



**STORYME**

Video + Video Strategy



**Why Video?**

**Win With Video** - Cases

**Take-aways**

# Why Video?



**Video is a mega trend.  
In a decade, video will  
look as big a shift in the  
way we share and  
communicate as mobile  
has been.**

Mark Zuckerberg  
CEO of Facebook

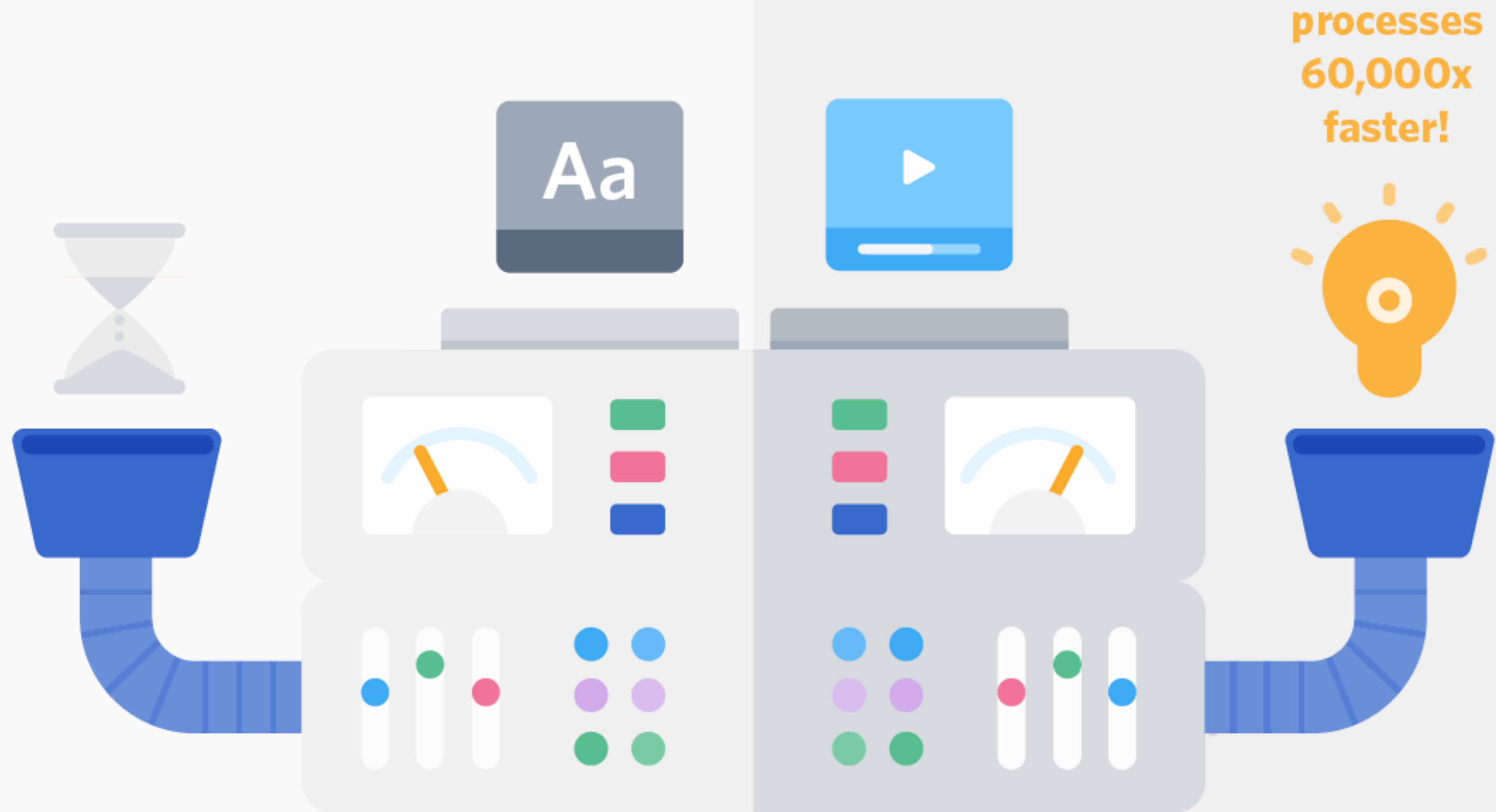


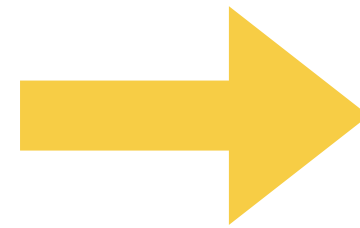


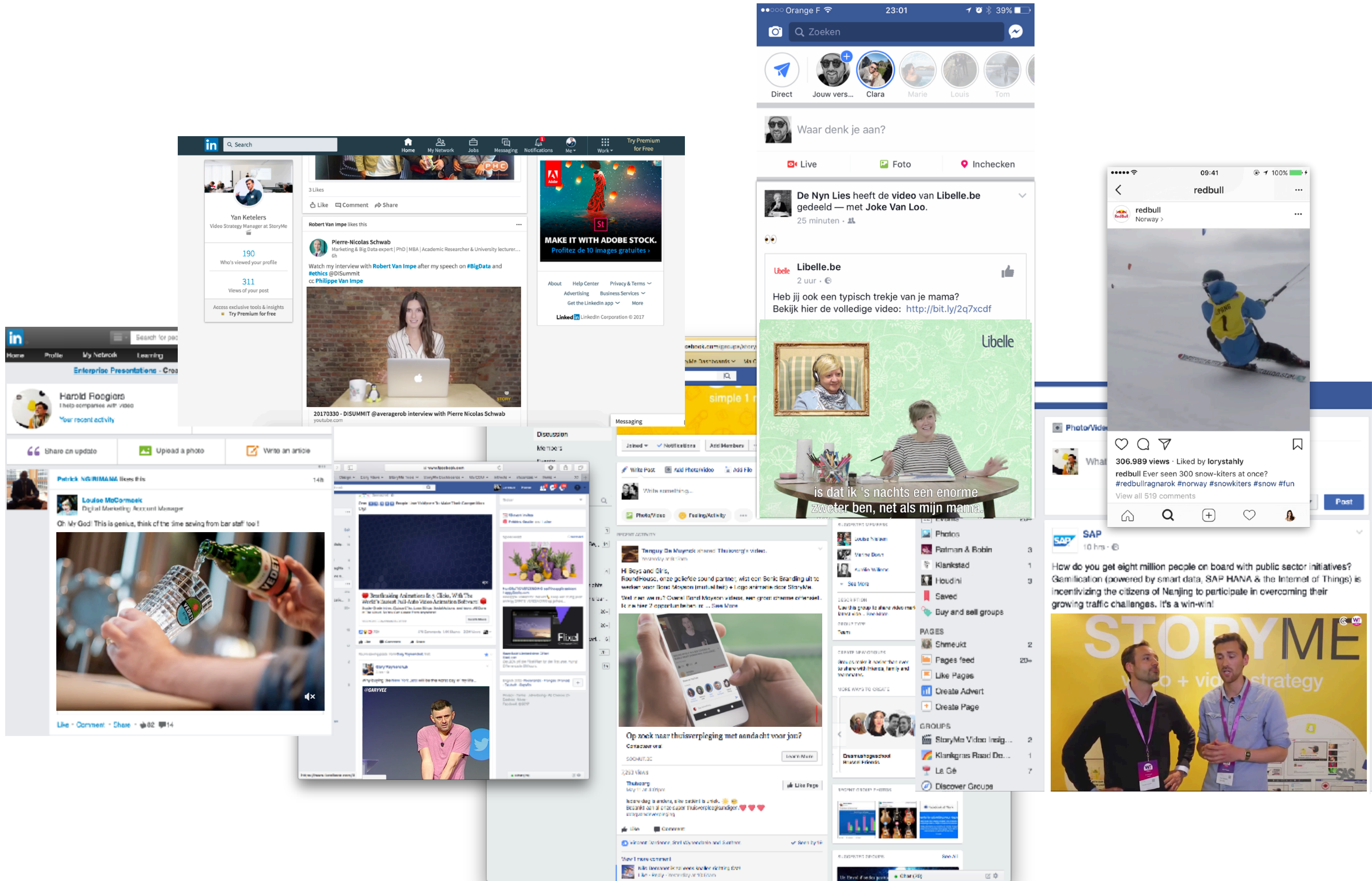
A landslide is the rapid mass movement of soil, mud and/or rocks downhill due to the pull of gravity. Landslides are very common and occur in a variety of forms. Land may topple off in a big chunk, or slip down in bits. Landslide may be composed of mud or may contain rocks and other debris. Most landslides occur gradually, but some may be sudden.

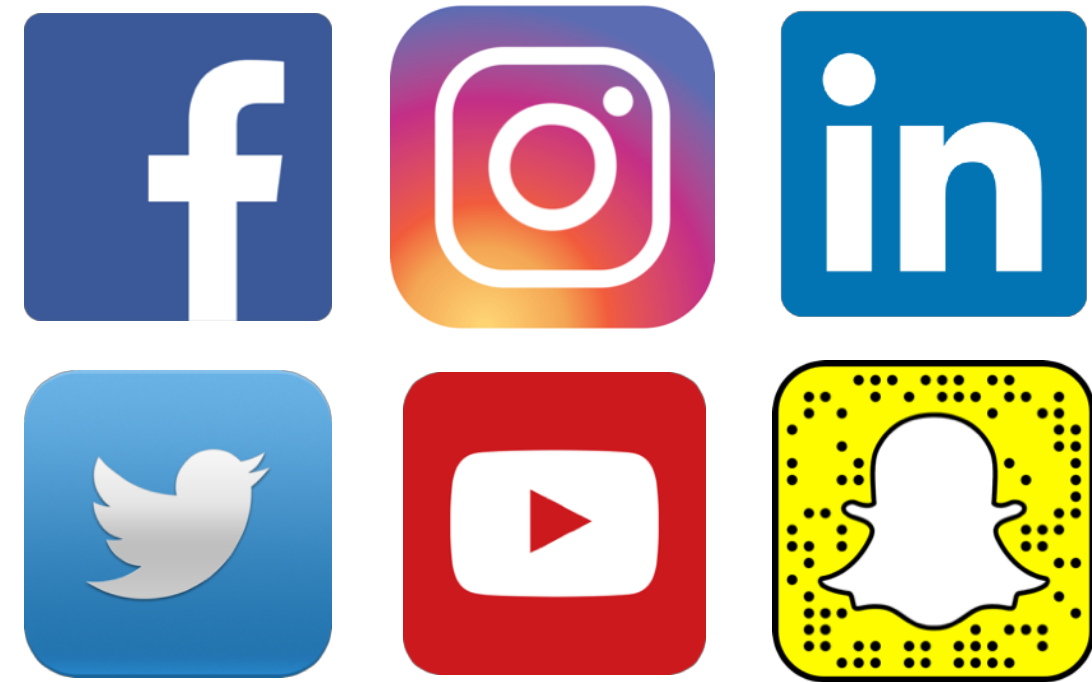










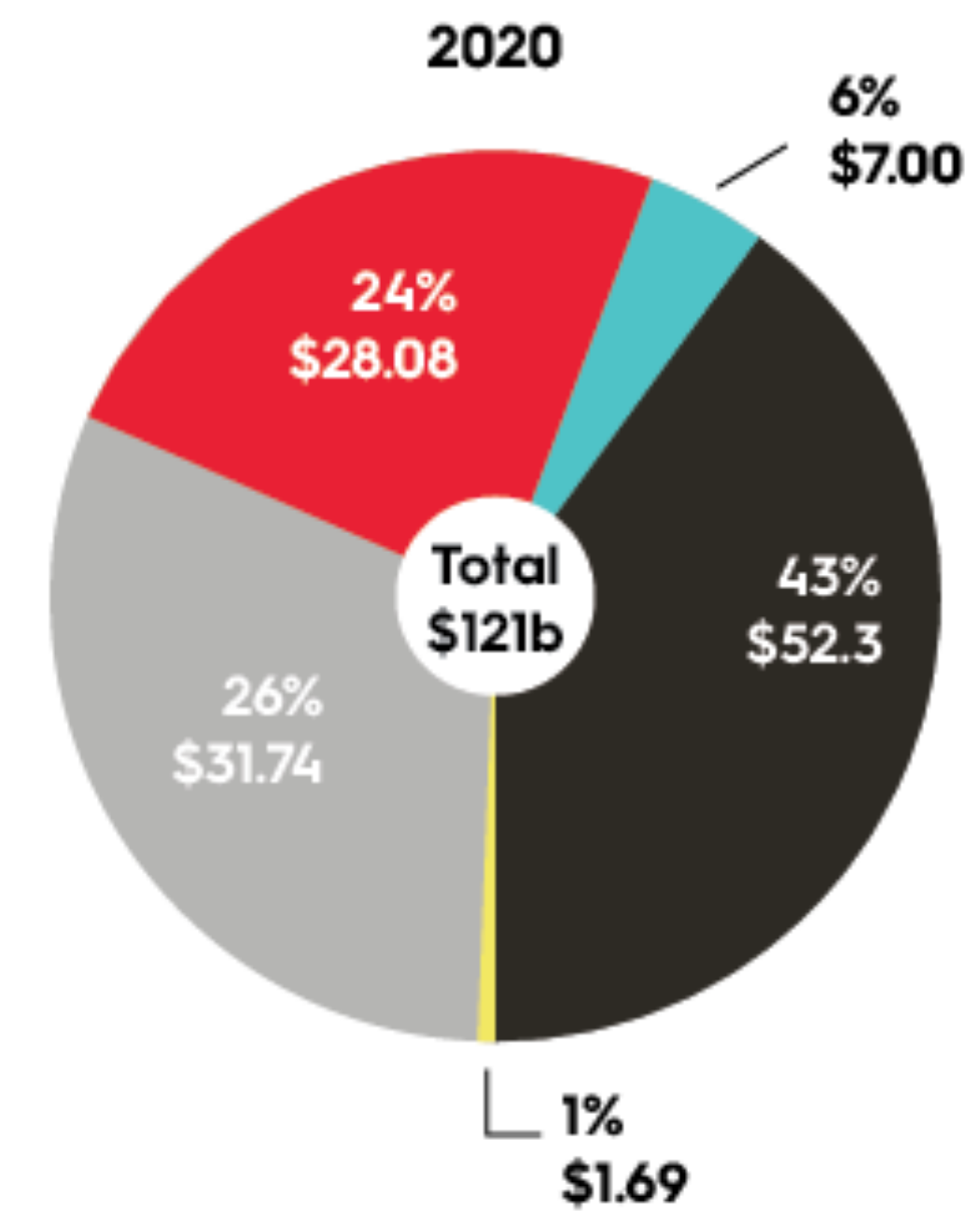
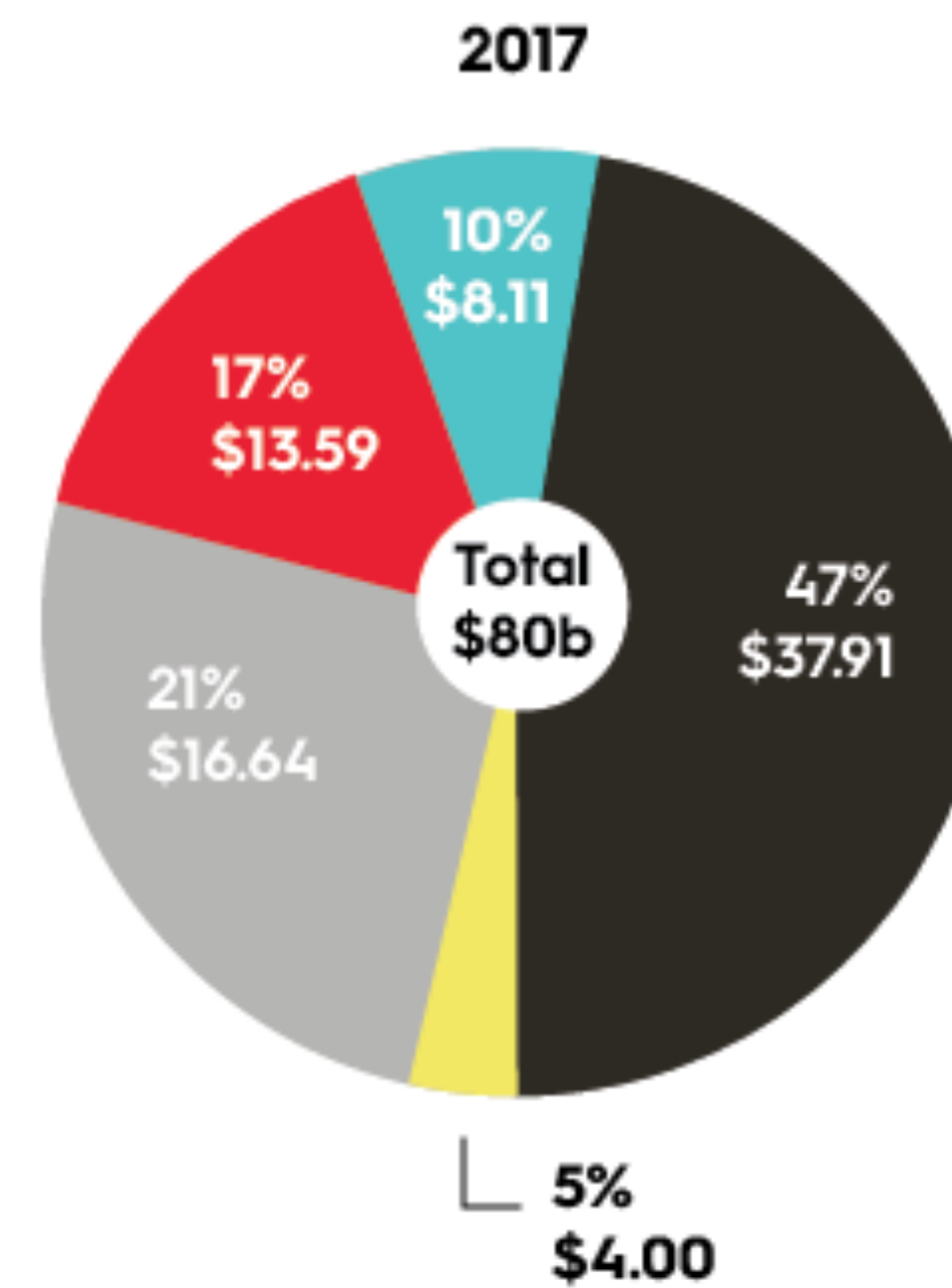
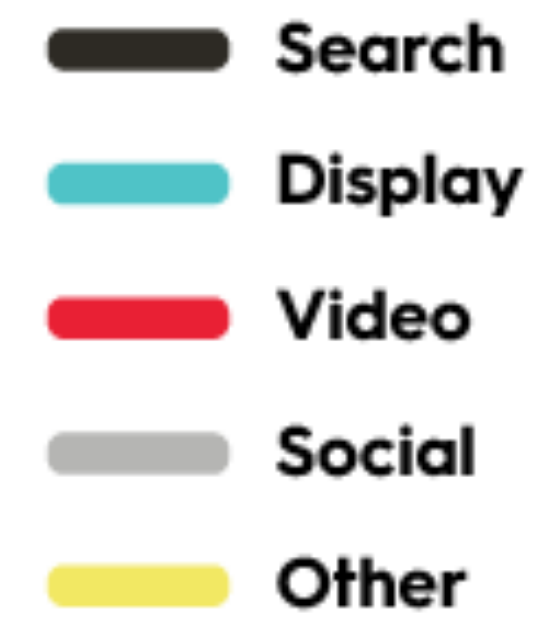


