content



The content problem

Research process
Writers / Editors / Revisions
Approval process/issues
Time consuming



Shoot video first!

Shortens the approval process.

Establishes tone for your content.

Your message can't get lost in translation.

Quicker buy in from the entire team.

SEO benefits (Video + Copy)

Track to improve results.



You always win if you start with video

If you can't use the video, use the sound (+b-roll)

If you can't use the sound, turn it into text.

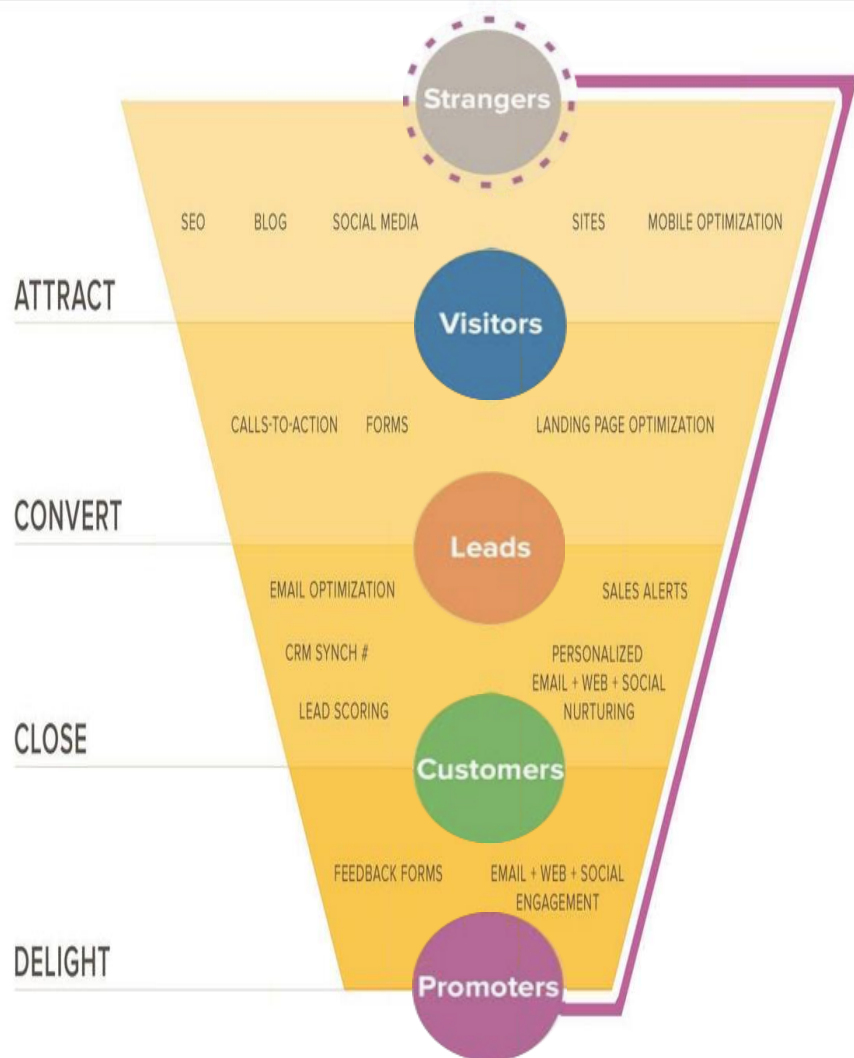
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**8 More Revenue &
Happier Customers**

80%

**of the world's internet traffic
will be video by 2019**

[Cisco study]



Types of Videos

Product videos

Explainer videos

Onboarding videos

Internal training videos

Testimonial videos

Promotional videos

Company culture videos

Video voicemails

Social videos



Increase your new retainers by 30-40%

INCLUDE VIDEO ON ALL NEW PLANS

Use video for Social, Emails, Blogs, Website Pages, Pillar pages

Add video to Sales Enablement Services

1 Video shoot per quarter + Customer generated videos (Soapbox)

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Happy Customers!

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QUESTIONS?

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THANK YOU

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