



SAMPLE VIDEO MESSAGING

Video scripts and email templates



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Cold outreach to a new prospect

Key points

Talking points



Introduction

Hey *<customer name>*,
<Your name> here from *<your company>*.



Value

I'm making you a quick video because I see you're a *<prospect position>* at *<company>*. *<Statement about a common concern for someone in this position that your company can solve.>*



Purpose

I wanted to share some ideas about how *<your company>* is helping other customers like *<cite a few successful customers, especially similar customers from their industry/region/company size—can also be their competitors>*. *<List 2-3 ways that you help your customers.>*



Next steps and CTA

If this sounds like something you'd like to learn more about, I'd be happy to set up some time to talk about *<the concern they have that your company can address>*.

<Mention call to action such as a CTA at the end of the video, possible meeting times listed in the email, links to check out in email, etc.>



Thank you

Thank you so much. I'm excited to show you how we can help you!

Reconnect with a prospect

Key points

Talking points



Introduction

Hey *<customer name>*,
<Your name> here from *<your company>*.



Purpose

I'm making you a quick video because we chatted *<timeframe—i.e. A few weeks ago, a few months ago, etc.>* *<Review why you talked: list 2-3 points to refresh their memory.>*



Value

I know that *< previously discussed point from past conversation>* is important to you and *<statement about why you're reaching out again now and the value you can provide>*.



Next steps and CTA

If this sounds like something you're interested in, I'd be happy to set up some time to talk about it. *<Mention call to action such as a CTA at the end of the video, possible meeting times listed in the email, etc.>*

Please feel free to forward this video to anyone else in your organization who'll be involved in this discussion.



Thank you

Talk soon!

Leverage recent news to connect with an account

Key points

Talking points



Introduction

Hi there,

My name is *<your name>* reaching out to you from *<your company>*.



Value

I noticed on *<prospect website, social media, etc.>* that *<recent news, award, funding, or other event>*. Congratulations! I imagine that as *<impact of news, award, funding, etc.>*, you'll see more *<problem that your company solves>* and that's why I'm reaching out.



Purpose

At *<your company>* we help companies like *<cite a few successful customers, especially similar customers from their industry/region/company size—can also be their competitors>* *<list 2-3 ways that you help that are relevant to the problem mentioned earlier>*, and I wanted to share some ideas for how we can help you do the same.



Next steps and CTA

I'd love to get your perspective on *<problem you mentioned earlier>*. Feel free to reply directly to my email or book a meeting at the end of this video.



Thank you

Hoping to hear from you soon. Thanks!

Prospect from one-to-many

Key points

Talking points



Introduction

Hey *<department>* team over at *<prospect company>*,
My name is *<your name>* from *<your company>*.



Value

I wanted to send you a quick video because typically *<statement about a common concern for someone in this position that your company can solve>*.



Purpose

I thought I'd share some of the results that companies like *<cite a few successful customers, especially similar customers from their industry/region/company size—can also be their competitors>* are seeing by using *<your company>* to *<list 2-3 ways that you help your customers>*.



Next steps and CTA

If you're interested in learning more, just book a meeting at the end of this video or respond directly to my email.



Thank you

Looking forward to connecting, and thanks for your time.



Follow up on an inbound activity

Key points

Talking points



Introduction

Hi *<prospect name>*,
<Your name> here from *<your company>*.



Value

I'm sending you this personalized video message because I noticed that you *<mention how prospect engaged with your company or content, e.g. downloaded our latest whitepaper, viewed our pricing page, etc.>* and wanted to touch base.



Purpose

I was hoping we can set aside 10 minutes to connect, learn a little bit more about your interest in *<topic of content>*, and what you and your team are working on with respect to *<problem your company solves>*.



Next steps and CTA

If you're interested in learning more, I'd be happy to set some time up to find out more about what you're working to do at *<company name>* and share some relevant resources on *<list 2-3 ways you help your customers>*.

Just shoot me an email or book a meeting from the calendar at the end of this video and we'll take it from there.



Thank you

Looking forward to speaking soon. Thanks *<prospect name>*!

Highlight a piece of marketing content

Key points

Talking points



Introduction

Hi there,

I'm *<your name>* reaching out from *<your company>*.



Value

Last time we spoke, you mentioned *<topic relevant to the content you are sending>* was a priority for this year. Our team just recently launched *<refer to piece of content, e.g. new whitepaper, customer story, etc.>* which covers *<one-line summary of content, highlighting its relevance to the previous conversation>*. I thought you might be interested so I wanted to send it your way.



Purpose

More specifically: I wanted to call out *<highlight a specific page, section, topic>*. I know that as you look to *<what your prospect is trying to accomplish that you can help with>*, this kind of information could be really helpful.