Today all social networks  
are **video platforms.**



## Projected US Digital Ad Spending

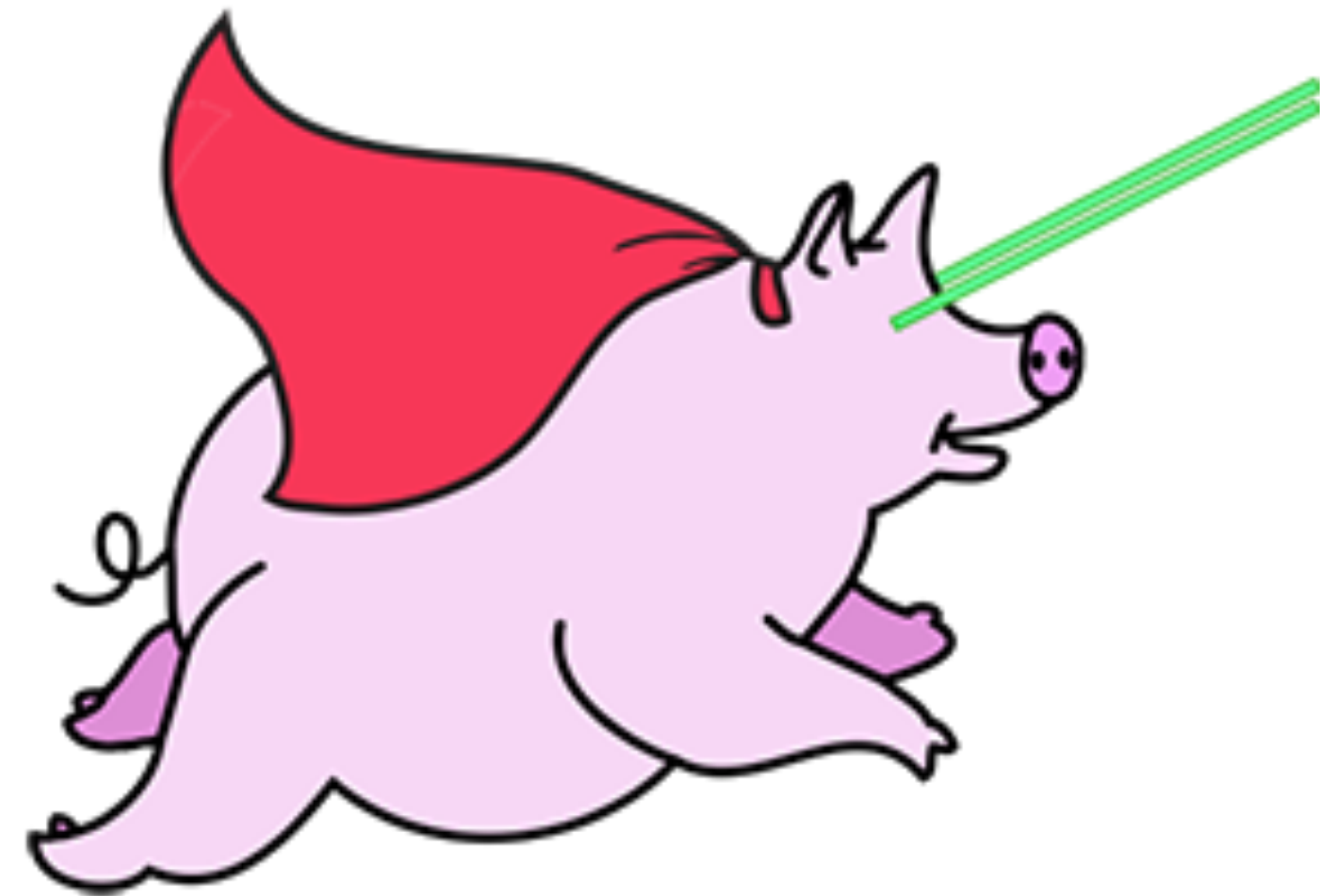
By method - in billions (\$)



Bazooka




Lazer



# WHY VIDEO?




 **StoryMe**  
8 augustus · 🌐


Don't miss a good thing! Sign up for our free and interactive Power of Video for HR Webinar. Tag an HR professional who could use this Video Strategy knowledge below! 📌

📅 Sign up for the webinar: <https://bit.ly/2OLxaSF>  
📅 August 28th, 1:15 CEST

**WEBINAR:  
THE POWER OF VIDEO  
FOR HR**

📅  
TUESDAY 28th. of August 2018  
13:15

 **STORYME**  
video + video strategy



9

 **StoryMe**  
14 augustus · 🌐

Jordan has all the Video in HR tips you need! For all the rest, make sure to join our webinar on August 28th @ 1:15 CEST! 📌

Register here: <https://bit.ly/2OLxaSF>

**HOW CAN I  
IMPROVE MY  
EMPLOYER  
BRANDING?**



VIDEO.STORYME.COM

Sign up for The Power of Video in HR Webinar! [Registreren](#)

👍👎👤 14

1 opmerking 2,2 d. weergaven

752

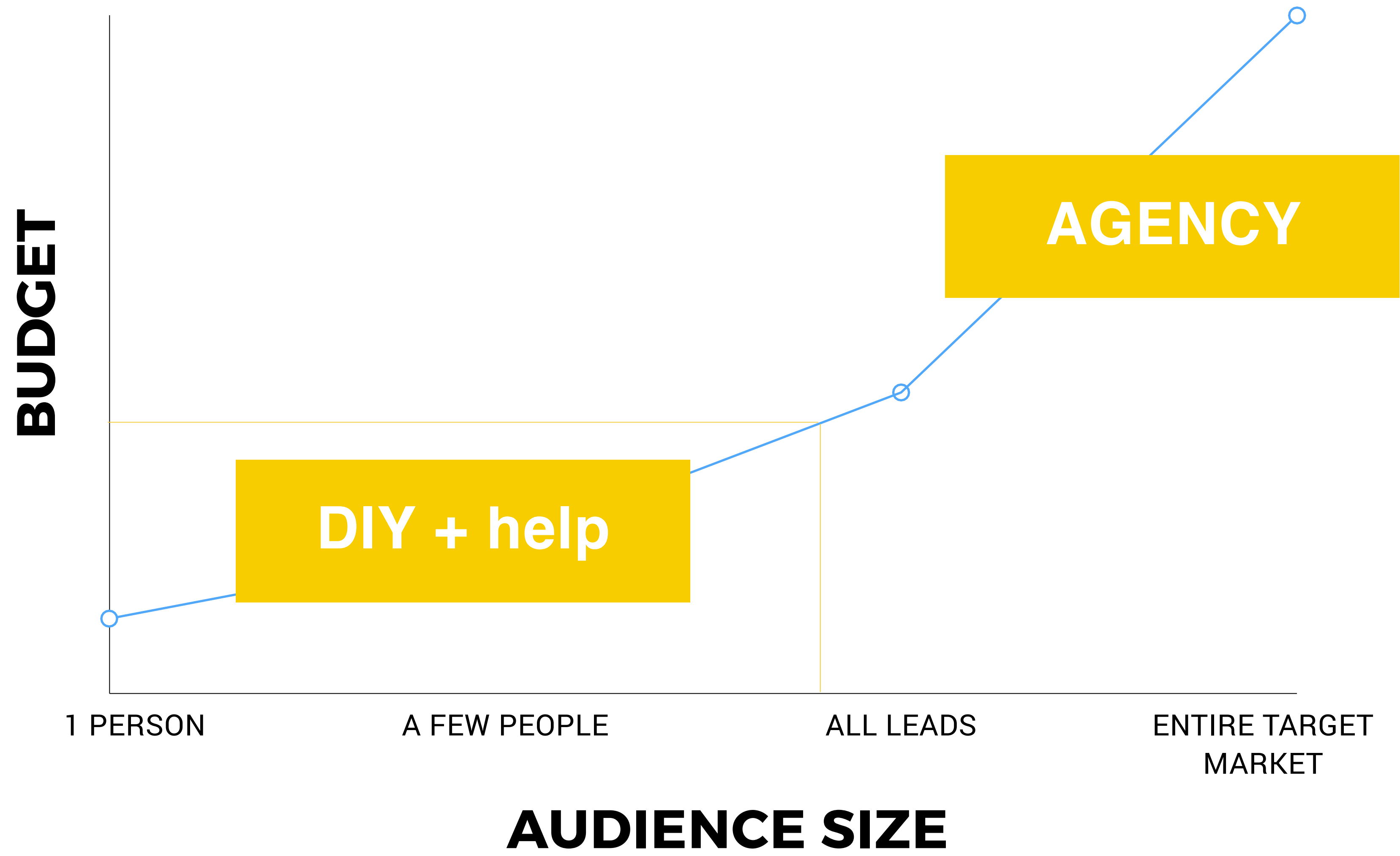
**HIGHER**

**ENGAGEMENT**

**MORE**

**CLICKS**





**AWARENESS**

**INTEREST**

**CONSIDERATION**

**INTENT**

**EVALUATION**

**PURCHASE**



**AWARENESS**

**INTEREST**

**CONSIDERATION**

**INTENT**

**EVALUATION**

**PURCHASE**



**THEN**

MARKETING

SALES

AWARENESS

INTEREST

CONSIDERATION

INTENT

EVALUATION

PURCHASE

**NOW**

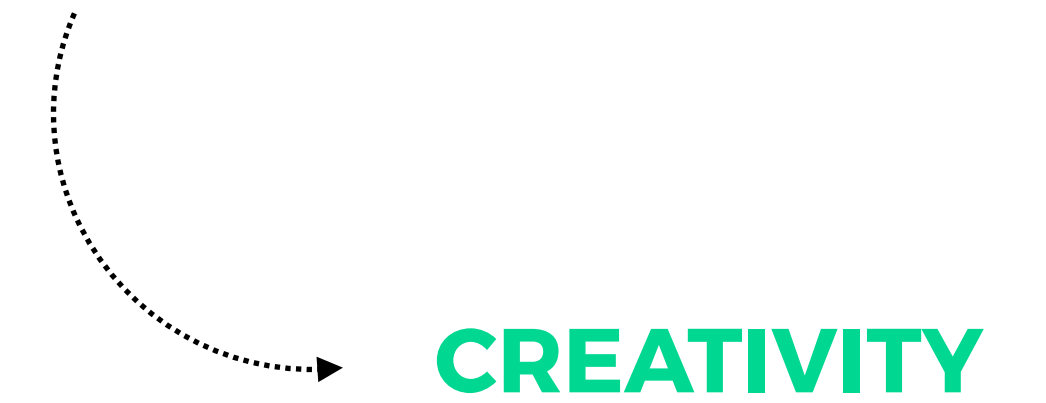
MARKETING

SALES





Video as a means to  
**ADVERTISE**

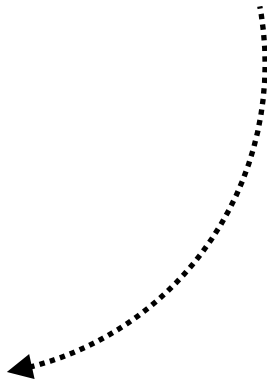


**CREATIVITY**



Video as a means to  
**Communicate**

**SIMPLICITY**



Video is a mega trend.  
In a decade, video will  
look as big a shift in the  
way we share and  
**communicate** as mobile  
has been.

Mark Zuckerberg  
CEO of Facebook











The Latest Technology In The New Volvo V60


235,467 views

1.6K 89 SHARE SAVE ...

Exploring The New Volvo V60

Volvo Cars - 3 / 4

1




3:55

Clean Design In The New Volvo V60

Volvo Cars


2



3:52

The New Volvo V60: A Driver's Car

Volvo Cars




3:10

The Latest Technology In The New Volvo V60

Volvo Cars

4



2:54

Class-Leading Versatility In The New Volvo V60

Volvo Cars





*“YOUTUBE BECAME THE **NEW SHOWROOM** FOR CARS”*

# Win With Video

Cases





**MEDIA + CREATIVE**



main/micro

diy vs agency

ad flows

type of video

channels

format

style

**MEDIA**

+

**CREATIVE**

targeting

tone of voice

content

metrics/data

length

layered videos

personalized



copy

**MEDIA + CREATIVE**



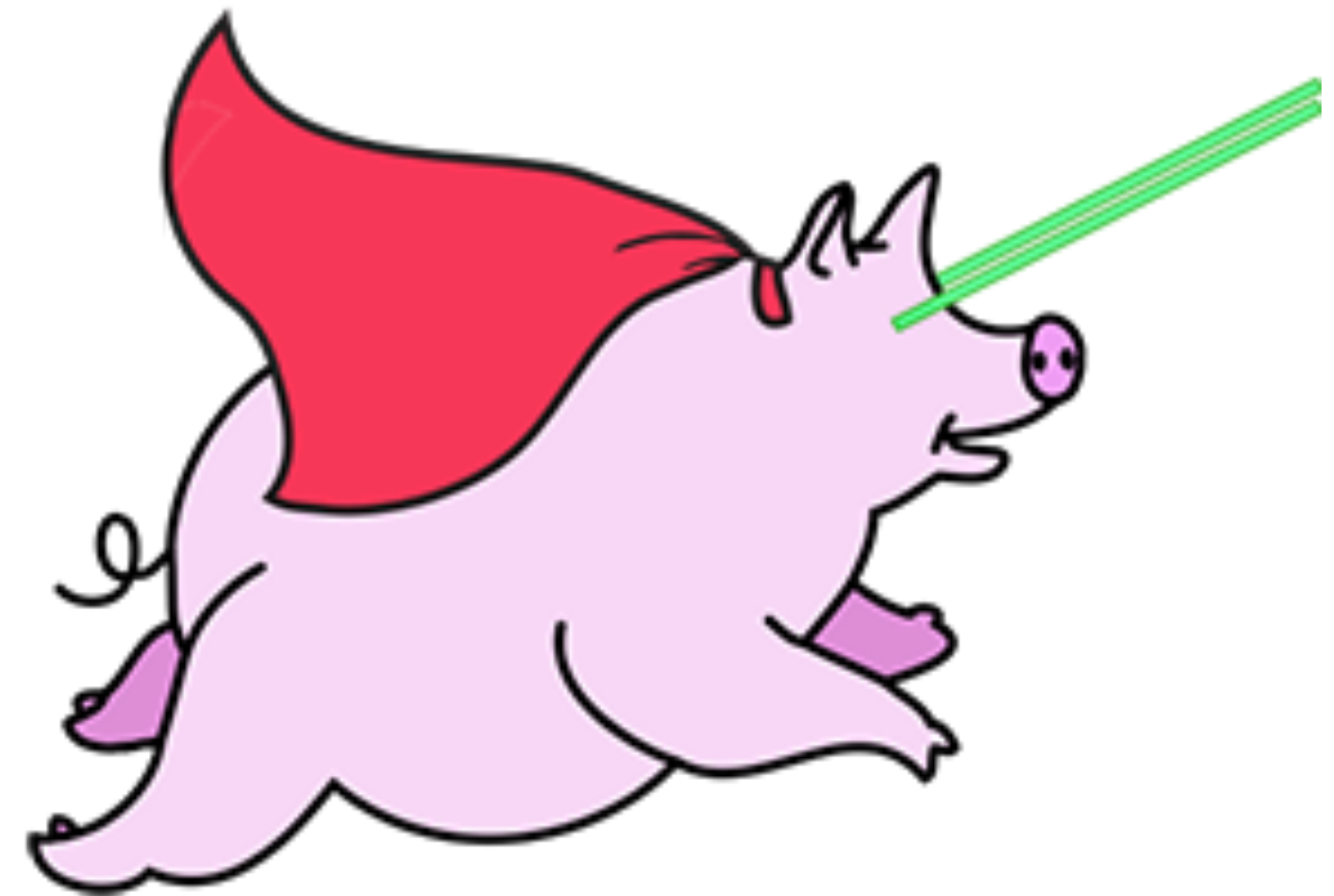
# AWARENESS



Bazooka



Lazer





Feel nothing but beautiful freshness.



Philips

Gesponsord · ©



Dit is OneBlade

PHILIPS.BE

Meer informatie

👍❤️😄 304

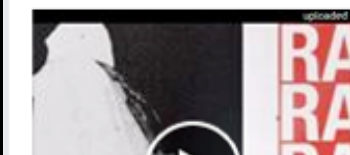
95 reacties · 43 keer gedeeld ·  255K weergaven

👍 Leuk · 💬 Opmerking plaatsen · ➦ Delen

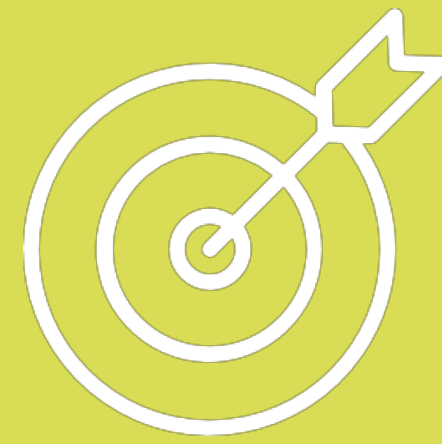


Charlotte Schellekens heeft een link gedeeld.

