

**Make More,
Work Less**

Easy Video Strategies To Connect With Clients And Close More Sales



Broadcasting From
Beautiful Colorado




Skydiving Update

Skydiving Lessons



Do what others are
unwilling to do

A close-up photograph of a camera lens, showing its intricate details and reflections. The lens is positioned on the right side of the frame, with a bokeh background of soft, out-of-focus lights in shades of purple, blue, and pink. The lens itself reflects some of the surrounding light, creating a shimmering effect.

Why video is an important part of your marketing mix?

- Humanizes you and your business
- Personal connection
- Engaging
- Differentiation

Herd Building

- Emails
- Website
- Showroom
- Facebook/Social media





Hi-Tech Production Is Not Necessary



A hand is shown in a dark, almost black, environment. The hand is covered in a grid of small, glowing dots. The dots are arranged in a pattern that follows the contours of the hand, with the spacing between dots being denser in some areas and sparser in others. The dots themselves are multi-colored, with shades of red, green, and blue, and they have a soft, out-of-focus glow. The overall effect is that of a digital or data-driven hand, possibly representing a virtual reality interface or a data visualization.

Types of Videos

Interior Design Tips



Promote Additional Products And Services

- Area rugs
- Cabinets/counters
- Bath/kitchen remodel
- Window treatments
- Carpet cleaning
- Interior design



How-To Videos

- Hang a picture
- Find a stud
- Repair drywall
- Degrease your garage floor
- Garden tips
- Anything about the home

How To Buy Flooring



- How to choose a floor dealer
- Types of flooring
- What flooring is best for you



Testimonials



Promote Store Events

- After hours sale
- Labor day/BBQ
- Christmas
- Halloween
- Wine tasting

Community Events

- Charitable events
- School sports
- Parades
- Local professional or semi-pro teams
- Food drives



Video Tips



Keep it short. 2-3 minutes



Face the light



Clean audio is key



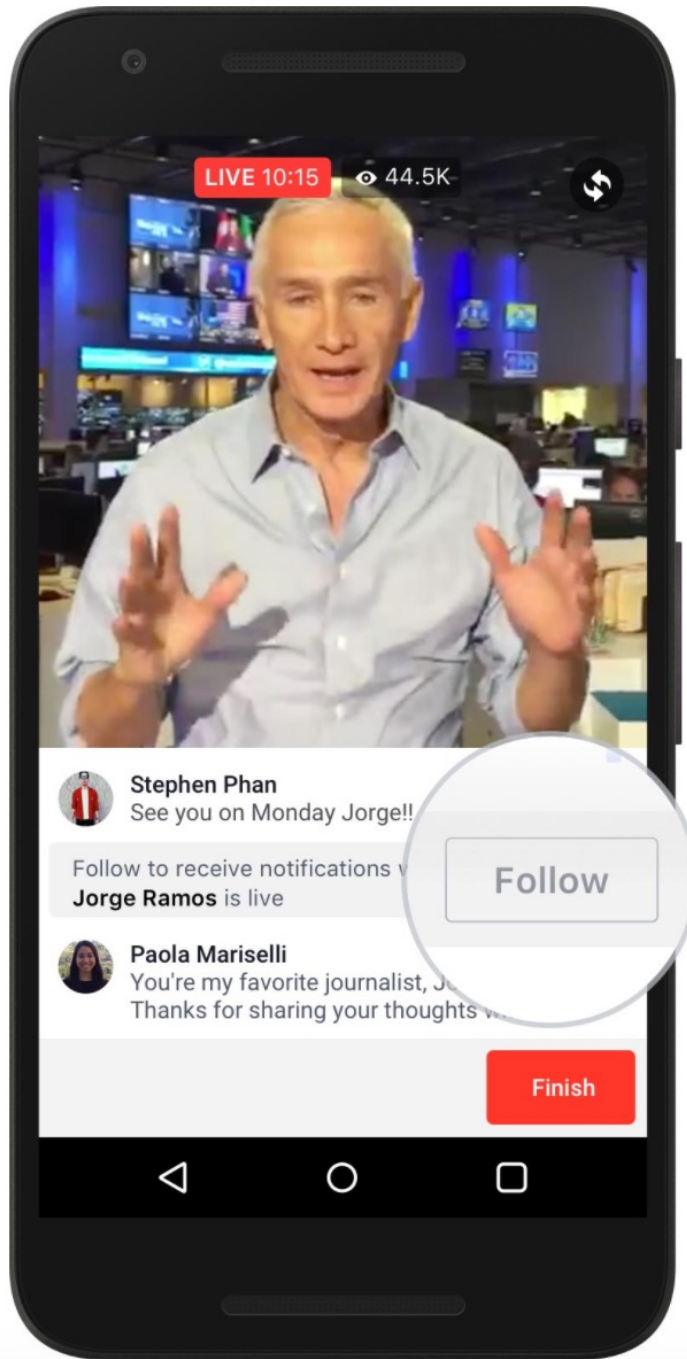
Editing Tips

Trim the ends (one take)

