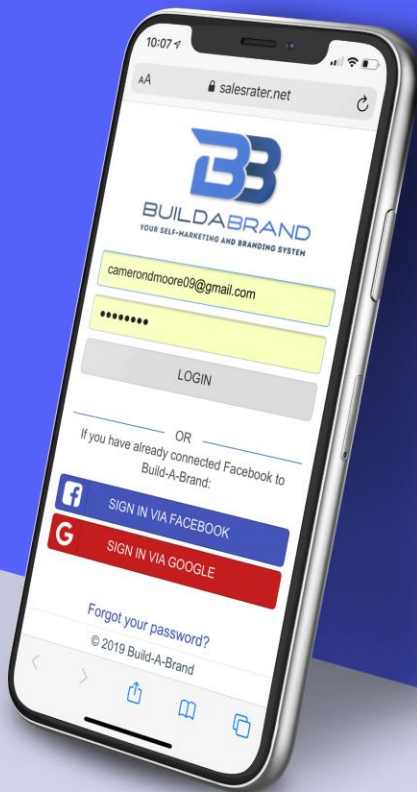# BUILD-A-BRAND

Video Message Key

You can send a video message for just about anything. When you send a video message to a customer you are going to stand out. This will create top-of-mind awareness, being at the forefront of the customers mind, for you. These videos should be 1 Minute or less.

Types of video messages you can send:
- Thank You
- Appointment Reminder
- Missed Appointment
- Vehicle Walkaround
- Service Appointment
- Happy Birthday
- Merry Christmas
- 30 Day Checkup
- 90 Day Checkup
- Referral Request
- Incentive Updates
- Updates on what is going on at the dealership
- Anything else you can think of...

As you can see, you can send a video message for any situation. Lets check out exactly how to send the video message to a customer that is looking at a particular vehicle on your lot. The customer has left the lot but gave you their contact information. You did not send them your Digital Business Card in this scenario.

The first thing you will need to do is to get out your phone and open your camera to record a video. While you have your camera open take a photo with the vehicle behind you. You always want to take a photo for the thumbnail for the video, this is for best practice.

