

Video Marketing Campaign 2023

Consideration Phase

Campaign Trigger - Download Video Marketing E-Book

1. Welcome Email:

Subject: Ironside Video Marketing E-Book

Preview: You just took the right next step

Dear [Subscriber],

Thank you for downloading our video marketing e-book. We're excited to share the power of video marketing with you and help you understand how it can boost your business.

Did you know that video marketing can increase your website traffic by up to 157%? According to Hubspot, 81% of businesses use video as a marketing tool, and it's easy to see why.

In this comprehensive e-book, we'll share the latest video marketing trends and strategies, case studies, and tips to help you create effective video content.

Thank you again for downloading our e-book, and we look forward to helping you harness the power of video marketing!

Best regards,
Ironside Team

2. Educational Email:

Subject: Video is the future of content marketing

Preview: Are you on board?

Dear [Subscriber],

We're excited to share some compelling statistics about the importance of video marketing with you. Did you know that:

- By 2022, online videos will make up more than 82% of all consumer internet traffic - Cisco
- Videos on landing pages can increase conversions by up to 80% - Hubspot
- 95% of viewers retain a message when they watch it in a video compared to 10% when reading it in text - Insivia

As you can see, video marketing is becoming an essential part of any successful marketing strategy. Ready to create effective video content? [Call-to-action]

Best regards,
Ironsides Team

3. Case Study Email:

Subject: How [Insert Company Name] boosted their sales with video marketing

Preview: And how you can too!

Dear [Subscriber],

We wanted to share a success story from one of our clients, [Company Name], and how they achieved impressive results with video marketing.

By implementing a video marketing strategy, [Company Name] increased their sales by 35%, and their website traffic by 60%. They also saw a significant increase in engagement and social media shares.

Video marketing can help your business achieve similar results. What are you waiting for?
[Call-to-action]

Best regards,
Ironsides Team

4. Call-to-Action Email:

Subject: Video Marketing: Not Sure Where to Start?

Preview: FREE Consultation!

Dear [Subscriber],

Our team of film professionals wants to offer you a free consultation to help you create powerful video content.

By working with us, we can help you develop a comprehensive video marketing strategy that aligns with your business goals and objectives. Our team of experts will guide you through the entire process, from ideation to production and distribution.

Don't miss out on the opportunity to leverage the power of video marketing for your business. Click the link below to schedule your free consultation today.

[Insert the link to the call-to-action]