

What kind of video content should we produce and sell?

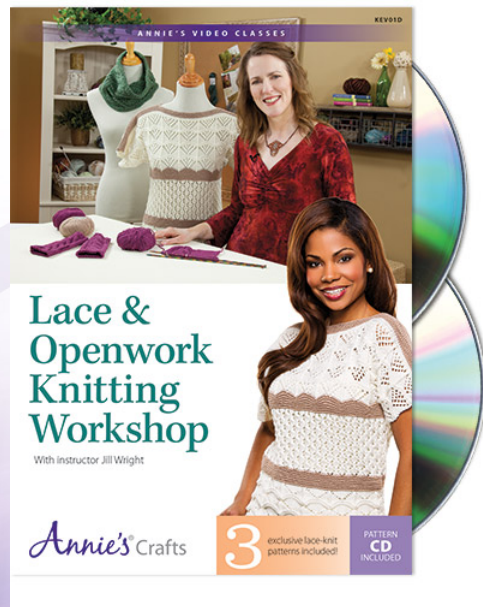
- Extensions of current print and digital content
- New content that fits our brand
- Focus on quality and convenience



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What format should the product be?

- Download – not good for large video files
- Streaming – our core format
- DVDs – about 25 percent of our sales



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How do we identify video prospects?

- Build traffic to our class website through:
 - Email product offers and footers
 - Links from our main product website
 - Product offers in our print catalogs
- Capture email addresses for “video class news and offers”

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How do we convert these prospects to buyers?

- Think customer acquisition, not just sales
- Target new buyers with special offers via email

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- Make the video website clear and inviting


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- Get exclusive class projects to try out your new skills.

Top 5 Classes (select category)


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Learn Tunisian Crochet Colorwork
Rohn Strong, Instructor
 Discover how Tunisian crochet lets you create gorgeous colorwork patterns usually found only in knitting!
 ☆☆☆☆☆ (0) [▶ FREE PREVIEW](#)



Learn to Crochet
Ellen Gormley, Instructor
 Today's the day you learn to crochet! Learn all the basic crochet stitches while making five easy projects.
 ★★★★★ (14) [▶ FREE PREVIEW](#)



Learn to Make a Quilt From Start ...
Nancy McNally, Instructor
 If you've always wanted to learn how to make a quilt, then this class is for you! You'll learn, step-by-step.

How can we grow our video customer universe?

- Two-step prospecting
- Incentive to opt in
- Email follow-up
- Track conversion by source
- Determine allowable cost per lead

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