Once you have recorded your video then you will need to go to salesrater.net and login to your Build-A-Brand toolkit.
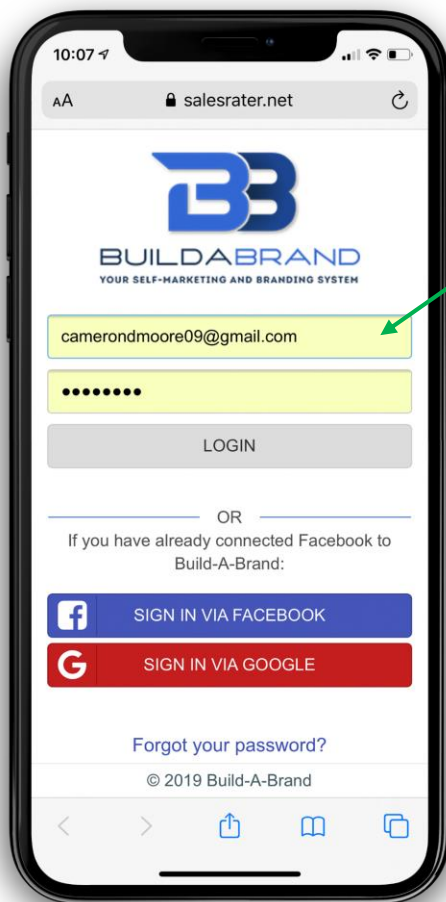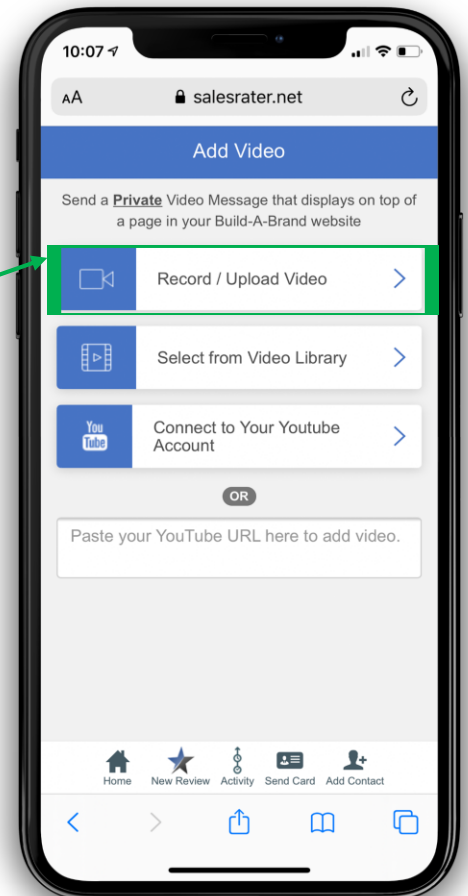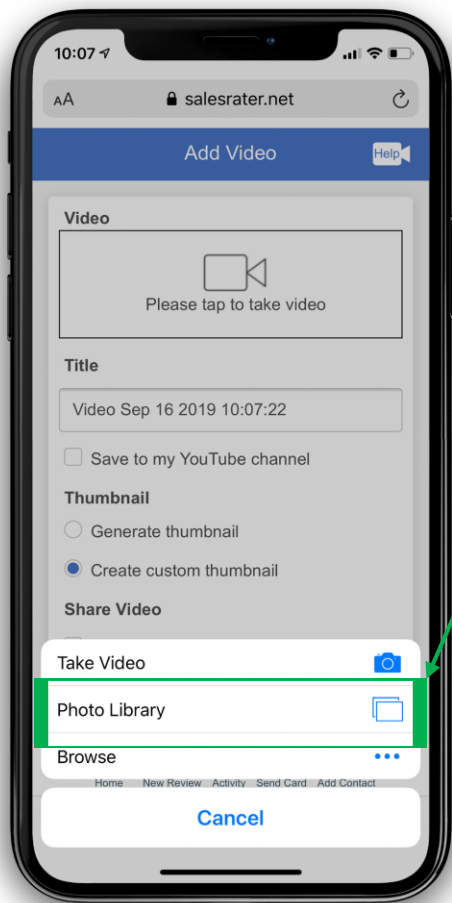
Enter your login credentials here.

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On your home page of your toolkit, select the icon that is titled "Video Message"

You have a few options to add a video. For best practice we are going to select the option that says "Record/Upload Video"

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Select the library where you keep your photos and videos. Select the video that you recorded and then press choose this video.

