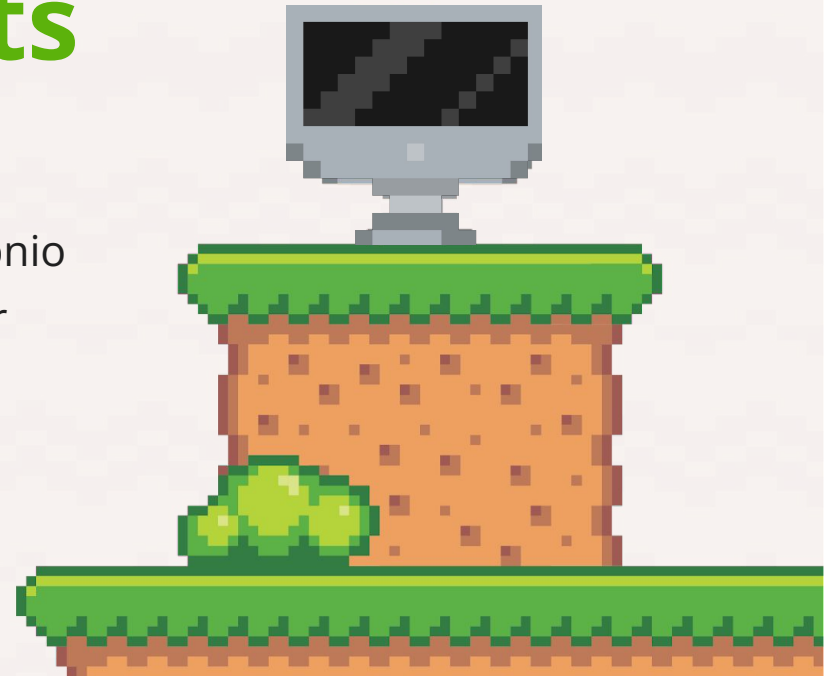


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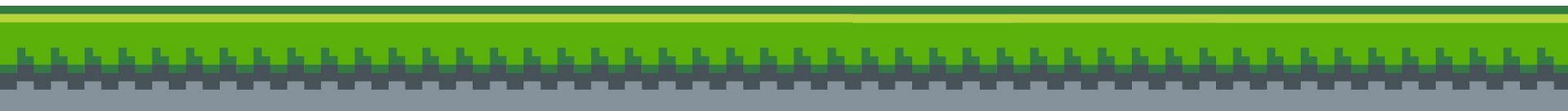
The Value of Video in Educating Prospects and Customers

Adam Avramescu VP, Customer Education, Personio
Co-Host of CELab Podcast & Author of "Customer Education"





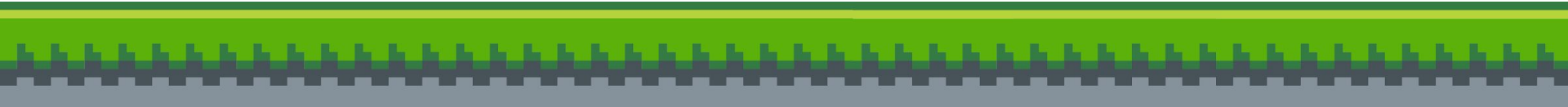
How are videos like video games?



How are videos like video games?



donut secret ghost house



You wander endless halls



And you end up back at the start



It's easy to get lost when you start with the wrong question

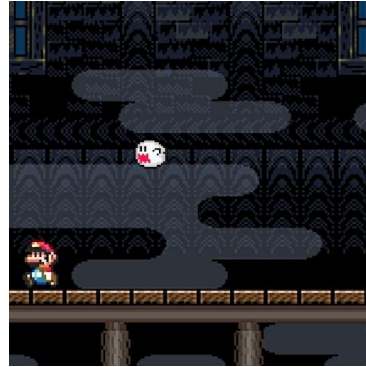


“can we make a video about that?”

Questions like...



“what’s the right length?”



“are talking heads effective?”



“do you think I need a ring light?”