14 uur · YouTube · ©



ASAP Rocky - Raf Ft. Quavo, Lil Uzi Vert & Frank Ocean



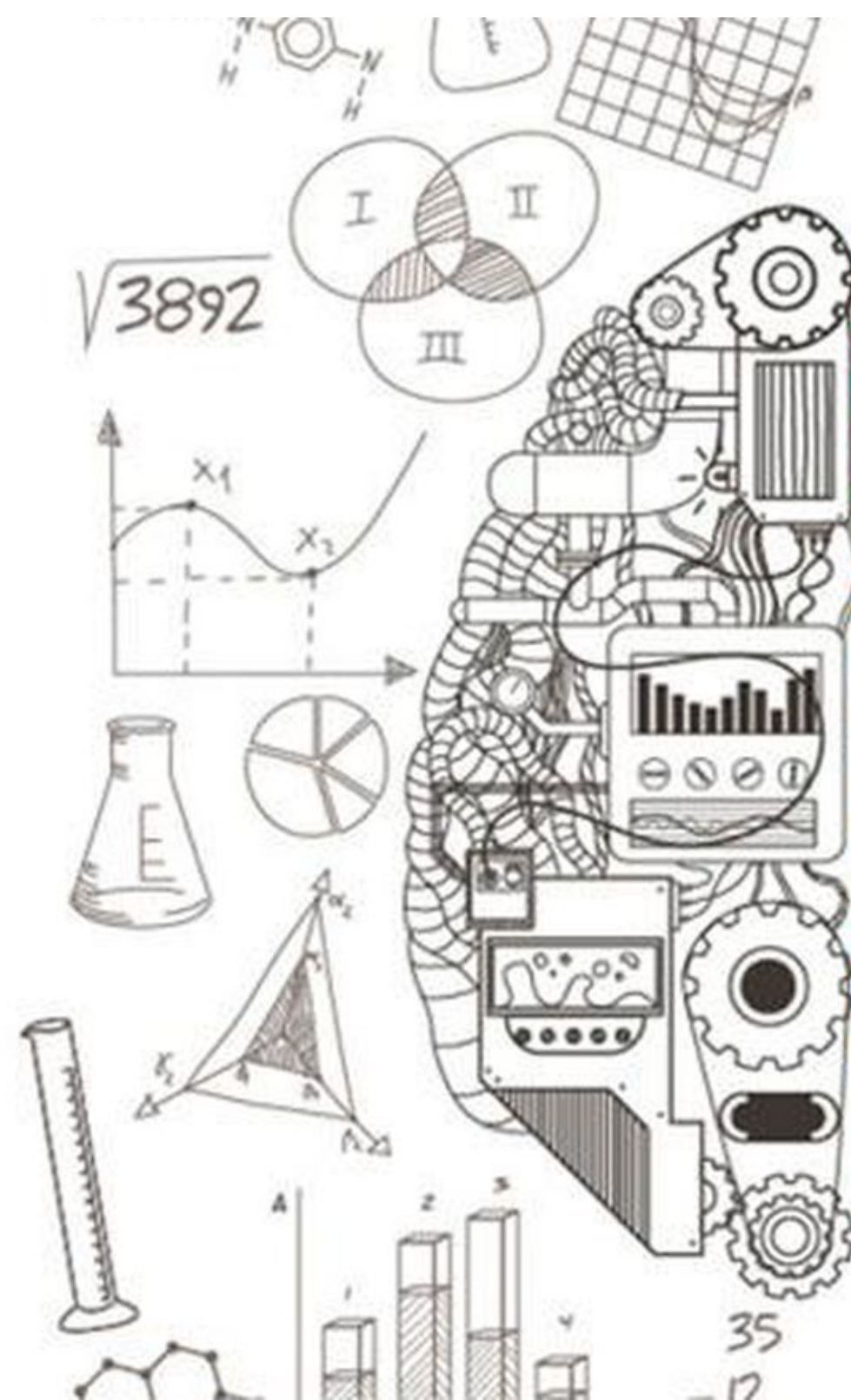
**30% of men aged 18-34 heard of OneBlade through Social**