Now that you have selected the video you will need to change the title for the video. This is VERY important. You want to make the title interesting enough to capture your customers attention. Example, "Barry I forgot to tell you..." or "Barry check out your next vehicle"
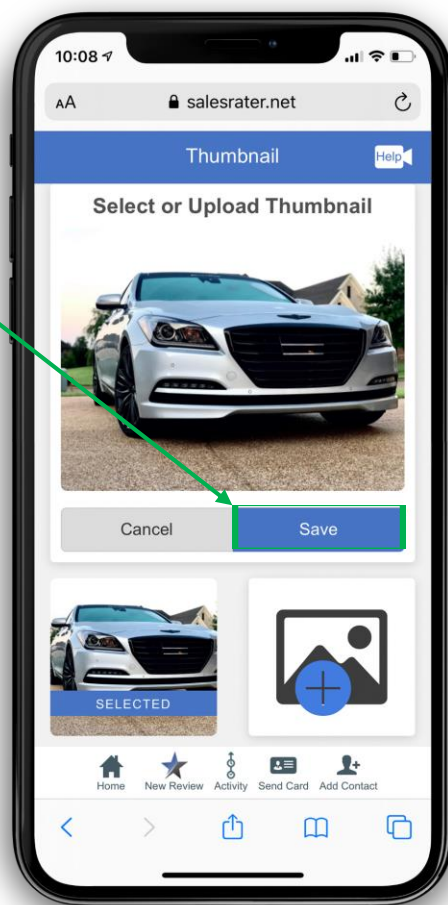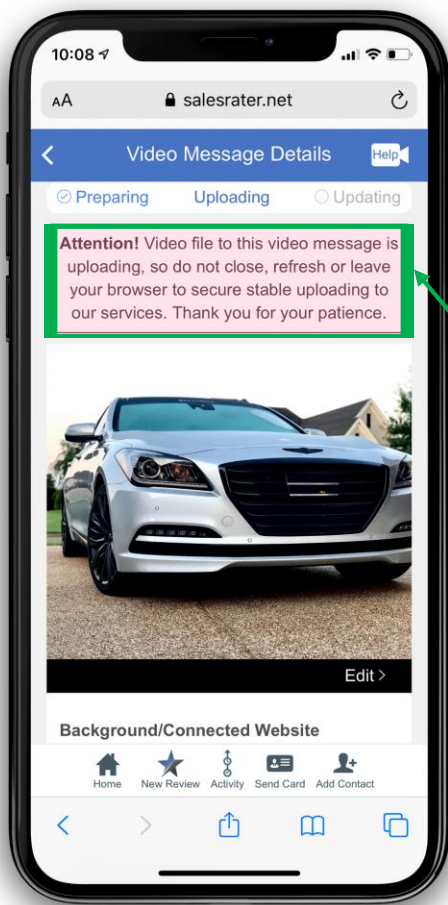
Scroll down and press Next.

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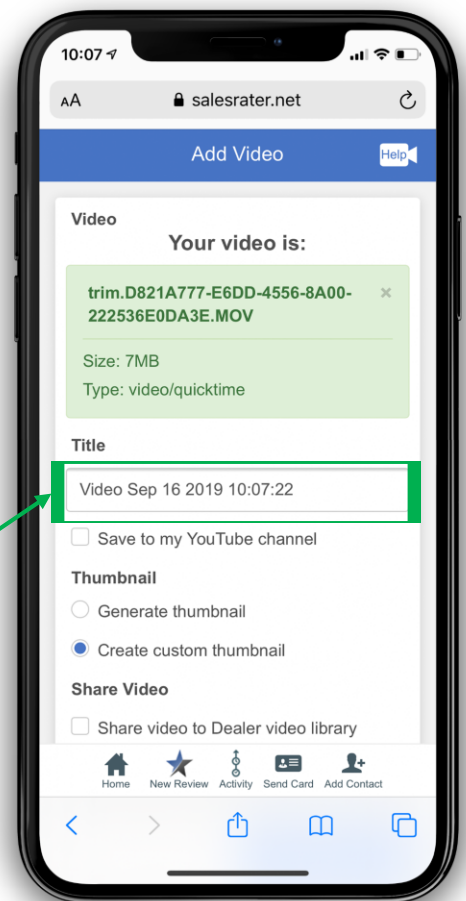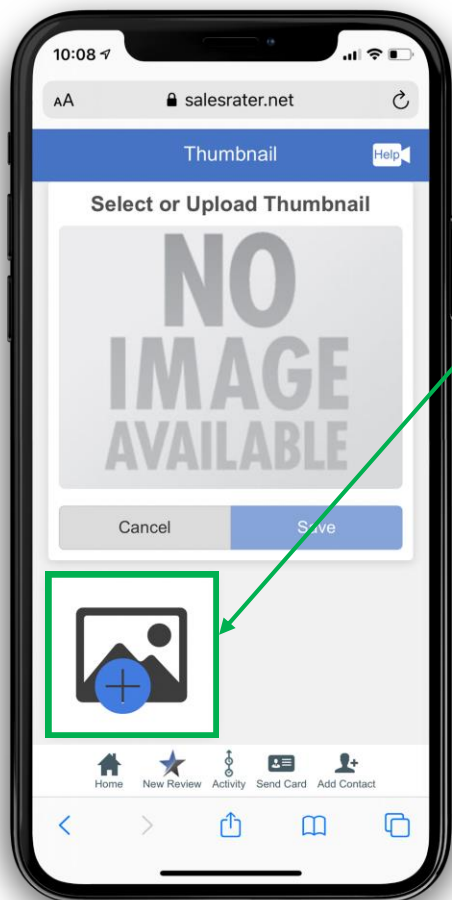
You will now be uploading the photo you took with the vehicle behind you. This photo will be the thumbnail for the video. The thumbnail is the still image that is displayed on the video before it starts to play.

