



# A Guide to Data Driven Videos

How Dark Matter Approaches Data in Videos

**DARK MATTER**



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*Disclaimer: The content presented within this document is based on our research, experience, analysis and our methodology. This guide is intended to be used a reference and results from your own implementation may vary depending on varying factors.*



## About Dark Matter

Dark Matter is a Christchurch based video production consultancy driven by creating ROI driven sales videos. We create videos that are designed to be implemented in your sales process. We take a detailed look into your sales funnel, establish where your prospects are dropping off, why they're losing interest and figure out how we can use your funnel to help guide cold prospects through to becoming your clients by implementing videos.

Our area of expertise is ROI driven video production with the goal of growing sales, generating leads and increasing revenue. We believe that by systematically researching, creating and implementing videos in your sales funnel, we can help you create a more efficient sales process, build an incredibly personable brand and help you gain an unprecedented advantage over your competition by using video in a meaningful way.

We know videos are powerful but we're not tapping into its full potential by creating content designed for brand awareness. Hence, Dark Matter solely focuses on videos that generate prospects, qualify leads and gives you an edge over your competitors. Using videos strategically in your sales process means your sales team is working smarter, more efficiently and you have access to actionable data to help make robust decisions.

That's a little bit about us. I genuinely hope this guide provides you with a ton of value and helps you get started on calculating ROI for your videos. If you have any questions, please don't hesitate to get in touch.

Kind Regards,

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*Video helps establish a personal connection with your audience.  
This personal connection is the thing that drives revenue growth.*



## 1.0 Videos - The benefits for your business

Using videos to promote your products or services in your sales process enhances your business, creates a deeper understanding for your products and establishes more credibility for your business.

For video in the sales process to be effective, we need to understand your customers decision making process, we need to figure out why and where your prospects are dropping off and we need to understand their motivations.

### Why should your business be using videos?

People are more likely to watch a video instead of reading pages of information about your product or service. There has also been substantial research linking videos to sales growth, here's why,

**Videos make your business personable**, its puts a face to the beast. Using videos in your sales process gives your customers the impression that they're talking to a human not communicating with a brand. This is ideal when you're selling a service or a complex product. You're creating a more engaging process that customers feel a part of and it creates an emotional connection with them.

**Videos help your website rank higher in search engines.** Having videos on your website means that people are likely stay on the site longer. Coupled with descriptive headings and descriptions, you've got a video that not only helps you get sales, but helps you get found.

**Videos are excellent for explaining your product or service** to a particular customer persona. By creating targeted videos for each of your customer personas, based on what your viewers actually want to know, explaining benefits and why they would need your product, you're more likely to engage and convert those prospects into clients.

If a picture is worth a thousand words, a video is worth a million. When it comes to time, you can get a lot more points across and explained quicker than using text or other mediums. It also means that your prospects are less likely to get bored and leave to look elsewhere.

Videos in your sales process is not a one size fits all solution You will need to consider at which phase of you sales funnel videos are most likely to work, what questions need to be answered at which point of the funnel and what information you need to get through so that your



prospects have enough information to make an informed decision. Videos fail at the weakest link, which means if you haven't thought through the whole process, asked and answered key questions, you'll find that videos may not be as effective. This is where Dar Matter can help. We specialise in Data-Driven Sales videos providing an end to end solution to videos for your sales process.

Everything we explain in this guide is meant to be a very high level overview of the concepts and it is likely that you will have some questions. We're more than happy to answer any questions you may have, direct them to [hello@darkmatter.nz](mailto:hello@darkmatter.nz) and we'll be in touch.

## 2.0 Videos In your funnel

There are different videos you can use in different parts of your funnel, each video will have a specific goal associated with it and several metrics that you will be tracking to indicate your prospect is ready for the next video. Here's an infographic of where videos fit into the funnel.

### Sales Process Breakdown

The infographic above is great for a high-level overview, but let's break it down further. Below we've put together some examples of how you can apply these videos into your process.

Pre-funnel Videos: Pre funnel videos are generally brand awareness videos that are designed to get your prospects details

### Insights

Are there trends, updates or new material that your target audience may be interested in? In these insights videos, you can engage your audience by providing insights into the industry and it can establish you as a subject matter expert in your field.

### Tutorials

In an industry where there are complexities, unknowns or new updates, creating tutorials will help you engage your audience that have these pain points, establishing your business as an experienced and educated player in the industry.