Cut out mistakes

No need to go crazy with editing

Music (optional)



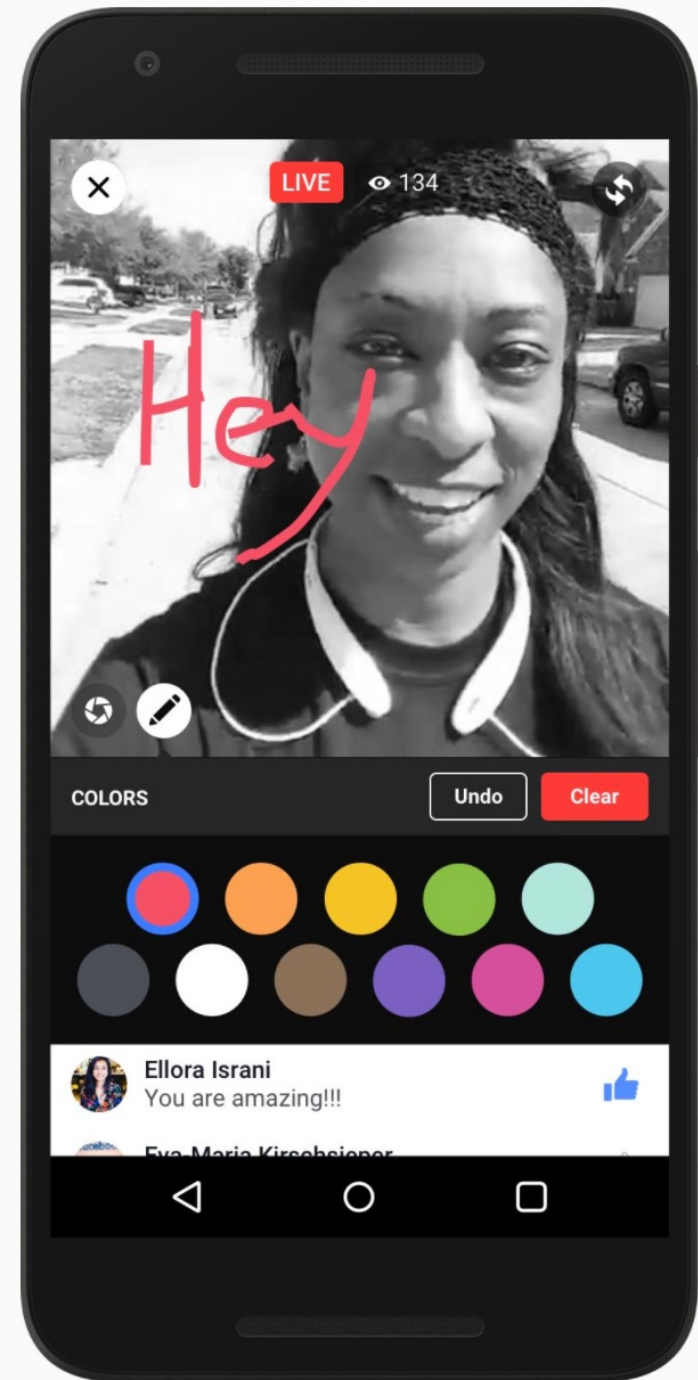
Live videos are
also promoted
beyond just your
followers

Connect—instantly

Live lets you connect with the people who care most. Your followers can receive notifications when you go live so they know to tune in to your broadcasts at just the right time.

Tell your story, your way

With creative tools like filters, it's easy to express yourself in ways that delight your followers and make it even more fun.



Facebook Live

Private sales

In-store events

Client appreciation events

Contest winners

Going Live with Facebook



- . Tap “What’s on your mind” at the top of News Feed.



What’s on your mind?

Going Live with Facebook

2

Select "Live Video"



Live Video

Going Live with Facebook

3

Add a description and choose your audience before hitting "Go Live." You'll see a three-second countdown before your broadcast begins!

If I Had To Pick One Strategy...

- Testimonials
- After every installation
- Sales people record in the home or showroom



4 Interview Questions

- Tell us your name
- How do you like your new floors?
- What did you like best about working with Jimbo's Floors?
- Would you refer your friends to Jimbo's?