After you have selected the photo, you will see this screen. Press save.

Once you have selected the video and attached your thumbnail photo you will see this screen. The warning is just telling you not to leave this page while the video uploads.
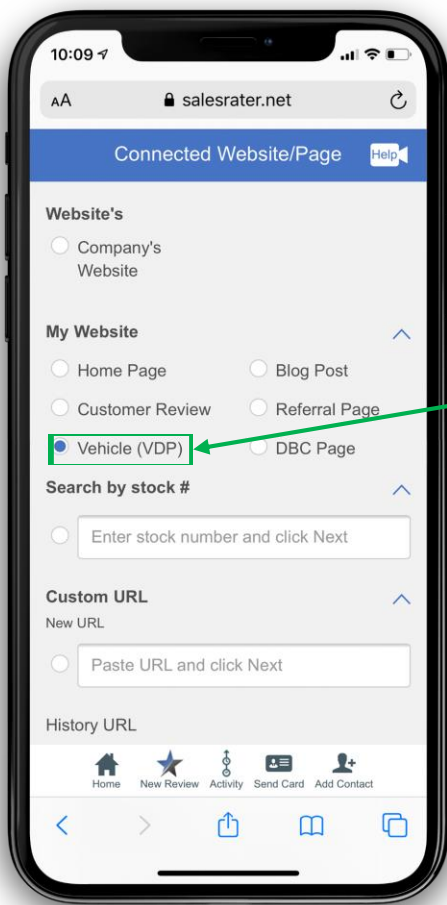
If you do leave the page while the video is trying to upload, your video may not properly upload.

Scroll down to see the message details.

You will have a few option to customize the video message. The first option is the Background/Connected Website.

This allows you to choose exactly what URL will be displayed behind your video message. Click Edit


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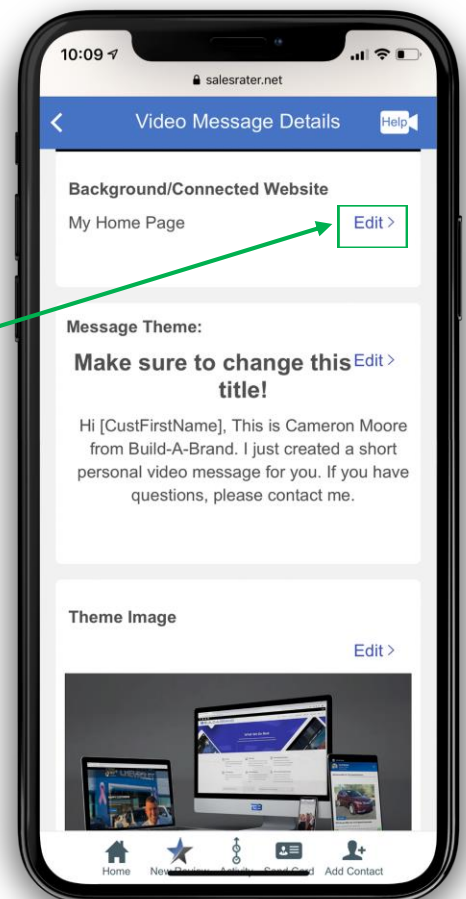
This is where you can select what page URL you want to be behind the video message. You can also type in the stock number of the vehicle you are looking for.