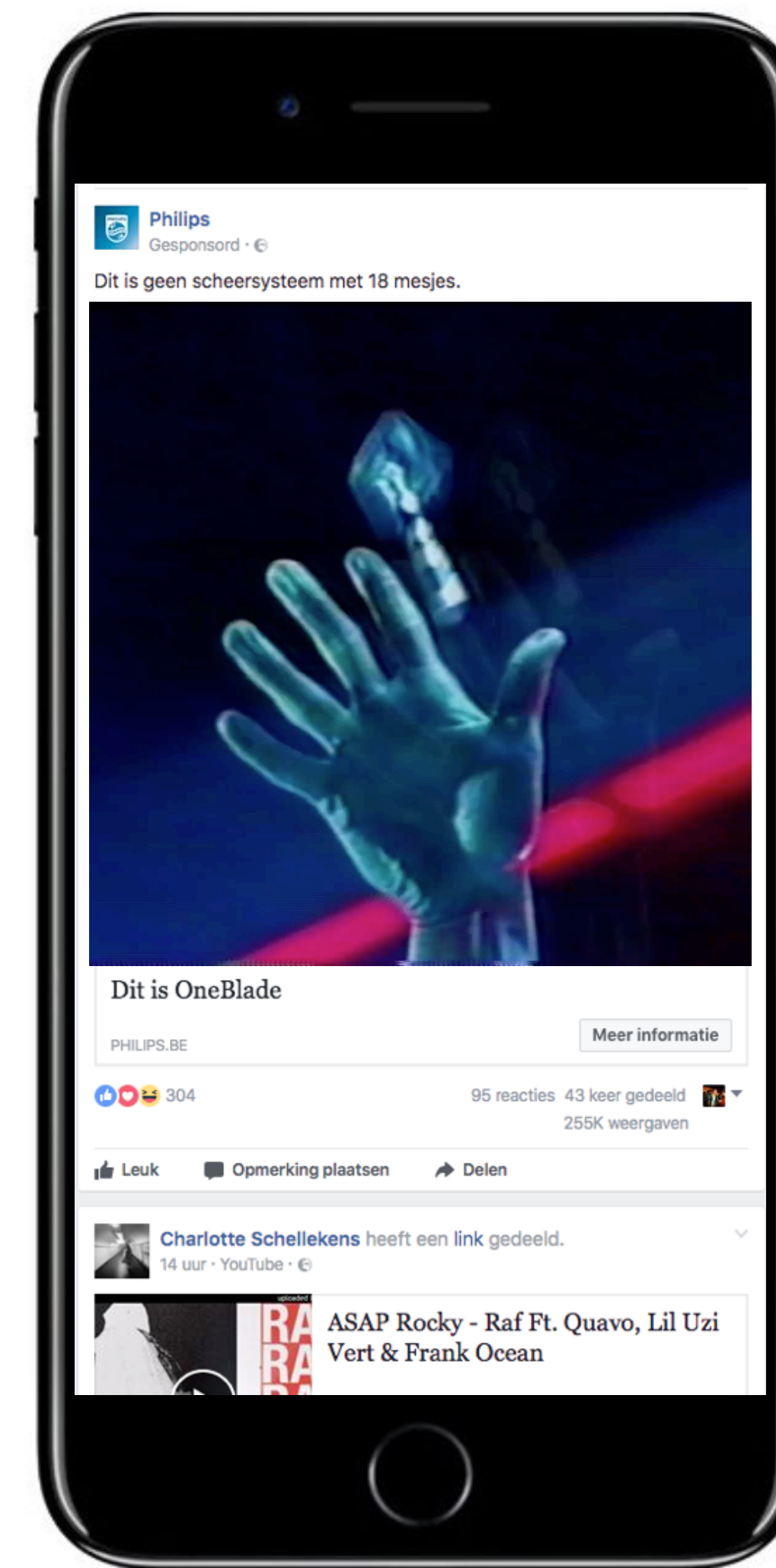


**73% of leads came from social**

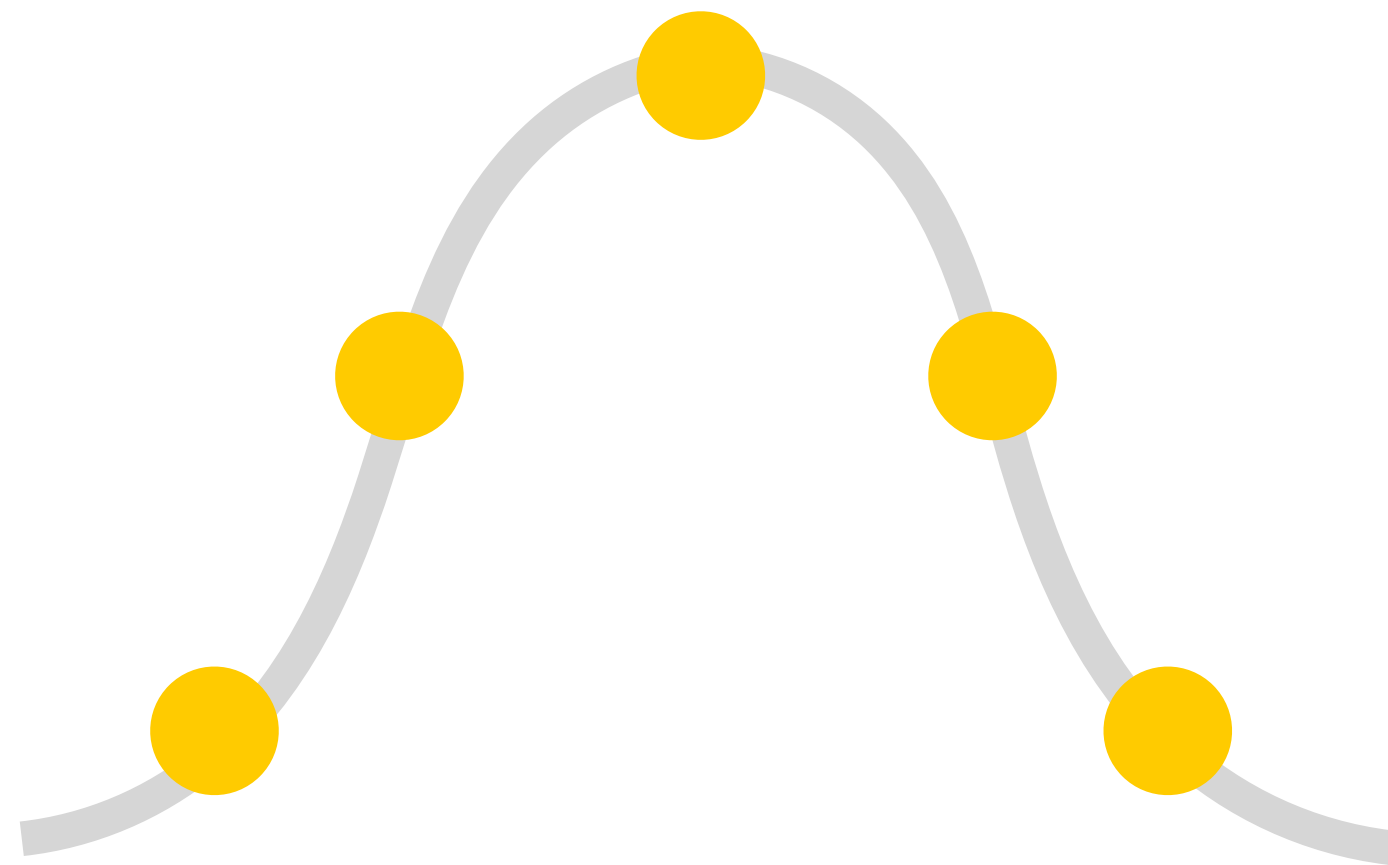




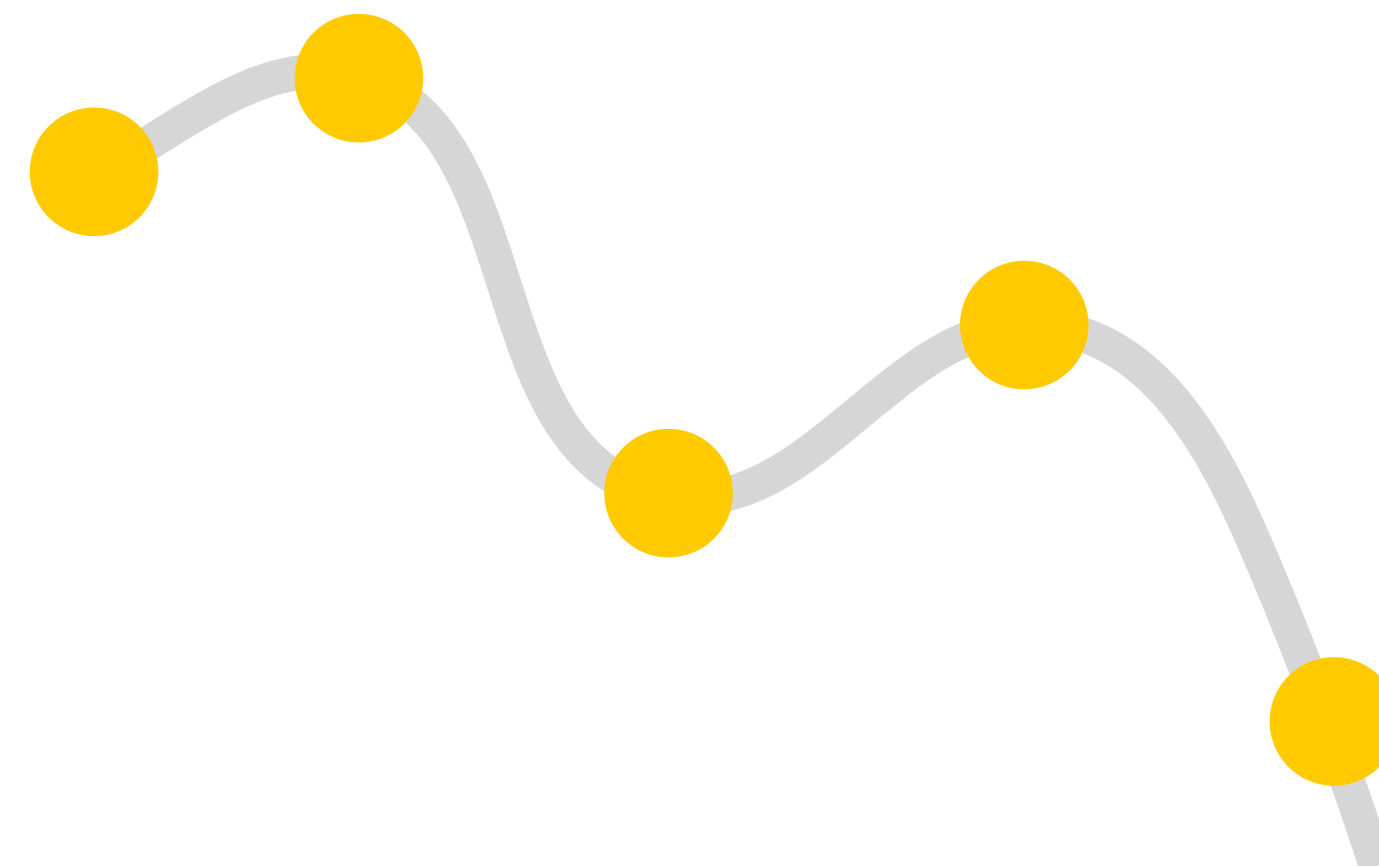


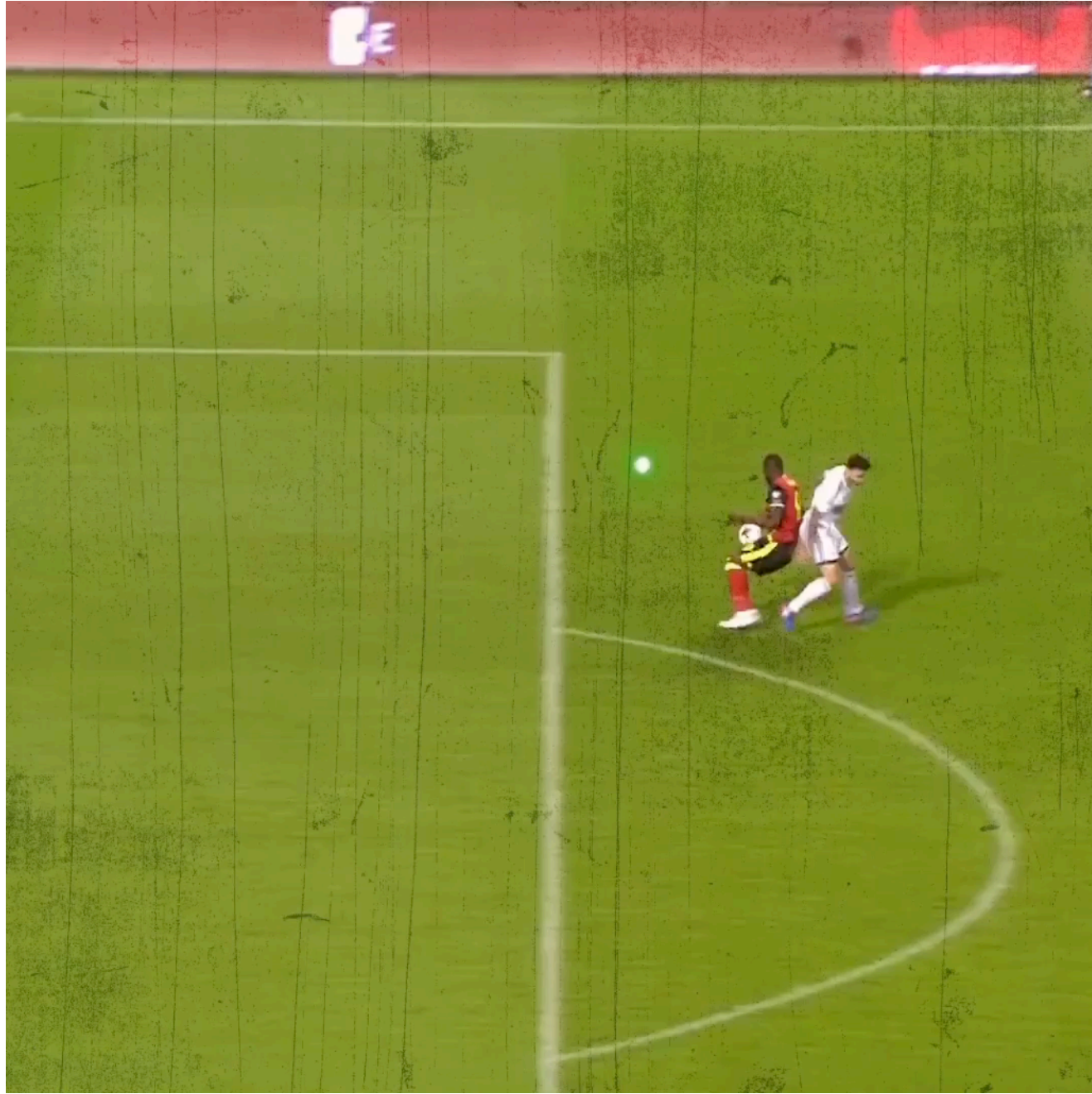


## Traditional Story Arc

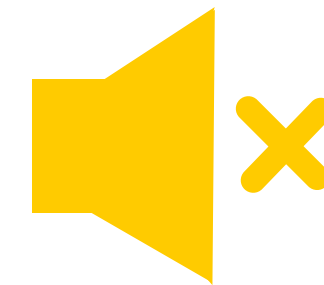
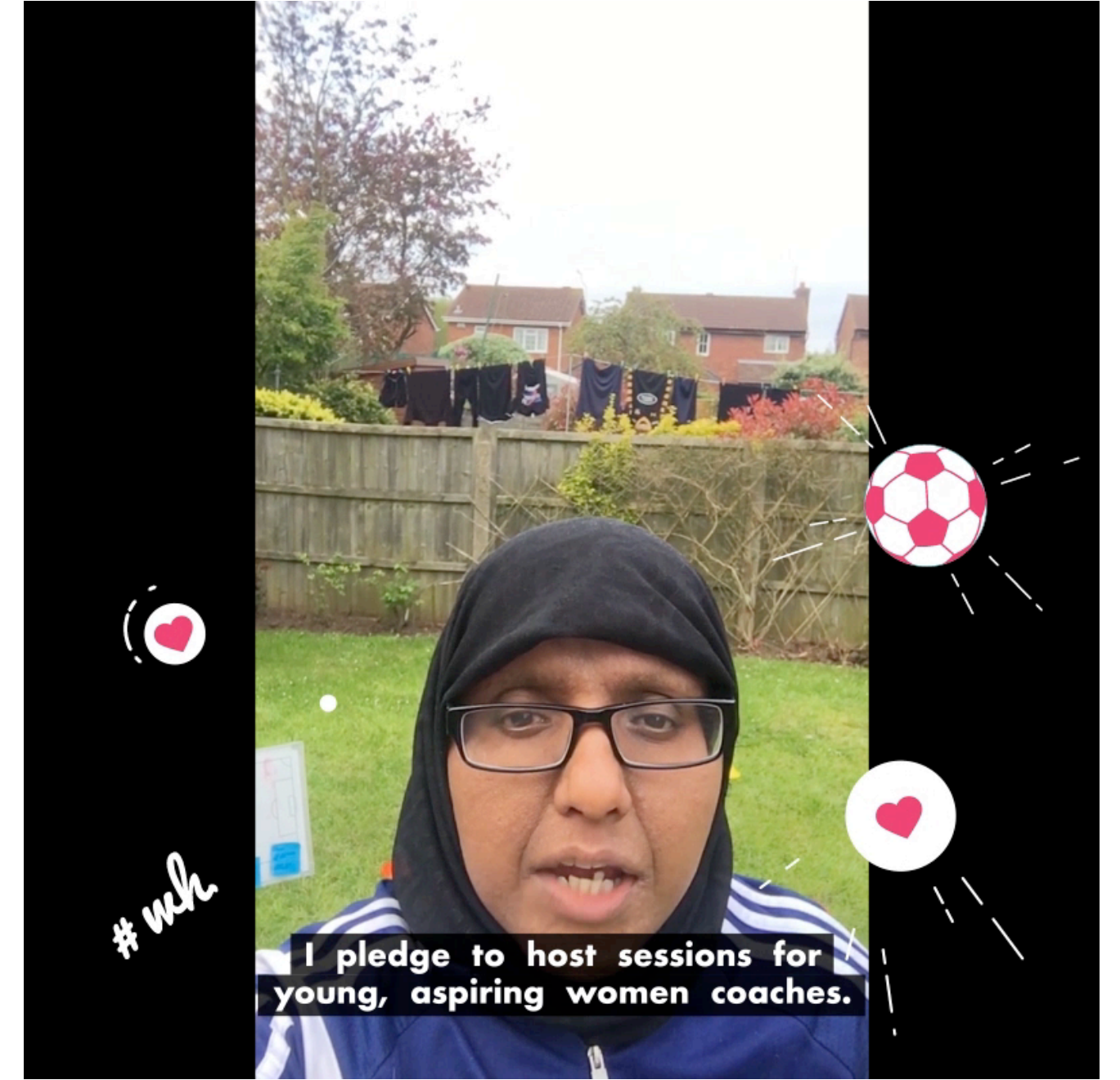


## Emerging Story Arc

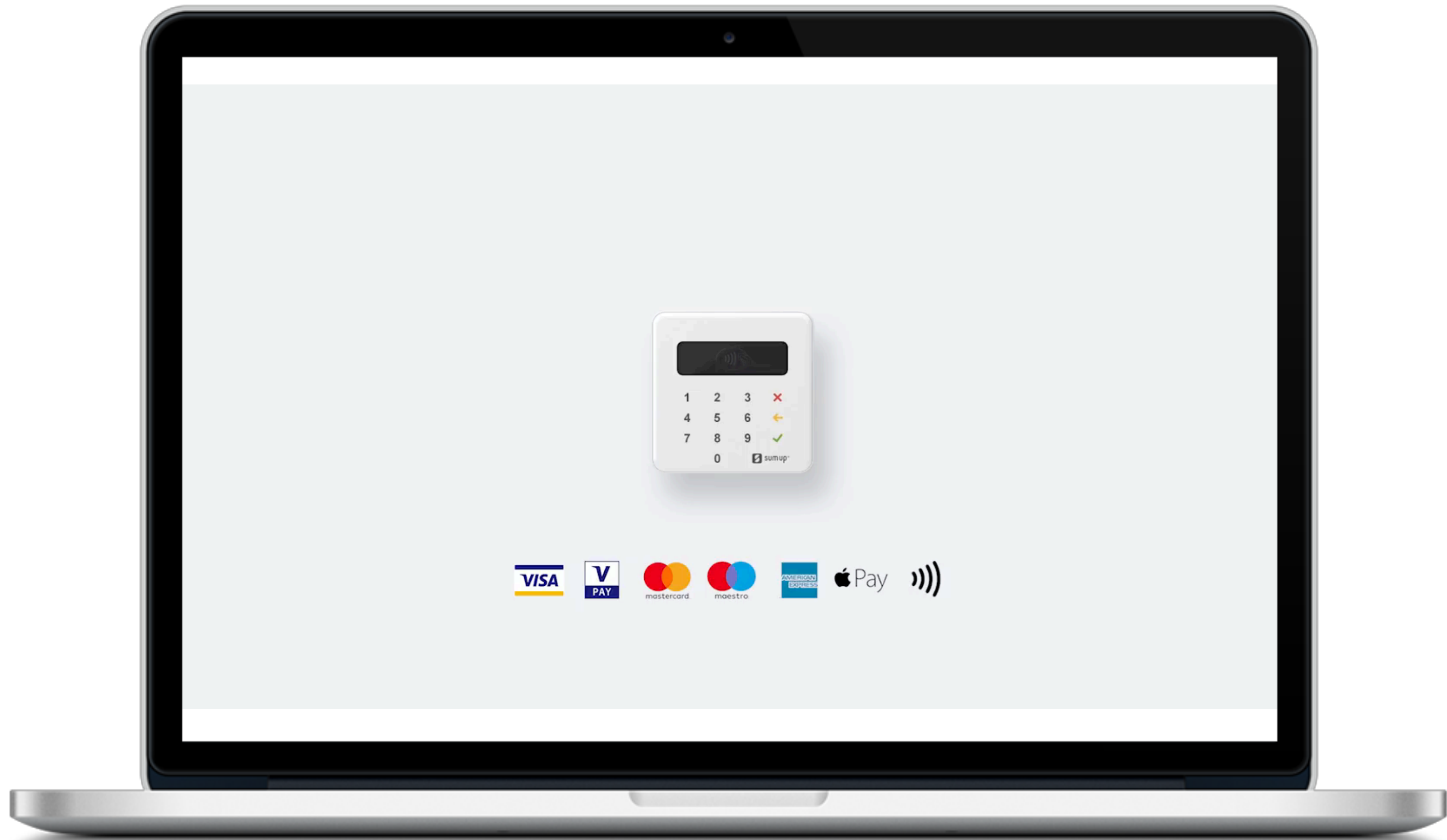


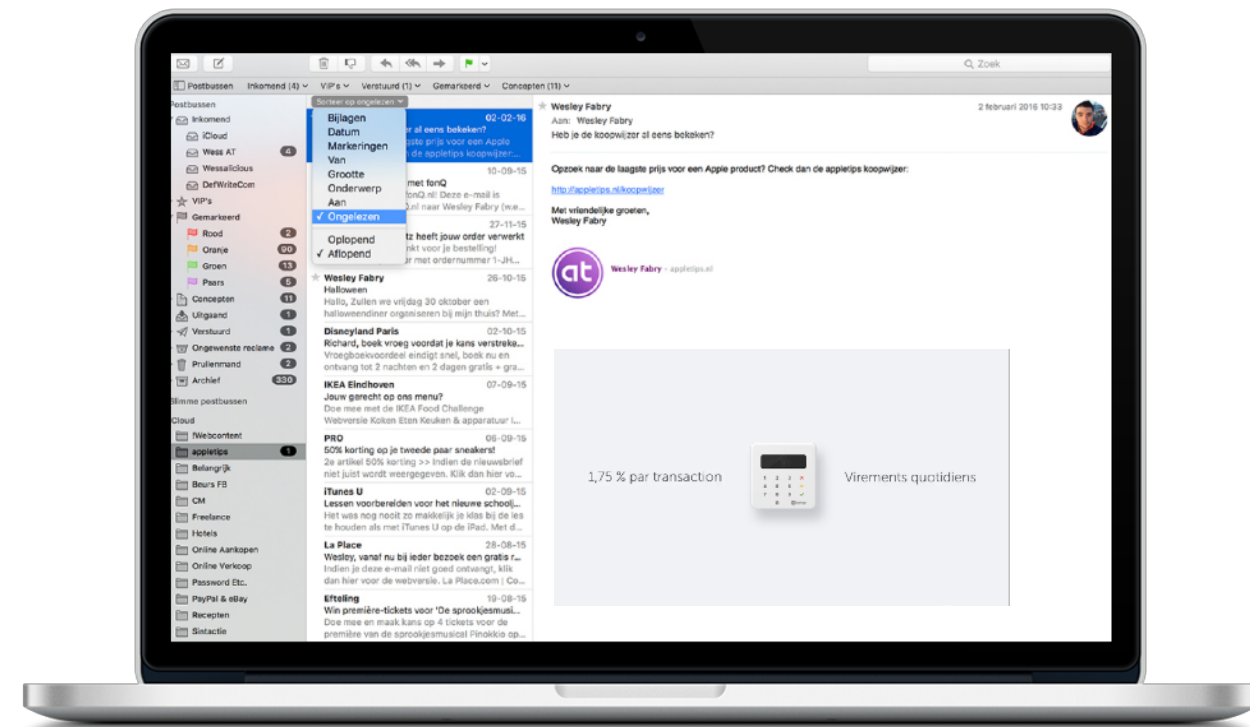
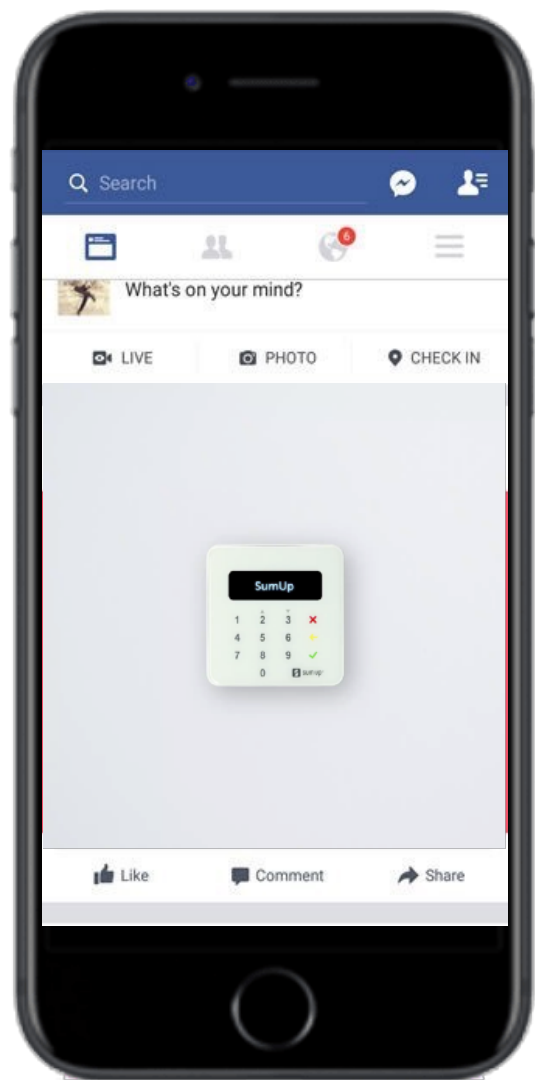


