

TRANSLATING UGC TO GROWTH:

10 WAYS CUSTOMER VIDEOS
CAN GROW YOUR BUSINESS





MEETING CONSUMER EXPECTATIONS

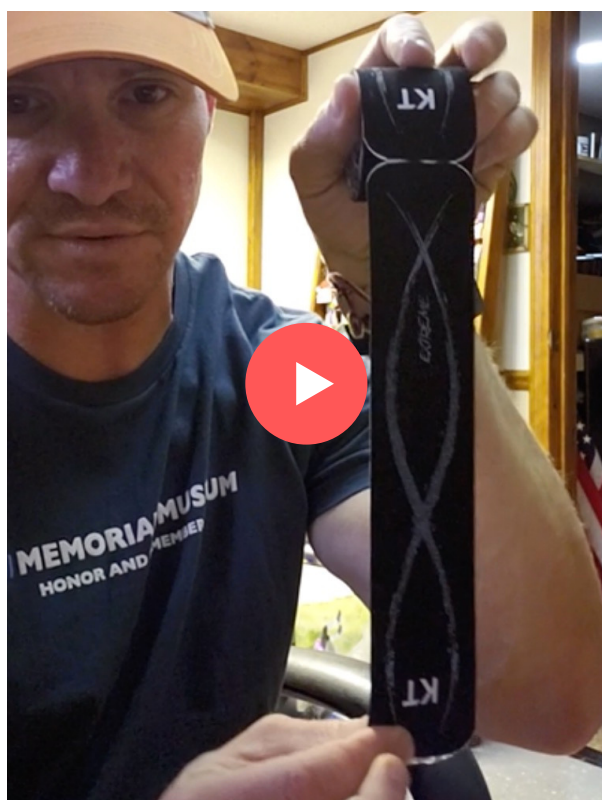
We have seen a massive shift in how customers interact with businesses, igniting an accelerated shift towards a more digital world and an unparalleled growth in online shopping that is likely here to stay.

Video has been a defining tactic in this digital shift and, as you start planning your next moves for the year ahead, it's important to consider how consumers use video along their path to purchase and how video influences traffic, leads, sales, and audience understanding.

1 BRING YOUR PRODUCT STORY TO LIFE

Every product has a story made up of a user's past, present and future experiences. In this section, we will share how businesses can bring their product stories to life.

Product stories begin and end with the people experiencing the challenges and solutions your product brings. If the story your business is telling about your product doesn't include the real experiences people have with your product, then you're not telling your true product story.



ROBERT IS A 41-YEAR-OLD ULTRA RUNNER FROM GRAND RAPIDS, MICHIGAN.

Your sales and marketing efforts may actually be hurting your product's story, resulting in missed expectations and even remorse.

It is vital for businesses to capture and share the real experiences people are having with your products so you can generate authentic content that showcases your product's story.

The example below shows how one of our clients, KT Tape, uses video reviews to tell its product story on Amazon.com and beyond.

KT TAPE

KT Tape is an elastic sports tape designed to relieve pain while supporting muscles, tendons, and ligaments. As stated on KT Tape's website, the results are not clinically proven for all injuries. So, how can you know if it really will work for you?

VideoPeel helped KT Tape capture video of the real experiences of people of all different backgrounds, showing how they use KT Tape for everything from running, biking, swimming, roller derby, arm wrestling, volleyball, basketball, football, hiking, lifting, archery, etc.

2 SHARE WHY PEOPLE BUY YOUR PRODUCTS

Through the work of business innovators such as Simon Sinek, and others, business leaders have caught on to the power of inspiration instead of manipulation.

If you find yourself trying to convince people that your product is right for them, you will limit your own potential. You may end up drowning in competition as other businesses adopt your product features and claim the same benefits.

"People don't buy what you do; they buy why you do it."

- Simon Sinek

People don't want to be sold to, they want to be inspired. They want to move from a state of apathy to possibility.

WINKBEDS

In the crowded mattress industry, one of our clients, WinkBeds, a US manufacturer of luxury hybrid mattresses, does just that.

VideoPeel helps WinkBeds capture video testimonials from customers sharing why they purchased their WinkBed, helping others discover how they might also finally get the night's sleep they deserve.



ROB IS A 6-FOOT-4 FIRE FIGHTER WHO DOESN'T GET MUCH SLEEP. HE'S HAD THE BEST NIGHT SLEEP IN HIS LIFE ON HIS WINKBED.

3 SHOW HOW YOUR PRODUCT WORKS

"How does it work?" is one of the top questions people have about a product. They want to know how easy or difficult it will be to make the product do what it is supposed to do. And they want to know if it will work under their specific conditions.