You have to find the secret exit



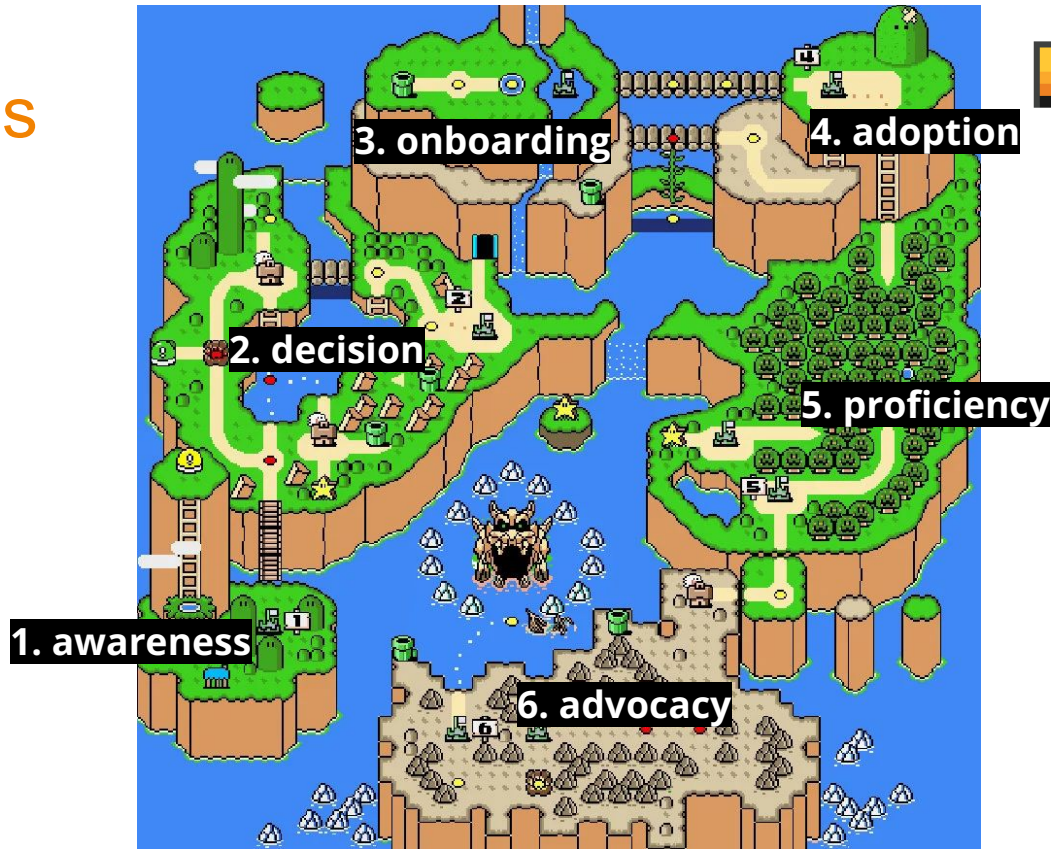
The Big Boo

(the undead remains of your prioritization efforts)

Why do video projects fail?

- Lack of technique
- Production expectations vs. reality
- Poor distribution
- Shouldn't have been a video
- **No strategy for what video is supposed to do for your prospects or customers**

The customer's journey



LEVEL UP!

BY TechSmith®

Where does the journey lead?

- For your **users**: job proficiency & career growth
- For your **accounts**: ROI (return on investment)
- For your **business**: revenue & margin