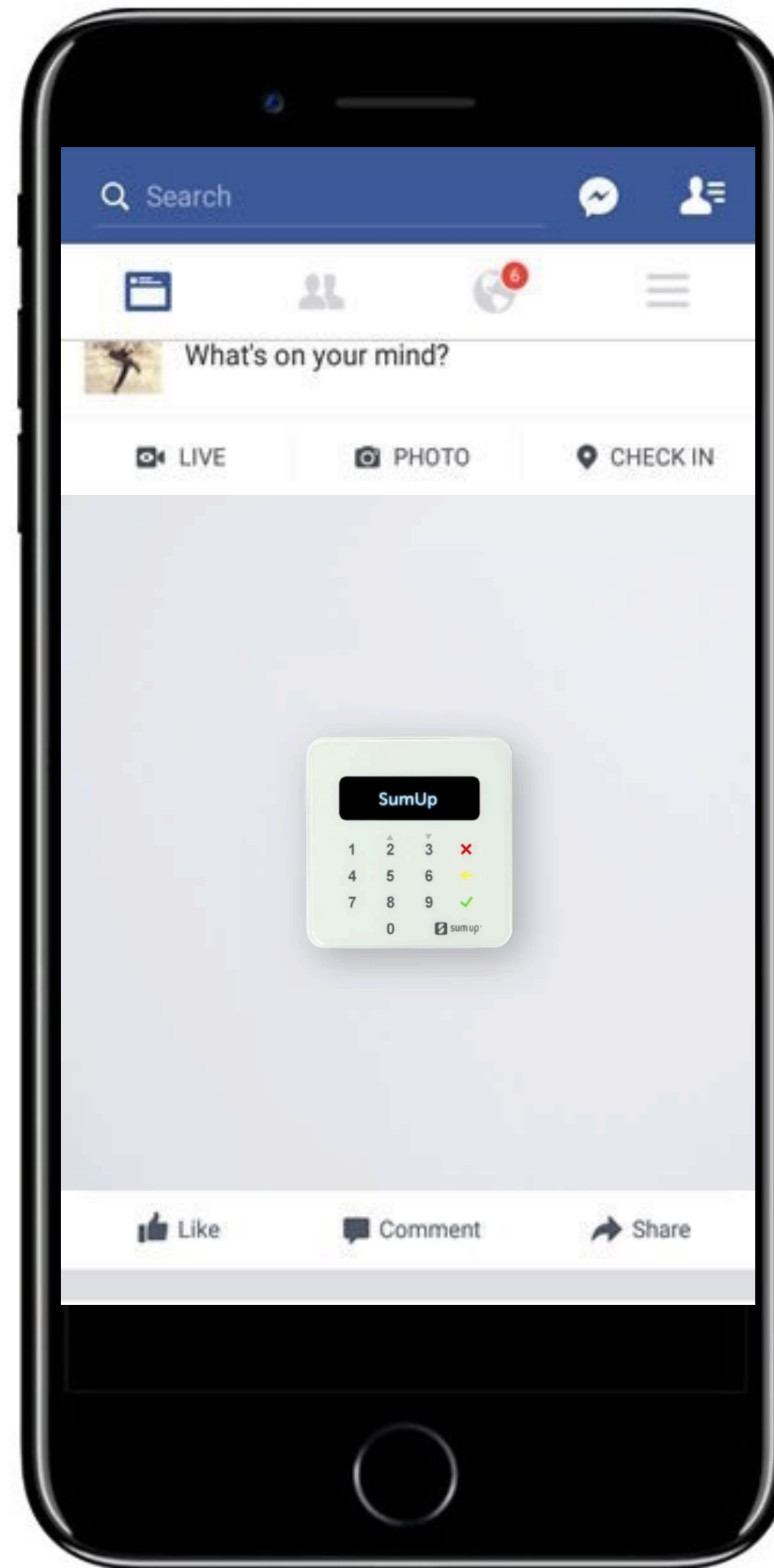
LARGE EYE CATCHING TEXT







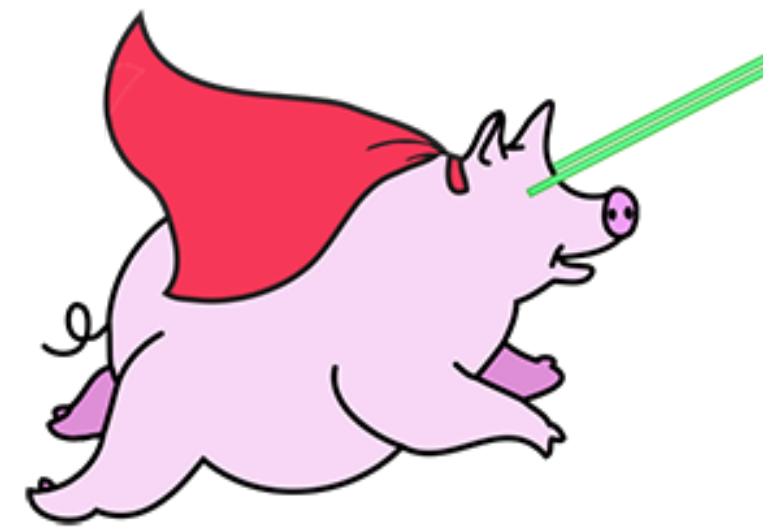




# DATA

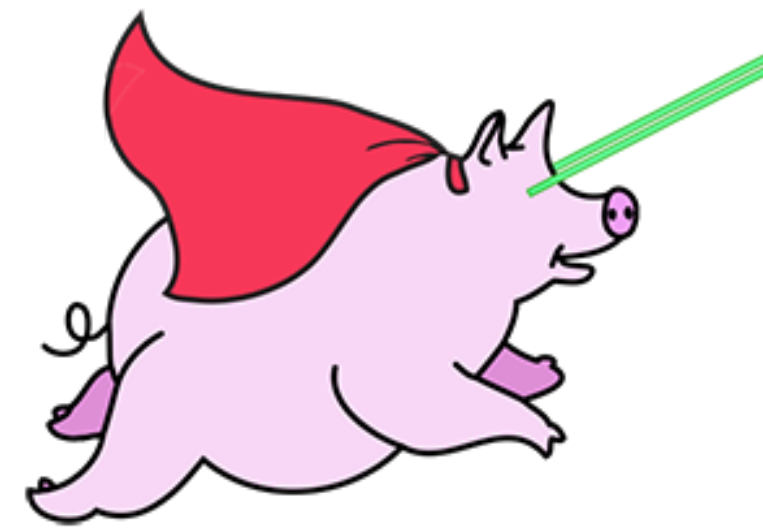


# TARGETING





## TARGETING

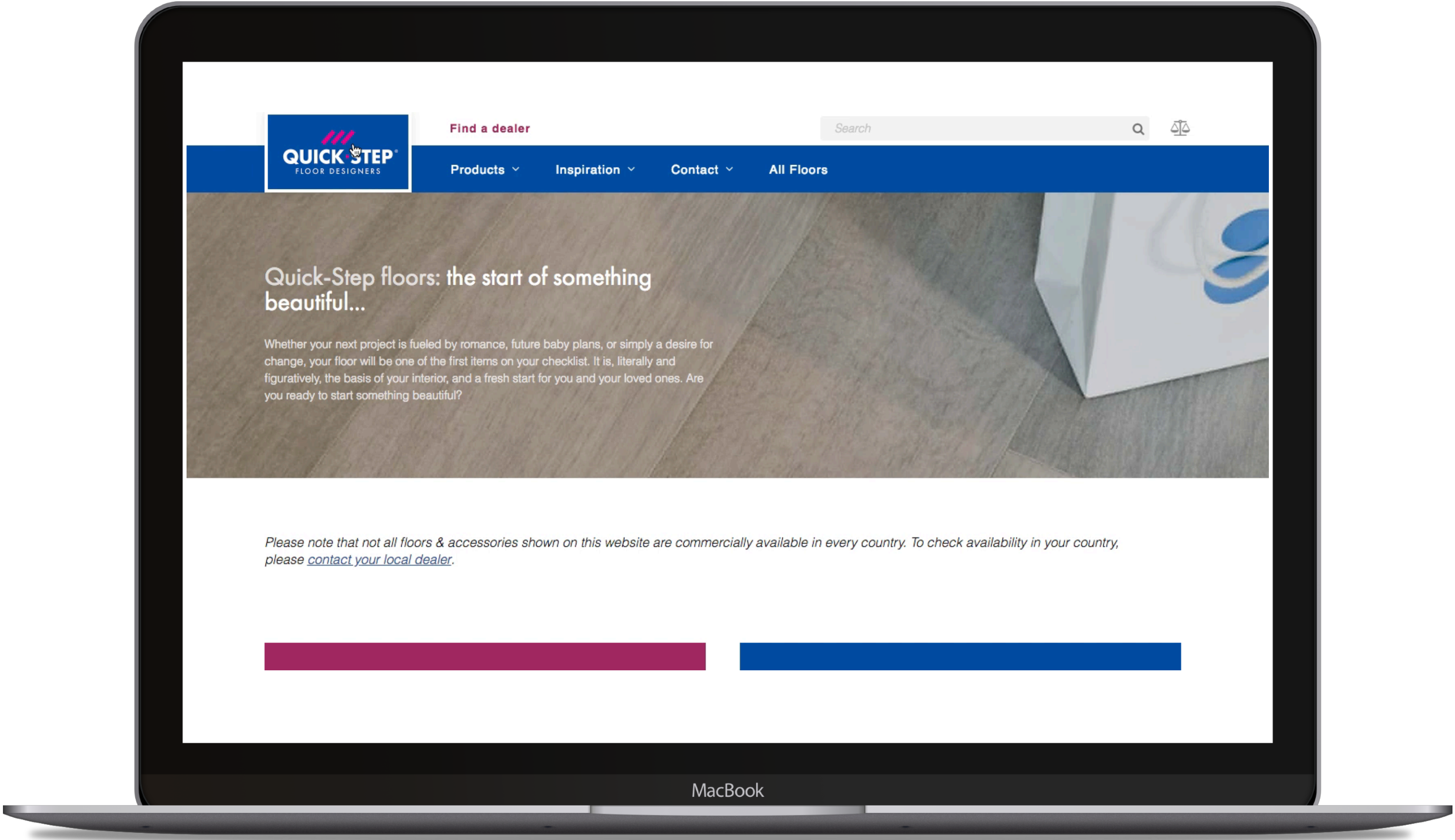


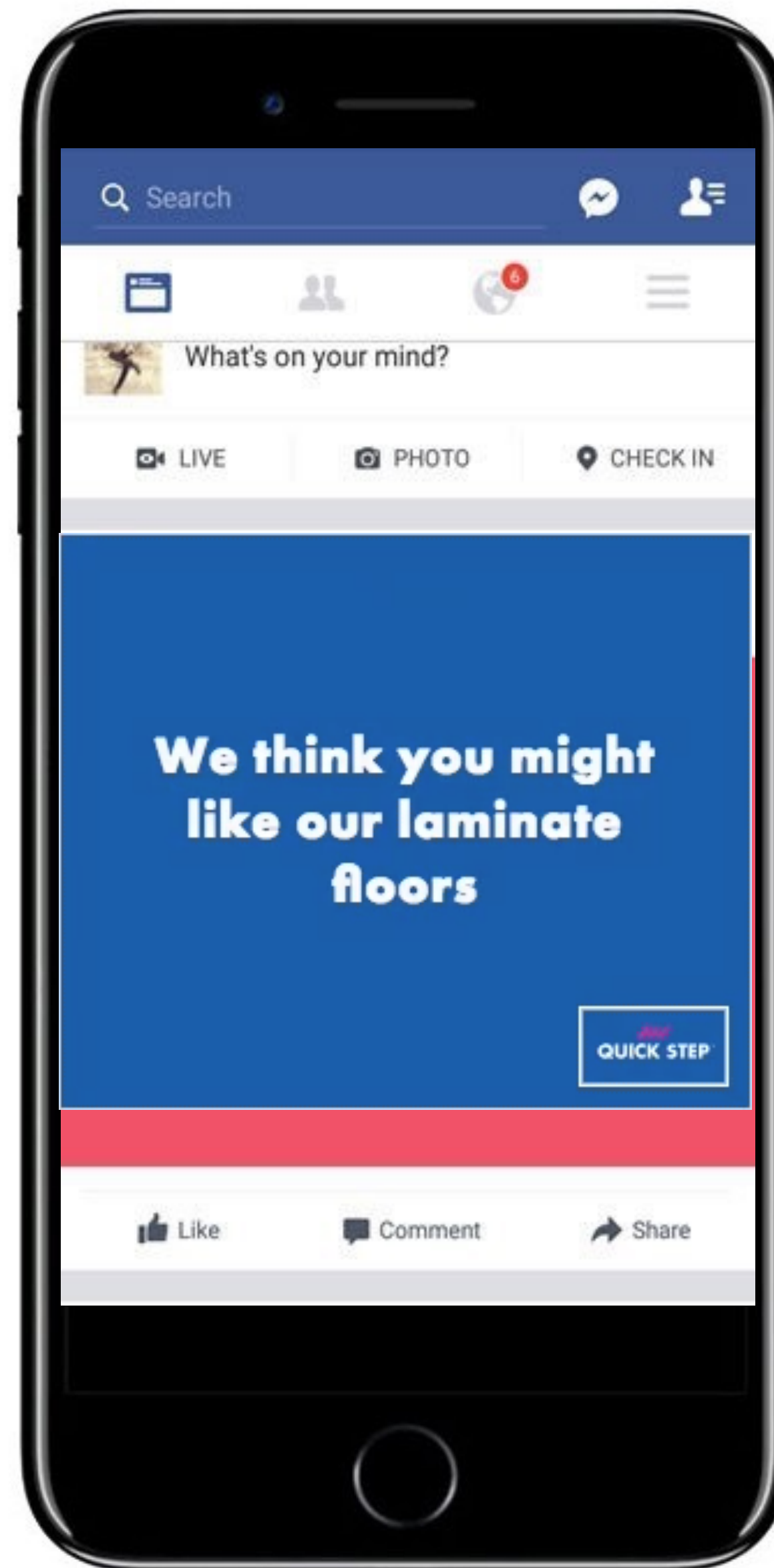
## PERSONALISATION



Consumers **purchase more**  
when marketers **personalize**  
the **digital experience.**







[Find a dealer](#) [Find an installer](#) [Contact](#)

[Products](#) [Inspiration](#) [Support](#) [Webshop](#)

Try before you buy On orders over £300 on floors & accessories Visa & Mastercard

[Home](#) > [Laminate](#) > [Impressive](#) > **Classic oak natural**

### Classic oak natural

LAMINATE - IMPRESSIVE | IM1848

**22.99** £/m<sup>2</sup>

25 years warranty

Class 32

Compatible with floor heating

Click

4 grooves

[How many m<sup>2</sup> do you need?](#)

Surface (m<sup>2</sup>)

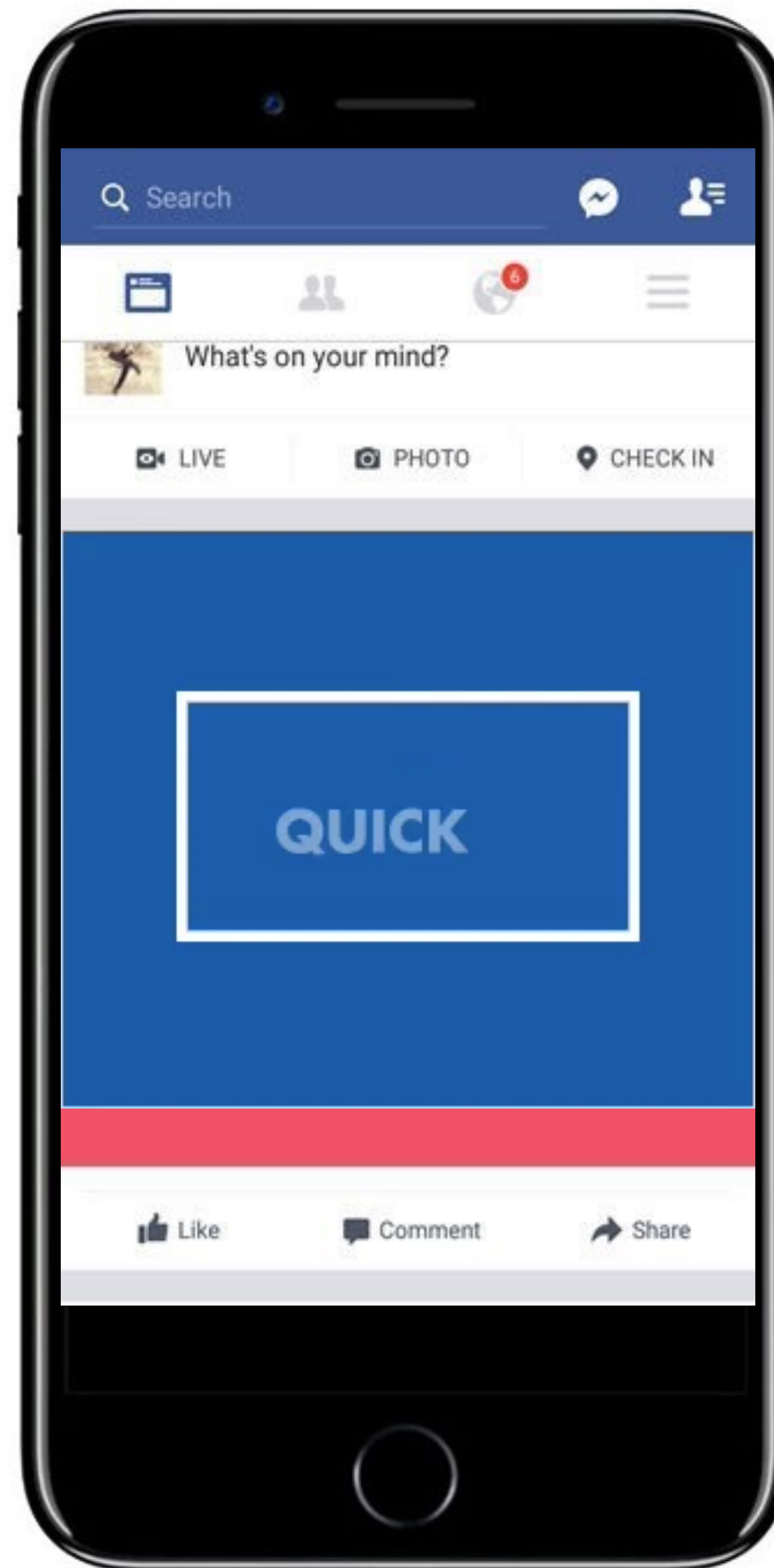
Pack(s)

=

=

£ 42.07

[Add to cart](#)



**Reduced**

**ACQUISITION COST**

**Higher**

**REVENUE**

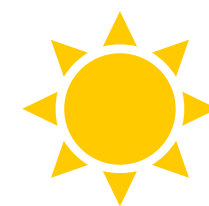
**Efficient**

**MARKETING SPEND**

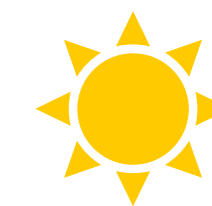




## Tilburg



## Terneuzen



**Click-through rate**

**+ 210%**

**CPC**

**- 67%**



**SOCIAL = SHORT**



Customers don't want to be  
**“interrupted”**

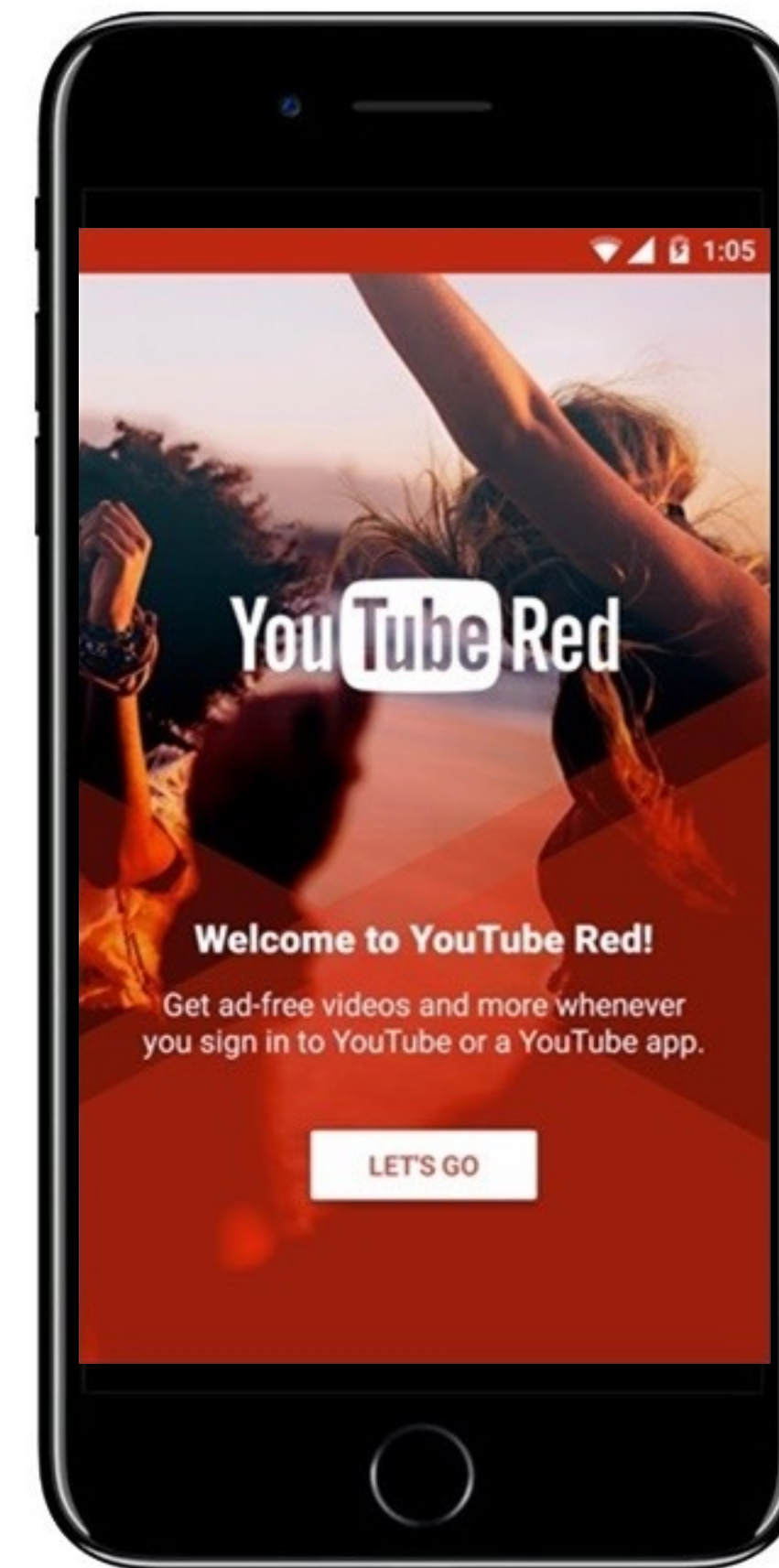
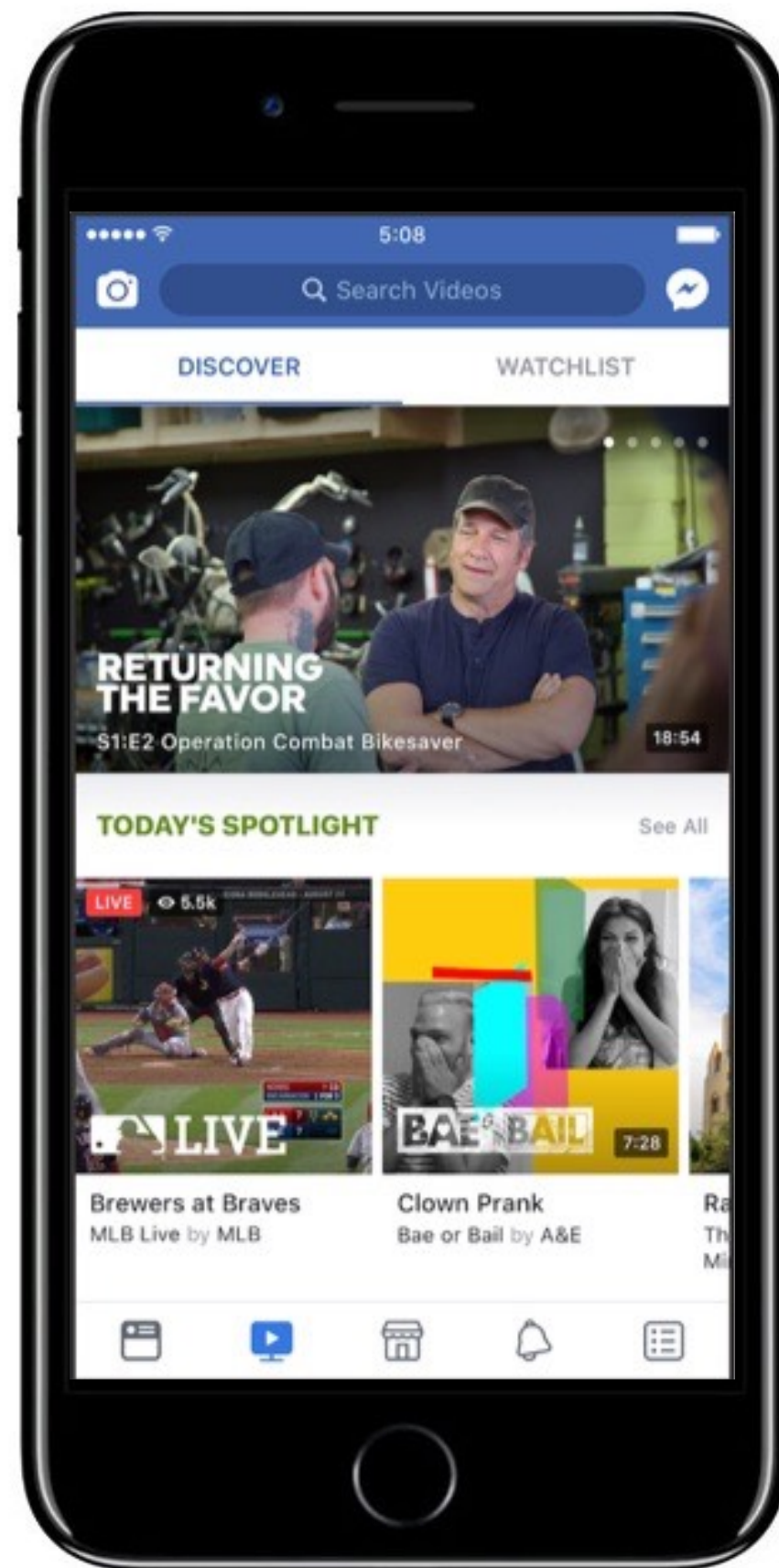
Customers want to be  
**informed**