PROTALUS

One of our clients, Protalus, the manufacturer of innovative insole



GARY, A PHYSICIAN, SHOWS HOW HE USES PROTALUS WHILE PLAYING TENNIS.

technology, works with VideoPeel to capture videos of customers showing how they use Protalus insoles. Protalus makes these videos available on their website so potential buyers can find people like them who suffer from similar conditions (e.g., Plantar Fasciitis, knee pain, back pain, neck pain, or others) and watch their video reviews to see how they use Protalus inserts throughout their day to bring comfort, support, and relief.



TRICIA, A SEMI-PROFESSIONAL SOCCER PLAYER, SHOWS HOW SHE USES PROTALUS.

oculus Go

Standalone VR

32 GB

4 SHOW WHEN YOUR PRODUCT SHOULD BE USED

According to a leading product analyst, over 60% of a product's features are never used. Which means most people may never get the full benefits of a product, potentially resulting in dissatisfaction, disengagement, or even worse, conversion to a competitor's product.

For a business, the cost of losing a customer to a competitor or an alternative product is very high, usually much higher than the cost of acquiring a new customer. As a result, businesses are dedicating resources to provide their customers with dedicated training and resources that show when their product should be used.

Once you arm your customers with all the potential use cases, they are more inclined to use

the product for those purposes, gaining more satisfaction, and producing incremental results.

ECOFLOW

EcoFlow, a manufacturer of lithium-powered mobile power stations, worked with VideoPeel to capture video reviews from their customers showing all the different possibilities for using their products. People from all over the world showed how they use their EcoFlow River Mobile Power Station to power their mobile home TVs, their laptops during long car rides, their phones in remote areas, their drones during races, their refrigerators during power outages, and much more.



VIDEOGRAPHER FOR NBC SHOWS HOW HE USES HIS RIVER MOBILE POWER STATION DURING A SHOOT.

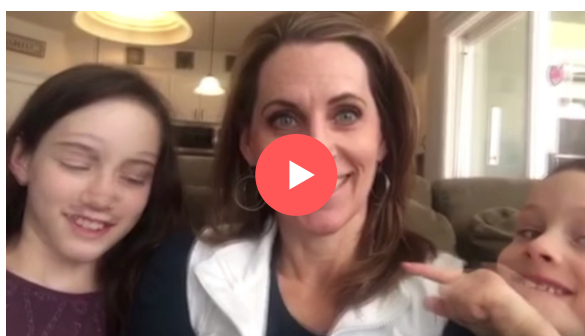
5 SHOW WHAT YOUR PRODUCT CAN DO FOR PEOPLE

When it comes down to it, it's the results that count.

People's needs vary. You may be looking for safety, adventure, significance, relationships, health, wealth, growth, or simply a sense of purpose. Whatever your needs may be, most buying decisions must answer the question,

"will this product meet my needs?"

The more effective a business is in helping people answer this question, the more successful it will be. This is why business owners and investors are always focused on seeing real results.



American Heritage

One of our clients, American Heritage, a private school in the United States that also offers a home schooling curriculum for parents all over the world, worked with VideoPeel to capture video testimonials from their parents. They believed that real video testimonials were the best way to show how effective their home schooling curriculum really was. The video testimonials helped the school raise the \$100,000 funding they needed to continue building the program.

User-generated content, such as video testimonials, allows people to introduce themselves, to show the product, and to tell their real stories.

BUILD A VIDEO COMMUNITY



"Brothers from a small town who decided to become BNB's. Got their first two units that now bring in \$5,500 a month."

Seth & Jake
Bloomington, IL



"I saw my month end and it was the same as what I had been making on a full time job with 20 years experience. I knew at that moment this is what I should be doing."

Cherilyn
Sacramento, CA



David was looking for a way to retire and was scared to take action. But now he has three properties and makes over \$3,500 a month on just 3 listings. He says his kids no longer need to worry about him.

David G
Loganville, GA



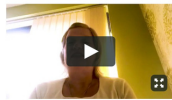
"To this date we have 3 active listings that bring in \$22k a year. It's insane, I'm my own boss. You rock dude...I don't know where I would be without this course."

Matt
Winthrop, ME



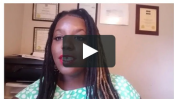
"We've earned our money back tenfold. So if you're concerned about doing it just do it, you won't regret it."

Crystal
Union, NJ



A nanny who now has three listings on Airbnb earning her \$3k/month of semi-passive income. She now has time to travel and see the world.

