



White Paper

Personalized video
messaging

Personalized video messaging

Executive Summary

We are visual creatures. Have you ever been misunderstood in a text email or couldn't articulate or get your point across? Have you have wished you could simply show someone what you were talking about rather than try and explain it with text email?

Numerous studies show that video communicates better than text and graphics alone. People often say that "a picture is worth a thousand words." Well, video is even better.

In the life-cycle process of online marketing and promotion, the personalized video messaging system is used throughout to increase exposure, create engagement and enchant your customers. Used properly with the other components of the eMarketEngine, the personalized video messaging system will generate significant results and guarantee your success.

To summarize, personalized video messaging increases the customer's trust in you and builds better relationships. ComF5's eMarketEngine personalized video messaging system with built in graphical templates is a great tool to build your brand and get your message and your story across in a much more powerful and streamlined manner. The benefits are numerous:

1. Communicate better
2. Build better relationships with your prospects and customers.
3. Increase your closure rates
4. Differentiate yourself from your competition
5. Add an instant "wow" factor to your online marketing and promotions.

Definitions

What is personalized video messaging?

Personalized video messaging is simply having the ability to add media, including audio or video, into an email message. People would rather

Better
relationship
building is easy
with
personalized
video
messaging

Part of the marketing life-cycle process is building better relationships. Achieving this without meeting face-to-face can be difficult. Using comF5's personalized video messaging service my prospects and customers can put a face behind my website and emails. I have found it increases closure rates significantly
—Buddy Blake,
Owner/Broker REMAX,
North Carolina

watch than read, and people would rather talk than type. Video messaging allows you to better communicate with prospects and customers which in turn build better relationships. Customers will feel more confident and trustworthy in you if they can put a “face” behind cold text and webpages.

Compare the powerful features of this comF5 eMarketEngine personalized video message below compared to a standard text-based email.

The screenshot shows a personalized video message interface. At the top, it reads "THE OFFICIAL HOME OF Chris & Susan Beesley Internet Business Entrepreneurs And Mentors". Below this is a navigation menu with links: Welcome, Our Blog, Our Story, Resources, Making Money, The Six Figure Mentors, Testimonials, and Get In Touch. The main content area features a video player on the left with a "CLICK PLAY" button. To the right of the video is a promotional offer: "We Have A Special Gift For You Learn How To Build A Six Figure Business Please send me FREE your 'Online Success' 9 Day Video Training Series". Below this offer is a form with fields for "Name:" and "Email:", a "Send Me Day 1 Now Please" button, and a link that says "We respect your email privacy". To the right of the form is an image of a DVD case titled "Access To SIX FIGURES". Below the video and form is a "Welcome to the Official Home of Chris and Susan Beesley" section with introductory text and a "tweet" button. Further down, there are sections for "The Six Figure Mentors" (with a "Get Started!" button), "Associate of The Six Figure Mentors" (with a "CLICK TO VERIFY" button), and "Ultimate Marketers Tools" (with a "comF5" logo). At the bottom right, there is a "Follow Me" section with social media icons for Twitter, Facebook, and YouTube. The footer contains copyright information: "© 2010 ChrisandSusanBeesley.com. All Rights Reserved." and "© 2010 comF5.com. All Rights Reserved.".

Features

comF5's eMarketEngine personalized video messaging system has powerful features:

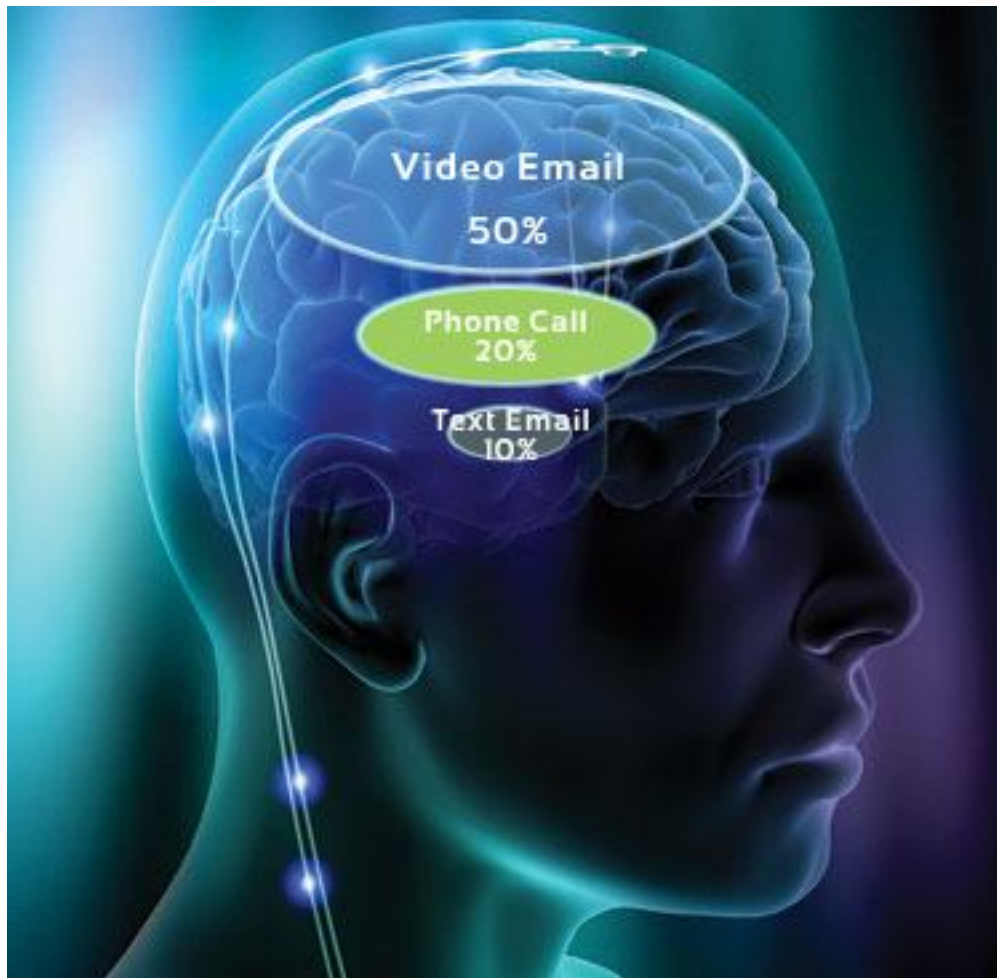
1. **Media Integration**
 - Easily add audio and video into your email messages
2. **Read receipts**
 - The system will notify you if a recipient watches a video email message
3. **Instantly record** a video/audio or upload a professionally produced message and send it out
4. **Choose from hundreds of built in templates**

comF5 personalized video messaging example

	<p>Adjacent is an example of a well-designed comF5 personalized video message. Some of the highlights to focus on are:</p> <ol style="list-style-type: none"> 1. Personalized video integrated 2. Very clear actionable items 3. Graphically rich 4. Brand promotion 5. Links to social media sites
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Statistics

Retention of Information (Source Edger Dale)



As you can see from this research, people retain what they see and hear significantly higher than other forms of media. This is why personalized video messaging is so effective.