This time you will select the option that says vehicle. Then scroll down and press next.

You will now have the option to select the vehicle. You can use the search bar at the top to search for a vehicle. This time I want you to select the first vehicle you see.


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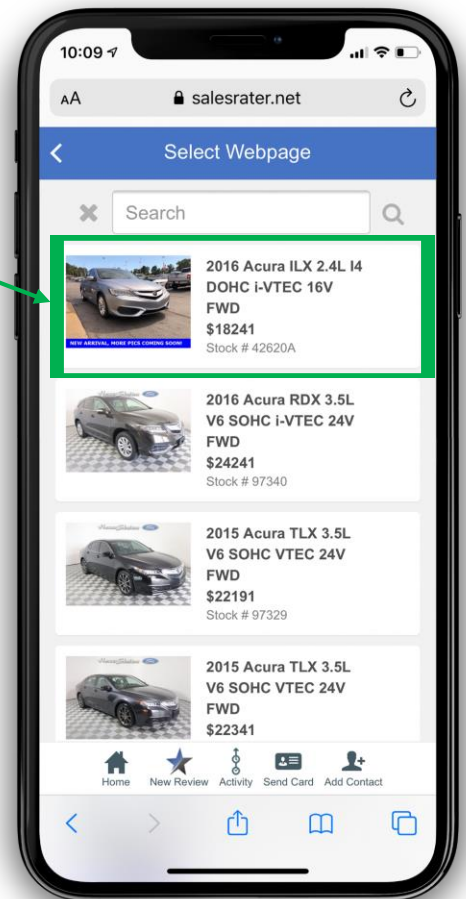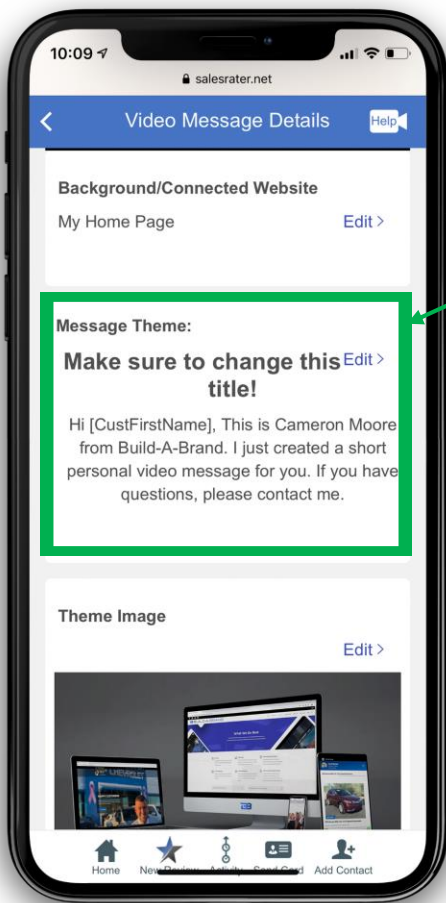
Now we will select the
Message Theme.

DON'T change the part that says [CustFirstName]
we will automatically add the customers name if
their contact information is in your toolkit.

This is where you can change
the message theme and even
edit the message body for the
video message.

We are going to click the drop
down and select the option for
Vehicle.

Then scroll down and press next.

