Video Mastery Academy

Learn how to build exceptional relationships with video!

- Convert more leads
- Engage your customers
- Master Bonjoro
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The way we communicate and the way we buy products is evolving. Today, consumers have an immense amount of information at their fingertips. Buy decisions are made off the recommendations of a friend. Where you go to eat takes a consult from Yelp.

With an overwhelm of information, building actual relationships with customers is harder than ever....

And also more important and valuable than ever. Brands that have strong advocacy are the fastest-growing brands out there.

In this course we are going to take you through how to build exceptional relationships with video. We will use the platform of Bonjoro, a platform that allows you to send videos and gather video testimonials, as a foundation for our strategy.

Why video matters...

Video Mastery

So to start... Where should people use personal video emails?

- Convert More Leads
- Engage your Customers + Grow your Business
So you want to convert more leads. Part of this will be uncovering where your core blocker is.

- Are leads showing up to calls?
- Are leads engaged post-call when you follow-up? Are you getting ghosted?
- Are your leads shopping around?

I will start with how I first encountered Bonjoro and personal video.

Half a decade ago I was working at an inbound marketing company, and we had a problem.

Roughly 40% of the calls that booked with our sales agents weren’t showing up.

We browsed the internet and found a potential solution... a tool called Bonjoro.

After lots of testing, we cut our no show rate in half. Here is what we did.

Get your notepads ready!
Reducing Meeting No-Shows

First, we want to ask ourselves, why does a prospect/lead/customer not show up to a booked call?

Outside of a genuine emergency (which is rare), the most common reasons are as follows.

**Confusion on timing:** Especially if you deal with international clients, sometimes they are confused about the correct time.

**Thinking it’s automated/slide deck:** Sometimes people opt-in thinking it’s an automated demo or presentation and don’t realize it’s 1:1 with actual person

**Lack of anticipation/interest:** People will book and then find another more interesting platform or just get too busy. They aren’t strongly committed.

To address these challenges, you want to record a personal video that starts by calling them by name and clarifying the time. This video does that well.

Click here to view sample video

It clarifies the timing component AND puts a human face behind the meeting, to reduce any ambiguity around the type of meeting the demo is.
Reducing Meeting No-Shows

To further drive the point home, with Bonjoro you can reference any information stored in your CRM, right from your record pane. So if you know the customer is in a certain industry or from a certain country/city, you can incorporate that into their message too!

From testing this internally and for dozens of teams, I have found the following formula is what creates the most impact on reducing demo no-shows.

1. Connect your calendar tool to Bonjoro via Zapier. Whenever a booking comes through, have it assign the video task to your rep automatically.

2. Record the video as close as possible to the booking (NOT TO THE MEETING TIME). This one can be counterintuitive for people but the data we have looked at is very clear here. If someone books on Monday for a Friday call, you want to create the anticipation and human connection right off the bat. The faster the better. If you capture their interest while they are still in the headspace of thinking about your platform, you are golden.

3. Make sure to say their name at the beginning of the video and clarify the time of the meeting.

4. As a bonus, including any details you have on their industry or application always adds a ‘wow’ factor of personalization.
Reducing Meeting No-Shows (Sample Template)

Example Message Template

Subject Line: This is me in real life. Excited to talk with you today [Name]!

Hi [first_name]there], I wanted to send you a quick video to break the ice before our call later, and let you know exactly what we’ll cover. I created a link to the demo agenda for you, so you can be fully prepared with questions:) 

See agenda

Here is what a sample template might look like (we will cover templates in Mastering Bonjoro, so feel free to reference back to these):
For most of us we get inbound leads and we don't convert 100% of them. So there is an opportunity here to use personal video as a channel to “surprise and delight”.

Here I am going to bring us back to the example I referenced earlier in this course with Maurice and Steph from Two Blushing Pilgrims. It’s such a good example, it warrants showing it twice.

The use case is that Two Blushing Pilgrims is a husband and wife wedding photography team and they were looking to convert more of their inbound inquiries.