The customer's journey: consumer software



The customer's journey: enterprise software



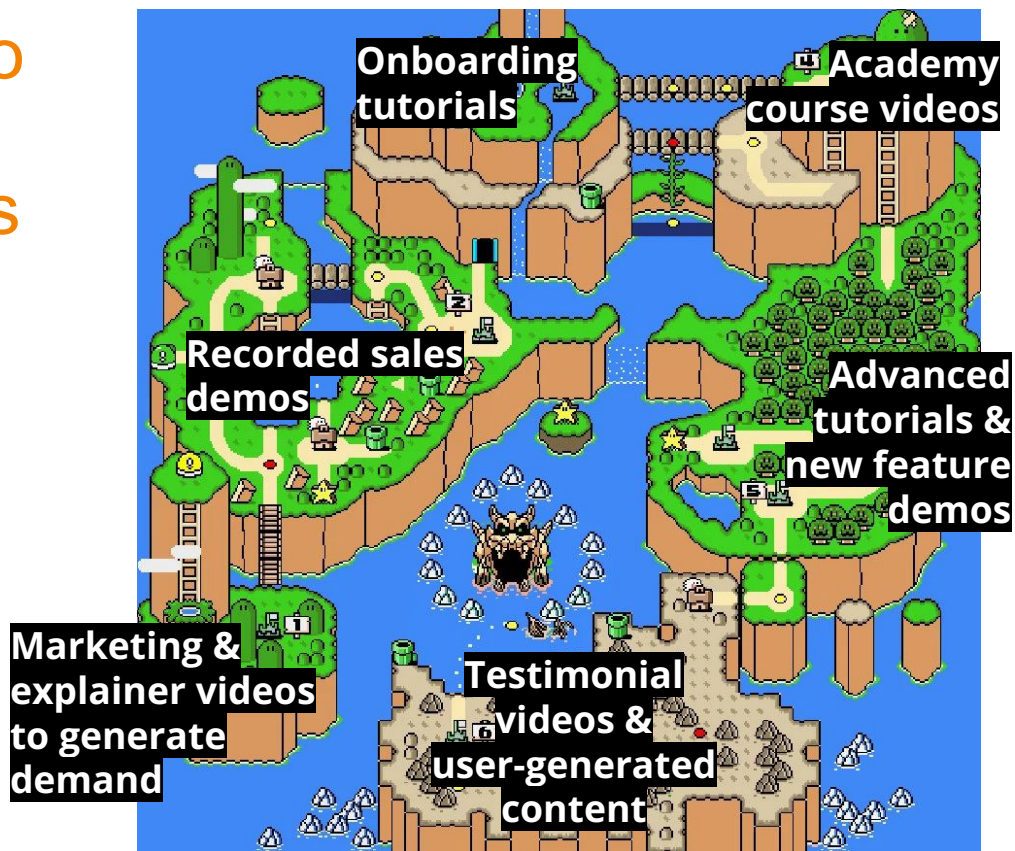
The customer's journey: consumer goods



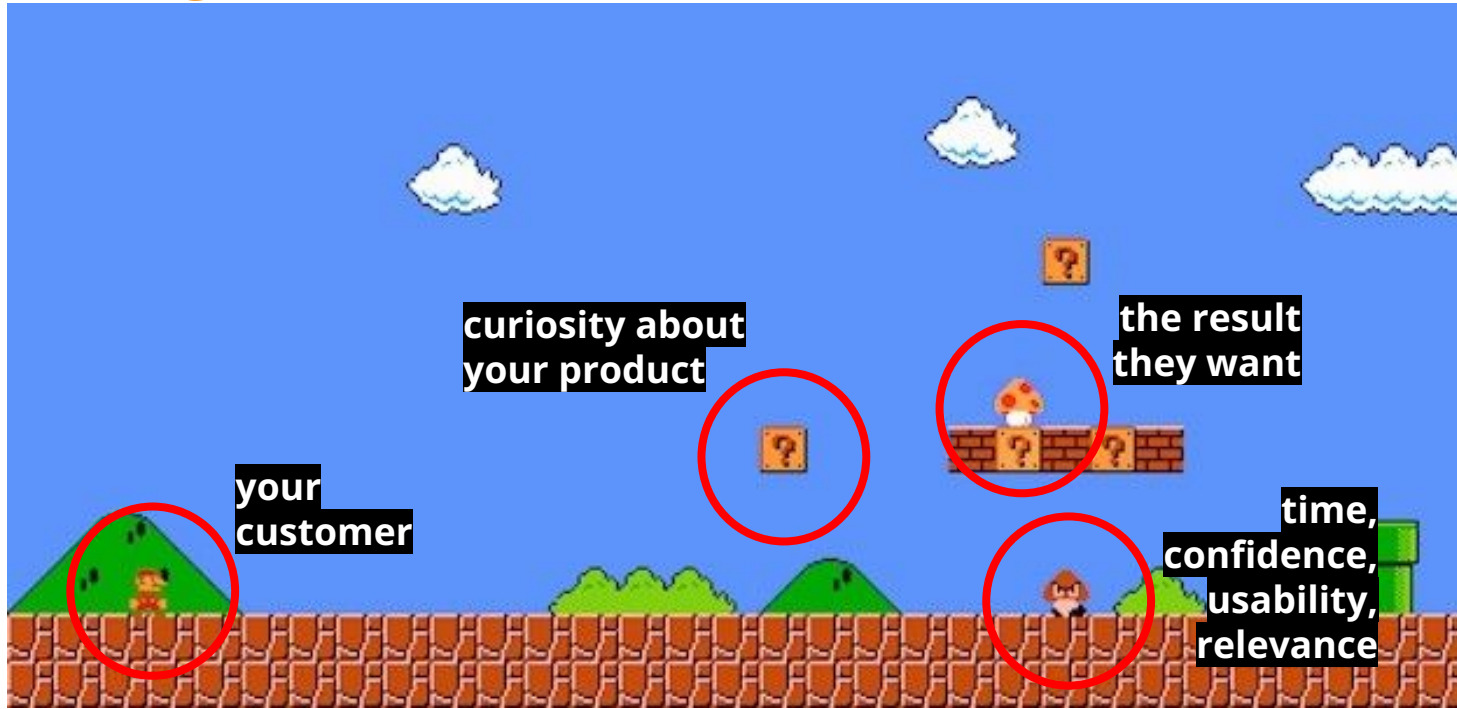
But how do customers advance?

