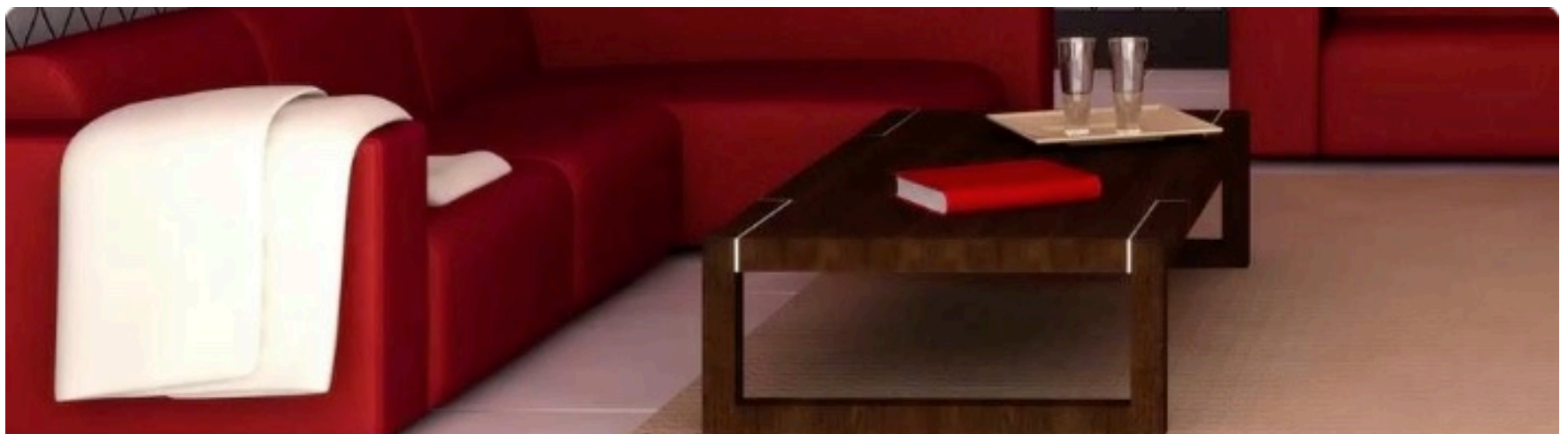


Let's Explore

Your YouTube Channel



YourBrand
12.3k subscribers

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VIDEOS

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CHANNELS

DISCUSSION

Latest Walkthrough - July 2020

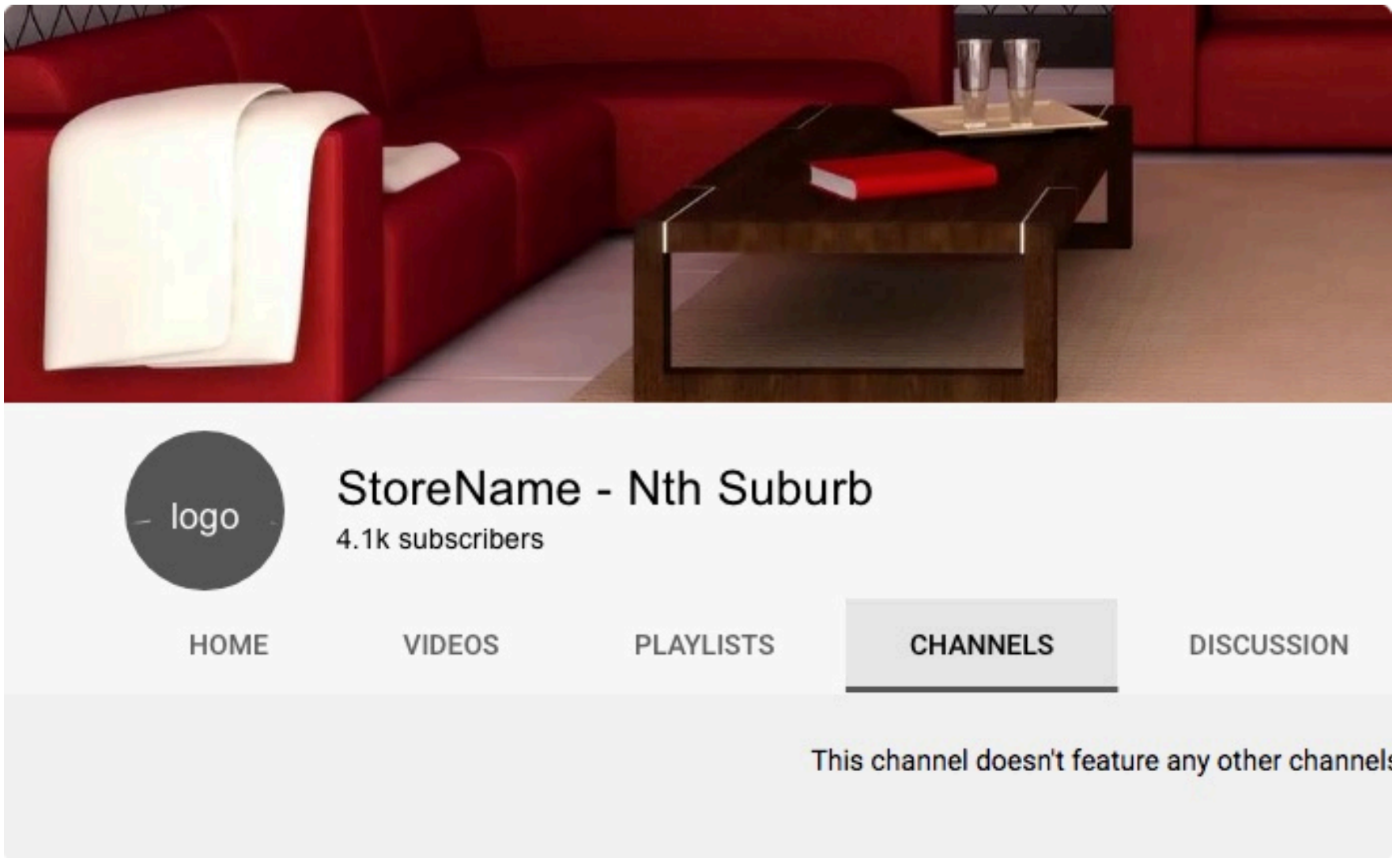


Latest Walkthrough - July 2020

3,640 views - 4 days ago

Take a leisurely stroll through the store new BrandName range. It's stunning and in modern deco environments. Can you house? We also have new products like water displays, chimes and colourful floor

Our aim: To improve the customers experience and drive more online and in-store sales



Imagine This

Your YouTube channel has thousands of subscribers made up of your in-store customers and fans. A new product comes into the store and you place it on a turntable and film one rotation. You upload this to YouTube.

Within minutes thousands of your subscribers have been notified and can watch the video. In the video description is a link to the product on your site. Many click it and some buy immediately.

Video engages customers. If you don't have a YouTube channel then it's time to add it to your socials because with the right strategies YouTube can become a sales magnet.



Store Channels for all your locations

Store channels provide an excellent opportunity to feature each one of your locations and bring customers into a particular store via their device.

We typically need 3 types of videos. Better yet HD videos can be created by shop staff with a phone. Naturally a 3rd party like touchpoint.video can also produce the videos.

3 types of videos:

1. Store walk through - from our customers point of view
2. Unboxing product video - this shows the customer what to expect
3. Product videos - these link to the product page in your shopping cart



Videos are filmed with the customer in mind and serve multiple purposes.