1

2
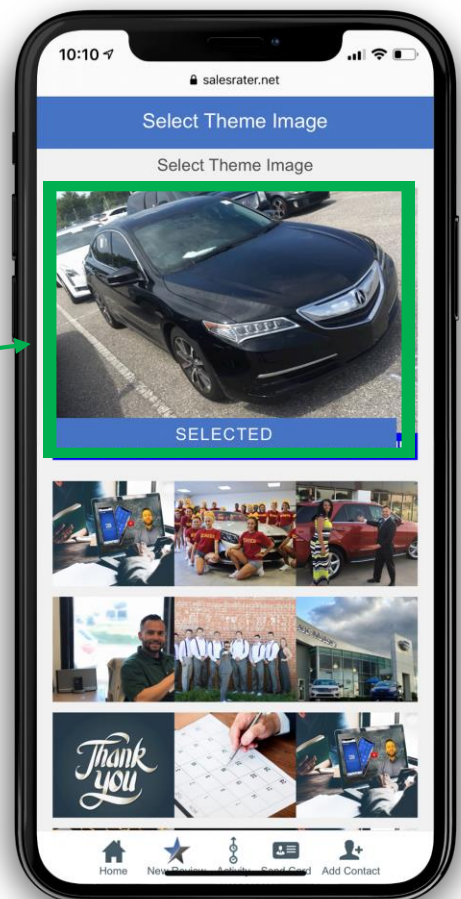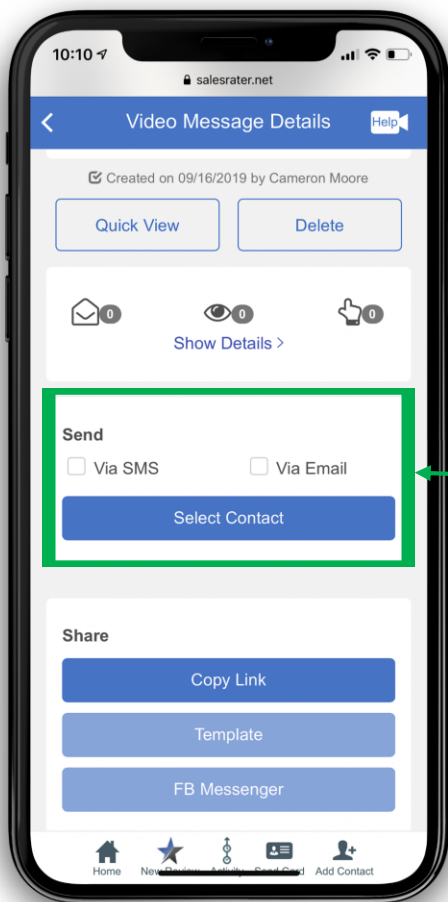
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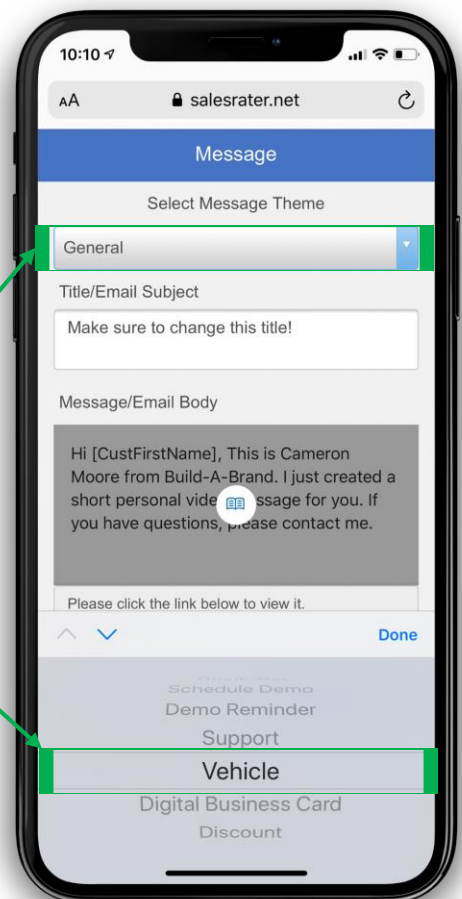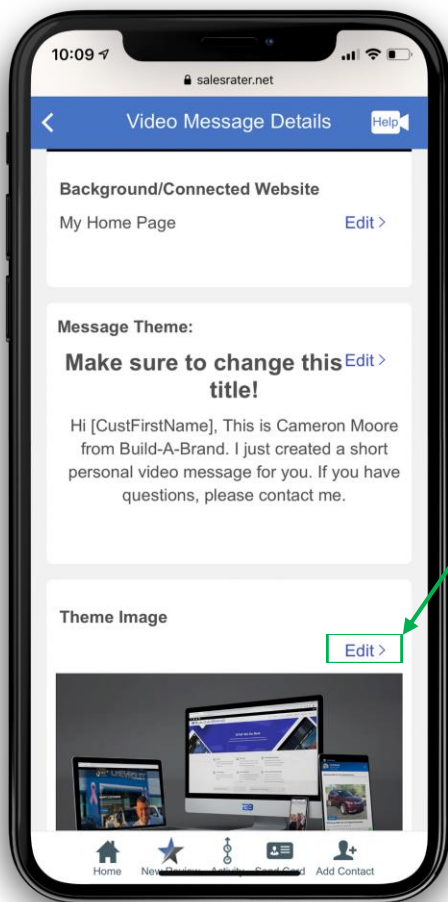
Now lets change the image theme. Click Edit.

