

How to Make the Perfect Welcome Video



Introduction

Introduce yourself and your business including briefly **your area of expertise**.

Example “Hi. I’m Adam Monaghan from Content Productions – your video content specialist.”



Help

Connect the statistical insight you’ve just given with **how you specifically help** your customers including a **benefit**. **Example** “What we do is work with businesses of all sizes on their content marketing strategies ensuring they get the best possible video content for their budget.”



Concern

Make a high level statement about a common problem or concern **your customers** have with your offering.

Example “People often wonder if producing videos for their business is worth it.”



Call to Action

Call to action! **Example** “Give us a call today on.../email us today at.../connect with us today at...”



Statistic

Give an industry **qualifying statistic** that doesn’t relate specifically to your own business. **Example** “A marketing survey conducted in 2015 showed that 100% of marketers in America stated they had either used video or would definitely be using it in 2016 for their content marketing strategies.”



Introduction



Concern



Statistic



Help



Call to Action



Content Productions

adam@contentproductions.com.au

+61 410 848 044

contentproductions.com.au