- Motivation to get value or ROI
- Vivid examples of how to get value
- Clear demonstrations of product use cases
- Help removing friction as it occurs
- A feeling of connection with the product & community

How video educates customers



User goals

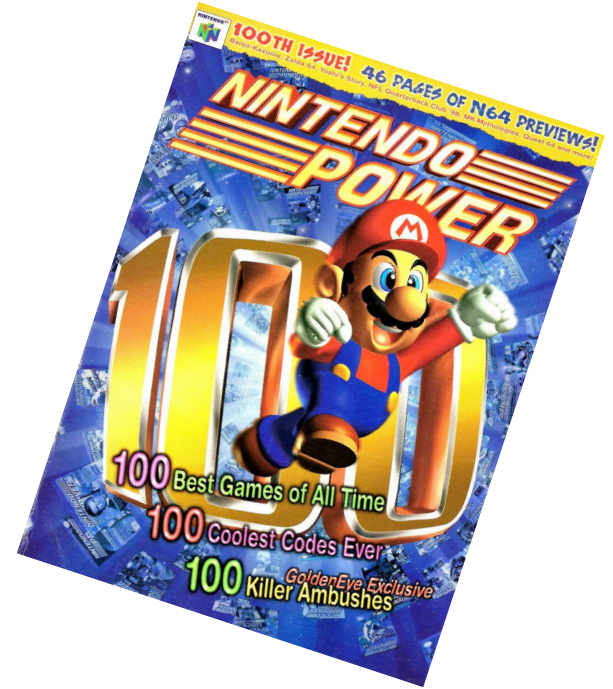


The value of Customer Education

Customer Education is the discipline of **teaching customers how to use and find value from products.**

- CELab website (<http://customer.education>)

It's about accelerating **customer growth** by helping them see **value**, change **behaviors**, and **remove barriers** to a **new way** of working.



Measuring the customer journey

Your business probably measures (and prioritizes) goals like:



Acquisition

Qualified Leads



Decision

Win Rate,
Conversion Rate,
Avg. Contract
Value



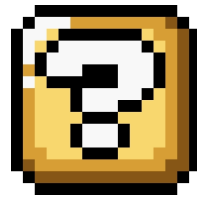
Onboarding

Time to First Value,
Activation Rate



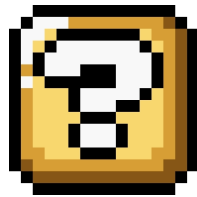
Adoption

Adoption Rate,
Daily Active Users,
Session Duration



Proficiency

Maturity Score,
Effort Score,
Contact Rate



Advocacy

Net Promoter Score,
Net Retained Revenue,
Net Dollar Retention,
Expansion/Upsell

Leveling up to business goals

Ultimately, the goals you measure help your business:



Increase Revenue: Generate leads, increase win rate, increase deal size, increase upsell/expansion



Decrease Costs: Lower customer contact rate, improve headcount ratios, lower customer acquisition costs