Like many wedding photographers, they had a hurdle of “ghosting” that happened when people only judged them on their pricing (they were on the top end of the spectrum).

But they went from hearing from maybe half of their inbound inquiries to hearing back from 96% over a twelve month span. It’s an incredible usecase and it starts with videos like this...

Watch sample video!
Notice how they not only address the people by name, but they include personal details of the venue and do it all outside next to a lake?

That is what makes a personal video powerful. The recipe to amp up your conversion rate on new inbound inquiries is the following:

- Be human. Let your personality shine through and don’t worry about perfect lighting or set-up.
- Mention details that are shared with you. Like how Steph mentioned the wedding in Bali.
- Videos taken outside seem to consistently outperform those taken inside. Adds a novelty aspect and seems more candid.
- Share personal details. Notice how they mention they are in New Zealand?
Another great example of responding to new leads can be found using Bonjoro NexGen templates. Joe Kern sends each opt-in a personal video and embeds a Typeform below the video to gather more information.
Converting More Free Trials to Paid

This is a use case we know very well at Bonjoro because it is where we send the most Bonjoro’s ourselves as a team!

Each month we send thousands of free trials welcome messages to give a personal touch and support them in getting up and running.

So let’s start with why do trials not convert?

- **Not getting results in the platform:** People buy services to solve a problem. If they do see results towards that problem, they won’t convert.
- **Feeling confused on where to start:** Technology is intimidating. Sometimes people just need a few questions answered and a little
- **They lack direction:** What are the best practices? How should I execute my use case?

Watch video!
I think the video above is effective because it does the following:

1. Shows attention to their situation. In the video I talk about my background in SaaS and engage with his website and content.

2. Build trust in your expertise. We know that we get a new trial onto a call, they convert at 3x the rate that regular trials do. So in my welcome video, my objective is to make the recipient feel confident that my background will be useful to them.

3. Be human with it. I record my videos outside, I always check their website and when possible I try to create a connection between work I do, and something they are doing. That is part of the “be human” side of it to me.
A common use case I see at the top of the funnel is brands using personal videos to:

- Increase attendance to webinars. There is nearly always a large fall-off between initial registrations and attendees (many industries average 50%+ no-show rate). A personal video is a great way to put a face behind the webinar and ask specific questions like, “What are you most excited to learn about this Friday?” to keep your session top of mind.

- Follow-up with attendees. It is common to send a personal video to people who attended a webinar but did not take the offer. This are your best quality opportunities. If you are tight on time or have large registration lists this usecase is often your best bang for your buck.

- Follow-up with no-shows. After the webinar is over, instead of a generic automated email with the recording you can try a personal video email that engages them and has the CTA (Call-to-Action) button link out to the recording.

Sample Template

Subject Line: Thanks for taking the time to tune in!

Hi [first_name](there), I am so grateful that you took the time to hop on with me today and learn a little about [insert topic of webinar]. If it struck a chord with you, or you think I might be able to help you out, give this video a watch on next steps!

Book a call
Improve Webinar Registration Attendance/ Convert more Webinar Leads

Watch Video

This video is compelling because:

- It immediately provides personal context, noting the past registration from Maureen.
- It gives a clear value proposition on why attending the live workshop would be valuable.
- It makes enrolling for the workshop easy with a clear CTA button on the side.
We’ve all been there. A customer seems interested, ready to pull the trigger and move forward and then... silence. Weeks sometimes turns into months, and the lead goes completely cold.

What happened? Did they go with a competitor? Was there an internal blocker with their organization?

While there can be a lot of reasons for this, a personal touch is a powerful way to re-activate them.

Here is an example of a prospect who opted in and expressed interest in the SaavySystem but then went dark for weeks.
Reducing “Ghosting”/Following up after a Demo:

Rachel was able to convert this lead (after a few subsequent conversations). How?

- The video is warm and authentic. Rachel anticipates that Selena might be feeling unsure if this is the right fit and welcomes Selena to ask questions.
- It’s not salesy. A lot of drip emails that try and convert leads tend to focus on special offers or time pressure. Rachel, wisely, elects to take a different angle and go with the human approach. Giving the vibe of “I just want what’s best for you”.

