

Promo Video Workshop Outline



Why Use Video for Marketing?

Here are a few stats to highlight the importance of video in the sales process:

- Video can increase response rates by 3X over text materials *
- 59% of executives say if text and video is available for the same topic, they are more likely to choose a video. *
- In our experience at ABCi, most prospects who find us online mention video. Our prospects are aviation industry executives!



Video is the most cost-effective tool to build relationships, overcome objections, and educate prospects.

Outcomes of this workshop



Determine a sustainable video strategy for your budget and resources.



Find a concept that will be effective with your prospects!



Create an effective storyboard and "shot list."



Shoot or create high quality clips and stills.



Collaborate with ABCi to edit and produce a professional video that will be effective and that you'll be proud to use in your sales process!



Success Factors

The prime directive of video marketing -
Show, rather than tell!

Where to use video in your sales process

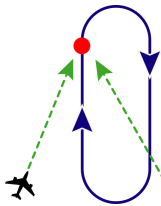


Outline of this Workshop



Cold Introduction

- intro video for LinkedIn or YouTube.
- Send (embed or link) a video with a first contact by email or social media.
- Attract relevant cold traffic to your web site or social channel.



Holding Pattern

- Use video in your "holding pattern" as a friendly reconnection in a long sales cycle



Build Authority, Credibility and Expertise (ACE)

- Educate prospects , and demonstrate your knowledge of your topic and the industry.



Manage Objections

- Explain common misconceptions and address objections without arguments



Welcome New Customers

- Send a warm welcome with specific instructions and expectations to welcome and educate new customers.



Encourage Resales, Recaptures & Referrals

- Give customers reminders and reasons to renew their subscriptions, repurchase consumables, come back from another vendor, or refer their colleagues.

Success Factors

Video is a powerful and versatile tool.
Start with your biggest sales problem and use video to reinforce your process!

Promo Video Ideas For Aviation Companies



- Origin Story
- Process Video
- Accentuate Differences
- Clear up Misconceptions
- Justify your prices
- Newsjacking
- Cautionary Tales
- Question and Answer
- "Word of the Week"
- Team Member Profiles
- Happy Customer Stories
- Topic Explainers



- The "Guided Tour"
- Highlight Facilities/Amenities
- Video Maps
- Origin Story
- People/Culture
- Happy Customer Stories
- Local Attractions & Reasons for Travel



- Highlight Convenience
- Highlight Security
- Specialized Reasons for Travel - Movie Location Scouting, Oil & Gas Industry, Hunting Charters, Scuba Diving, Weddings, Tourism in a Particular Area
- Origin Story
- People/Culture Highlights
- Happy Customer Stories

Success Factors

Start with your most profitable or obvious differentiating features, and don't be afraid to be specific - you can always make more videos later!

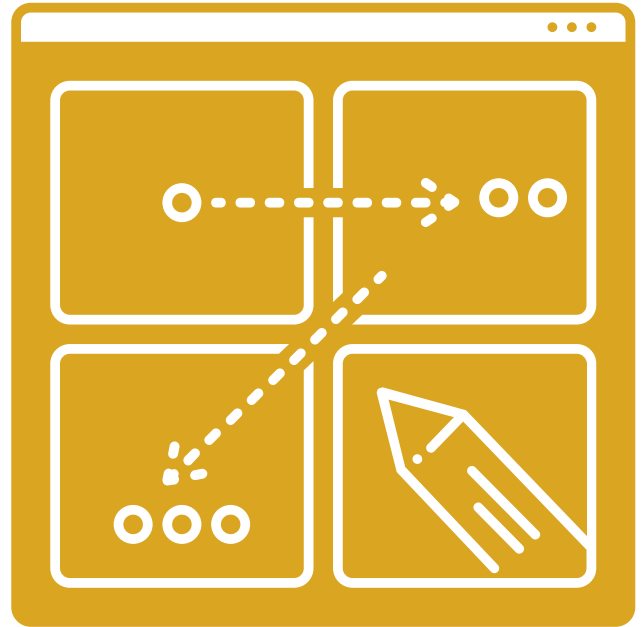
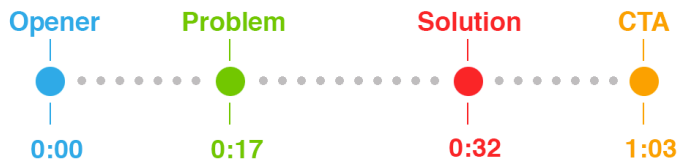
Storyboarding Your Idea



Every successful marketing video follows this basic story structure:

1. Opener
2. Problem statement
3. Solution
4. Call to action

Storyboarding is all about structure. In this step, you want to figure out the sequence of events for your video. What is the narrative you're telling?



