

# Explainer Videos & The Big Bang Of Sales

How Explainer Videos Help You Sell Your Product Fast?



# The Sales Problem

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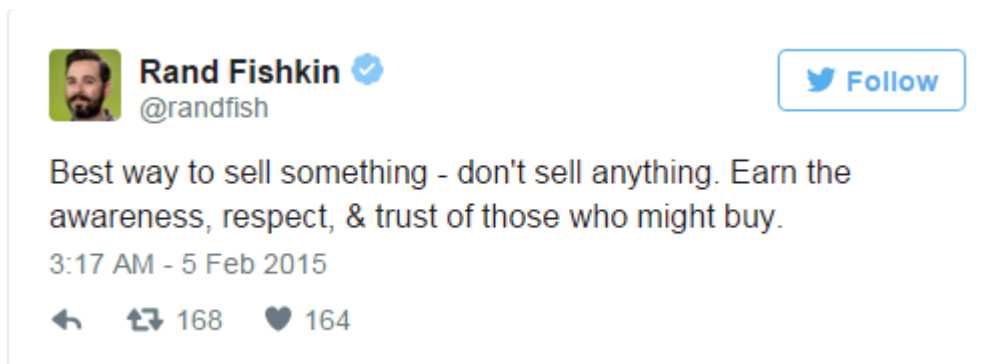
Selling your product is not always easy.

If people aren't interested in your product, what do you do?

How do you increase sales and grow your business?

Sure, you can spend lots of money on SEO, Facebook ads, PPC campaigns and other forms of advertisement to get the word out about your product and grab your prospect's attention.

But the problem is not just about finding prospects... it's rather about converting those prospects into customers.



Rand Fishkin, the founder of Moz, says that to sell your product, you have to “earn the awareness, respect, & trust of those who might buy”.

That makes sense but building relationship with your prospects can take time a long, long time.

But, don't worry! An Explainer Video can **speed up your sales process**.

# What Is An Explainer Video?

An explainer video is a short 60-90 second business video, that explains what your product is and how it solves a consumer problem.

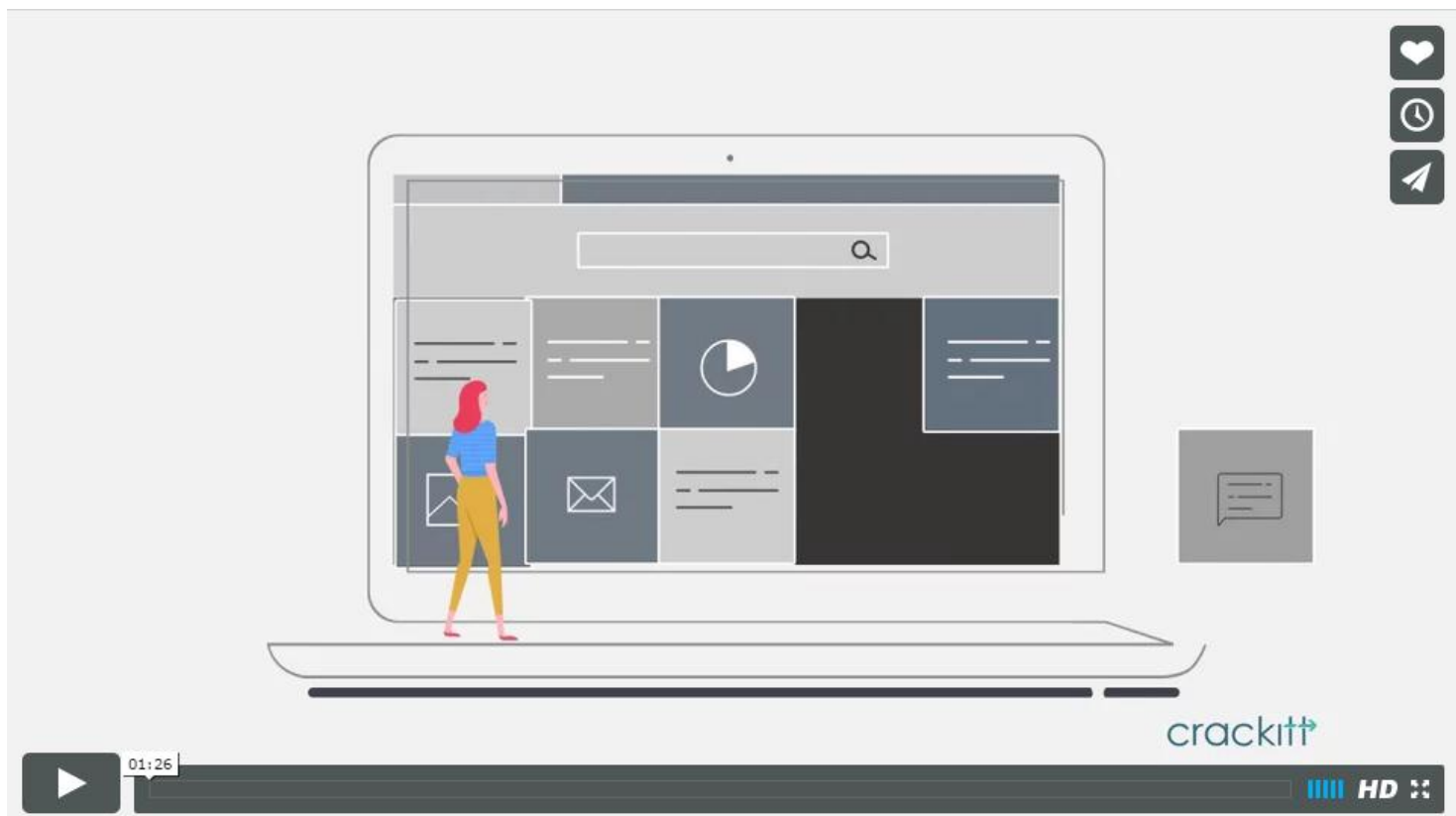
It tells a powerful visual story that helps the average customer to quickly make sense of your business.