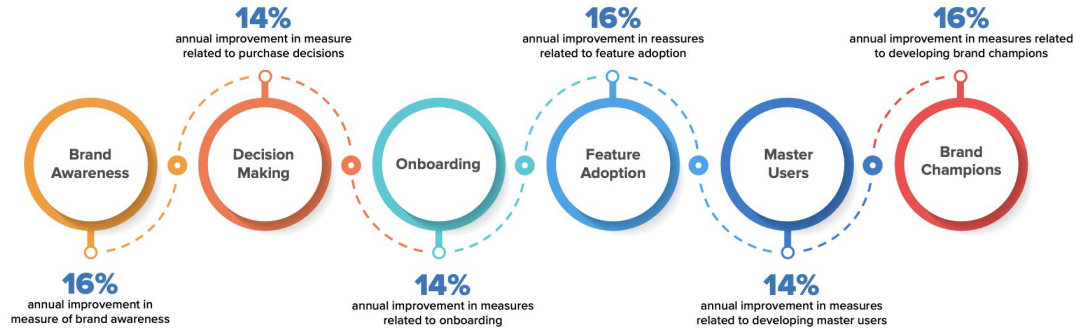


Customer Education makes a difference



Investments in Customer Education Lead to Growth

Customer Education Improvements Across the Customer Life Cycle



n = 260 Source: Customer Education Survey, IDC, February 2022



InfoBrief, sponsored by Thought Industries
May 2022 | IDC Doc. #J54914422

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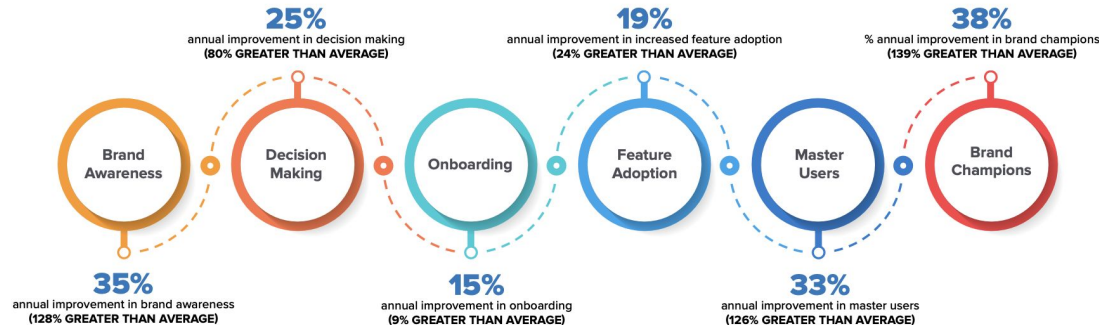
Customer Education makes a difference



BY TechSmith®

Investments in Customer Education Lead to Growth

More Maturity Means More Success Across the Customer Life Cycle



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InfoBrief, sponsored by Thought Industries
May 2022 | IDC Doc. #US4914422

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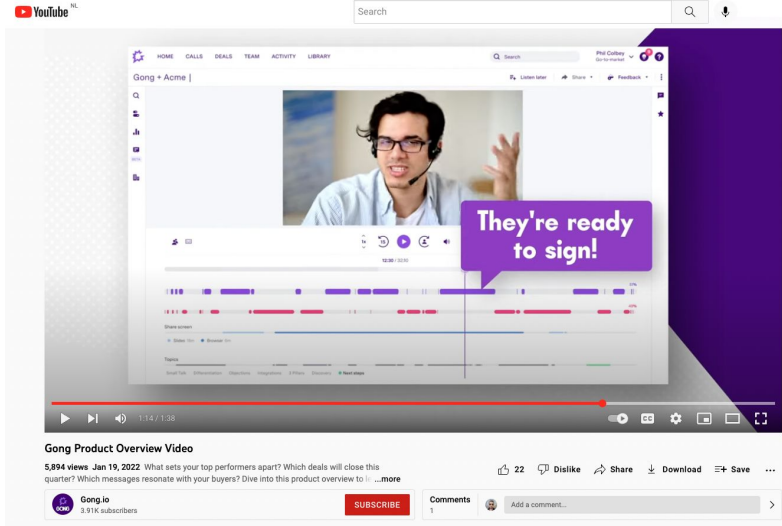
**Let's see video-based education across
the customer lifecycle**



Examples in the wild: Gong



#145
Why customer centricity is your competitive advantage with Joseph Fuerst



Examples in the wild: Gong



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Sales Career Advice from Lars Nilsson | Gong Labs Live Episo...