How long should your video be? Long enough to cover the subject!

Some video length stats:

- The average length of all business-related videos is just over six minutes
- The majority of videos (60%) are less than 2 minutes long
- Only 3% of business videos are 10 to 20 minutes long
- The average number of videos over 20 minutes in length grew 66% in 2020 indicated an increasing focus on longer-form educational content, such as on-demand webinars
- 58% of viewers watch a business-related video all the way through if it's less than 60 seconds
- 59.9% indicated that a video being too long would strongly deter them from watching
- Facebook recommends that small businesses try keeping videos to around 15 seconds as much as possible. They shared that 47% of value in a video is delivered in the first 3 seconds
- Long videos are worth creating as well - people who finish a long video are likely prospects!

Success Factors

Once you have your topic, your outline, and have decided on a target video length, start storyboarding! Use the following pages to outline your story (first high level, then more detailed!)

Storyboarding Your Idea



OPENER

Charter operator or an aircraft,owner,
flight schools, MROs

PROBLEM

People judge you by the cleanliness of
your aircraft, safety, attention to detail,

You don't have a lot of time or manpower
to be spending on this. You don't want to
damage your aircraft!

SOLUTION

Faster, easier, safer, better results, shinier
chrome, nicer seats, use one product to
clean more surfaces,

CTA

Don't put up with
Buy and Use Release Cleaner!
Go to this website address. . .

Call this number

OPENER

A large, empty rounded rectangular box with a thick orange border, intended for a drawing or illustration.Three horizontal orange lines of equal length, positioned to the right of the first box, intended for writing.A large, empty rounded rectangular box with a thick orange border, intended for a drawing or illustration.Three horizontal orange lines of equal length, positioned to the right of the second box, intended for writing.A large, empty rounded rectangular box with a thick orange border, intended for a drawing or illustration.Three horizontal orange lines of equal length, positioned to the right of the third box, intended for writing.A large, empty rounded rectangular box with a thick orange border, intended for a drawing or illustration.Three horizontal orange lines of equal length, positioned to the right of the fourth box, intended for writing.

PROBLEM

A large, empty rounded rectangular box with a thick orange border, intended for writing a problem statement.Three horizontal orange lines of equal length, positioned to the right of the first box, intended for writing a solution or answer.A large, empty rounded rectangular box with a thick orange border, intended for writing a problem statement.Three horizontal orange lines of equal length, positioned to the right of the second box, intended for writing a solution or answer.A large, empty rounded rectangular box with a thick orange border, intended for writing a problem statement.Three horizontal orange lines of equal length, positioned to the right of the third box, intended for writing a solution or answer.A large, empty rounded rectangular box with a thick orange border, intended for writing a problem statement.Three horizontal orange lines of equal length, positioned to the right of the fourth box, intended for writing a solution or answer.

SOLUTION

A large, empty rounded rectangular box with a thick orange border, intended for a student to write a solution.Three horizontal orange lines of equal length, positioned to the right of the first box, providing space for additional notes or calculations.A large, empty rounded rectangular box with a thick orange border, intended for a student to write a solution.Three horizontal orange lines of equal length, positioned to the right of the second box, providing space for additional notes or calculations.A large, empty rounded rectangular box with a thick orange border, intended for a student to write a solution.Three horizontal orange lines of equal length, positioned to the right of the third box, providing space for additional notes or calculations.A large, empty rounded rectangular box with a thick orange border, intended for a student to write a solution.Three horizontal orange lines of equal length, positioned to the right of the fourth box, providing space for additional notes or calculations.









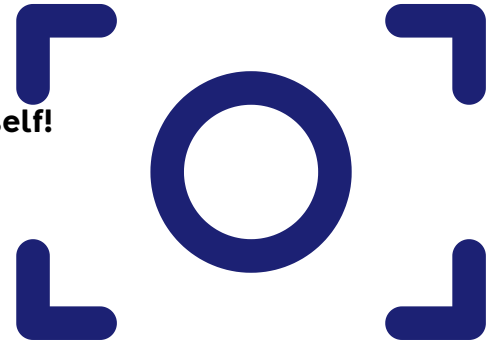
Getting Shots & Clips



Now that you know what shots and clips you need, you can get a pro to shoot them, or do the shooting yourself!

If you know a professional photographer or videographer, the results can be well worth the cost.

If you don't know a local photographer or videographer, Thumbtack.com has listings with reviews.



