

VIDEOS FOR EVERY STAGE OF YOUR SALES FUNNEL

Interested in using video in your sales process, but not sure where to start?

Below we highlight the best types of video to use at different stages in your sales funnel.

AWARENESS STAGE

“Build Trust and Be a Resource”

USE

- ✓ Video mail: make a powerful first connection
- ✓ Educational videos: inform prospects about your industry and product category

CONSIDERATION STAGE

“Differentiate Yourself and Address Pain Points”

USE

- ✓ Video mail: stay top-of-mind with interested parties
- ✓ Explainer videos: show prospects how your product/service solves current challenges

DECISION STAGE

“Reinforce Your Efforts and Close the Deal!”

USE

- ✓ Testimonial videos: let current customers sing your praises
- ✓ Video mail: send personalized explanations to attachments like contracts, proposals, or case studies.

**DEAL
CLOSED**