From the image options, select the image of the car that your customer is looking at.

Once you have selected the image it will appear here at the top. Now, scroll down and click next.

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Scroll down to see these options. For best practice we will send the video message from Build-A-Brand. This will allow you to know exactly who opened and watched your video.

If you select the share options, those are just copying a link.

Select Via SMS and Via Email then press select contact.

This will bring up a list of your most recent contacts. We are going to assume that your customer is not in your Build-A-Brand toolkit.
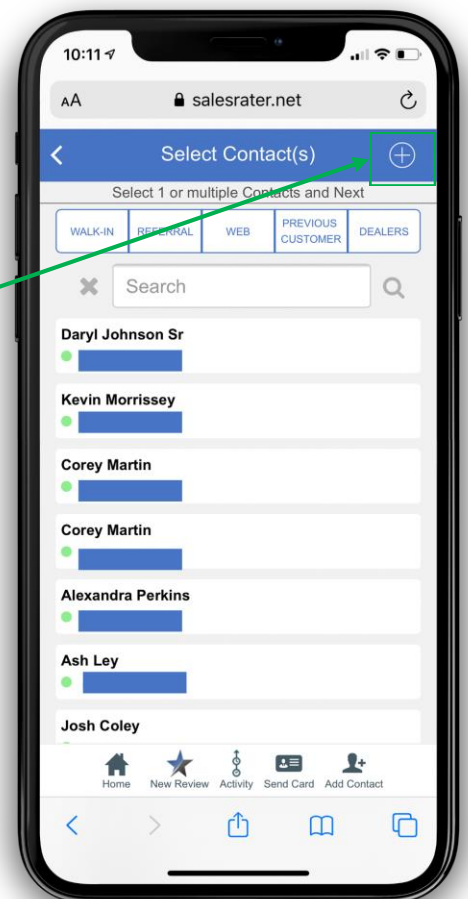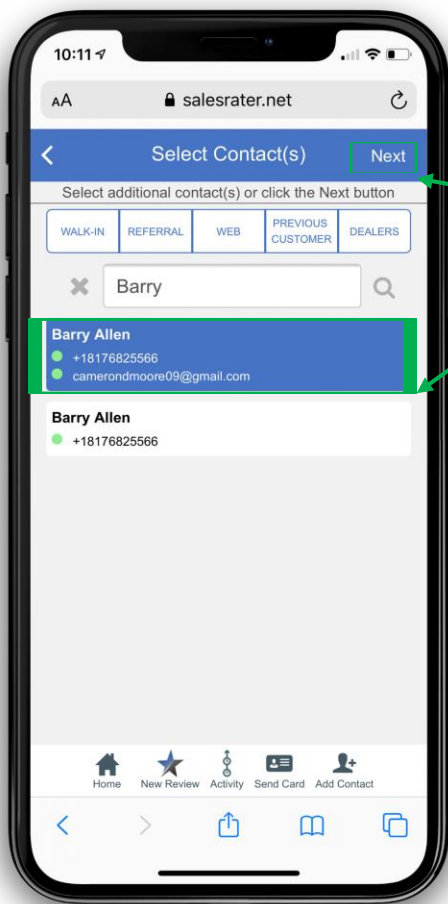Click the plus sign in the top right corner.