Next steps and CTA

Check it out and let me know if you have any questions.



Thank you

Looking forward to hearing from you. Thanks!

Add a personal introduction to a playlist

Key points

Talking points



Introduction

Hi *<prospect name>*,
I'm *<your name>* reaching out from *<your company>*.



Value

I *<spoke with someone from your company, met with someone at an event, etc.>*, and they mentioned that one of your strategic initiatives for this year is *<prospect goal that your company can help with>*.



Purpose

So I wanted to send this quick video introduction and also share the video that's coming up next in this playlist.

It will give you an idea of *<summary of the content of the video>* and how that can help *<prospect company>* *<solution to the strategic problem mentioned earlier>*.



Next steps and CTA

Check it out and let me know if you have any questions.



Thank you

Take care, and thanks!

Introduce an AE to a prospect

Key points

Talking points



Introduction

SDR/BDR: Hi *<prospect name>*,
<SD/BDR name> here from *<your company>*. Looking forward to connecting with you soon.



Value

SDR/BDR: Just wanted to send this quick video introducing you to *<name of AE/BDR/SDR/etc.>*, our Account Executive who will be joining our call. We're really looking forward to discussing *<how your company will help solve prospect's problem>*.



Purpose

AE: Hi *<prospect name>*! As *<SDR/BDR name>* mentioned, I'm *<AE name>* and I'm really excited to chat with you about *<prospect account's specific use case>*.



Next steps and CTA

AE: If you have any questions for me prior to our chat, feel free to reach out.



Thank you

AE: Otherwise, we'll speak soon! Thanks.

Hand off a closed deal to a CSM

Key points

Talking points



Introduction

SALES REP: Hi *<customer name>*,

It's *<your name>* and *<CSM name>* here from *<your company>*.



Value

SALES REP: Wanted to send a quick video over to introduce you to *<CSM name>* as *<he/she>* will be your *<account manager, customer success manager, other title as appropriate>*.



Purpose

CSM: Hi *<customer name>*, glad to help you put a face to the name. I'm excited to work with you and your team, and just wanted to let you know that I'm here to answer any questions you may have.

CSM: I'm really looking forward to helping your team *<accomplish the problem they are trying to solve by buying from you>*.



Next steps and CTA

CSM: I'd love to find some time to touch base quickly and see how things are going. Shoot me a note back and we'll set something up.



Thank you

CSM: Thanks! Looking forward to connecting!

Personalized first touch video

KEY POINTS

Hook

Use a short sentence to grab initial attention.

Video length

How long is the time commitment?

Personalization

Why did you reach out to them specifically?
LinkedIn is a great place to find information to reference. Make it about them, not you!

Social proof

Reference a customer story your prospect can relate to—something in their industry or a competitor can work well.

Metrics

What numbers will they care about?

Call to action

What do you want them to do next?

Example

Hey *<prospect first name>*,

I noticed that *<call out something from their LinkedIn or something about their persona>*.

I made you this 30-second video because of your focus on going outbound to generate new pipeline. Check out how companies like <reference similar company> hit their pipeline targets by using video to stand out and book 5x more meetings.

<<INSERT VIDEO>>

Do you have 10 minutes in your calendar this week to chat and see how video could fit into your sales process?

<Salutation of your choice—such as: “Best regards,” “Cheers,” “Talk soon,” “Chat soon,” “Regards,” “Thanks,” etc. Can also leave blank, if desired.>

<your name>

Account-based first touch video

KEY POINTS

Highlight the company

This is a broader level of personalization.
Let's call it companyization.

Social proof

Reference a customer story your prospect can relate to—something in their industry or a competitor can work well.

Value driver

Share some metrics. What numbers will they care about?

Video length

How long is the time commitment?

Call to action

What do you want them to do next?

Example

Hey *<prospect first name>*,

I was just on *<prospect company>*'s website and noticed your use of video! I wanted to make a video for you to explain how our customer *<similar company>* uses their existing video content to generate 40% more educated leads and how your team can do the same.

Here's the brief video: (1 min.)

<<INSERT VIDEO>>

Feel free to book 15 minutes with me right at the end of the video!

Best regards,
<your name>

No view, no response re-reply

The re-reply technique can be used in situations where the prospect has **not viewed your video** and **no response has been received**.

Try replying to your original email in an effort to gently **bump your message to the top of your contact's inbox**.

KEY POINTS

Acknowledge situation

Mention you saw they didn't watch the last video.

Video length

How long is the time commitment?

Value driver

This is *optional*. Don't repeat what was said in your first email. Instead, offer an additional 1 to 2 sentences to prompt a response.

Call to action

What do you want them to do next?

