

# 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 Customer Success/Support

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## 1. Objectives

- a. Learn how to use personal video to create a concierge welcome experience.
- b. Learn how to build long-term advocacy from your customers by celebrating key milestones with them.
- c. Learn how to gather vital customer use cases/success stories from your loyal customers.

# Assignment

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1. Create a profile of your best customers. What industry are they in? How old are they? What features do they use the most?
2. Looking at all the usecase videos in this series, what commonalities do you see? Look for things like duration, mannerisms, inside vs. outside etc.

# Lesson Resources

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