Karen L
Warrington, England



"In my first month I was able to acquire 18 units...with the BNB Formula I can see a clear path ahead that will allow us to make our dreams a reality."

Adilah
Biloxi, MS



"The course paid for itself within the first month. The tips I learned from the BNB Formula increased my income at least \$1,500 the first month - all from the Arctic circle!"

Taylor
Lake Tahoe, CA



Todd has FOUR listings, all cash flowing over \$1,000 a month and one making over \$2500 a month (net). He says, "Brian's the real deal, BNB Formula is the real deal."

Todd M
Richmond, VA



"I got an owner in London to give me 4 of his units to use for Airbnb so I'm very happy about that...Life is sweeter thanks to BNB Formula and Brian."

Addrienne
Fort Lauderdale, FL



Joe earned over \$3,500 in his first 30 days, and by his third month earned well over \$9,000.

Joe
Arvada, CO



"As a working mom my time is really precious and this has given me a way to spend time with my family, work on my real estate and have income on the side."

Danielle R
Los Angeles, CA

What would hundreds of user-generated video testimonials do for your business?

Businesses today cannot rely on a single view of their consumer anymore. Your audience and its environment is constantly evolving. Consumers are faced with new technologies, new opportunities, and more choices everyday. The savvy business leader is developing capabilities to understand and connect with their customers more often and with a deeper understanding than ever before.

BNB FORMULA

One example of this is our client, BnB Formula, the innovative education company providing budding entrepreneurs with the strategy and expertise to make income through AirBnB. With VideoPeel, they have captured over 750 video testimonials from people from all over the world who completed their training and changed their lives in the process.

Now, whenever potential customers visit their website, open emails, watch their webinars, or talk to customer support, they have a library of video testimonials they can point to for every possible use case.

BNB FORMULA COLLECTED OVER 750 VIDEO TESTIMONIALS WITH VIDEOPEEL

BUILD TRUST BEFORE YOU LAUNCH

With today's crowdfunding ecosystem and customer-first product development methods, businesses can't afford to wait until product launch to involve customers in their innovations.

As soon as your product is ready for testing or prototyping, it's time to start conducting your voice of customer exercises with new customers who weren't involved in or consulted during the ideation process. This is when finding the right beta customers, and opening a streamlined communication channel for feedback from those beta customers, is key. Including video marketing technology, like a where a remote video capturing platform, into your tech stack can support your business at this critical stage.

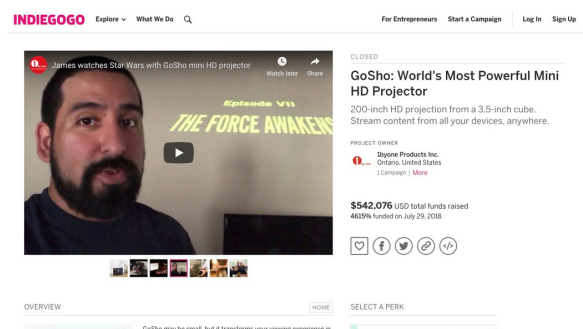


JAMES SHOWS HOW THE GOSHO MINI PROJECTOR WORKS FOR WATCHING MOVIES.

70 percent of consumers say trusting a brand is more important today than in the past.
Edelman

1BYONE

One of our clients, 1byOne, the manufacturer of GoSho a mini HD projector, worked with VideoPeel to recruit beta customers who were avid entertainment and video game consumers in their home. VideoPeel worked with the beta customers to test the product and capture their experiences so 1byOne could use their videos in their Indiegogo Crowdfunding campaign. Potential backers that learned about GoSho, were able to watch people like them using the product in real life. Video Reviews were essential in overcoming the fear that many crowdfunding backers have about products that may never actually get to market.



