



Using Video To Drive Leads

Education Recap

We recently had the opportunity to host a webcast featuring Ed Heil of [StoryTeller Media+Communications](#). The education focused on the growing importance of using video to drive engagement, both with potential and existing members. Within the session Ed focused on why using video is proving to be a great tool for today's market, how video can help generate more business and the different types of videos we can be using to engage with our target audiences.

Below are a three key takeaways from Ed's session:

1. We learned we must face the reality of how popular videos have become with consumers and that we must begin incorporating video marketing as an integral part of our engagement process. A study by HubSpot confirms that mobile consumption rises 100% annually. Another study by Cisco states that by 2018, 69% of internet traffic will be video.
2. Videos open the door to making an emotional connection with our audience. Through video we can tell stories and showcase our culture.
3. There are four types of videos that can be effective when communicating to our target markets. Awareness videos bring the club to life by featuring live activities or team members in action. Consideration videos showcase an overview of club culture and amenities. Conversion videos communicate what makes the club unique. And engagement videos share newsworthy happenings or things the club is proud of.

Lastly, we asked our expert, Ed Heil, what are the most important questions we should ask video producers before embarking on a new video project...

His response included understanding the production process from start to finish, the point of view of the producer (their style of shooting and what they are known for), and of course, the financial investment.

For access to a full playback of this education including more insight from Ed and sample videos, [register here](#).

To contact Ed Heil, please visit www.storytellermn.com.