easymovie

Liberate your employee knowledge

6 Lessons Every Sales Leader Needs to Know About Using Structured Video to Improve Connections and Drive Revenue

easymovie

Using Structured Video to
Improve Connections and Drive Revenue

Your Presenters.

Kristi Gaudioso

Vice President of Sales, US

Ryan Harrivan

Head of Marketing, US

Agenda.

1. Why you should be adapting your communications

2. How to build successful communications internally and externally

3. Leveraging Structured Video Storytelling to share your company's value

Using Structured Video to Improve Connections and Drive Revenue

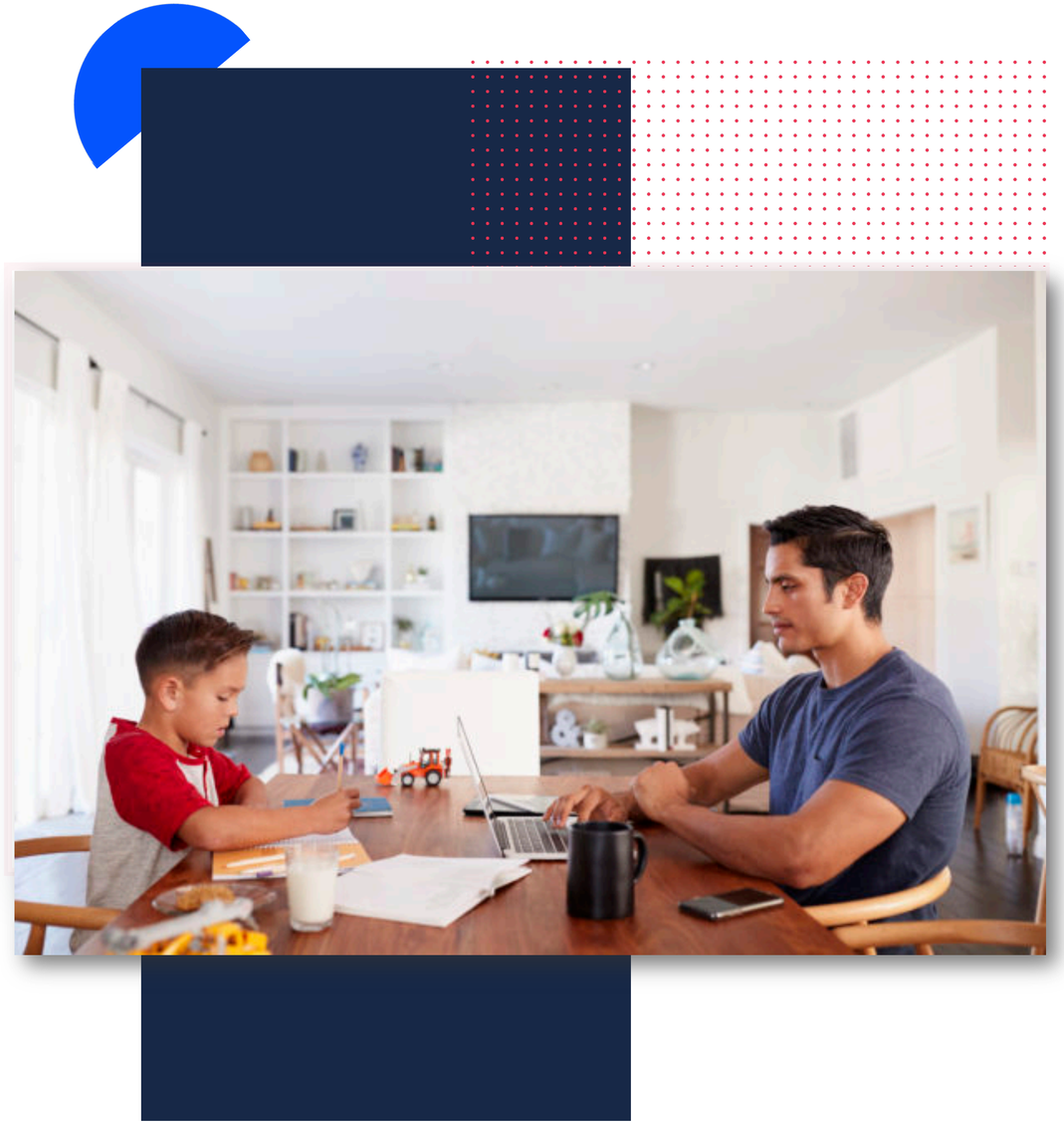
Agenda.