8 CREATE LIFELONG BRAND ADVOCATES

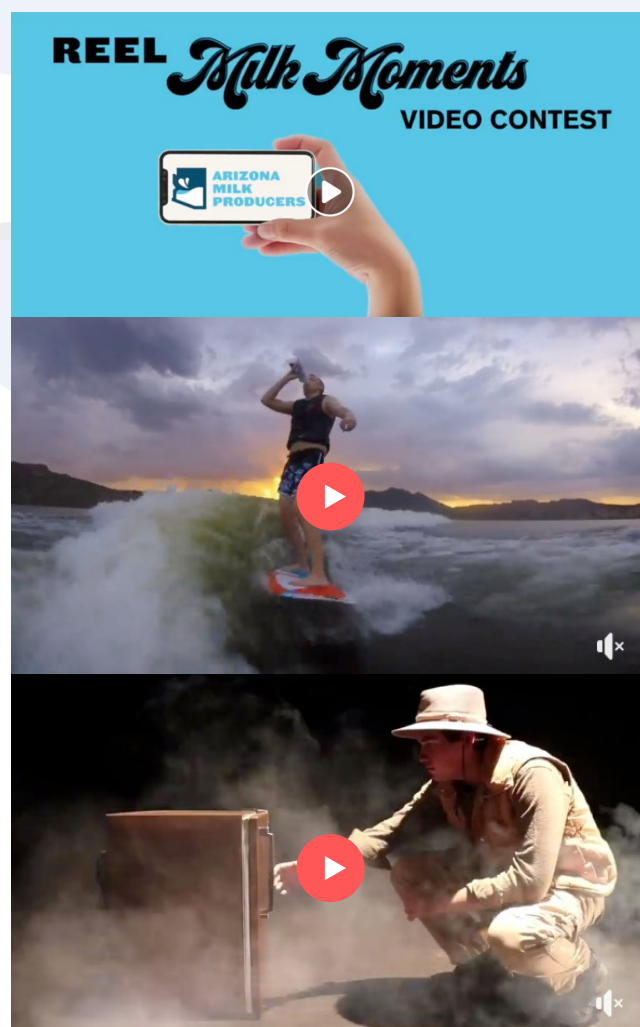
When something changes your life for good, you can't help but share it with others. The process of evangelizing actually makes you feel like you're giving back, like you're showing your gratitude for what you've received.

Businesses seeking growth understand this principle. They will do whatever is in their power to encourage and facilitate this process because they understand the power of personal recommendations.

ARIZONA MILK PRODUCERS & DAIRY COUNCIL OF ARIZONA

Our client, Arizona Milk Producers & Dairy Council of Arizona, understands this principle and worked with VideoPeel to launch their REEL Milk Moments Video Contest encouraging high school and college students to create videos showing their love for dairy products. With thousands of dollars in scholarships up for grabs, hundreds of students from all over Arizona used their skills to make amazingly creative videos showing themselves benefiting from dairy in the most entertaining and surprising ways.

Give your audience a mission to evangelize.



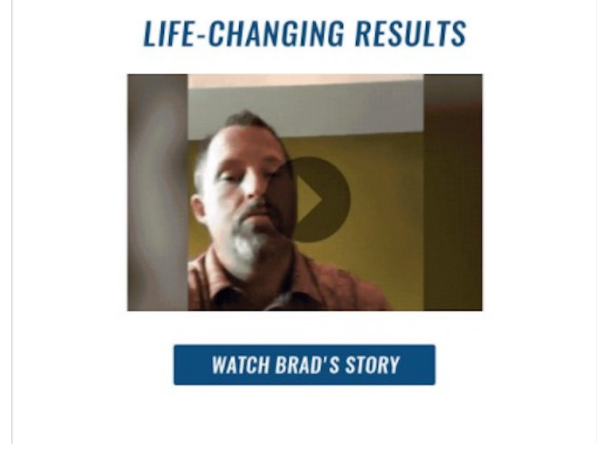
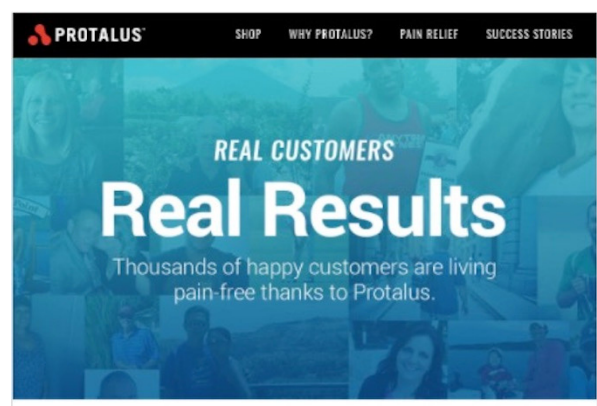
VideoPeel made it very easy for people to receive instructions, submit their videos, and agree to the terms. The winners of the scholarship contest were announced at the 2019 Playstation Fiesta Bowl.

9 CREATE AUTHENTIC MARKETING CONTENT



Video Reviews serve as highly effective marketing content for helping shoppers move from the research and consideration phase to the purchase phase of the buying cycle.

VideoPeel helped Protalus grow its online sales by 300%. Visitors that saw an authentic video review were 80% more likely to convert.



BRAD'S VIDEO REVIEW IS SPOTLIGHTED IN A PROTALUS EMAIL CAMPAIGN.