**Long Form Content**

**Non Branded Content**







**Humans of New York**

16 hrs · 🌐



"She was 'The Grandma.' She worked as the head nurse at St. James hospital. She owned her own house. I lived with her up until the sixth grade. We'd have these long conversations every night. And every morning she'd make a ball of coconut for me to bring to school. She was the most consistent thing in my life. Even after Mom got mixed up in drugs, Grandma paid to keep our phone on. She paid to keep our lights on. She checked my grades and sent me to after-school pro... [See More](#)



👍❤️😲 141K

2.1K Comments 2,572 Shares







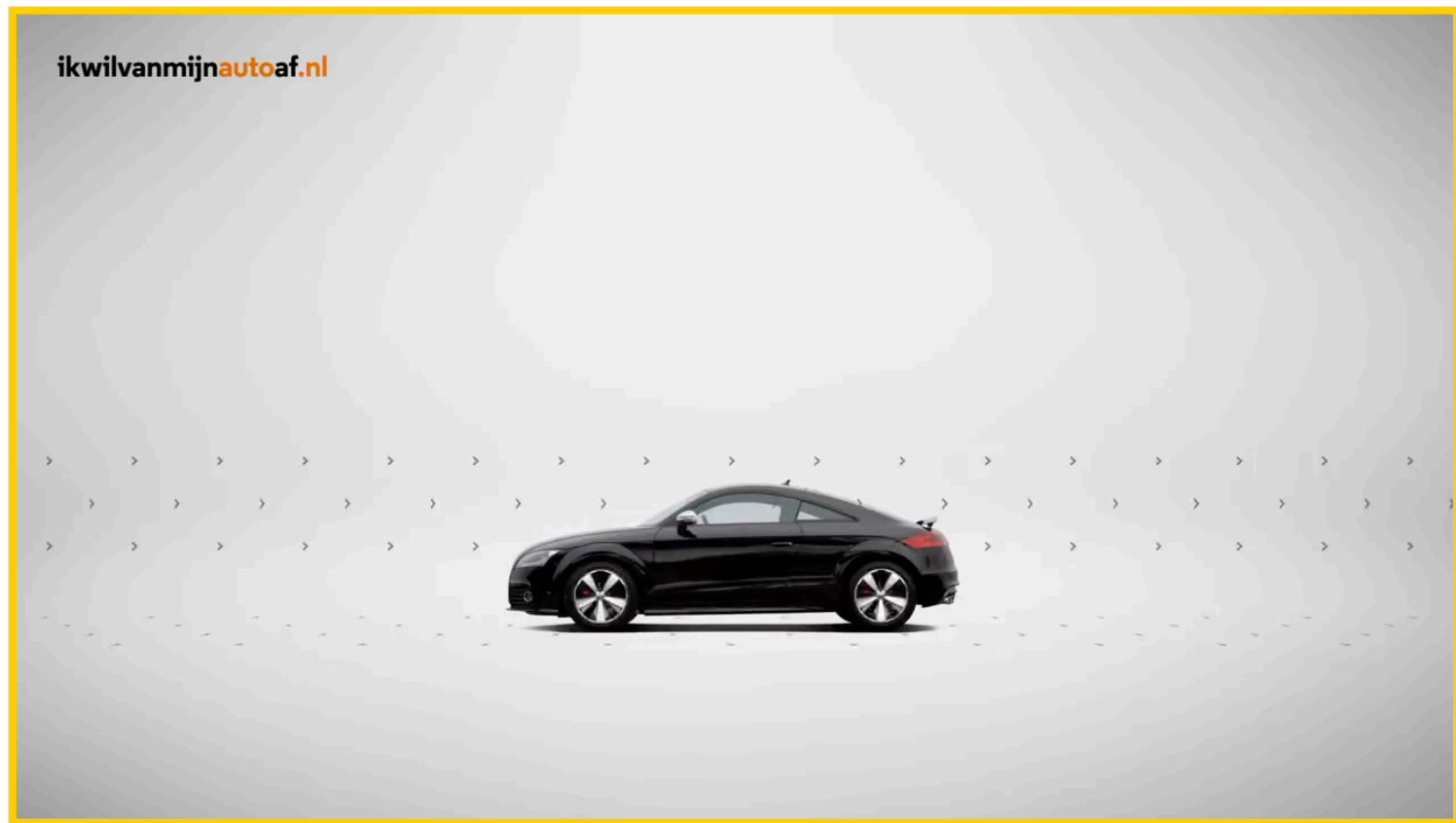
**ikwilvanmijnautoaf.nl**











**MORE** CLICKS & ENGAGEMENT



# LOWER FUNNEL



**Sales(wo)man who works 24/7?**



# Landingpage



**THEN**

**MARKETING**

**AWARENESS**

**INTEREST**

**CONSIDERATION**

**INTENT**

**EVALUATION**

**PURCHASE**

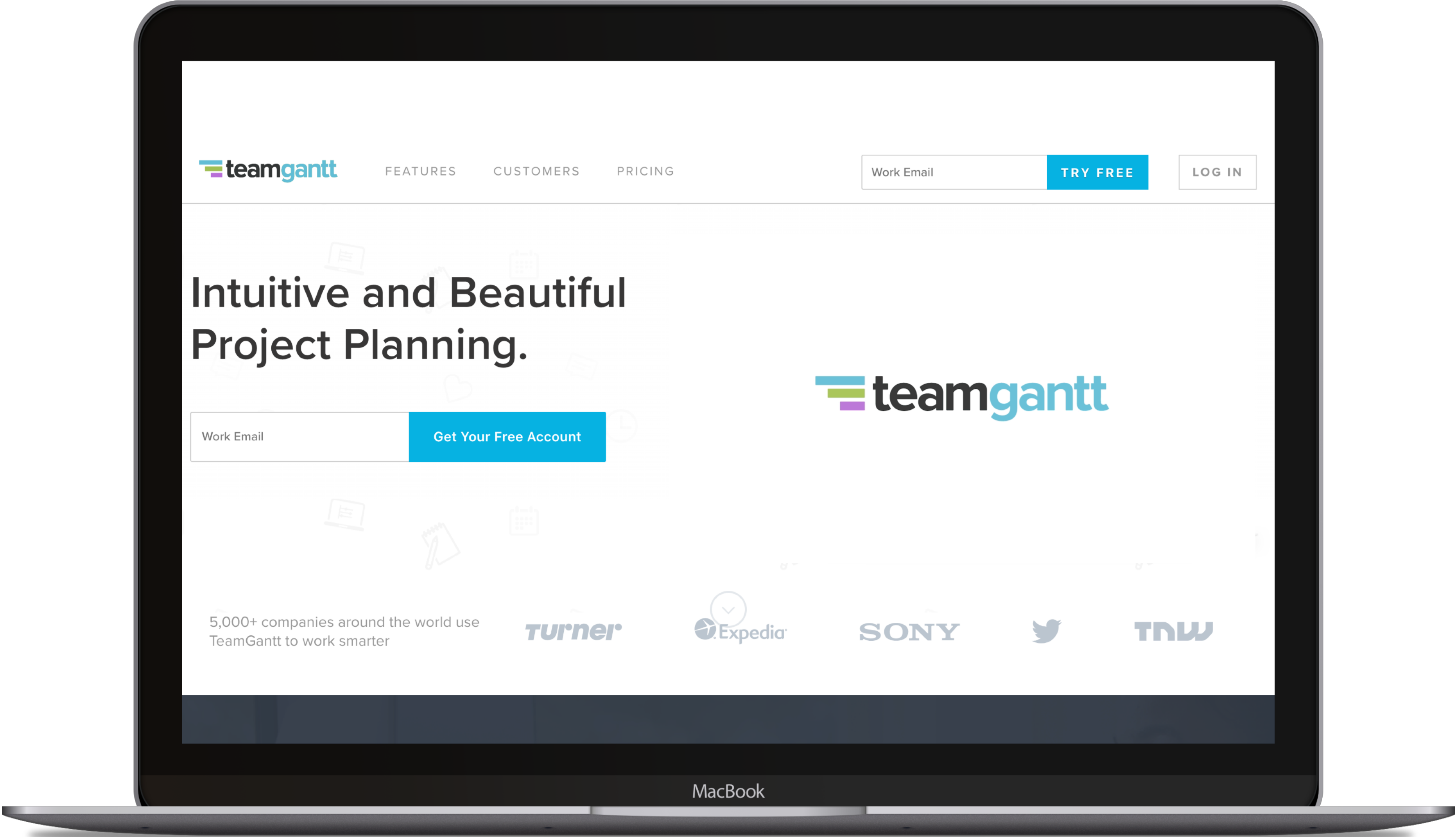
**SALES**

**NOW**

**MARKETING**

**SALES**







FEATURES

CUSTOMERS

PRICING

Work Email

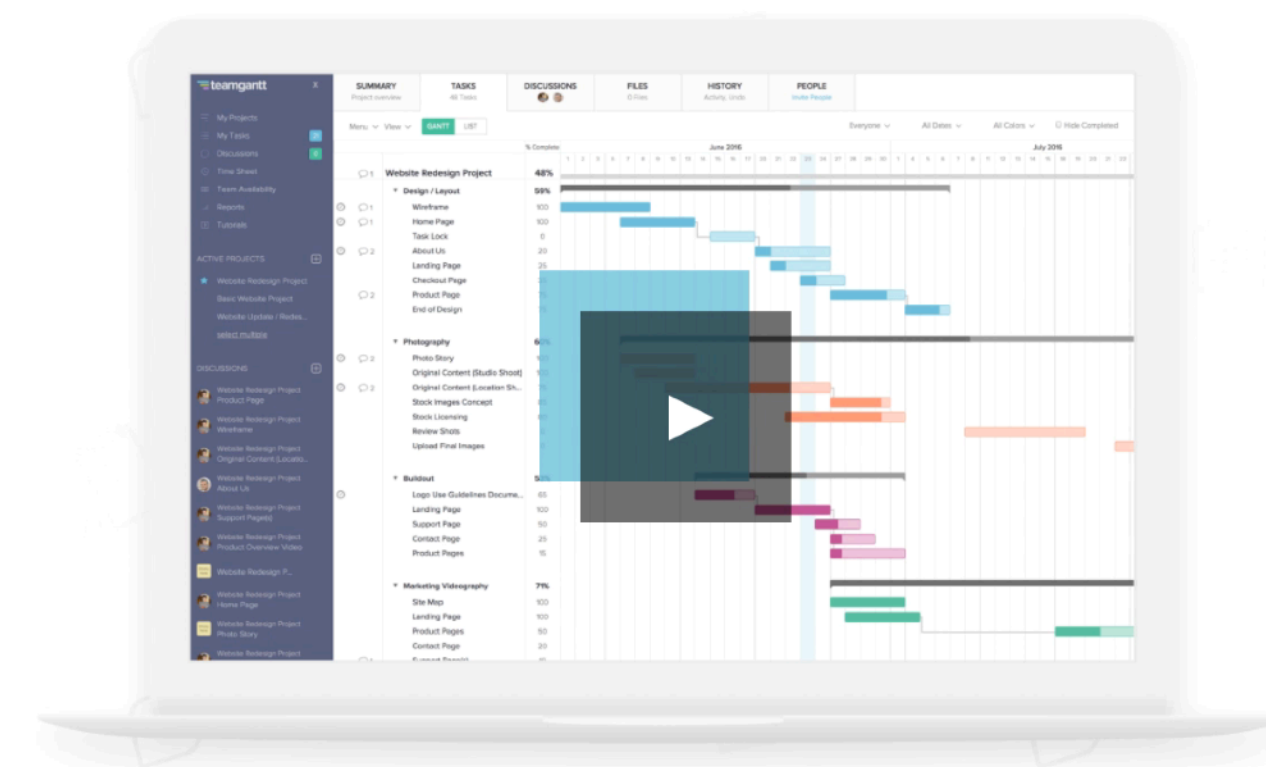
TRY FREE

LOG IN

# Intuitive and Beautiful Project Planning.

Work Email

Get Your Free Account



5,000+ companies around the world use  
TeamGantt to work smarter

turner

Expedia

SONY

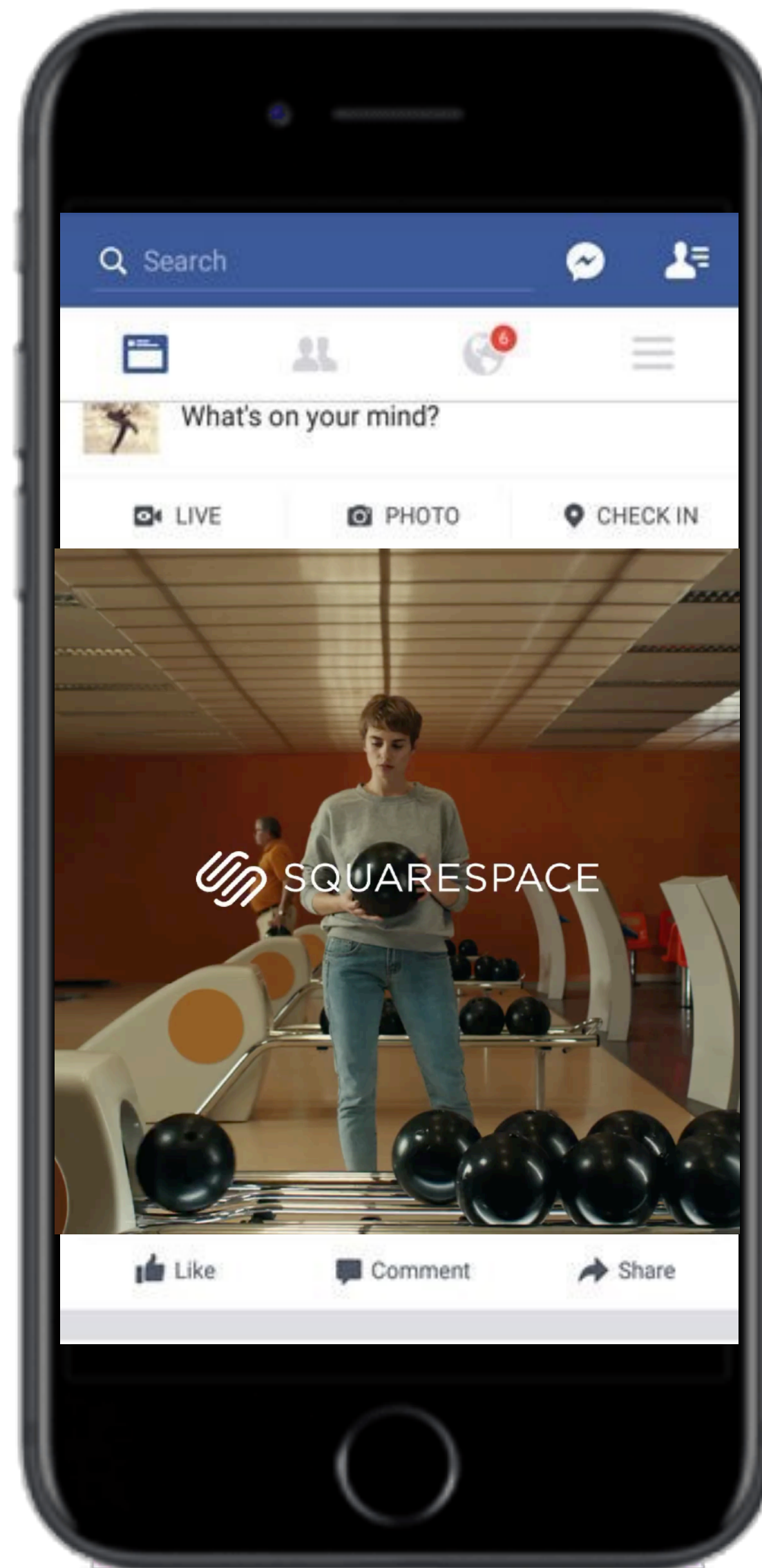


TRW

MacBook







**AWARENESS**

**INTEREST**

**CONSIDERATION**

**INTENT**

**EVALUATION**

**PURCHASE**



**AWARENESS**

**INTEREST**

**CONSIDERATION**

**INTENT**

**EVALUATION**

**PURCHASE**







# SALES



**INBOUND**

**OUTBOUND**



INBOUND

OUTBOUND



Hi Dear,

Glad to hear that you're on the market for bags & cases, we specialize in this field for 15 years, with the strength of all kinds of bags, with good quality and pretty competitive price.

