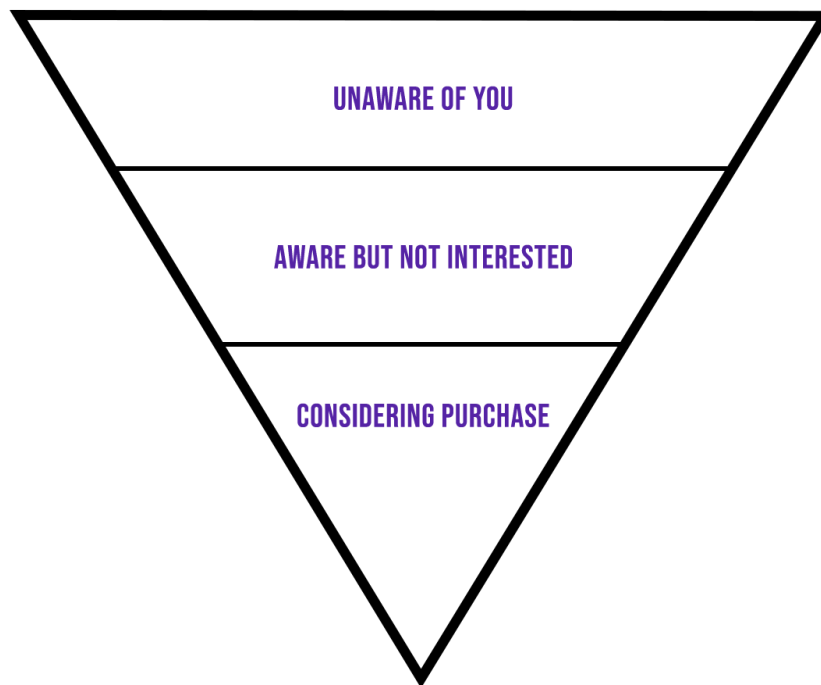


Hudson Video Marketing System

This is The Hudsons Video Marketing System, it involves creating stage-specific content. By producing high-quality, relevant content that addresses the audience's needs and pain points, we help build stronger connections and trust. Each video includes a clear purpose to guide viewers towards the next step in their journey, optimizing for conversions.

Understanding your audience's degree of awareness is huge in creating videos that move the needle. By understanding and addressing the specific needs of your audience at each stage, you can enhance engagement, build trust, and drive conversions.

What these stages are:



Objectives

The primary objective at this stage is to get more eyes on your business and make people aware of your existence. This is achieved through value-oriented videos.

It is good to test a variety of these forms of value to see what resonates best. But always try to do what makes the most sense for your target customer

Types of videos you can create:

Education

- **Quick Tips and How-Tos:** Create short, actionable videos offering tips and practical advice related to your industry.
- **Explainer Videos:** Produce videos explaining common industry terms and practices in an easy-to-understand manner.

Problem Solving

- **Addressing Pain Points:** Create videos addressing common pain points and providing quick solutions.
- **DIY Solutions and Life Hacks:** Offer DIY solutions and life hacks related to your industry to help solve everyday problems.

News & Updates

- **Industry News:** Share updates on recent developments and trends within your industry.
- **Trends and Forecasts:** Provide insights into future trends and forecasts to keep your audience informed.

Entertainment

- **Videos evoking emotion:** light-hearted, industry-related humor, satisfying, beautiful views, funny, stories.
- **Fun Facts:** Share engaging and fun facts about your industry to capture interest.

Aware but not interested in Hudson Renaissance

Placement: Social media, website, & emails

Objectives

At this stage, the goal is to build interest and trust through a mix of long and short form videos that provide deeper insights and build a connection with the audience.

There are a number of types of videos you can create to achieve this goal however, I want to put a heavy emphasis on the importance of using testimonials at this stage.

Customer Stories and Testimonials

- **Short Testimonial Clips:** Feature satisfied clients sharing their positive experiences in brief testimonials.
- **Case Studies:** Showcase happy customers and their stories of who they are and how Hudson benefited them

Solution-Based Videos

- **Problem Solving:** Explain how living at the Hudson solves specific problems that your audience might face.
- **Comparisons:** Compare your offerings with competitors to highlight your unique selling points and advantages.

Behind-the-Scenes

- **Company Culture:** Give a glimpse into your company culture and introduce your team to build transparency and trust.
- **Processes and Workflows:** Show your internal processes and workflows to demonstrate how you operate.

Considering purchase Placement: Social media, website, landing pages

Objectives

The objective here is to convert interest into sales by providing detailed, long form demonstrative videos that clearly showcase the value of living at the Hudson Renaissance

Product Demos

- **Detailed Demonstrations:** Create videos showcasing key amenities and how one can benefit
- **Feature Highlights:** Focus on specific features and how they address user needs and pain points.

Tutorials and How-Tos

- **Step-by-Step Guides:** Provide step-by-step guides on how easy it is to apply to the Hudson
- **Advanced Tips:** Share advanced tips and tricks to help users get the most out of living at the Hudson.

General outline:

Unaware of you: 60-70%

Aware but not interested: 15-20%

Considering purchase: 15-20%

There are also two supplementary types of videos important to mention

- Branding Video (company story and values)
- Specification based video (a tool for sales)

Brand Video

Placement: Youtube featured video, LinkedIn, & website

Objective:

This is an introduction to your company and its core values. This is a great way to establish an immediate connection and build trust. This video should be a talking head telling the audience about who the company is and what they can expect if they do business with you.

Specification based

Placement: Website sales page & Youtube (in a product playlist)

Objective:

Go over the details of the different rooms.