Ergo, explainer videos are used as an elevator pitch by businesses to speed up their sales process and attract more customers.

Visitors who view product videos are **85% more likely to buy** than visitors who do not.

- Internet Retailer

Here's what an explainer video looks like:



[Source: Frrole Explainer Video](#)



**Gather Around!**

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# Explainer Video Success Stories...

Cheers to these smart entrepreneurs who won big by investing on explainer videos to educate, excite and convert their prospects into customers. Let's hear them out.

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# Dropbox

## Dropbox Explainer Video Helped Earn 10 Million Additional Customers & \$48,000,000 Extra Revenue.

During their startup phase, Dropbox (the popular file hosting service) had invested on “paid search”, only to be disappointed by the result.

Drew Houston, the founder of Dropbox, revealed that they were [spending \\$233-\\$388 to acquire a new consumer for their \\$99 product](#).

The customer acquisition cost was too high.

So, Drew switched to a new strategy – an explainer video.

Drew had earlier used a demo video, a screencast type, to validate the idea of Dropbox and establish its market need. That video increased the beta waiting list “[from 5000 people to 75000 people](#) literally overnight.”

Having seen a huge return from the screencast that he had recorded himself, this time Drew decided to go pro. He hired a professional explainer video studio- Common Craft to make this:



The Dropbox explainer video cost \$50,000 to produce and returned an ROI of \$48,000,000 in extra revenue.

# Crazy Egg

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**Explainer Video Raised 64% Conversion & Brought \$21,000 Extra Revenue Every Month.**

Crazy Egg is a popular heat map tool which helps you “visualize where your visitors click”.

By using this web app, you can understand and improve the engagement level of website visitors and plan better landing pages to maximize your business conversion rates.

But first Crazy Egg needed to improve its own conversion, and for that purpose, founder Neil Patel invested on an animated explainer video.



The animated video is 158 seconds long which is slightly too long for an explainer video but the result was astoundingly high too.

Crazy Egg saw a hike of 67% conversion, and the founder revealed that, thanks to the video, they were earning \$21,000 more every month.

# Rypple

## Explainer Video Converted 20% More Visitors Into Customers.

Rypple, a social performance management tool, wanted more people to sign up for their free trial.

Rypple wanted to see how effective an explainer video would really be at maximizing their conversion rate.

So, after receiving their explainer video, they arranged three landing pages and performed a split test:



Rypple wanted to see how effective an explainer video would really be at maximizing their conversion rate. So, after receiving their explainer video, they arranged three landing pages and performed a split test:

- a) Landing page with text and image
- b) Landing page with a live action testimonial video from Facebook
- c) Landing page with the explainer video

The landing page with the explainer video won big.