Also we have our own professional designers to meet any of your requirements. So we want to avail ourselves of opportunity establishing business relation with you. Could you please help to give me reply. Let's talk details.

Dear Sir or Madam,

We are company from China, specialized in all kinds of cosmetic bags, shopping bags, backpacks, handbags and so on.

we have lowest prices with best quality and service.

COMPANY NAME: Yiwu Household Items Co., Ltd.

CONTACT PERSON: RENEE YIN

MOBILE: 0086 18267926060

Hi Arthur,

I hope this email finds you well.

Are you providing your **Marketing technology solutions** to some powerful Industries across **UK & USA**?

Would you be interested to connect with our latest updated database of "**Head of Marketing, Senior Marketing professionals & CXO Professionals**" to expand your business network.

If I have piqued your interest, provide us your Data/sample criteria in the following format, So that we can provide the **Samples preview** at no cost

Hi Arthur,

Hope you had a chance to review my previous email with regards to the **Head of Marketing, Senior Marketing professionals & CXO Professionals** company. Kindly confirm the receipt, Let us know your data criteria in details.

Waiting to hear from you.

**Regards,**  
**-Elena Rose**



Ik ben Arthur, Video Marketeer bij [StoryMe](#).

Ik verkreeg jullie contactgegevens via Eddy Duquenne, die via via in contact staat met ons.

Omdat wij meer geloven in video dan in tekst, heb ik voor jullie een korte videoboodschap.



Vriendelijke groeten,  
Arthur



Outbound



Deutsche Bank



Merrill Lynch



Deloitte.



SIEMENS



MARIE JO



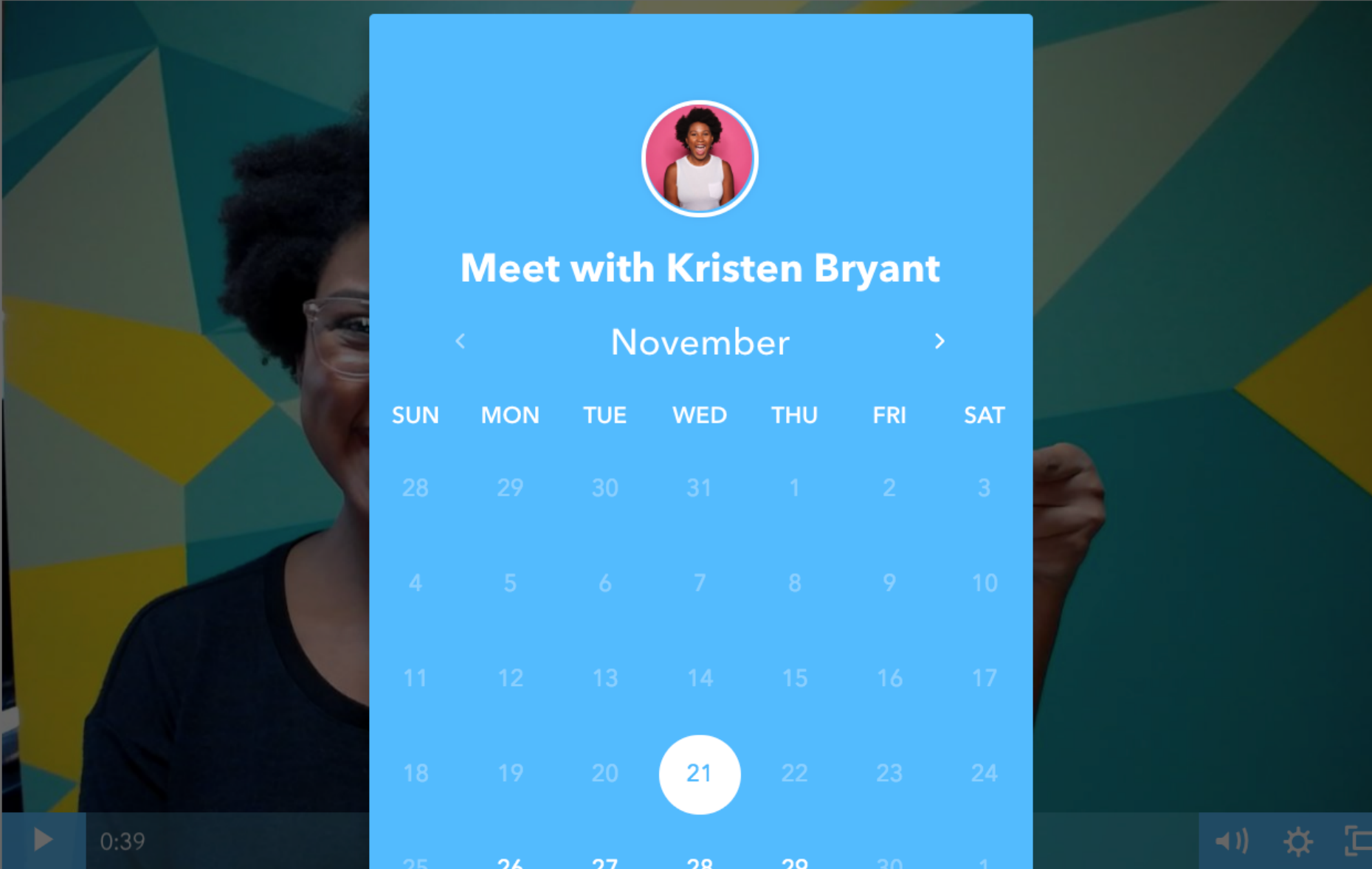
**HIGHER**

**RESPONSE RATE**






Hi Lenny, I'm Heading Your Way!




0:39



### Meet with Kristen Bryant

< November >

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
















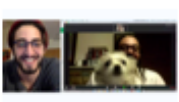
Kristen Bryant  
Brand Marketing & Partne

Let's Meet!





■ Activity  
Performance

TODAY			WATCHED	CTA
• 2:15 PM		Hot tips w/ CRL	100%	
• 12:22 PM		Hot tips w/ CRL	25%	
10:20 AM		Hi Brian <3 Wistia	100%	
7:46 AM		Soapbox Demo	100%	
YESTERDAY				
6:12 PM		Hot Tips w/ CRL	75%	
4:36 PM		Hot Tips w/ CRL	100%	
11:53 AM		My Trip to Guadeloupe	50%	
10:26 AM		We need your advice Dustin!	100%	
8:00 AM		Happy Chanukah	25%	
JAN. 9TH				





Hi Chad,

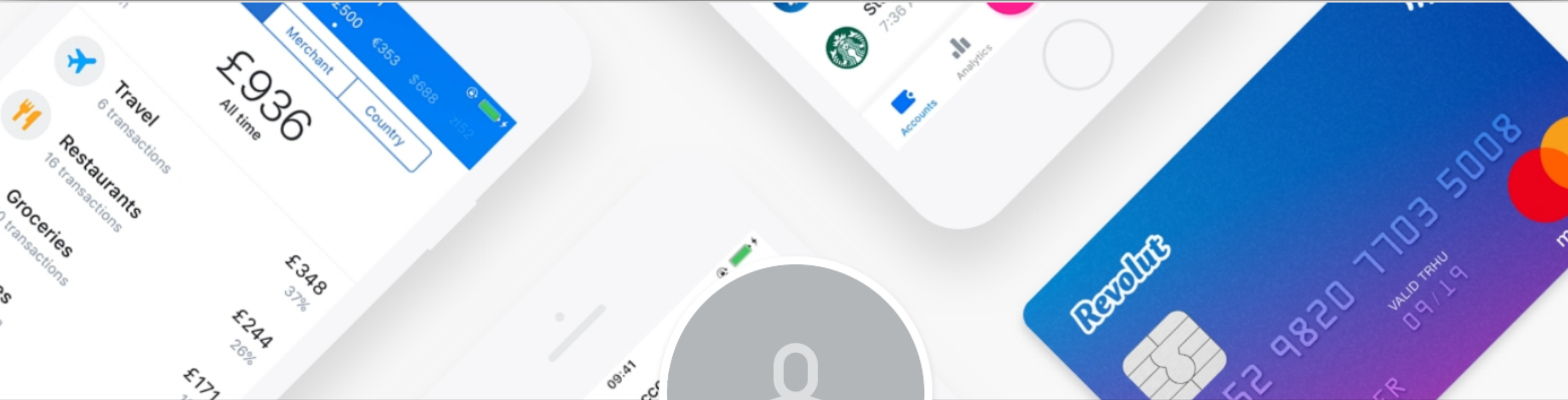
Made a quick video for you:

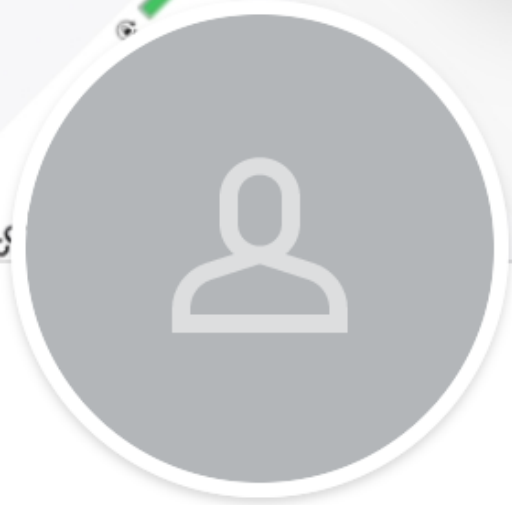


What do you think?

Ellie








**Chad West** • 2de

Head of Global Brand & Communications at Revolut

Revolut • Robert Gordon University

Londen, Verenigd Koninkrijk • 500+ 

[Connectie maken](#) [InMail verzenden](#) [Meer...](#)



Hi Eleanor,


I make it a point to never respond to cold sales pitches, especially as 99% of them contain no creativity and are rarely tailored to the business.

I made an exception in this case and appreciate the effort you guys made here. Whilst there is nothing immediately for us to discuss, I'll keep you on file and add you to our list of providers.

Good job.





**Chad West** posted an update 

Head of Global Communications · **Revolut**

[Message](#)



4d

Personalize your pitch by letting Chad know that you saw this update

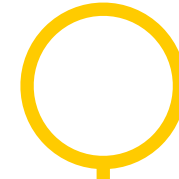
“ Sales emails - We all get them and we all equally despise them. Whilst I always appreciate that people are just doing their jobs, I'm bemused by the lack of creativity in pitches from cold salespeople. Today, I got an email from StoryMe (Video + Video Strategy) which contained a video that was personally tailored to myself and Revolut, providing some friendly feedback and suggestions on our video content and then offering a solution. That is how it's done!

[Liked](#) (23) [Comment](#) (4)

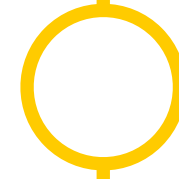




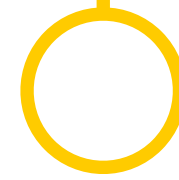
**CEO**




**VP**




**Manager**






### Seasonal communication:



When?	Christmas, Wedding, ...
Video	Snack-video
Length	15" to 20"



### Video Journey Events



### Fred&Barnes - Videovoorstel





S O A P B O X

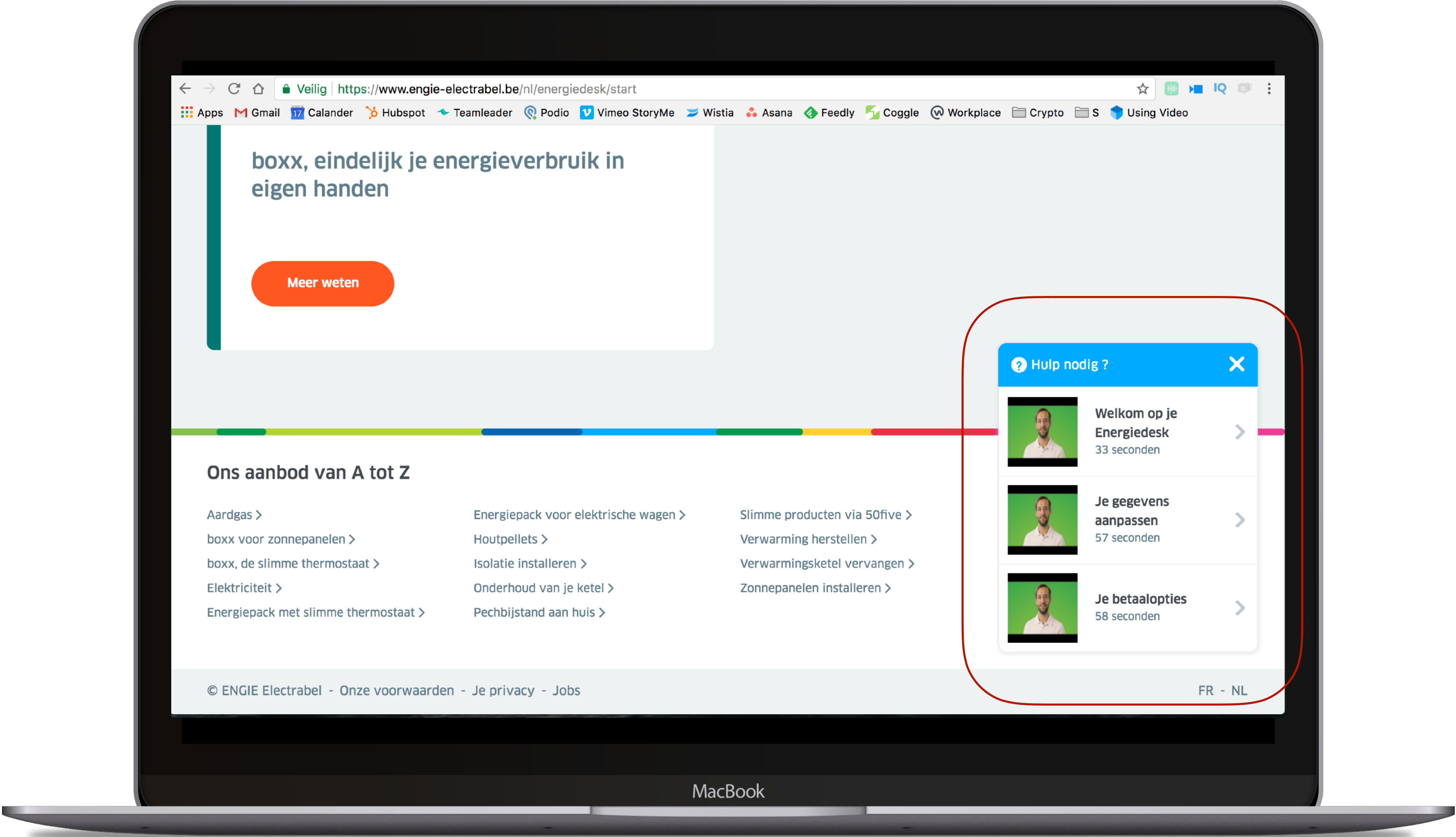


# CARE



It costs **8x** more to obtain a new customer than to keep an existing one






# boxx, eindelijk je energieverbruik in eigen handen

Meer weten


## Ons aanbod van A tot Z

- |                                      |                                      |                               |
|--------------------------------------|--------------------------------------|-------------------------------|
| Aardgas >                            | Energiepack voor elektrische wagen > | Slimme producten via 50five > |
| boxx voor zonnepanelen >             | Houtpellets >                        | Verwarming herstellen >       |
| boxx, de slimme thermostaat >        | Isolatie installeren >               | Verwarmingsketel vervangen >  |
| Elektriciteit >                      | Onderhoud van je ketel >             | Zonnepanelen installeren >    |
| Energiepack met slimme thermostaat > | Pechbijstand aan huis >              |                               |


Hulp nodig ? X



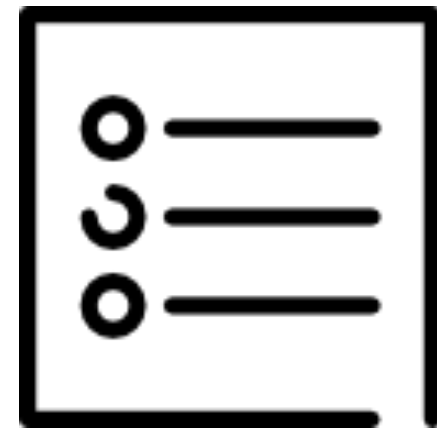
**Welkom op je Energiedesk**  
33 seconden >



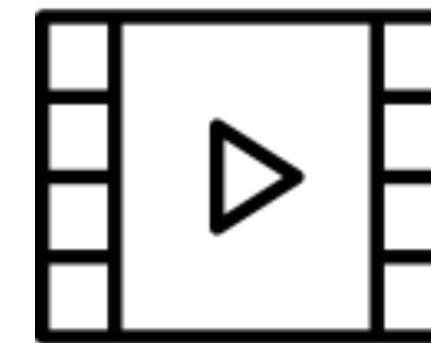
**Je gegevens aanpassen**  
57 seconden >