### Testimonials

People buy from people, having testimonial videos pre-funnel is a great way to get people into your funnel. By having current or past clients talk about their experience, their successful outcomes and tangible results, this may push prospects to make contact.



Top of the funnel videos: Top of the funnel content is light and engaging. It's designed to show your prospects why you're the best for the job.

### **Overview of products/services**

Once they are in your funnel, this is the time to educate them on your products and services. You'll find that some prospects leave as they may not be needing your services right now, whilst others push through. This is where your prospects establish a need for your product.

### **Get to know the team that will be looking after you.**

A business is made up of people and if you're in the B2B space, it's likely that your customers will be dealing directly with your staff. Having a video in your funnel introducing the team will help your leads feel more welcome and build a rapport with your company.

### **Painkiller versus vitamin**

If your business provides a painkiller solution, i.e. a product or service that solves a 'now' problem will need to create a different type of top of the funnel videos than those businesses that provide vitamin solutions i.e. solves a 'later' or non-pressing problem.

Middle of the funnel videos: Middle of the funnel is a slightly more intense strategy. This is where your prospects are looking at your offerings

### **Case Studies**

Case study videos are a mixture of three things, testimonials from clients, an overview from the team looking after that client and the outcome of the project. The goal for this video is to show your business has the qualities your customer is looking for.

### **Answering specific questions your prospect has**

If you ask any business what their most frequently asked questions are, there's no doubt they'll be able to tell you a few right away. It's almost certain that your leads will have the same questions, list a few and answer them on video.

### **Client success stories**

Client success stories are a great way to show how your business has helped an actual client of yours grow using your product or service. This is similar to a case study or testimonial, however, it's entirely client focused and it's all about their story.

Bottom of the funnel videos: Bottom of the funnel is when the lead becomes a client. Videos here are designed to reinforce their thoughts.



### **Personalized videos for clients**

Personalised videos work really well for businesses that have a complex product or a high lead value. If your lead receives a personalised video showing how excited you are to be working with them, it's obvious who will close the deal. Especially if your competitor isn't using videos in their sales process.

### **Customised product or service demonstrations**

Complex products, tech solutions or bespoke services. If your business falls in these categories, it's likely you will need to show your leads how you'll implement your products or services into their business. A customised video will give them a lot of confidence in you and it shows your level of care and understanding when it comes to their business.

### **Client culture videos,**

Do you offer clients something unique like exclusive workshops? This is the video you'd want to showcase these. It could be the thing that sets you apart from your competition.

The videos mentioned above are examples. It is likely that your business or industry will require different messaging or types of videos. In which case, have a think about what your audience would want from your business and what kind of value can you provide?

## **3.0 Dark Matter – Data Driven Video Production Process**

### **Step 1: Strategy Call**

During the strategy call, We'll ask you a bunch of questions to help us get a better understanding of your process. We'll then send you a report with actionable tips to improve sales using video.

### **Step 2: Research into your sales process**

During the second phase, we take an in-depth look at your process and funnel. We lookout where prospects are dropping off, why they're looking for and use metrics to help qualify leads.

### **Step 3: Define your audience or customer persona**

Once we know why your prospects aren't progressing or why there are bottlenecks in your process, we build different personas for different parts of your funnel. This way, we're answering to the specific needs for each persona group. This is where we develop your tone of voice and vernacular



#### **Step 4: Define you goals**

Once we've created the personas, we need to identify the objective and goals we'd like to achieve by creating these videos for them. We identify metrics that we can track that will allow us to determine success and failures.

#### **Step 5: Key topics and messages**

When we've got a good idea of your customers, and goals we can then start to develop the key topics and messaging for each of your videos aligned to each of your personas and goals. Once we have the key topics and messages, we can start developing a script.

#### **Step 6: Pre-production**

Pre-production is when we go through the process of planning, scheduling and logistics for the production process. This is where we arrange locations, talents and create a production plan, shot list and storyboards each of your videos.

#### **Step 7: Production**

Production is when we start filming your videos, this is when the cameras start rolling and all the pre-production and research culminates into this one phase.

#### **Step 8: Post-production**

Post production is when we build each video from the footage captured earlier. We create motion graphics, record voice-overs, add your branding and go through a series of revisions to ensure that the messaging and aesthetics of your video fits with your brand.

