

71 - Strategic Ways To Use Video To Grow Your Business with Ben Amos

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Brief Background About Ben Amos

- Ben Amos is the founder of [Innovate Media](#) wherein they provide help businesses attract and sell to more customers through online videos.
- He also has a podcast called: [Engage Video Marketing Podcast](#) where he delve deeper into the world of video strategies.

Learn to Identify Your Audience in Your Videos

- Any good strategy needs to start by understanding who you're trying to move to take that action. So that's where it starts is really understanding who your ideal audience is.
- Understand your audience not just on a demographic level but also some pyschographics - So what pain are they feeling? What's going through their heads? What keeps them up at night?

The Journey Starts with Your Customer's Emotion

- It starts with emotion, because people buy with emotion and then they justify those decisions with logic and reasoning, facts and figures.
- So when it comes to a video marketing strategy, we need to connect first on an emotional level with our ideal audience.



Consideration Phase - The Part You Add Value

- When people are in that consideration phase there, they have questions, they either Google searching to find answers. So this is where your video content needs to basically add value.
- So it's about educating, informing, inspiring, entertaining, as well as a form of value adding.

Conversion Phase

- This is where your video content needs to be about overcoming those rational objections that people might have to buy from you.
- So this is not the place for storytelling and cinematography, that kind of evokes emotion.

Using Testimonials in Your Videos

- There's different ways to think about the role of testimonials, I kind of see them working here at the conversions end, but also at the awareness.
- So a testimonial that's used in the conversions end is more around social proof. So it's more around, you know, I bought this thing and it, you know, led to success for me.
- But if you think of a testimonial more as a story, so like that I talked about a client story before for the chiropractor, maybe talks about tells the story of how someone overcame, you know, their pain and lived a better life, that emotional story.



Why A Good Script Matters

- So you want to start with a hook, you want to then have some kind of introductory section, which is about the viewer, not about you.
- You might be emphasizing the pain that they feel or the problem that they're experiencing, or something that resonates with that viewer.
- And then you need to move people towards an action. So towards the end, you need to have some kind of clear, what's the next step? What do you want them to do?

Classic Mistakes to Avoid

- The biggest one is just doing video for video sake.
- It can be tempting to just go and make video just create video. But if without a strategy behind it you're potentially just making noise around, there's enough noise out there.
- The other big one is making it about yourself and your business, not about the people that you want to serve.
- Ask yourself the question. What's the value or what do I want my target audience, my customer here to do, think, or feel after watching your video?