Watch on **YouTube**

Lars Nilsson
CEO and Co-Founder at SalesSource

VIDEOS
Gong Labs Live: Sales Career Advice with Lars Nilsson

By Devin Reed, December 17, 2019

Getting ready for a sales job interview? Congrats! Now comes the tough part: landing the job. Relax. You've got this. In episode 19 of Gong Labs Live, Devin Reed and Chris Orlob sit down with Lars Nilsson, CEO and Co-Founder of SalesSource, to cover how to get hired. Nilsson has over 20 years of sales [...]

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Learn how Egnyte uses Gong to increase the efficiency, listening skills, and collaboration of their customer success team.
PLAY

SHOPIFY PLUS
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INTELEX
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ServiceTitan

trayio



Examples in the wild: Gong



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EGNYTE
Learn how Egnyte uses Gong to increase the efficiency, listening skills, and collaboration of their customer success team.
PLAY

SHOPIFY PLUS
PLAY

INTELEX
PLAY

ServiceTitan

trayio



Examples in the wild: Gong



UNLOCK POTENTIAL [SNEAK PEEK OF GONG ACADEMY] Already have a Gong Account? [LAUNCH GONG ACADEMY](#)

[← Unlock Potential Home](#) [Reset](#)

▼ What is your role?

- Executive (2)
- Administrator (1)
- Enablement (1)
- Operations (1)
- Frontline manager (5)
- Seller (4)
- SDR (4)
- CSM (4)
- Product or Product Marketing (1)
- Other supporting role (2)

VIDEO

Unlock: How Gong Works

A quick run-down on how Gong works and what it means to you.

VIDEO

Unlock Coaching: Review the Game Tape

Let's explore the best places to find call insights so you can provide constructive feedback to your reps.

VIDEO

Unlock: Compare Stats to Boost Your Game

The Team Activity tab aggregates call data for all recorded users, allowing sales reps to pinpoint areas that are outside the norm.

VIDEO

Unlock: Identify At-risk Deals

Whether it's the end of the month, quarter or year, you need to know where to focus your time and effort to make sure you hit

Coaching: Review the Game Tape

VIDEO

Unlock: Resource Sheet for Revenue Professionals

Get a sneak peek at what customers learn in the LIVE:

RESOURCE

Unlock: Resource Sheet for Frontline Managers

Get a sneak peek at what customers learn in the LIVE:

RESOURCE

Unlock: Resource Sheet for Frontline Managers

Get a sneak peek at what customers learn in the LIVE:

How Can Value Engineering Help You?

Video helps Gong solve in every customer interaction to help customers understand the business benefits of Gong and encourage Gong to grow.

	Lead Gen	Pre Sales	Closing	Post Sales
Motion	Thought leadership Thought leadership Thought leadership Thought leadership	New leads based on Content that drives new Thought leadership content Thought leadership	Proposals Order an order to final closing/implementation closed	Existing customer benefits analysis Cross and upsell Expand on emerging customer needs that
Exec level slides	Exec level sales rep-level content Sales	Collaborative Business cases Exec level content to create an action item for the Gong team		
Interface	Marketing	Sales (SDE, CAC, CPO) Performance	Sales (SDE, CAC, CPO) Performance	Sales (SDE, CAC, CPO) Performance

Examples in the wild: Gong



A screenshot of the Gong Academy website. The header features the 'ACADEMY' logo on the left and navigation links for 'LIVE TRAINING', 'CONTENT CATALOG', 'DASHBOARD', 'COMMUNITY', and 'GONG' in the center. On the right, there is a search bar with the text 'Search' and a magnifying glass icon, and a user profile picture. The main content area has a dark purple background. On the left, there is an illustration of a man with a mustache and glasses, wearing a green plaid jacket over a yellow shirt, holding a tablet. To his right, the text 'WHAT'S YOUR ROLE?' is written in large white letters. Below this text are seven pink rounded rectangular buttons arranged in two rows: 'Frontline Manager', 'AE', 'SDR', 'Tech Admin' in the top row, and 'Business Admin', 'Program Manager', 'Supporting Role' in the bottom row. A mouse cursor is hovering over the 'Frontline Manager' button. On the far right, there is a vertical blue bar with the text 'COMMUNITY DISCUSSIONS' written vertically.