#### **Step 9: Distribution**

Depending on the metrics we want to track, it is imperative that we pick the right platforms for distribution. Platforms like YouTube and Vimeo provide basic metrics whilst Wistia can give you in-depth data to work with.

#### **Step 10: Metric tracking and reporting**

This is when we track metrics, analytics and data that indicate success for your videos. We look at a bunch of metrics that directly correlate to revenue growth as a result of video implementation in your process.

Our Data Driven Video Production service starts at \$17,600



## 4.0 Analytics, Metrics and Return on Investment

Determining metrics, capturing analytics and ensuring video is getting you a return on investment is an important factor for all business and it helps you make robust and concrete decisions. We've written another e-book that is fully dedicated to calculating the ROI of video, here is a quick summary from the ebook, if you'd like to read more, [click here to download](#).

It is also a massive part of what we do at Dark Matter, here is a brief overview of how we approach ROI when it comes to video.

### How to start capturing metrics

Before we can start to calculate the ROI of your videos, we need to first lay the foundations upon which we can start tracking and determining the ROI of your videos. There are two key foundations we need, these are technical and the financial.

A tool for capturing useful analytics on your website is Google Analytics and video analytics can be captured using video hosting services like Wistia, YouTube and Vimeo. It is important to determine your goals before deciding on a platform or metric.

### Basic metrics to keep track of

When it comes to videos, there are four key metrics we need to keep track of, these are: video metrics, social metrics, lead generation metrics and revenue metrics. There are also a subset of metrics to consider below these top tier metrics. Determining which metrics you need to consider will depend on the goals for the video. If your goal is to drive traffic from social platforms to your website then you'll need to consider metrics that will give you results specific to your goals.

If your goal is to generate leads, then you'll need to keep an eye on lead generation metrics like contact form submissions, calls etc. Which set of metrics you use will depend on the goal of your video.

### Video Campaigns ROI Models

#### Macro ROI Model

The Macro ROI Method is the simplest way to determine if your videos had a return on investment. It focuses on basic metrics such as, total number of views on your video, landing page views and average watch time. By comparing metrics like the campaigns lead conversion



rate (LCR), can give you an excellent high level understanding of your video campaigns performance. Here is a guide on how to implement the Micro ROI Method.

The Macro ROI Method is great for businesses with smaller video campaigns and those that are just starting to apply metrics to their video content. It's a great way to start, it gives you simple actionable data and results, it's also great for future improvements to videos that may be produced.

For larger companies that are well versed in using metrics, this method may be used for testing the performance of a campaign with a focus group before it goes live to your intended audience. Either way, it is a great way to get quick and actionable insights into your videos performance.

### **Micro ROI Model**

The Micro ROI Method is the next step up from the Macro ROI Method. In this case, we set very clear, measurable goals to gain a more detailed understanding about the video's performance. The goal for the Micro ROI Method is to give you a granular view on how each video is performing based on a specific set of metrics. It takes into account performance of the video as well as financial returns gained by the video campaign. Here is a guide on how to implement the Micro ROI Method.

The Micro ROI Method is great for businesses with complex video campaigns that require a highly detailed analysis of its performance based on each metric. Using the Micro ROI Method, it gives you a detailed overview of the video's performance, it provides a basis to create detailed reports and it provides a detailed and holistic view of your video campaign.

## **5.0 Typical Video Production process for those that are new to videos:**

### **Pre-Production**

Pre-production is the first step for most video production projects, this is where the groundworks are set. Pre-production is an essential process and it involves planning, research, logistics and organisation for your production. It starts with defining your audience, which of your customer personas are you creating this video for? Do you know their problems and needs? Answering these questions will help you determine the next key aspects like goals for the video, tone of voice, level of complexity and messaging.



## **Production**

Production is the second phase of the process, this is when the fun begins and we begin capturing footage for your video. .

## **Post Production**

Post production is the process of compiling the final video. This process involves editing the video, mastering the audio, creating motion graphics, reviews and delivery. This is when the finishing touches are placed, final revisions are done, and other elements like logos and branding elements are added.

## **Distribution**

An effective distribution strategy is far more important than the video itself. Imagine this scenario, we create your stunning new video, packed full of value, but no one sees it, not ideal right? Along with video production, you need a distribution strategy and the best platforms to distribute video based on your industry and past successes.

We have another eBook that explains this process in detail, you can download it here:

If you want to create your own videos, click here to download our guide:



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