



### Episode 3: Breaking Out Of The (In) Box

Hi. I'm in here today. did you know using videos in your emails increases the open rate by 20%. Not only that, but it can also increase the click thru rate by as much as 3 times. What does that all mean? Well, if you go ahead and click on me, and I'll show you a couple of tricks that will...<SPAM appears> Hey...don't do that...get out of here, I don't belong in the SPAM folder...no...no, wait.. <spam burps>

<OPEN>

So as I was saying, Video Works Great In Email. First, grab the share code from Vimeo, or YouTube, or whatever host you're using...and the first thing I would do with it is make it a part of your email signature. Just go right into your settings...stick it in there, and it becomes a part of every email you send. Be sure and use the share code here. You know, if you sell products, or have specials, videos can direct attention and be a unique call to action for your business. If you ARE using videos this way, don't just put them there and wait for someone to click. Make that part of your ask in the email. Give your prospect a reason to click, and tell them how much time you'd like them to invest.

Say something like, and if you click the video, in 60 seconds, I'll tell you the five most important things you need to know before you buy...whatever it is. Just like you ask for the order, you have to ask for the click. And make it easy.

You really can't play a video in the email box itself - even though there are some services that say they can make that happen, don't get caught up with them. It's not a professional way to present yourself with video. And another thing: No Autoplay Ever. I might be in a situation where a sudden sound from a video might startle my co-workers...or wake the baby.

Most of the email newsletter creation sites have a way to take a thumbnail from a video and link it to your newsletter. Constant Contact has it. So does MailChimp. And there are merge features that play very well with video, no matter where the video file is hosted. Using these services will pretty much ensure that you're not getting flagged by the nasty ol' spam filters. oh, shoo.

So like I was saying, having a video can increase your open rate by 20 %. That's one in five who may not have opened it to begin with. You can experiment and put VIDEO in parenthesis in your subject line. It's not going to hurt, and it's a good way to call attention to the compelling information you're offering. Once the email is opened, you want that click. So ask for it again. Make a statement about what's in it for the viewer. Tell them how long you want their attention, and ask for the click.

Using video can help you break out of the box...the inbox, that is. Let us know if you have any questions or comments, and as always you can download the transcript if you want. For now, that's a wrap...although, I'm probably stuck here for awhile. Wait, if I can just reach these icons up here <rip> Oh, look, a Forward button.

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*Videos On Your Website, 9378 Mason Montgomery Rd #374, Mason, OH 45040*