The visual explanation and the story connected well with the target audience, and upped the conversion by 20%



# RankWatch

## Explainer Video Increased Signups By 27%.

RankWatch is an online marketing platform that helps agencies, brands and solo entrepreneurs to elevate their online presence with ease.

It is home to not one but over a dozen powerful features that empower their clients with actionable data points on important metrics like rankings, traffic, competitors, and everything related to Search.

But the “8 second human attention span” thing caused visitors to quickly lose interest in the software information and distracted them from discovering RankWatch’s awesome features.

RankWatch therefore saw a need for a visual explanation to increase understanding of the product and convert visitors.

So began the production of RankWatch’s explainer video, and it brought in 27% hike in free trial users.





# CaseComplete

## Explainer Video Increased Website Conversions By 23%.

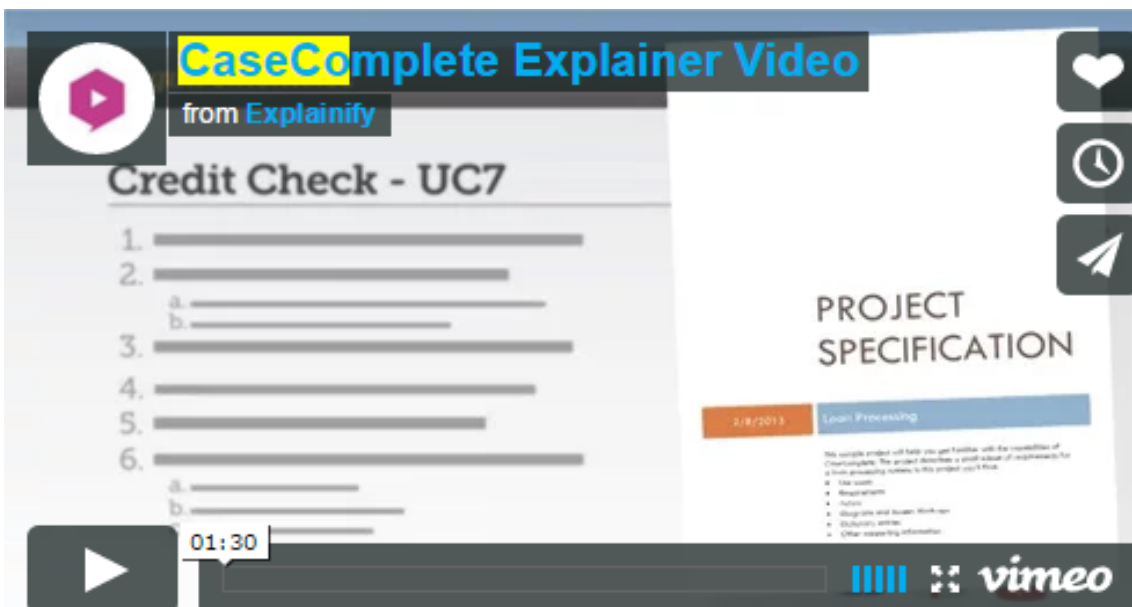
*Another explainer video success story is that of CaseComplete, a requirements management tool.*

But, again, visitors to the site had neither the time nor the patience to understand the software features (a side effect of the 8 second human attention span as well as the general it's-too-complex-for-me attitude towards software).

Ergo CaseComplete was losing customers.

Having heard of Dropbox and Rypple's explainer video sales success, CaseComplete too decided to invest on an animated explainer video, [expecting at least 5% conversion](#).

The result exceeded their expectation. [The explainer video conjured a 23% hike in conversion rate](#).



# Dollar Shave Club

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## 12000 New Orders Within 2 Days Of Releasing The Explainer Video Onto YouTube

It cost \$4500 to produce and stars Dollar Shave Club's founder Michael Dubin himself.

The video script was also written by him too. Lucia Aniello directed the spot, and then they released the video on YouTube.

With punchlines like "our blades are f\*\*king great" and "your handsome-as\* grandfather had one blade- and polio", you would think that Dollar Shave Club's explainer video is too bold.



It is bold but the reason they could get away with all those sweet profanity is because they know that their audience would like it. Dollar Shave Club had done some homework like discovering that their consumers are mostly men in their 20s or 30s. So their explainer video successfully makes use of language and humor appealing to that target audience. And, it was indeed a success, what with over 20 million views.



