



Checklist

Personalized Video Marketing Strategy

Josías De La Espada | CEO at Pirsonal



Over the last 16 years I have helped several companies to conceptualize, implement and launch creative and effective ways to get to their customers' hearts. I'm the CEO and product guy at Pirsonal, a personalized marketing platform focused on multimedia content that helps brands like Zumba, FlightCentre and BMW evoke a reaction from their customers.

This checklist gives you an easy way to remember the 10 most important things to do before you create a personalized video marketing strategy.

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- Define your business goals. This will determine every single detail from here. Personalized video marketing is not magic. It requires a strategy.
- Study your customer database (CRM, email marketing tool, CSV, etc.). Create a specific segment which you'll target. Extract patterns that could help you create buyer personas that are aligned with your business goals.
- Select the information you can use to create powerful personalized and hyper-personalized messages based on your data source. These messages must be fully contextualized to each recipient. For example: First name, City, Interests.
- Based on your segmented audience, define what are the distribution channels that will be used to communicate with each individual when sending the personalized videos. For example: Email, SMS, display ads.
- Choose the necessary technical integrations to connect the data source, the personalized video platform (like Pirsonal, which provides more than 1600 integrations and an API) and the distribution channel.
- What will trigger the personalized videos to be created? Define if the personalized videos will be created based on part of a marketing automation workflow or the customized content will be created on a batch.
- Create the personalized videos scripts, taking into consideration all the dynamic data that will be used (texts, images, videos, audios) and all the possible scene combinations.
- Write all the texts which will interact with the end user. Make sure to use all the dynamic data possible according to the different buyer personas. For example: Emails, landing pages, calls-to-action.
- Select a percentage of your target audience to A/B test all the personalized messages and conversions, including dynamic videos, images, landing pages and calls-to-action. Iterate until you are happy with the results. I usually recommend at least three iterations before scaling.
- Let's scale the strategy and apply it to a wider and segmented audience. Measure all the results, just like any other well implemented marketing strategy.

Ready to create a personalized video marketing strategy that makes people react?

Request a free consultation now where I'll explain step by step how to create a personalized video campaign that will help your organization sell more and engage with each and every individual.

FREE CONSULTATION



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