



USING THE CUSTOMER JOURNEY MODEL TO BUILD YOUR VIDEO CONTENT STRATEGY



AWARENESS

Top of the funnel

This is when a visitor first discovers your brand.

You need to share your service or offer at a high level, and in way or style that gets the viewer (they're not a customer yet) to take the action you want them to take next.

Actions you want the viewer to take:

- Watch next video
- Click to your site
- Select to 'learn more'

THE CUSTOMER

May have heard of you, but doesn't really understand your service or product or how it relates to them

WHAT TYPE OF VIDEO?

This depends on your business, service or product, but is often a brand piece, introducing you and what you do, and your core offer at a high level.

We can help you get your top of the funnel awareness video right.



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CONSIDERATION

Next step to purchase

This is when a qualified lead (or prospect) decides to find out whether your product or service is the right fit or not.

At the consideration phase you want people to clearly understand your product/ service or offer in detail.

Actions you want the viewer to take:

- Watch next video
- Click to your site
- Subscribe/ join to learn more
- Join your social networks

THE CUSTOMER

At this stage of the journey your core goal is to communicate how you will help them.

WHAT TYPE OF VIDEO?

Here you want your customer to identify with your product or service, and how it meets their needs. This is often an explainer video or an overview.

Do you need a clear summary of your service or offer? We can help



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PREFERENCE

Decision Stage

Here you need to build credibility.

The customer needs to trust that your product or service will do or perform as you say it will.

And the higher the purchase price, the more you will need to do to reinforce the value of their spend.

Actions you want the viewer to take:

- Sign up for a trial
- Get a quote
- Contact you

THE CUSTOMER

Your lead is now choosing whether they want to buy from you or someone else, or not at all.

WHAT TYPE OF VIDEO

Testimonial videos can validate and help make up the viewer's mind. Or, specific 'how to' or instructional videos can answer questions that could be barriers to purchase.

We can help you determine the right videos for this phase.



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PURCHASE

Get the deal

The lead has all the information they need and are ready to buy.

This is where they decide to become a customer.

Sometimes they might need a push over the line with an offer or value add.

Actions you want the viewer to take:

- Buy
- Sign-Up for trial (freemium models)

THE CUSTOMER

It's crunch time. They're almost ready to move from a lead to a customer. But sometimes, need a final push.

WHAT TYPE OF VIDEO

If any video is required at this stage it will be a reminder, an offer or a value-add to get them over the line.

We can help create offer videos that will drive people to buy



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LOYALTY/ADVOCACY

Continue the journey

We've combined these two phases as the same content can kill the two birds with one stone.

Many brands stop the relationship once someone has bought. This is a wasted opportunity, as your purchaser is your best referrer or ongoing customer.

Actions you want the viewer to take:

- Buy additional products
- Subscribe to your updates
- Share your content through their networks

YOUR CUSTOMER

Now they're your customer - they've converted, and are a valuable referrer or repeat purchaser.

WHAT TYPE OF VIDEO

For a returning customer you might provide new offers, or services, or create shareable videos so they spread your message.

We can help you with content to sell more to your customers, or get them to spread your message



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