

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

Lesson Objectives: Use Case Analysis - Personal Video and Sales

1. Objectives

- a. Learn how to use Bonjoro to convert more inbound leads
- b. Learn how to use Bonjoro to get "ghosted" less by prospects
- c. Learn how to use Bonjoro to create more engagement with prospects/leads

Assignment

1. Map out your sales process. Where are their current bottlenecks? Is your demo attendance rate less than 80%? Is your webinar attendance rate less than 75%? Is your webinar conversion rate less than 50%? Are your trial conversion rates for free to paid less than 40%? If any of those are the case, start looking at using personal video to solve the problem.
2. Also write down your tech stack. All tools being used by sales. Bonjoro ties into a lot of CRM/ESP systems and you can use Zapier to sync with nearly any tools it doesn't natively work with.

Lesson Resources

1. <https://www.bonjoro.com/videofunnels>