

# RICHTER10.2

MEDIA GROUP

## VIDEO CAMPAIGN OUTLINE



# INTRODUCTION TO RICHTER10.2 MEDIA GROUP

Robert Cornish and Wil Seabrook founded our company in 2008 with no outside investment funding. It was two people, two laptops, a great idea and a handshake. Since that time we've grown Richter10.2 into a multi-million dollar enterprise employing more than 50 people and making the Inc 500|5000 list of fastest growing companies for 2013.

Richter was founded on the basic principle that communication crafted for an exact target public toward the goal of eliciting reach from that target public will have the greatest impact on sales and strategic growth if done correctly. So we obsess over the target public and the communication strategy as it relates to our clients sales and revenue.

We are not a "video production" company. Every creative asset we create for our clients is designed specifically to increase interest in their products and services from their ideal target public, thereby increasing sales and revenue. We consider ourselves a strategic communications agency.

We have found our niche in helping businesses hone in on the most ideal target public for what they offer, and then helping them articulate their value proposition to that audience in a way that makes our clients companies, products and services irresistible.

In that respect, when we partner with you on a video campaign we're not making videos for you or your company, we're making it for your prospects, the viewer, in order to have our communication impinge with them and result in action. There are specific people you need to reach and you need to create a specific response from that exact audience. Everything we do works toward that precise outcome. We believe in speaking to someone rather than speaking broadly.

Our client list includes companies like SAP, HP, Ogilvy/UPS, NETGEAR and many others who all trust our world class team of writers, animators, project managers, voiceover artists, graphic designers and musicians to deliver exactly what they need while following very specific style guidelines for their brand.

**Why Richter? There's NOTHING else like us. Period.**

# WHAT IS A CAMPAIGN?

There are any number of video companies creating “explainer” style videos. These videos are very helpful in explaining your basic value proposition and generating initial interest in your products and services. But what happens next? The actual sales process begins and your sales team is tasked with taking an interested prospect and turning them into a closed sale. You have an exact sales sequence that every prospect goes through and you’re likely depending on the individual skill and effort of each salesperson to ensure that your prospects move from initial interest to closed deal.

A campaign is a very specific series of videos for each product or service. The entire sales process is mapped out in sequence with each video created to follow that sequence one after the other. Each video is a continuation of the previous video, meant to gradiently communicate the sales process to the viewer toward fully enlightening and selling them. Each video is designed to help create the urge to reach within the viewer as well as increase their desire to learn or see more about the product or service.

The look and feel of a campaign is consistent. In other words, the branding and style guides for your company are used to create a consistent look, message, and sound via music and voiceover throughout so it’s distinct and clearly goes together. The campaign is meant to thoroughly communicate each product or service, following the sequence of your sales process broken up into a series of coordinated videos that walk the viewer through each step and help your sales team more efficiently and effectively sell each product or service, as well as ensure that follow up and follow through are being done with all prospective clients.

This requires that your sales sequence be mapped out upfront so the campaign can be catered to the product or service being featured. All of the creative planning is done upfront to consult with you and gather all of the key information needed to be able to map out the sales sequence, create the branding, articulate the look and feel, find the right music and voiceover style and theme for each video within the sequence so we have the framework to produce the campaign for the specific product or service. The end result of a campaign is a comprehensive series of videos that are tightly coordinated with each other to communicate the product or service in a way that enlightens the viewer, causes an urge for them to reach for more and ultimately sells them on the product or service, making the sales team’s work easier with fewer steps, less work and less time involved.

A Richter Video Campaign is designed to mirror your exact sales sequence for each product or service you offer, giving your sales team the ammunition they need to move each prospect expertly through the sequence, enlightening them about the product or service, handling objections, explaining your exact process, and giving them examples of successful clients who have benefited from working with you.

Our videos do the heavy lifting for your entire sales sequence and give your sales team the perfect excuse to send an expertly crafted email at the perfect time to move each prospect one step closer to closing. As a part of the campaign we'll even help you craft each email in the sequence, ensuring that your prospects receive the best possible communication to fuel their interest and engagement and keep the sale moving forward.

Don't have a standard sales sequence? Not to worry. Richter will analyze exactly what your most effective salespeople are doing and help create one. Imagine being able to bottle the lightning of your very best salespeople and turn it into a smooth, beautiful, professional experience for every prospect your sales team ever encounters.

THAT is the effect of a Richter Video Campaign - every prospect being enlightened on a perfect gradient approach, building their urge to reach bit-by-bit. Aside from making your sales team exponentially more efficient and effective, they operate in total lockstep, presenting your company in exactly the same way every time.

**The result? More closes, more efficiently, leading to better revenue prediction and probability.**



# CAMPAIGN DELIVERABLES

## YOUR SALES SEQUENCE MAPPED OUT

This includes a client consultation to discuss and discover your exact sales sequence for each product or service so it can be broken up into specific videos and put in the correct order.

## PRODUCTION TEMPLATE

This is a template that frames the production to work out the theme, sales sequence, goals for each video, copywriting, visuals, branding notes and so on, which helps frame the whole campaign from start to finish for production.

## 12 VIDEOS

each video will be created that follows the sales sequence with copywriting, music, voiceover, animation or live shoot depending on the project, all edited to create a polished final product.