4 Leveraging Structured Video Storytelling to build better connections with employee-generated videos

5 Leveraging Structured Video Storytelling to stay better connected to your prospects and clients

6 Leveraging the knowledge of your teams to upskill and develop others

Why you should be adapting your communications.



Evolving Workplace

Five generations in the workplace
Your clients and employees are no longer in person
Department siloes and Email overload

- Drive more engaging content
- Hear from your employees
- Engage differently with your prospects and clients

Using Structured Video to Improve Connections and Drive Revenue

How to build successful communications internally and externally.

Inclusive Communications

Create a platform and company culture of sharing
Consistently seek employee perspective
Provide structure and guidance for success

- Start with a few key areas that you want to improve
- Organizations are not just "tops-down" anymore
- Recognize and Reward

Leveraging Structured Video Storytelling to share your company's value.

Consistency and Control

Focus the communication on the audience
Develop a narrative that aligns to your strategy
Differentiate through Modern Communications

- Structured Narrative and Perspective
- Develop Storyboards that align
- Drive adoption and consumption

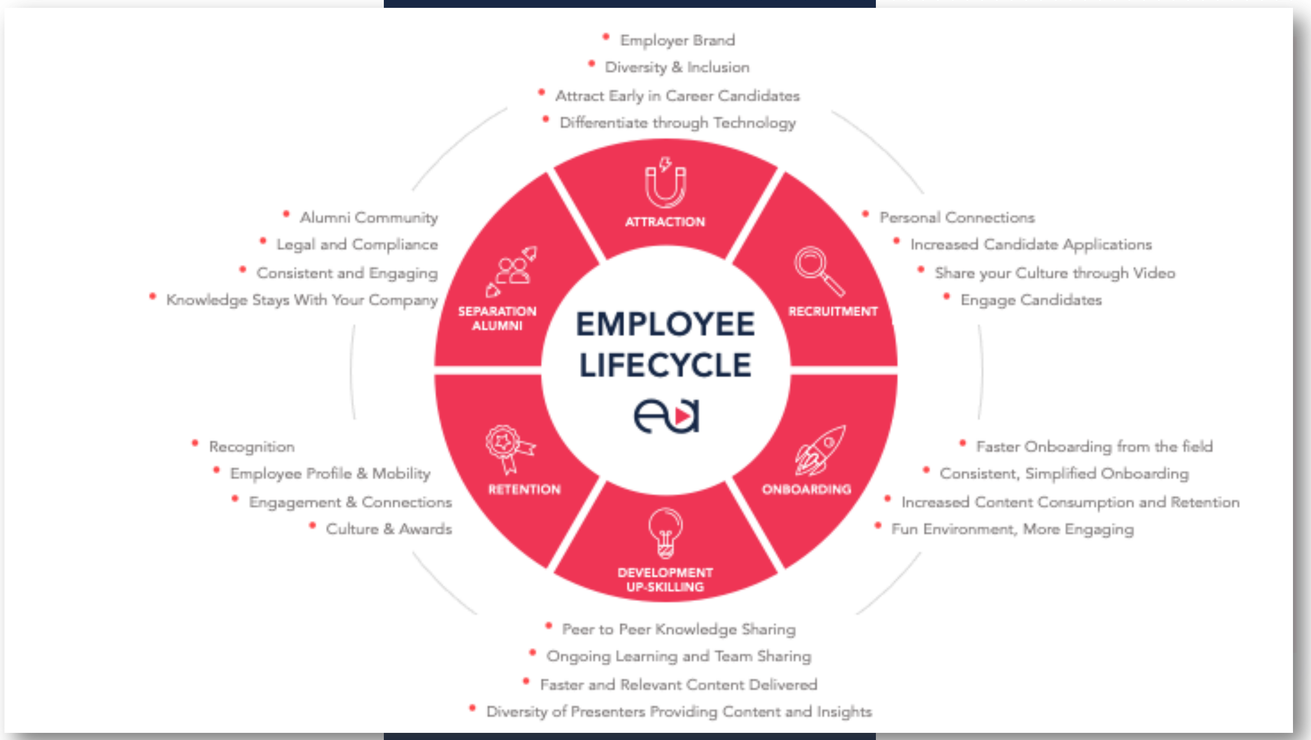
Using Structured Video to Improve Connections and Drive Revenue

Leveraging Structured Video Storytelling to build better connections with employee-generated videos.

Internal Communications

Learning and Sharing culture
Connect virtually and globally
Humanize Leaders

- Recruiting and Onboarding
- Recognition and Retention
- Alumni Community



Using Structured Video to Improve Connections and Drive Revenue

Leveraging Structured Video Storytelling to stay better connected to your prospects and clients.