**Sample Template**

Subject Line: I recorded a video for you [Name]

Hi [first_name](there), I know we spoke in [Month], and I wanted to follow up personally and give you some additional context around what we have been chatting about to see if there’s any way we can proceed with the proposal.

[Book a catch up call]
In our last lesson we looked at a few of the most common applications for personal video in the sales realm.

For this lesson, we are going to look at all the applications after the sale.

As a fast growing business, CLTV (Customer Lifetime Value) is the name of the game. Retaining customers for longer, getting them to buy more products/services and getting them to tell their peers is essential.

Your best customers are your superfans.

To start, we will kick off with the #1 most common use case for all of Bonjoro:

**Welcoming new customers.**

Here is an example from Matt at Convertkit, a technology company welcoming new signups:

Watch video!
Welcoming New Customers

Videos like this became a key part of reducing their companies' churn by over 30% over the course of several years.

Why did his video specifically work so well?

I think these are some of the variables:

1. He got personal to the customers' situation (mentioning how they were using WordPress etc.)
2. He acted like a real human. Remember when he ran into a branch?
3. He got outside the office. Go Mobile App!

"Two numbers we can see are user churn for 0–7 and 8–15 days, which are seeing significant decreases. The 0–7 day user churn just completed the best month ever, and 8–15 day churn is the lowest since October 2016"

- Matt Ragland

Shortly after implementing these welcome videos Matt noted to me,
Here is a quick chart that shows just how impactful affecting churn by 1-2% can be:

Churn, generally speaking, can be thought about in three groups:

- 0-3 months (adoption phase - ease of use is the focus)
- 3-12 months (results phase - this is where rubber meets the road. Can the product deliver?)
- 12+ months (sustainability phase - is there a burnout effect? How easily can new team members learn the platform? Are their attractive alternatives?)

The personal welcome videos like the above speak to that first phase of adoption by helping reduce initial friction.
Welcoming New Customers

Also note that on the Growth Plan and above with Bonjoro you can use Filters. Filters allow you to create tasks only for certain types of leads, like a purchase of over $X or a lead who reaches a certain lead score.

Here are some of the most common usecases for filters:

Send thank you messages to customers that spend over a certain amount, or who buy a particular product.

Thank customers on their first purchase only, and again on their 5th or 10th to show your appreciation.

Share your messages amongst your team by assigning tasks based on time-zones or other attributes.

Send videos with demo booking links to leads that express interest in key product offerings only.

Easily assign video tasks to account or product owners.

You can read more here.
Creating superfans is a process that takes work and continued dedication. Like every relationship, it's not just the honeymoon period that matters.

Once the dust settles, your customers want to know that you still value them as individuals. The more you learn about them and can connect with what they value, the more loyal and connected they will be over time.

Take this phenomenal use case from Joan Gary, who runs one of the most successful non-profit memberships in the world.

She personally reaches out to her members when big, notable things happen.

- It could be getting a big grant or donation.
- Building a new facility
- Something personal (kid going to college, marriage etc.)

She even does videos when members face immense hardship, such as the loss of a family member.

Her commitment to treat each of her thousands of members as individuals as helped her build an irreplaceable community.

Here is an example of one of those “milestone” celebration videos (celebrating one of her member’s kids going to college).

Watch Video!
Another great usecase comes from the CXL team! They do milestone celebrations with customers when they finish an intense mini-degree. See this example below.

These videos are so effective because they make the recipient feel like they are part of a community. They build that affiliation component, that makes someone keep coming back and has them telling their friends.

In short, they help create superfans.
Have you ever been searching for an old email so that you can copy and paste a response to a commonly asked question?

I know I have been there.

Thanks to Bonjoro’s screen recorder, you can easily record a video (screen, webcam or screen + webcam) and store it in a Video Library. That way when you get the same question time and time again, you can simply drop it in and send. It makes things easy and provides a great experience for the customer.

Here is an example video I send when people ask about our native ActiveCampaign integration.

