

PERSONALISED VIDEO MARKETING SALES BOOTCAMP+

The best new sales tool since HTML email!

And we'll help you harness it! If adding video to your sales process feels like a daunting prospect, after all it's not just a new tool to learn, it's an entirely new skillset – and one that involves having your face on camera! We'll make it easy for you.

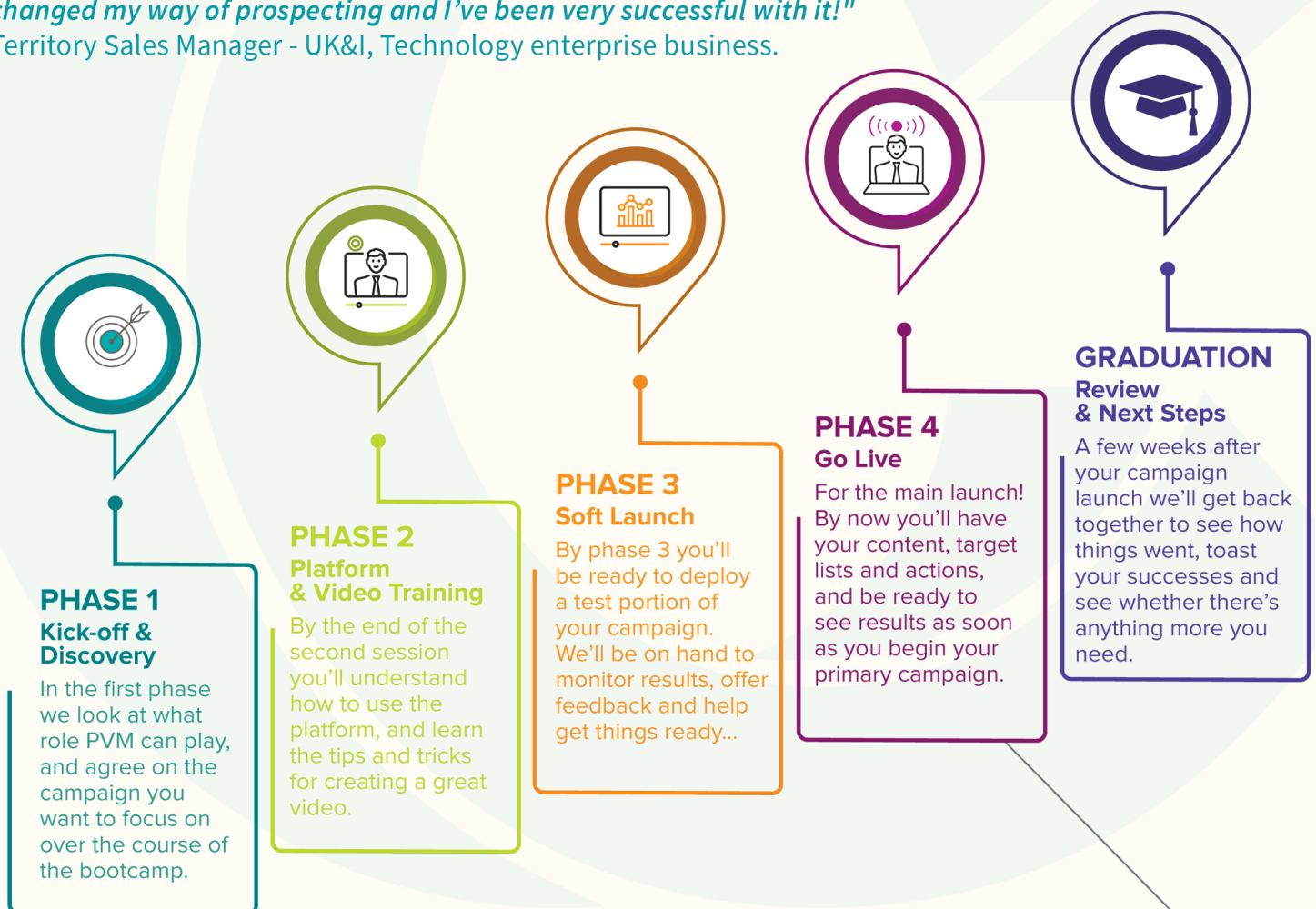
We created our **PVM Sales Bootcamp+** to help you and your team get through any initial hesitations and uncertainty, and unleash the full power of personalised video.

Learn on the Job!

We reckon the easiest way to learn is by doing - by the end of the course not only will you have mastered the platform but we will have planned, created and deployed a real-world campaign generating genuine, actionable leads (or whatever else you need) and worked with you and your existing IT infrastructure to make it seamless.

"I would definitely recommend video outreach because it totally changed my way of prospecting and I've been very successful with it!"

Territory Sales Manager - UK&I, Technology enterprise business.



The Bootcamp+ has been designed to get you up-and-running as quickly as possible, whilst making sure you're starting out on the best possible footing.



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Choosing your Objectives

Whether it's management, your team or just to yourself, the best way to show how effective personalised sales videos can be is to get some real-world results.

Together we'll work out a starting campaign that is manageable for your team whilst still being of genuine value to your organisation:

We'll be on hand throughout the process to answer any questions you have, offer feedback on videos you're creating and help with any setup and implementation issues etc.

1 Identify key target accounts & contacts

2 Define messaging & content

3 Plan your video series

4 Prepare for and shoot your videos

5 Write and send video emails

6 Monitor and track real-time engagement

7 Review & analyse campaign data

If you're looking to deploy a sales channel that has been proven to drive significantly greater engagement and success, speak to us today about our Personalised Video Marketing packages.



salesforce

Video has been shown to triple response rates and **increase meeting bookings by 500%**

Adding video to email can **boost click-thru rates by 200-300%**



Marketo™

1103% increase in conversion rate from a micro-demo.

6 x increase in the speed at which new leads MQL

144% Increase in CTR with PVM email.

WHAT'S YOUR CHALLENGE?

Challenge Marketing combine proven techniques with cutting-edge technologies to consistently deliver results.

www.challengemarketing.co.uk/pvm