Example

Hey *<prospect first name>*,

I noticed you didn't get a chance to check out the video I sent over and I was hoping you can find 45 seconds to watch it below.

Reps can create, send, and track video to understand which prospects are the most engaged, target the best deals, and prioritize their follow ups.

Do you have time to connect in the next few weeks?

Best regards,
<your name>

‘Send me more info’ video response

When you **create a playlist**, you gain the ability to leverage the various types and styles of video into **one comprehensive experience**.

Use it strategically to address “send me more info” objections.

KEY POINTS

Highlight contact and their use case

It’s important to make it clear that you’re sharing content that resonates with their specific strategy and use case.

Reference the multiple videos

Make sure it’s clear you attached more than one video and compiled research relevant to them. If the playlist is short (under 5 minutes), include watch time. Aim to compile a shorter playlist if you’re early in the conversation.

Summarize video content

Pick content that’s relevant to your specific persona and use case and clearly identify their purpose.

Call to action

What do you want them to do next?

Example

Hey *<prospect first name>*,

Thank you for your time today.

Based on our previous conversation, your priorities include *<prospect priorities>*, I’ve compiled a few resources that I think would best reflect your position and focus at *<prospect company>*. Included in this playlist is:

- A 30-second hello from me
- A micro-demo
- A customer testimonial

You can watch your custom video playlist here:

<<INSERT VIDEO>>

When are you available to discuss in more detail?

Thanks again for your time today. I’m looking forward to speaking with you soon!

Nurture with marketing assets

Nurture your prospects with **A+ polished video content** created by your marketing team.

KEY POINTS

Value driver

Speak to the value offered If you know a lot about your prospect, feel free to personalize this. If not, you want to share general value based on your product. Try to relate to your prospect here, if at all possible.

Reference video content

Make sure it's clear you've attached a video that's relevant to their use case and/or persona.

Call to action

What do you want them to do next?

Example

Hi *<prospect first name>*,

Combining Salesforce.com with Vidyard enables you to record, access, share, and personalize content in the format that consumers and customers demand: video.

You can collect in-depth data to gain insights on engagement and buyer behavior, all within your existing applications.

Check out this micro-demo to see how it's done:

<<INSERT VIDEO>>

Let me know if this is something your team is thinking about.
If so, do you have any time to connect?

Meeting follow up

Sending **value-add videos** to your prospects after a meeting is a great way to maintain engagement and stay top-of mind.

KEY POINTS

Highlight playlist

Let people know if there is more than one video.

Summarize video content

What information is included in these videos?

Video length

How long is the time commitment? You may want to tell your prospect how long the videos you've sent are. Optional: If the playlist is short (under 5 minutes), include watch time for the entire thing. Aim to compile a shorter playlist if you're early in the conversation.

Call to action

What do you want them to do next? If you're trying to book a meeting, give specific time suggestions.

Example

Hey *<prospect first name(s)>*,

Thank you both for your time today!

As discussed, I've gone ahead and created a video playlist for you to check out!

The videos I sent include:

1. A summary of our discussion,
2. A use case from *<customer name>* on *<your company/product/use case>*
3. A quick 1-minute overview of our *<product/tool/service/offering>* *<brief micro-blurb on what the product/tool/service/offering is>*.

<<INSERT VIDEO PLAYLIST>>

Once you've had a chance to review and share these videos with your colleagues on the L&D team, please let me know if you're interested in taking some next steps by scheduling a follow-up meeting.

My senior colleague, Todd, and I have next Thursday, Feb. 15 and Friday, Feb. 16 open from 1 p.m. to 5 p.m. PST. Please let me know if either of those afternoons work or if there are other times that work best on your end.

Or, if it's easier, feel free to book directly in my calendar here: *<include link to scheduler, such as Calendly>*

Sales to CSM virtual introductions

Use video to introduce yourself or others to the process.

It can help to **build a personal relationship** and allows you to leave a **positive and engaging first impression**.

KEY POINTS

Reference video content

When using video for a handoff, make sure to reference the video in the opening two lines so that the recipient is aware and can see it.

Call to action

What do you want them to do?

Example

Hey *<prospect first name(s)>*,

It is my pleasure to introduce you to *<name>*, your Launch Manager, and *<name>*, your Customer Success Manager. They are both copied on this email and will be reaching out shortly to book your first launch call. In the interim, here is a video from us:

<<INSERT VIDEO>>

The first step in our process is to schedule a kick-off call and admin training session. Understanding that you are hoping to have your account set up and ready to show some form of a demo to *<relevant team>* on *<date>*, it would be great if you could suggest some times for the kick-off call for this *<day of the week>* and we will send an invite accordingly.

Thanks and looking forward to having you meet the team!