This is also a great way to explain an issue inside of someone’s account and this is a common application for customer support team members that use Bonjoro.

Sometimes, sending a video email can just be a way to save time from having to write up a few paragraphs.
Answer customer inquiries/Frequently asked questions

This sample template highlights that:

Example Message Template

Subject Line: I am here to help!

Hi [first_name], instead of drafting you a long email about your issue, I decided I would record a quick video! Let me know if this covers everything for you.

Sample Template
Send Seasonal Greetings or Birthday Messages

Every year around Christmas time the team here at Bonjoro dons our best festive attire and starts to send out holiday Bonjoros.

They are without fail, some of the highest engagement videos we send.

There is no specific thing we need them to do, no agenda, just good-will and reminding people they are valued.

Whether it's a holiday message or a birthday (which you can trigger a task for easily with our CRM integrations), the point is to make the customer smile.

Here is an example video of what a customer would receive.

Notice here, Mike includes all the personal context he has with contact to drive home the impact.

Bonjoro has holiday-themed background images you can use for free!
Mastering Bonjoro

In the first four lessons we focused on why personal video matters and how we can use it to create superfans.

In this final lesson, we will go deeper into Bonjoro, a personal video platform that can help you execute these use cases.

The goal is to leave this final lesson with a robust idea of exactly how to plug this in tomorrow.

**Overview:**

Bonjoro is a personal video platform that you can use on your desktop or your mobile device.

Whenever an action happens in your CRM or email automation system, you can have that trigger a Bonjoro video task which you can then click and record.

If you have a list of people you want to engage, like past attendees to an event, you can upload them all at once and then go through that list recording videos to them.

To start, let’s watch a quick system overview video from our friend Summer!
Mastering Bonjoro: Overview

To get started with Bonjoro, follow this simple blueprint.

**Step 1:** Choose a use case that you want to try. Let’s start with welcoming new customers as an example.

**Step 2:** Integrate your systems (or add contacts you want to make videos for). To connect your systems, click on the teal integrations tab at the top, select your platform, then select your trigger (like tag added) and Bonjoro tasks will automatically be created. If your system doesn’t show up, you can plug in a tool called Zapier to help connect them. Check out this video for a walkthrough.

Bonjoro currently integrates with the following tools...

ActiveCampaign, Convertkit, Drip, Hubspot, Keap, Intercom, Mailchimp, Mailerlite, Ontraport, Patreon, Shopify, Pipedrive, Aweber, Thinkific, Mailblue, Slack, and Zapier.
If you just want to start by manually uploading a few dozen recent customers, you can simply manually add tasks too.
Mastering Bonjoro: Overview

**Step 3:** Create a template. Any video you send in Bonjoro requires a template.

A template means that your email subject line, preview text are pre-set so you don't have to re-do that each time and the landing page you direct people to is branded how you want and uses a relevant CTA (like for our usecase of welcoming new customers, our CTA button might be “Join our Community” with a link to Facebook.)

**Step 4:** Start sending!

You can send in three different ways, and this video will give you insight into how that works...
Step 5: Review your results and iterate.

Before your recipients even know they are getting a personal video, they have to open the email. Having been behind the hood of hundreds, if not thousands of accounts at this point, I have a lot of data on what works here.

Subject line is critical. A common one for welcomes is “A personal video welcome from [insert company name]”

Verified email is important. Here is a short video on how to set this up and when to do different types of videos...

Resend workflows will send a new message at a set amount of days later to anyone who didn’t open the original Bonjoro. This typically increases open rates by 5-8%.

But the number one factor to increase opens (by a good margin) is......

TIMELINESS! If you are welcoming new customers and you get a welcome video out within thirty minutes of their purchase, your opens easily lift 10%. 2 hours is better than 4 hours, which is better than 8 hours, and on and on.
In general, your watch rates should mirror your open rates. If you get 50% opens, you probably will get about 50% watch-throughs.

If you are struggling with your watch rates on your Bonjoros, here are some tips:

**Turn on GIFs** under the gear in the top right. (email customization -> Animated GIF)

Use the preview text to explain what this video is about. Mention in the preview text that this video was actually made just for them.