If you're doing it yourself:

The best way to get great photos and video - take a LOT of photos and throw most of them away.

If you shoot a lot of photo and video, the law of averages is on your side, even if you're an amateur! The practice will also help you develop this skill.

- **Get good sound.** Viewers will forgive amateur video, and might even find it transparent and charming. But they **WON'T** forgive bad audio and will quickly stop watching if they can't hear sound clearly. Or, design your shots so that you can add voiceover or music later.
- **Auphonic.com**
- **Shoot steady video.** Use a tripod or solid object to anchor your camera!
- **Shoot from different angles.** Get close to the subject, try shooting from above or below, and making creative differences from the standard "police lineup" or stock photography shots.
- **Leave big margins** at the beginning AND end of video clips. You can always edit those out later, but you can't fix it if you've cut off part of your video!
- **Let there be light!** If you're shooting indoors, your video will almost certainly be improved by adding light in front of your subject.

Success Factors

Not all of your shots have to be live video.

Part (or even all!) of your video could be animations, slides, or stock photography!

Shot List



LOCATION 1

LOCATION 2

LOCATION 3

LOCATION 4

Shot List



LOCATION 5

LOCATION 6

LOCATION 7

LOCATION 8

Hiring a Pro



Depending on the importance of this particular video, the job it does in your sales process, and/or the subject matter, you may decide to hire a professional photographer or videographer to get the best shots and clips for your video.



Reasons to Hire a Pro:

- You're shooting airplane exteriors. Aircraft are notoriously hard to photograph because they are huge, horizontal, cylindrical, and shiny. It's very difficult to get the lighting and framing right for an external shot of an aircraft.
- You're shooting at an expensive location, have limited time, and want to make the most of it.
- You're interviewing or shooting VIPs and want to make the most of their time and presence.
- You don't have (or are not comfortable with) photography equipment.
- You're in a very competitive industry (such as VIP charter) where very polished photography is the norm.

If One More Of These Items Is True

Consider hiring a pro!



Success Factors

If you're booking a photographer or videographer for your promo video, consider other shots and clips you could use, like new employee, fleet, or facility shots and clips for your web site, brochures etc.

Hiring A Pro



If you've decided to hire a pro, you'll want to be sure you're choosing the best for your project.

Things to Consider

- Have they shot the kind of subjects you're including in your video? (I.E. those notoriously difficult exterior aircraft shots? Check their portfolio or web site!)
- Have they worked with someone you know, or have good references?
- Are they local, or willing and able to travel to the locations you need? (Or are you able to travel and transport people and items to them?)
- Is their fee within your budget?

Prepare for a Pro Shoot

You've found and booked the right professional for the job.

Share your storyboard and shot list with them, and ask for their input. (They do this for a living, after all!) and ask what you can do to prepare for their visit.

- You can't control the weather, but you may be able to coordinate with the forecast if you're planning for outside shots.
- Prepare all of the items, locations and people for the photo shoot. Do a "dress rehearsal" if you can and send your photographer or videographer prep clips or snapshots so they can see what they're working with beforehand.



Success Factors

Some photographers and videographers offer additional services, such as video planning, retouching, film editing, and production.
Ask about what is and isn't included!

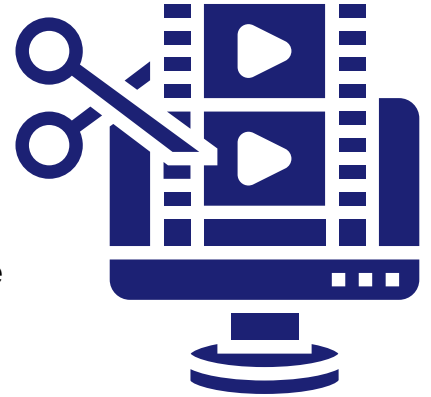
Editing & Production



In this workshop, ABCi will do the editing and production for you.

If you'd like to try your hand as a movie producer and are starting from scratch, you'll need to learn an editing program like iMovie, Premiere, FCPX, or Resolve.

You can keep the editing and production pretty simple and still produce powerful videos!



ABCi will:

- Shoot some video via Zoom or in our Studio
- Import and organize your clips.
- Check the quality and use color correction or sound correction where needed.
- Put them in order based on your timeline.
- Create interesting, effective transitions.
- Add music or voiceover.
- Add effects and additions where they're needed to draw focus.
- Make any changes you need to ensure the video flows properly.
- Pay special attention to the beginning (first 15 seconds) and ending (Call to Action) to make it as effective as possible.