The explainer video propelled Dollar Shave Club to overnight stardom, and got them 12,000 new orders in just 2 days of the video launch.

# Jellyfish

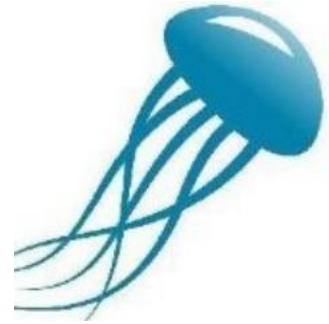
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## Explainer Video Helped Closed A \$800,000 Deal In 7 Days

Jellyfish, a freight management firm, used an explainer video to warm up their cold calls.

They delivered a successful sales pitch to a client who had never heard of Jellyfish before.

Thanks to the explainer video, Jellyfish was able to close a whopping \$800k deal in just 7 days.



Yes, it was a cold calling approach i.e. the client had never heard of Jellyfish. And, you know how these cold pitches yield just about 1-3% success rates of getting an initial appointment with client.

But, not in this case! Before the salesman at Jellyfish could send the follow-up email to get the conversation from their side going, the client reached out to them for a meeting and the deal was closed.

And, it was all because the client saw their explainer video, understood what Jellyfish did, what benefits it provides and found they it could solve their problem.

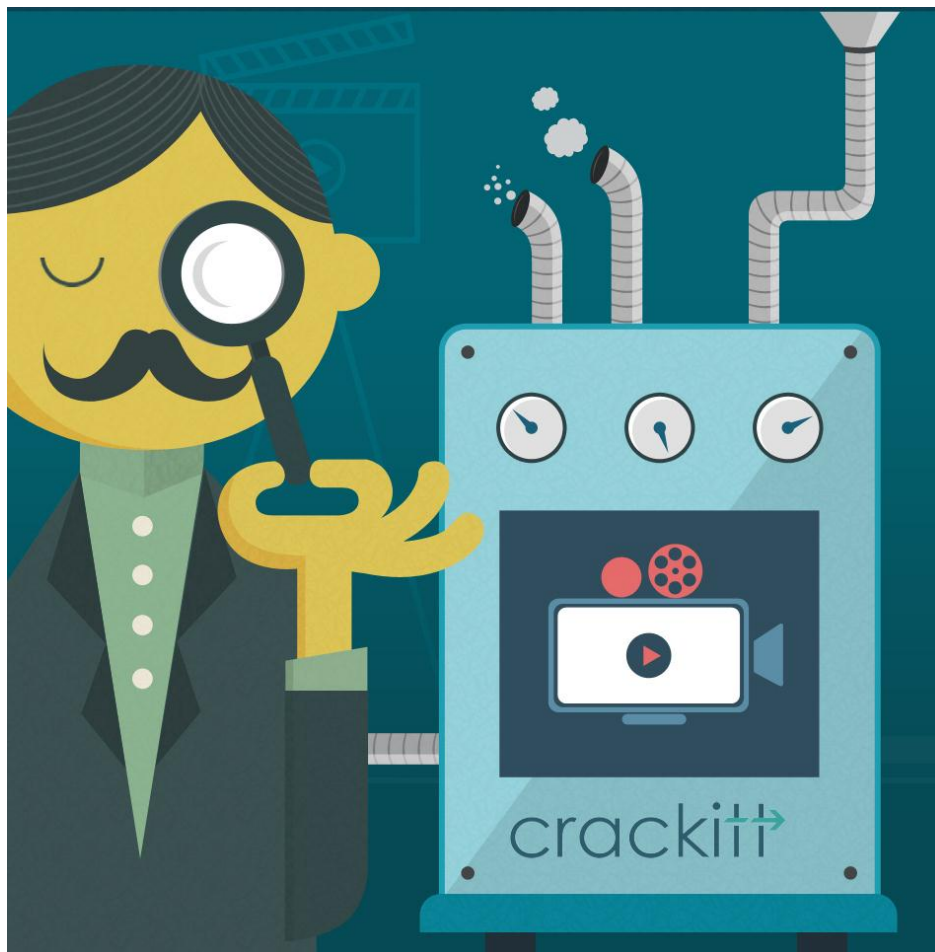
# CONCLUSION

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So there you have.

The stories of how explainer videos helped these companies and entrepreneurs achieve success and sales.

Would you like to start your success story now?



**Get your explainer video  
to boost sales and  
success!**

[Contact Us](#)