**Je betaallopties**  
58 seconden >



**62%** Happiness Rating



**95%** Happiness Rating

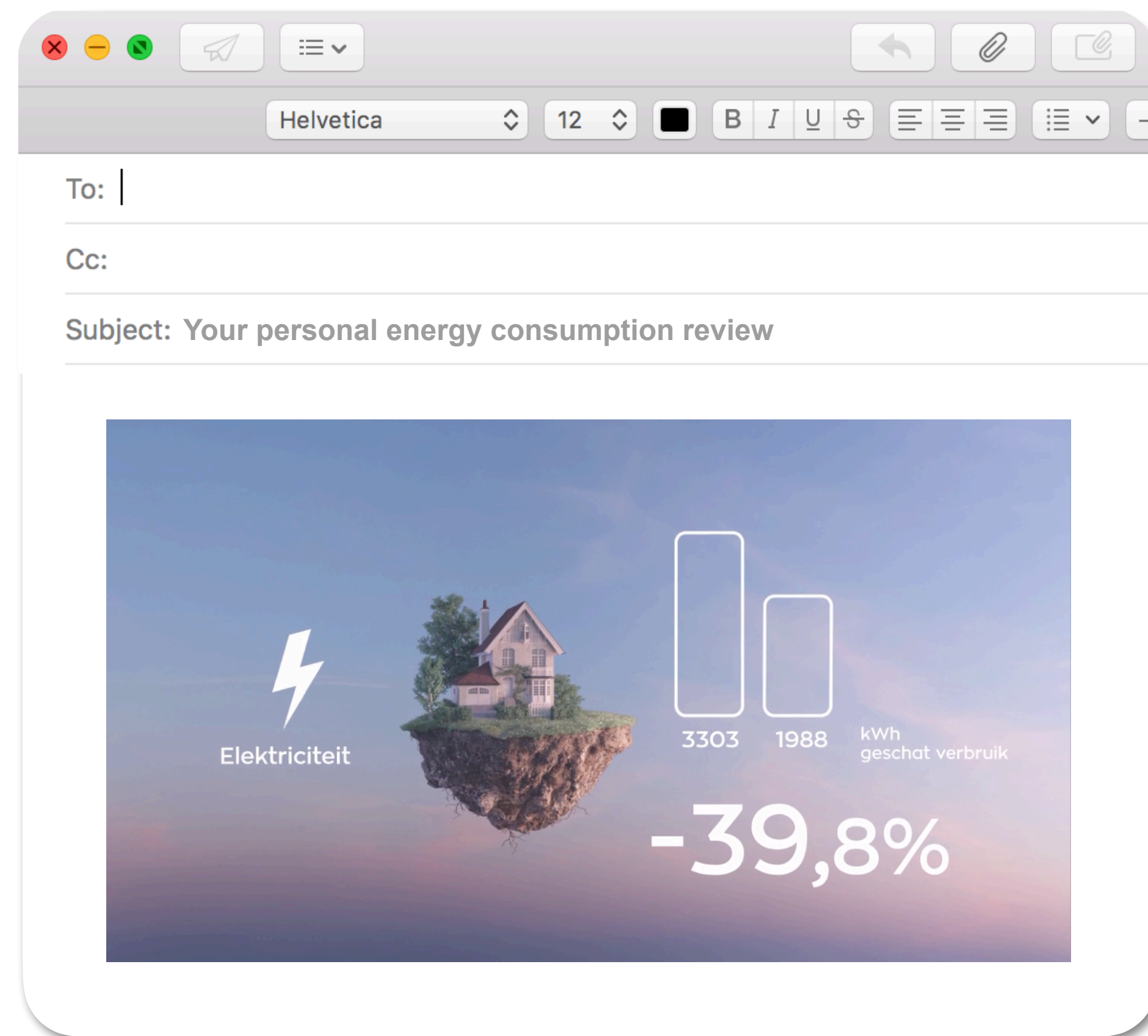




**Goal:**

**Improve Customer Relations**











# Take-Aways



Where is the drop off in your funnel?



S O P B X

LUMEN 5



MEDIA

MUSIC

BRANDING

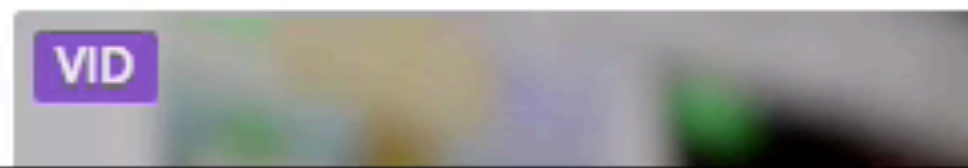
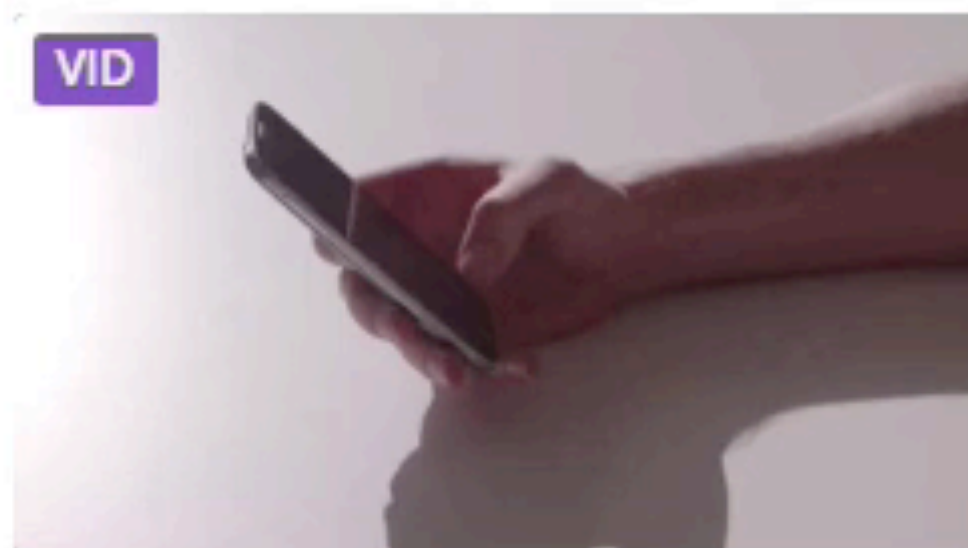
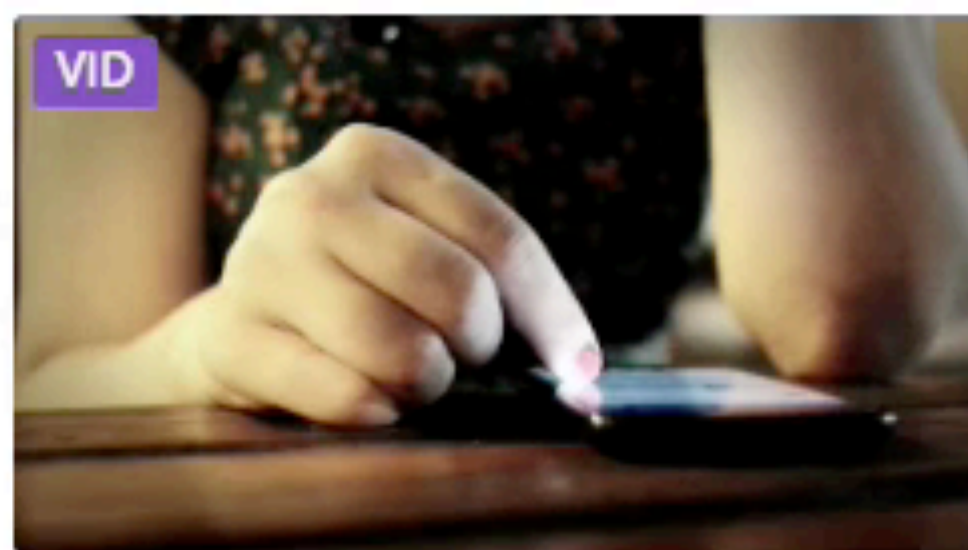
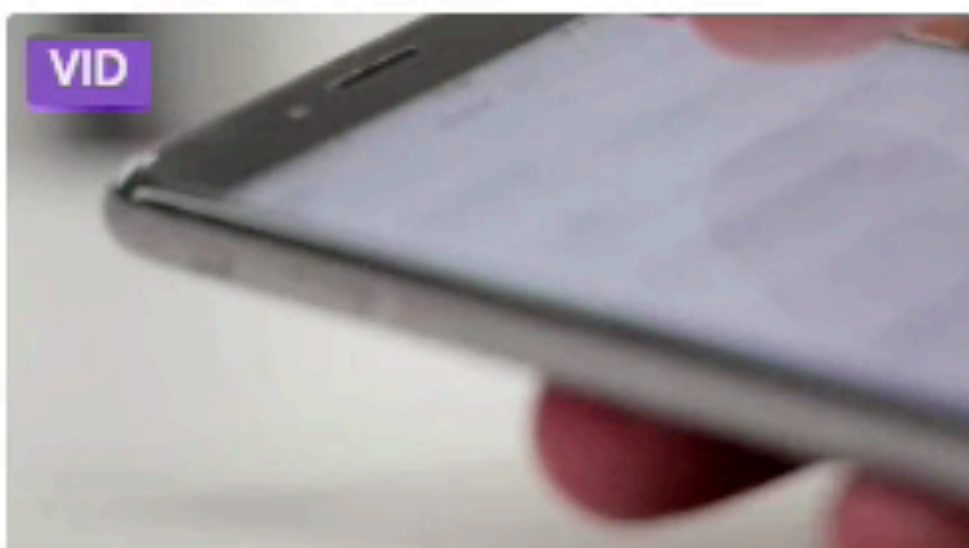
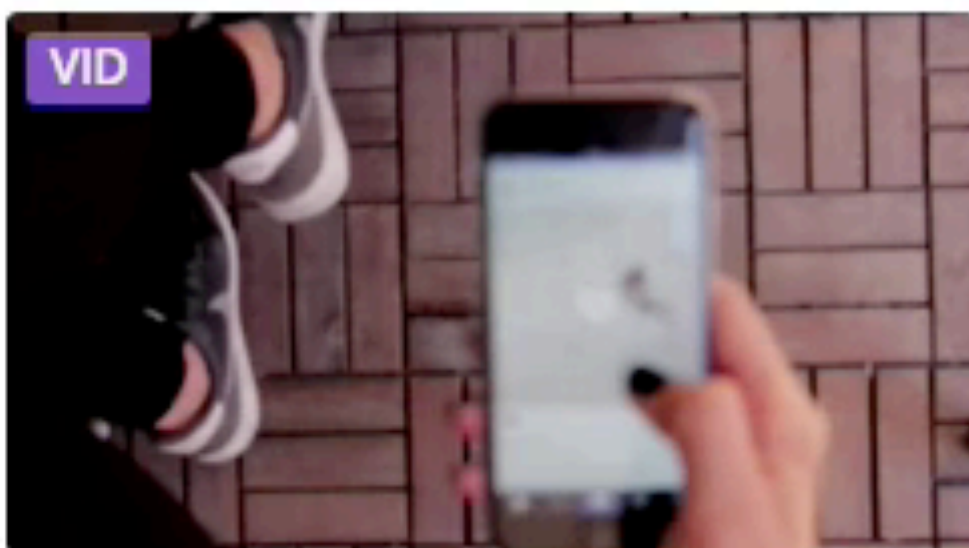
Library

Uploads

smart phone



Filter ▾



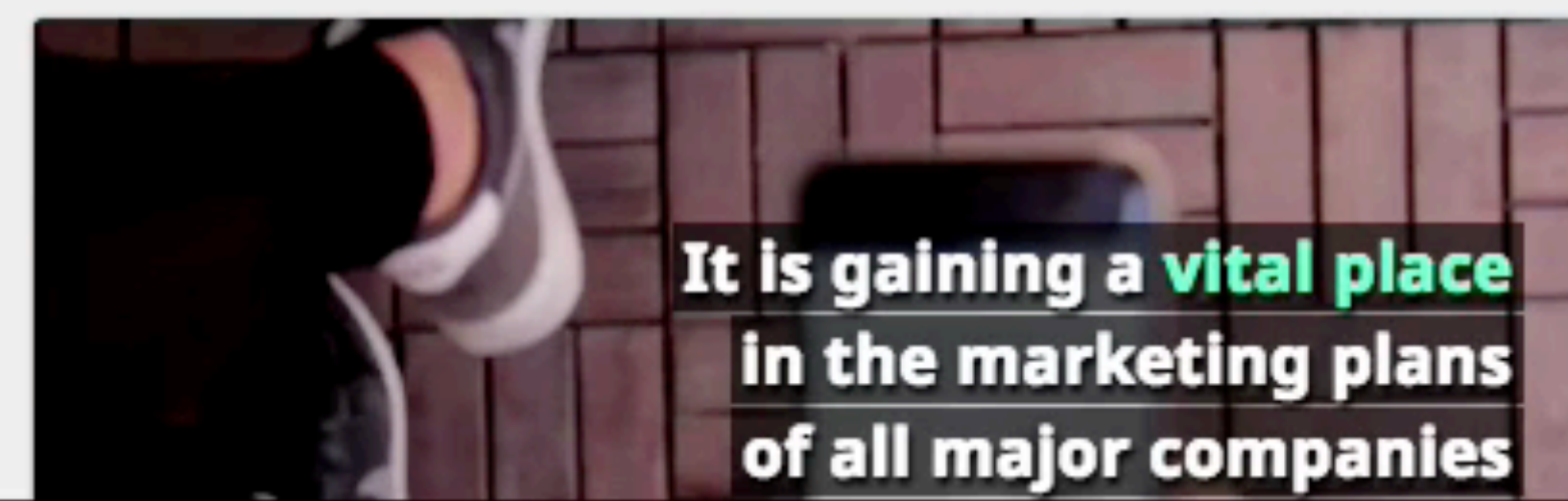
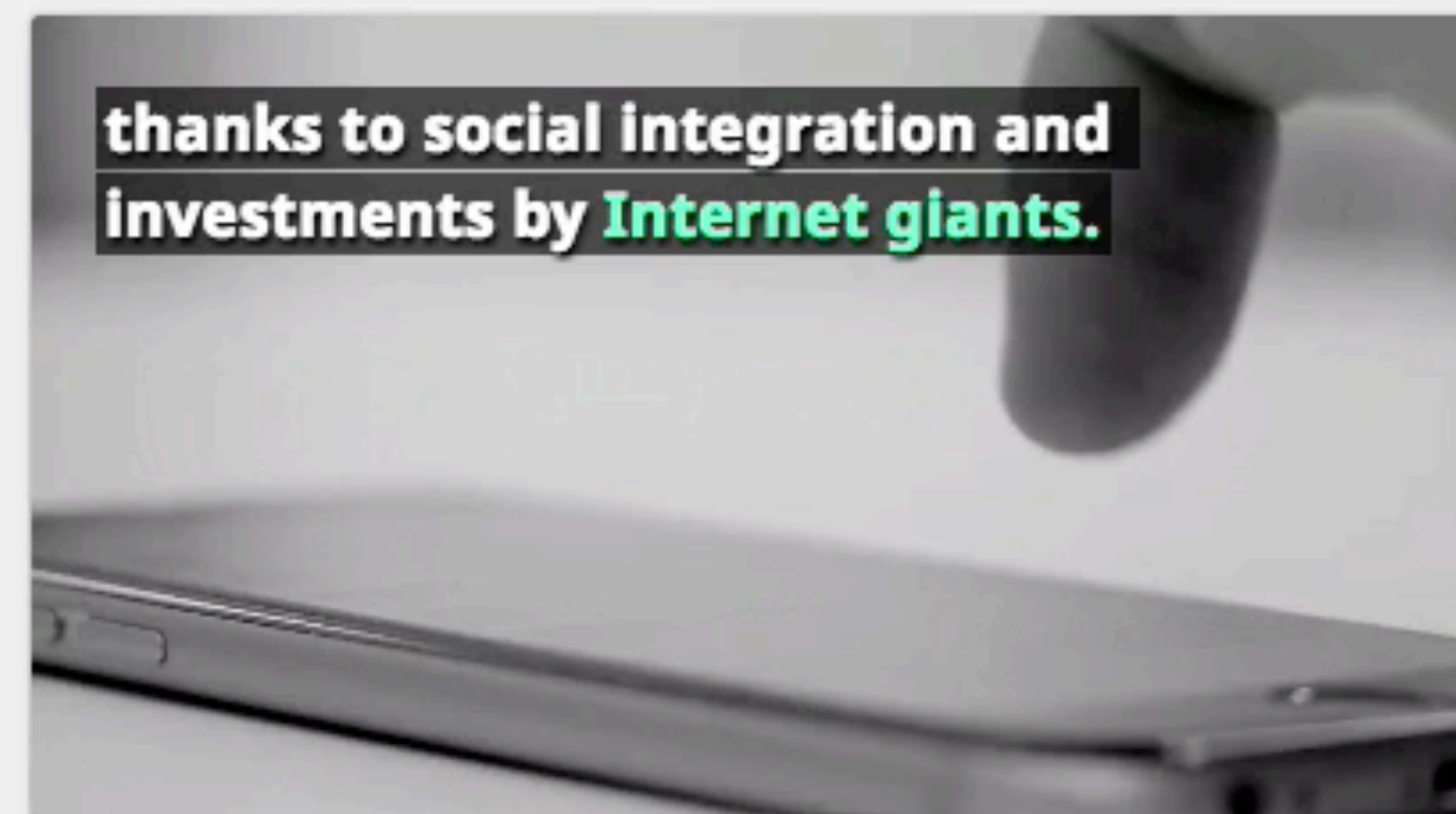
1



2



3



Length 00:25

Preview

Text ▾

Text position

Highlight ×

Black bar on

Preview

Text ▾

Text position

Highlight ×

Black bar on

Preview

Text ▾

Text position

[Strategy](#)[Video Portfolio](#)[Bot](#)[Services ▾](#)[Blog](#)[Contact](#)[Free Quote](#)

# Video Calculator

[Get started](#)

Our Video Strategy Bot will help you identify the types of videos you need in order to reach your goals!  
In 30 seconds, you'll receive a tailored plan that fits your specific video needs. Let's go!



Chief Video Officers (CVO)

Chief Video Officers (CVO)

Closed group

About

Discussion

Members

Events

Videos

Photos

Files

Group insights

Manage Group

Search this group

Shortcuts

Olivr

Livefast

BeTech

Badass Marketers ...

STORYME.COM

Video Marketing G...

Chief Video Officers (C...

Facebook Insights B...

Chief Video Officers (CVO)

Joined

Notifications

Share

More

Write Post

Add Photo/Video

Live Video

More

Write something...

Photo/Video

Feeling/Activity

More

PINNED POST

Jordan Hagan

14 September 2017 · Gent

[MUST READ FOR NEW MEMBERS]

First, welcome to the CVO Facebook group! ⚡🚀

Why did we create the group?... See more

GROUP BY

StoryMe

9,122 people like this

Send Message

ADD MEMBERS

Embed invitation

Enter name or email address...

MEMBERS

250 members

You have 5 new members this week. Write a post to welcome them.

Write Post



**arthur@storyme.com**

Head of Video Strategy