MARTIN'S VIDEO REVIEW IS SPOTLIGHTED IN A PROTALUS VIDEO AD ON INSTAGRAM.

For this reason, businesses are realizing that video reviews can significantly optimize all their communication strategies including emails, webinars, social, ads, landing pages, product pages, SEO, YouTube, checkout pages, presentations, etc.

Here are some examples of how our client, Protalus, used VideoPeel video reviews to improve conversions.

10 DRIVE SALES CONVERSIONS

Winning in today's shopping landscape requires a multi-channel strategy. Consumers are savvy shoppers looking for more than just value, convenience, and selection. They rely on certain retailers and channels more than others.

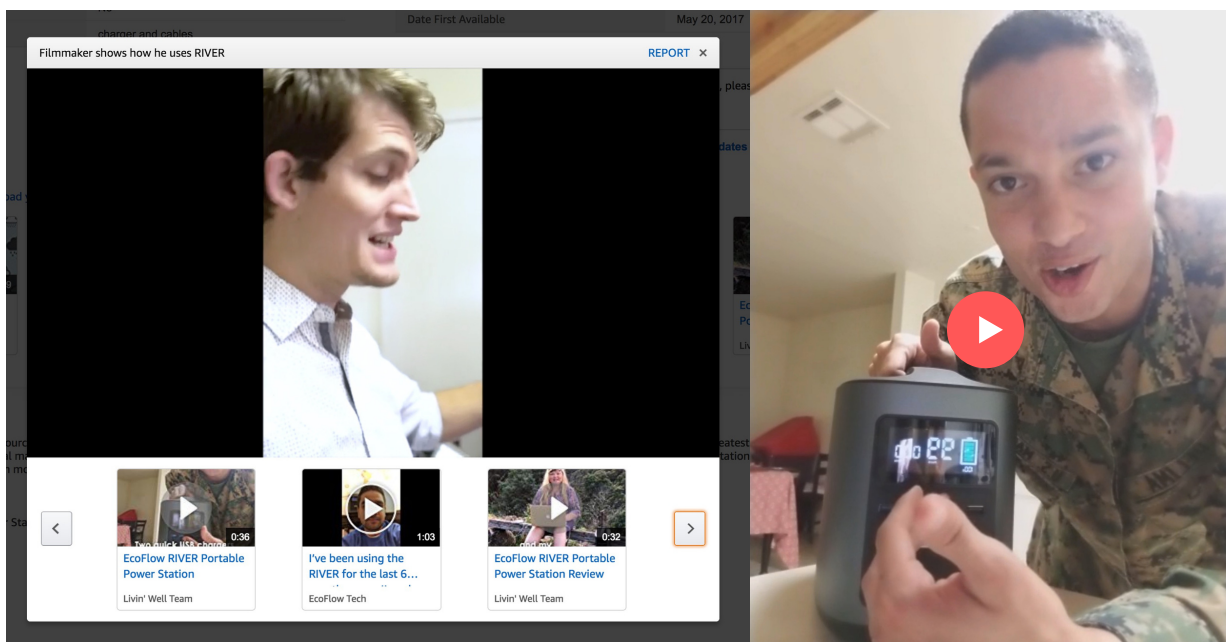
With VideoPeel, the video reviews you collect can be published on your own website, apps, or in other channels including Amazon.com, Facebook, Instagram, YouTube, Indiegogo, and Google Business Profiles. As we continue expanding our

VideoPeel helped EcoFlow grow its Amazon.com sales by 500%. Video Reviews get 3X more engagement than branded videos on Amazon.com.

partnerships with other retailers and distribution channels, our integration team will work with you to publish your video reviews to your desired channels, including directly to Amazon. We help you optimize each channel to effectively increase conversions.

ECOFLOW

With our direct feed into Amazon, we helped our client, EcoFlow, a manufacturer of lithium-powered mobile power stations, publish their VideoPeel video reviews to the video shorts section of all of their ASINs, helping them to grow their Amazon sales by 500%.



ECOFLOW INCLUDES VIDEO REVIEWS IN THEIR AMAZON.COM DETAIL PAGES TO DRIVE CONVERSIONS.



ABOUT VIDEOPEEL

VideoPeel is the world's most powerful solution for collecting and publishing customer videos. Brands from all sizes work with VideoPeel to grow their business with authentic customer videos for video testimonials, video surveys, and video messages. VideoPeel enables brands to remotely video capture the real experiences people are having with a product or service, and then publish these videos what it matters most.



www.videopeel.com

