

Your Complete 4-Step Video Marketing Plan

ATTRACT MORE VISITORS • CONVERT MORE LEADS • CLOSE MORE SALES • CREATE MORE REPEAT BUYERS

STRANGERS

- They're experiencing a symptom and want to learn more about it.
- They don't know who you are, and don't care!
- They only care about defining and understanding their problem.

Attract visitors to your website from YouTube, Facebook, etc. Establish expert status with videos that are purely educational:

» **Checklists** » **Infographics** » **FAQs** » **Video Tips Series**

VISITORS

- They understand their problem and are considering their options.

Show them how to solve it in exchange for their contact info.

» **"How-To" Videos** » **Case Studies** » **Webinar Segments**

LEADS

- They want to narrow down their choices to the one best option.

Help them evaluate and justify your solution with in-depth content:

» **Testimonials** » **Explainers** » **Demos** » **About Us/Culture Videos**

CUSTOMERS

- They're deciding whether to refer you to friends and family.

» **Success Stories** » **Thank-You Videos** » **New Release Promotions**

PROMOTERS

Delighted customers buy again & invite new people into your funnel!

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