

LIGHTS
CAMERA
ACTION:

INTRODUCING NEW PRODUCT VIDEOS IN ESP.



Grab your popcorn and we'll tell you why this is your ticket to bigger sales.

Sometimes a picture is not enough, and a sample is too costly or time consuming to send to your customer. That's why we've added product videos to ESP®, so you can sell more and save money.

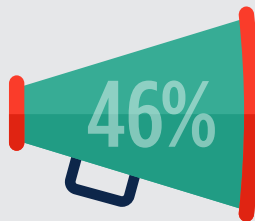
Product videos:

1. Engage more senses than a picture, creating a strong connection with the viewer.
2. Better demonstrate the many ways to use a product.
3. Are a cost-friendly way to show the full story before your client buys.

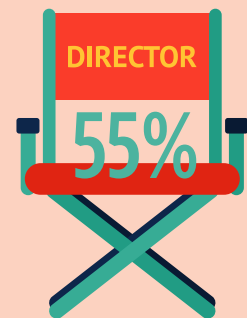
Why you should send your customers ESP product videos:



4X
as many consumers would rather watch a video about a product than read about it.¹



After seeing a product video, consumers are 46% more likely to seek more information.²



55% of people watch videos online every day, making it a popular and preferred way to consume content.³




73% more visitors who watch product videos will make a purchase.⁴

71% of people think video explains products better.⁴



How to find product videos in ESP:

1. Use the search filter "Videos Only," and you'll access thousands of products with videos.
2. Look for the  icon in ESP.

How to share product videos with customers:

1. Click the product video link. This will pull up YouTube or Vimeo.
2. Copy URL.
3. Email the link to your customers saying "Hey, here's a quick video of a T-shirt for your upcoming event!"

TIP:

Don't Miss the Ending

Watch product videos until the end to ensure they are end-buyer friendly.

Direct your customers to the right products and share a product video today.

Questions? Call (800) 546-1350 to speak to your account manager to learn more.

¹ Infusionsoft.com

² Buffer.com

³ DigitalInformationWorld.com

⁴ HubSpot.com