Examples in the wild: Gong



HELLO, PROGRAM MANAGERS AND BUSINESS ADMINS!

JUST GETTING STARTED?

[VIEW GETTING STARTED GUIDE](#)



Examples in the wild: Asana



The screenshot shows a YouTube video player displaying a project board from Asana. The board is titled 'Marketing Campaign' and lists several tasks with their due dates and priorities. A text overlay in French is positioned over the 'Campaign creative concepts' task.

Task	Due	Priority
✓ Campaign creative concepts	Aug 30 - Sept 8	High
✓ Campaign performance tracking	Aug 1 - Aug 21	High
✓ Customer stories finalized	Jun 1 - Jun 10	High
✓ Landing page live on website	Jul 20 - Jul 25	Med
✓ Campaign brief and launch timeline	Jun 1 - Jun 8	Med
✓ Select agency	Jun 12 - Jun 23	Med
✓ Schedule project kickoff	Today	Med
✓ Media plan	Jul 31	Low
✓ Campaign messaging	Jun 12 - Jun 23	Low

Vous pouvez définir des objectifs majeurs et des délais ambitieux

What is Asana?
158,969 views Jul 10, 2018 Asana is the easiest way for teams to know who's doing what by when. In this Asana demo, get a tour of the product and learn more about...more

Asana
362 Dislike Share Download Save ...

SUBSCRIBE



Examples in the wild: Asana

A screenshot of the Asana website's "Workflow Builder" section. The header includes the Asana logo and navigation links: "Why Asana?", "Features", "Resources", "Enterprise", "Pricing", "Contact Sales", "Log In", and a "Get Started" button. The main heading reads "Coordinate work seamlessly across teams". Below this, a sub-heading says "Create more efficient workflows by using a visual tool to connect teams, organize work, and streamline projects in one single place." A video player is embedded, showing a play button and a preview of a workflow diagram with three steps. At the bottom, there are "Get Started" and "Watch video" buttons.

asana Why Asana? Features Resources Enterprise Pricing Contact Sales Log In Get Started

WORKFLOW BUILDER

Coordinate work seamlessly across teams

Create more efficient workflows by using a visual tool to connect teams, organize work, and streamline projects in one single place.

Get Started Watch video

Asana helps teams create connected processes, from start to finish

A screenshot of a video player showing the Asana interface for creating a workflow. The video title is "Creative Requests". The interface includes a sidebar with navigation options: Home, My Tasks, Inbox, Reporting, Portfolios, and Goals. The main content area displays a "Start building your workflow in 30 seconds" message with a play button icon. To the right, a panel titled "How will tasks be added to this project?" offers three options: "Form submissions", "Task Template", and "From other apps". A "Text" button is visible at the bottom of this panel. The video player controls at the bottom show a play button, a progress bar at 00:16, and standard media controls like volume, closed captions, and full screen.

asana Creative Requests Overview List Board Timeline Calendar Dashboard Workflow Messages Forms Files

Home My Tasks Inbox Reporting Portfolios Goals

Start building your workflow in 30 seconds

How will tasks be added to this project?

- Form submissions
- Task Template
- From other apps

Text

00:16

Examples in the wild: Asana




asana Why Asana? → Features → Resources → Enterprise Pricing

🌐 | Contact Sales | Log In | **Get Started**

REQUEST A VIDEO DEMO

See Asana in action

Plan, manage, and organize your work in one place. It's work, any way you want it.



With Asana, teams have a work management platform where everyone can plan, manage, and automate their work. Watch the demo to understand how:

Fill out the form below to watch the demo.

First Name: * **Last Name: ***

Business Email: * **Company: ***

Country: * **Job Title: ***

Employee Size: *

Submit

By completing and submitting the form below, you will receive information, tips, and promotions from Asana.



Examples in the wild: Asana



Video Tutorials

Get quick tips in these bite-sized tutorial videos to help you and your team be successful in Asana.