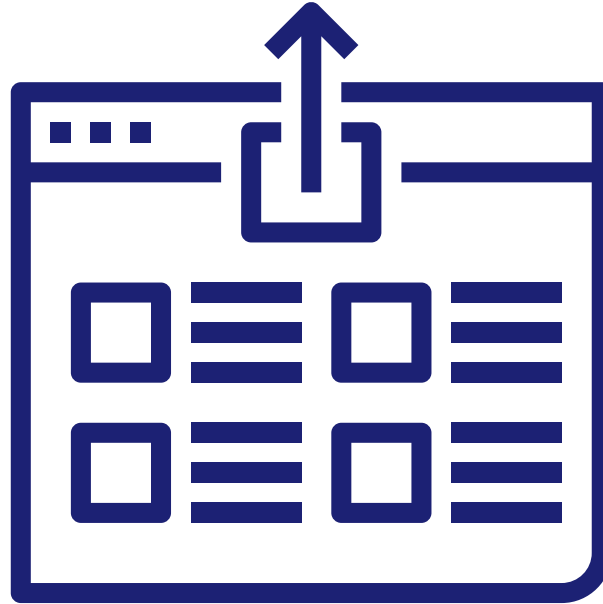


Success Factors

Show your completed video to at least three people before you publish it!

if you've been looking at it too long, you may not see problems that other people will notice right away!

Publish Your Video



Since you've done all the hard work to create a video, you want as many people as possible to see it! Here are some places to publish your video:

We included some of the channel limitations here to help you decide where to publish your video. Use these guidelines AFTER the fact. It's much more important to produce a quality video than to meet these limitations. If your video is longer than allowed by that media, you can simply publish the link to your video on YouTube with an intriguing thumbnail image!

- Your YouTube Channel
- Your Company Facebook Page
- LinkedIn Company Page (Length limit - 10 minutes)
- Twitter (Length limit - 2 minutes 20 seconds)
- Your LinkedIn Profile
- Instagram (IGTV for videos longer than one minute)
- Embed in Emails
- Embed in LinkedIn messages
- Google Ads/Paid placement.



Success Factors











It doesn't matter how good your video is if no one sees it!

Measure Your Effectiveness!



Ask prospects how they found you!

You can also use tools like screen shot from YouTube Studio to figure out which of your videos performed best. (You can see the number of views, and the average view duration.)

Your top videos in this period			
Video		Average view duration	Views
1	 Aviation Marketing for Aircraft Brokers 101 Dec 13, 2019	5:29 (15.7%)	295
2	 Wins Wednesday - Announcing our New Trade Show Workshop May 12, 2021	2:14 (39.4%)	93
3	 Wins Wednesday - Client Success Story - Debbie Murphy - JetBrokers Feb 24, 2021	2:03 (32.0%)	66
4	 Startup Bundle YouTube Apr 11, 2021	2:23 (17.2%)	51
5	 Dan Kennedy's Marketing to the Affluent Book Club Discussion Video May 23, 2020	5:46 (11.7%)	38
6	 Startups & Side Hustles - 50+ Business Ideas for Aviation Professionals Apr 4, 2021	3:38 (18.2%)	25
7	 Web Site Audit- Q4 Aviation May 14, 2021	2:05 (26.6%)	24
8	 Aviation Marketing with Personality - Three Examples May 19, 2021	3:32 (38.7%)	24
9	 Wins Wednesday - Marketing Tips from the Boudin Map May 26, 2021	0:51 (13.1%)	23
10	 Three Ways to Market Your MRO or Part 145 Repair Station Apr 23, 2018	5:53 (38.4%)	17

Success Factors

Figure out which video attract the most attention, KEEP attention for the longest time, and bring the most customers, and then **MAKE MORE LIKE THEM!**

Other Workshops for Aviation Sales and Marketing Professionals



FOCUSED SOCIAL MEDIA

FIVE SOCIAL POST TYPES THAT GET RESULTS FOR BUSINESS AVIATION

PROSPECTING

Identify, Target, Locate, Contact!

RESALES, RECAPTURES & REFERRALS

THE FASTEST, LEAST EXPENSIVE WAY TO GET NEW CUSTOMERS!

PERSONAL BRANDING FOR AVIATION PROFESSIONALS

Look Your Best Online and In Person!

STRATEGY, PLANNING & BUDGET WORKSHOP

Outcome - A Strategic Marketing & Sales Plan and Budget for 2021

MARKETING LAB

These workshops are free for Aviation Sales and Marketing Lab Members.

Not yet a member? Let's talk about how a commitment to long-term excellence will help your business!



Success Factors

A great pilot, or a great marketer, is ALWAYS learning!