The journey of this course

Lesson 1

Why Personal Video: The Impact on Brand

This section will discuss what personal video is, why it matters, and why you should embrace it.

Lesson 2

Building a Superfan

This section will discuss the benefit of building superfans and how to do it.

Lesson 3

Use cases Analysis: Personal Video and Sales

Learn how to use Bonjoro to reduce demo no-shows, get "ghosted" less and close more deals.

Lesson 4

Use cases Analysis: Personal Video and Customer Onboarding/CS

Learn how to use Bonjoro to reduce churn, build advocacy

Lesson 5

Mastering Bonjoro

Tangible tips and strategies to use Bonjoro to execute your personal video strategy

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Lesson Objectives: Building a Superfan

1. Objectives
   a. Learn what types of interactions can create superfans for your business
   b. Learn what the actual monetary impact of building superfans can look like.
   c. Learn about how Superfans are more than just what they spend (it's their social proof, media amplification etc.)

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Assignment

1. Make a profile of your highest value customers, or "superfans". Gather as much information as you possibly can. Why did they buy? What do they love about the service? What are their demographics? Where are they most active? If you don't have this information, reach out to them and do a mini-interview!

2. How much revenue would be produced if 10% of your customer base became "superfans"?

   For example: At Bonjoro, we have approx. 49,000 customers. Our average CLTV (Customer Lifetime Value) is around ~$750. Our top customers, or "superfans", have a CLTV of ~$3,200. So if we got 10% of our current customer base, 4,900, to become "superfans", the calculation would be:

   (4900*3200) - (4900*750) = $12,005,000.

   So making 10% of our customer base superfans would add $12 million in revenue.

   Do the calculation for your team and write down how much of an impact making 10% of your customers superfans would make.

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Lesson Resources

1. https://www.bonjoro.com/blog/post/wedding-photographers-that-never-get-ghosted
2. https://www.bonjoro.com/blog/post/how-a-saas-company-reduced-churn-by-36-percent

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