The **walk through video** is a leisurely stroll through the store from the customers point of view. This video helps the customer create a connection to the store and educates them to what is available and where it is located. You could get the store manager to take this video at the beginning of each month. Doing it monthly tells the customer the video is current. It also helps reveal more about what is moving by comparing previous walk throughs.

Unboxing videos are popular and show the customer what they can expect when they open the product at home. As products need to be unboxed to be displayed in the store it's fast and easy to film the unboxing. In the description on YouTube we link to the products buy now page at your site and include links to a) similar products and b) complimentary products. This video can also serve as a historical catalog.

Product videos can be taken by staff when a store is quiet. Setup a small area in the store to film the product. Placing the product on a mirror turntable provides a stylish 360 view of the product and the camera needs to only film 1 rotation. Quick and easy. For larger products, do a walk around.

Each YouTube video helps the business by creating a link to the online store. As more products are added this will improve the search engine rankings and drive more customers from YouTube to each products Add To Cart page.

VIDEO LISTING FORMAT

Each product listing contains a keyword rich title and an engaging description. In the description we also include links to similar and complimentary products increasing the potential of cross-selling. And 2 for 1 offers are great for sales funnels and up-selling.

Making these videos embeddable means they can be embedded into the shopping cart page in the future as well as other locations on the web.

SECTION SUMMARY

This strategy can be built up over time and as it progresses will expand your digital footprint. This will drive more customers to your cart and into stores.