Getting Started with Asana



Gain the benefits of Asana

See an overview of how Asana can help you manage your work.

4 MIN



Understanding the basics

Get the basics of collaborating in Asana.

2 MIN

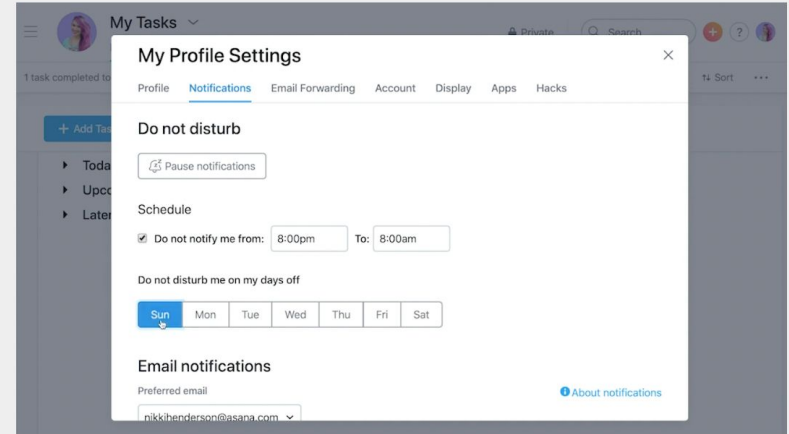


Asana Hierarchy

Use Asana's hierarchy to break work down into actionable items for your whole team to collaborate on.

2 MIN

Asana Tips: Profile Settings & Do Not Disturb



Watch this video to set up your user profile and use the Do Not Disturb feature in Asana.

- [0:23] How to set up your profile
- [0:36] How to set up do not disturb

Some more tips to set up your Asana Profile:

- Use the "About me" section to clarify your role and working hours



Form your own video strategy



The next time you hear (or think)...



“can we make a video about that?”



Ask yourself first:

- Where is my business focused?
- Where can I create the most meaningful results?
- Which metrics can I best influence?



Ranking your priorities

- What's most important for your business?
 - OKRs (objectives & key results) or key initiatives?
 - What do your executives talk to the company about most often?
- Which results do you prioritize *now* at the expense of others?
- Which programs would you build *long-term* to drive sustainable results?

Tie your video to strategy

- I want to [decrease customer contacts] for [feature X]
- So I will create a [tutorial video] on [how to set up feature X]
- And distribute it via my [help center] and [in-app]
- Which will result in [decreased customer contacts for feature X] as measured by [ticketing system]

Tie your video to strategy

- I want to [increase qualified leads] among [industry Y]
- So I will create a [demo video] on [how feature X benefits industry Y when configured correctly]
- And distribute it via my [marketing site] and [YouTube]
- Which will result in [qualified leads from industry Y] as measured by [CRM - customer relationship management system]

Tie your video to strategy

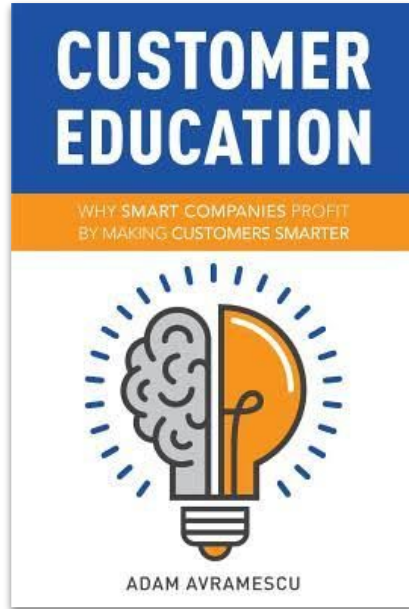
- I want to [decrease time-to-first-value] for [managed customers]
- So I will create a [learning path including text, video, and quizzes] on [the steps to implementation]
- And distribute it via my [learning center]
- Which will result in [lower time-to-first-value during implementation] as measured by [cust. success platform]

You, too, can defeat The Big Boo



*by hitting it over and over with
effective execution of your strategy*





[Buy it on Amazon](#)

LEVEL UP!
BY TechSmith®



[Visit the site or stream the
podcast](#)