Add this information:
Cameron Moore
817-682-5566
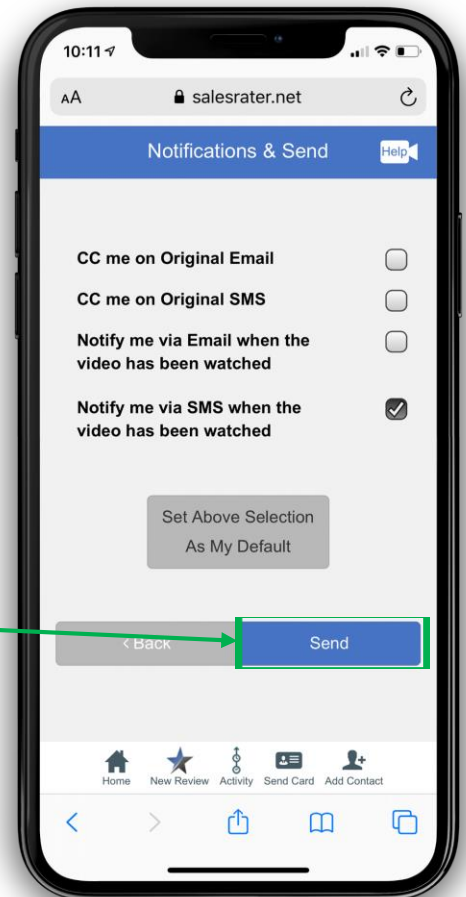cameron@buildabrand.com

Press save

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2

1
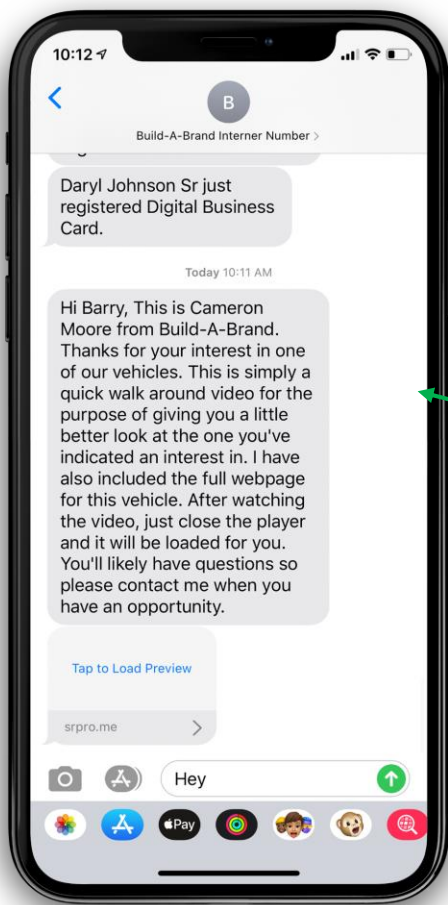
Now select the contact you just entered and then press next at the top right corner.

This is defaulted to tell you when the customer opens and watches your video message. If you selected to send the video message to both SMS and email it would tell you which one they watched it from.

Press Send

In this scenario we assumed that the customer was not in your toolkit yet.

The customer will need to reply the word start to opt in. Once the customer opts in, they will receive this message. The message will have your name and dealership in the text. It will also automatically add your customers first name.

This is what your customer will see when they click the link. You will also get a text notification that they have opened the message. When the customer actually clicks the video to play it, you will get notified they have watched the video and it will tell you if they watched it from SMS or Email.