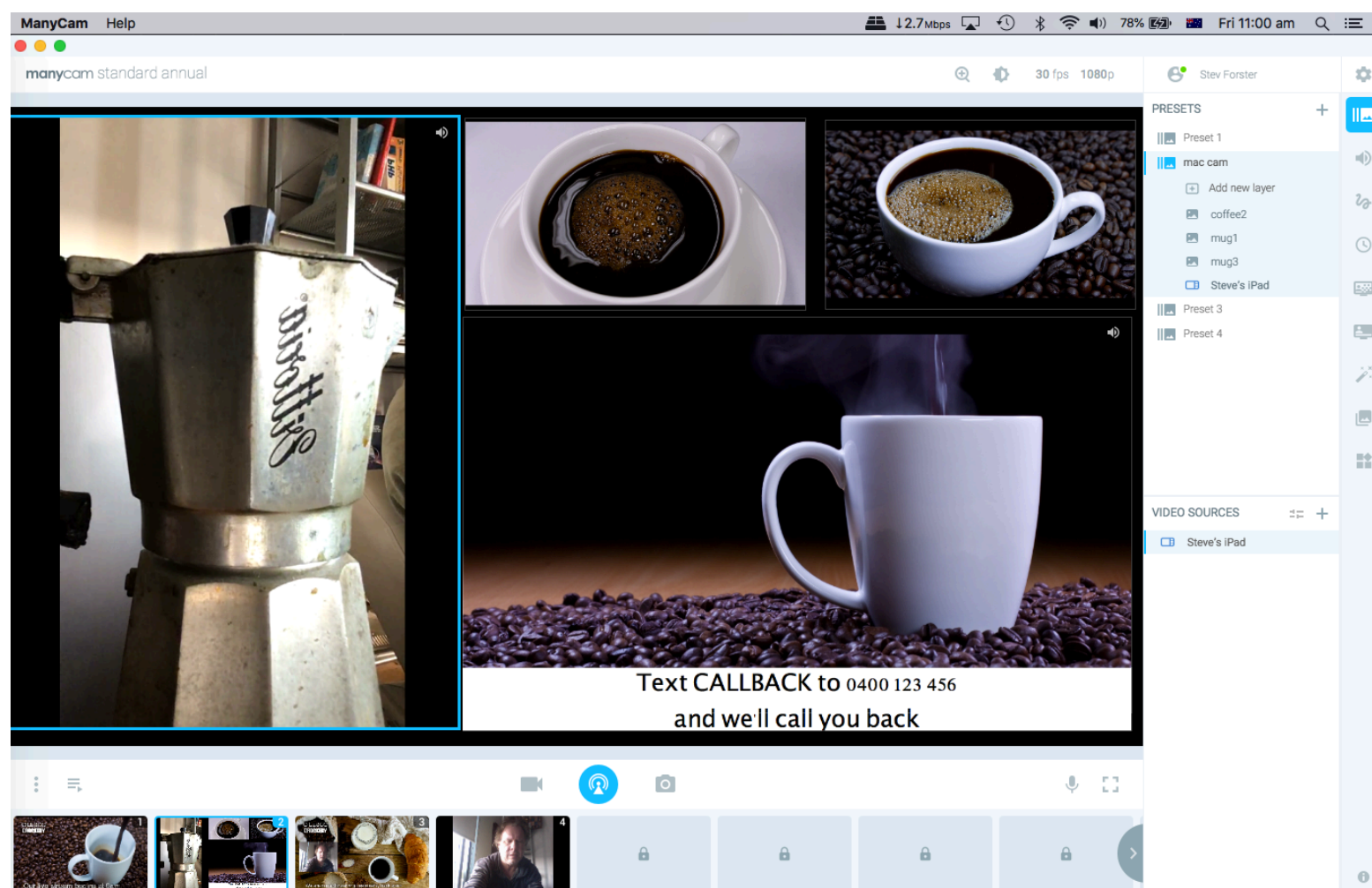
There is an addition to this strategy though that is also worth considering. It may take a little while to warm up to as you consider its potential however it is revolutionary and a big uptick in both online and in-store sales should be reflected in sales figures.

Live Stream out of each store for an hour each week, each day or through business hours



This is another reason we create individual channels for each store. So each one can stream to the web and customers can view and connect to the store that's closest to them.

Streams can be unlisted or public and this process is simpler to carry out than you might expect. To provide it polish we recommend using a piece of software called ManyCam.



In this screen grab of a "coffee lovers store" you can see the software in action. Essentially it's a video switcher like those used on TV to transition from one shot to another.

The lower 4 thumbnails are presets you switch to. These display what's being broadcast.

The first and third are a "we're not streaming yet" and "we're currently serving customers" and can play a video. The fourth could be for facetime or another purpose.

The second is when we are actively streaming and the visual window you see above is what the customer see's on YouTube (no controls and thumbnails visible).

The top coffee cups are images, the coffee mug underneath is a video and the image on the left is the camera of a tablet in the store. This can be used to interact with customers watching the live stream.

If a customer asks a question about a product the sales person can take the tablet to the product in the store and show them as well as talk to them. It both helps answer questions and allows the sales person to continue developing a relationship with the customer.

One undervalued aspect of online shopping that people miss is the interaction with a person. Sales staff play a vital role but are essentially limited to the confines of the store.

Introducing this dimension an online shopping experience at your store can inject new life into retail, improve sales, customer relations, support, marketing and create a buzz in the community.

SUMMARY

With the challenges everyone has faced this year Facetime & video conferencing have had a big spike. The timing for introducing it into retail has never been better.

You are welcome to use any or all of the suggestions listed. We are available to consult, mentor and are happy to help shoot and produce the videos if you desire.

More information including a live stream demo video is at <https://touchpoint.video>

Regards,
Stev



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