## CAMPAIGN GUIDE

A PDF that explains how to best use the campaign for the purpose of helping with sales.

## COPYWRITING FOR SEQUENCED MESSAGES

Our copywriting team will work out the suggested copy for twelve messages, one for each video in the sequence, to be sent to the prospect in order to create the biggest effect and increase the probability of the prospect viewing the video and reaching for more.

## WHAT WORKS BOOK

A copy of our book will be sent with a note of thanks from our team to yours.

# CAMPAIGN SEQUENCE

A standard Richter Video Campaign includes the following videos:

**Note:** These are the steps which we have found to be almost universal as it relates to a typical sales sequence, but the exact sales sequence will be discovered specific to the product or service featured in the campaign.

## PART 1: INTRODUCTION

### VIDEO 1 - Initial Teaser

This video is designed to articulate your audience's problem in a way that really gets their attention. By speaking directly to their needs and pain points and establishing your product or service as the solution, we create genuine interest in your audience to reach out to you for more information.

## PART 2: DISCOVERY

### VIDEO 2 - Value Proposition / Needs & Wants Addressed

This video succinctly communicates your exact value proposition in a way that engages your target audience specifically. It describes the problems and challenges they're currently facing and then briefly explains how your product or service provides an ideal solution.

### VIDEO 3 - Product or Service Explained

This video explains your product or service in detail, focused specifically on the needs of your prospect and how it will improve their business, their bottom line, etc.

## **PART 3: PROPOSAL**

### **VIDEO 4 - PROPOSAL - Suggested Product or Service for Target Public**

This video very clearly explains what you're recommending for the client and why. The video will clearly articulate why your product or service is the ideal solution to the problems they're facing and will articulate exactly what they'll be getting for their money.

### **VIDEO 5 - Deliverables Walk-Through, Process Flow**

This video will walk through the exact deliverables and delivery sequence so your prospect knows not only what they'll be getting but how and on what schedule it will be delivered.

## **PART 4: SELLING & HANDLING**

### **VIDEO 6 - Top Questions & Objections Handled**

This video specifically addresses the most common objections your sales prospects offer up in a way that makes it clear that each objection isn't actually a problem and can easily be addressed by you. By specifically acknowledging each concern and offering a tailored solution for each one, you can then move the sale forward to the final closing stages knowing that you've handled the prospect's objections thoroughly.

### **VIDEO 7 - Case Study**

This video gives your prospective customers a real world example of what happened when someone in their shoes chose to work with you. It paints a picture of the problems faced by your customer, what you did to help them, and what the result meant to their business and their bottom line. It gives your prospects confidence that if they make the same choice to work with you, they'll achieve similarly positive outcomes.

### **VIDEO 8 - Testimonial**

If word of mouth referrals are the best possible source of business, this video captures that experience, allowing a happy customer to explain to your prospect exactly why they'll be equally happy if they make the same decision.

### **VIDEO 9 - Our Story / People (Confidence Builder)**

People do business with people, not faceless companies. This video allows you to create a personal connection with your prospect and remind them that they're doing business with a competent team of professional.



## **PART 5: ASKING FOR THE SALE**

### **VIDEO 10 - Getting Started With Us**

This video will clearly ask your prospect for their business and help them feel comfortable about making a decision and moving forward.

### **VIDEO 11 - What to Expect Going Forward**

This video explains what happens as soon as the sale is concluded, keeping the momentum moving forward and helping your prospect to begin to engage with your process, moving them beyond the sale.

## **PART 6: CLOSING**

### **VIDEO 12 - Thank You For Becoming a Client**

If word of mouth referrals are the best possible source of business, this video captures that experience, allowing a happy customer to explain to your prospect exactly why they'll be equally happy if they make the same decision.

# EXAMPLES OF CAMPAIGN VIDEOS

## VIDEO 1 - Initial Teaser



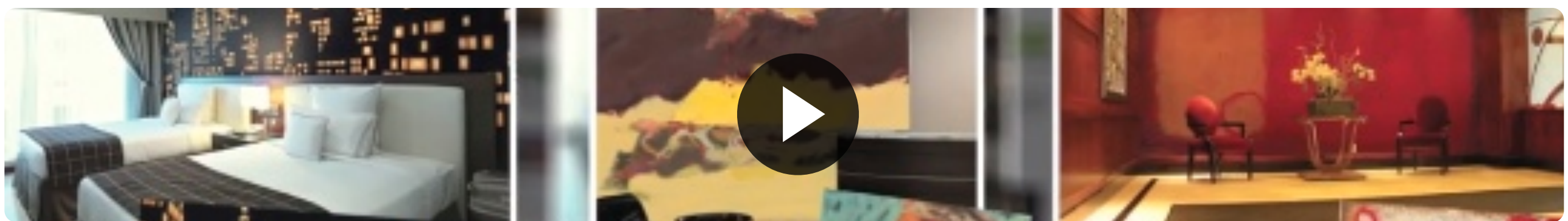
## VIDEO 2 - Value Proposition / Needs & Wants Addressed



## VIDEO 6 - Objection Handling



## VIDEO 7 - Case Study





# FURTHER EXAMPLES OF OUR WORK

While the following examples show the overall quality of our work, please know that the visuals, sound and mood of the final video will reflect the culture, influences and desires of your target audience.