Take the video somewhere cool (like record when you are out for a hike in the forest).

**Get creative with the thumbnail.** Try using a whiteboard. You can go with the basic “Hey [name]” or you could do something like, “[your brand] + [Their brand]” or if you capture any key info on them you could use that. Experiment!
One the strengths of Bonjoros are their ability to drive action. With one, simple CTA that a customer can click on, you can leverage the emotional impact of the video to get people engaged.

If you are looking to increase your click throughs, try the following:

**Mention the CTA (Call-to-Action) in the video.** For instance, if I am trying to get someone to book a call, I might say,

> “On the side I attached a link to book in on my calendar this week. This is the first step in learning more about your application and how we can best support you. I look forward to connecting with you shortly!” Or if it’s a resource, like I am linking them to our case study library, I might say, “One other thing I strongly recommend when you are first getting started, is our use case library. I attached it on the side. It has dozens of detailed customer stories, including the videos they used and exactly how they generated specific results”

**Test what language works best for the button.** From my experience, if I want a client to book a call,

> “Book a consultation” works better than “Book a demo”. If I want them to join us on Facebook, “Join our Community” works better than “Join our Facebook”.

It may take some experimenting here, but the language on the button can matter.

**Use verbiage that makes it seem like the next step in a process.** This is a hugely important step in getting strong click through rates.

If instead of just saying, “If you are interested you can book a call”, you say, “The first step is getting on a call with our consultants so we can do X” that creates a different type of dynamic, and tends to drive much more engagement.
Mastering Bonjoro: Top Tips to Maximize Responses

Getting glowing responses is one of the most exciting parts of Bonjoro. Here are some tips to maximize your chances:

Include personalization beyond just name. If you want customers to love your videos, the more personal you can make them the better.

Remember that with our custom attributes feature, you can view any field from your CRM right next to your video when you go to record.

Talk about their specific situation, website etc and customers will be blown away.

Ask a question. If your video just says welcome and we are so excited to have you, it might not be intuitive to respond to that. But if you end your video with,

“Whenever we get a new customer, we always like to ask, [insert specific question],”

then you will get more people talking.

Bring the energy! The more energetic, non-scripted and unique your video is, the higher the chances that a customer responds. If you are singing your customer a birthday song on their birthday, let me tell you right now, you’re getting a reply.

Getting personalized responses is one of the most exciting parts of Bonjoro. Here are some tips to make your videos more engaging:

Include personalization beyond just name. If you want customers to love your videos, the more personal you can make them the better.

Remember that with our custom attributes feature, you can view any field from your CRM right next to your video when you go to record.

Talk about their specific situation, website etc and customers will be blown away.

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Bring the energy! The more energetic, non-scripted and unique your video is, the higher the chances that a customer responds. If you are singing your customer a birthday song on their birthday, let me tell you right now, you’re getting a reply.
Mastering Bonjoro: Video Recording Tips

When going to record videos, here are a few tips to get the best quality...

**Front lighting helps.** If you record inside, being behind a window or having a light in front of you (vs. behind you) will create better lighting. Use mobile. One great advantage of using the mobile app to record is the flexibility. Simple spin around or move to a new location to easily grab the best lighting and angles.

**Open with a wave.** If you are using GIFs as your email thumbnails (which we strongly recommend!), then it is going to grab the first 1-2 seconds of your video and stick it in the inbox. If you start each email with a wave, that’s a great, inviting thumbnail for people to click on.

**Go outside!** Many of our top users record their videos outside with the mobile app. It gives that definite personal effect and is a great way to combine getting some vitamin D with doing some work!

**30-60 seconds is the average video duration.**

The more personal details you have, the longer the videos will tend to be. There is no golden rule here, but on average people make these videos about 30-60 seconds.

There is no limit to a video’s length (it just takes longer to upload, the longer you make it)
In 2022 Bonjoro added the ability to easily gather video testimonials from your customers and leverage that customer proof to drive more business. The full playbook on Testimonials can be found here.