Communicate in a way that drives adoption

Leverage Video to Communicate
Humanize remote connections
Be Memorable

- Outreach
- Business Consideration
- Personalized Thank You messages

Using Structured Video to Improve Connections and Drive Revenue

Leveraging the knowledge of your teams to upskill and develop others.

Knowledge Sharing

Onboard and upskill in person and remotely
Leverage knowledge of Many
Real Time, Relevant content

- Best Practice Sharing
- Account/Industry Knowledge
- Messaging and Objection Practicing

Solution

How does it work?

How

The EasyMovie Platform

Control:
Structured Video Storytelling

Capture:
Employee Generated Content

Share:
Peer to Peer Knowledge Sharing

Solution

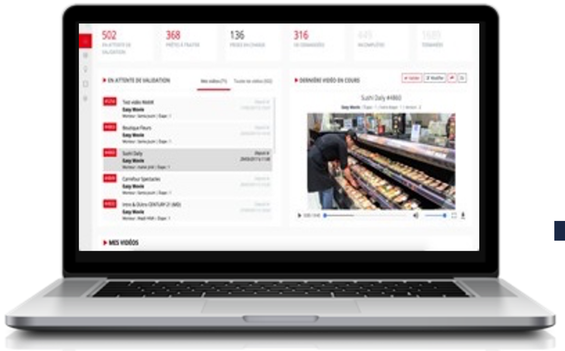
How does it work?

Create

A mobile app for employees to autonomously shoot videos with the help of storyboards

+

Manage



A SaaS platform to manage users, graphics, storyboards & workflows in one place

+

Adopt

A team of experts specialized in storyboard creation and user adoption

Using Structured Video to Improve Connections and Drive Revenue

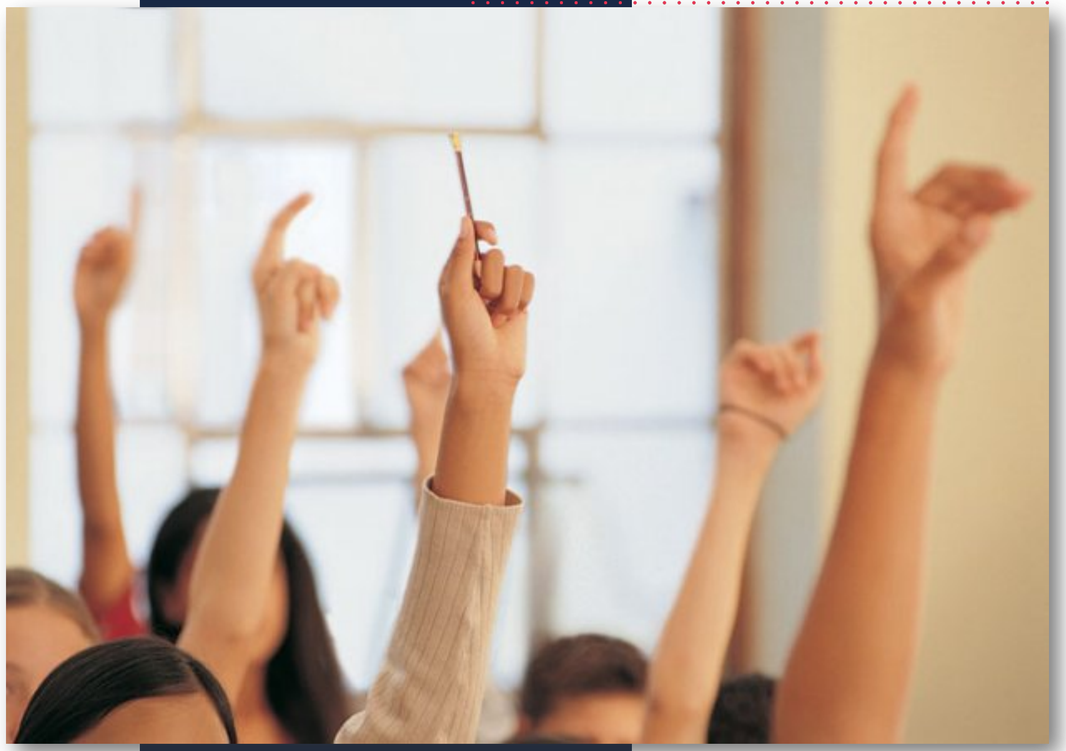
Open the floor to and answer your questions.

Kristi Gaudioso

www.linkedin.com/in/kristigaudioso/

Ryan Harrivan

www.linkedin.com/in/ryanharrivan/



A Special Offer.

Reach out to
consultation@easy.movie for a
follow up discussion and demo

Thanks for attending!