

Presell Campaign Info Sheet

Viddyoze



Campaign Details

Product

Viddyoze is an app that lets you create high-touch, professional, studio-quality animations that used to only be possible with AfterEffects. In a few clicks, you can create incredible intros and logo stingers, social actions, transitions, movie filters, lower thirds, outros and CTAs and more, including Live Action animations, transparent Alpha technology and animations formatted for social media and mobile.

Audience

Viddyoze has a wide appeal – pretty much anyone who's chasing any type of engagement online has probably considered using video at some point. And most people already have video, and would be very interested in making better video, easier. It's hugely appealing to people who sell videos and video animations as a service, so you have really broad scope to target internet marketers, local businesses with online presence, bloggers, social media influencers, vloggers, and freelancer designers. This campaign is a really good fit for any digital marketing or online business focused list.

Traffic

The page will work best with people who are already looking for a video/video animation solution and could be used with either e-mail or paid traffic. It meets all Google and Facebook policies at time of writing, but as these are updated regularly it is important to do your own due diligence before running traffic.

Campaign Contents

Presell Page

This is a bridge page designed for you to drive traffic to directly, to warm them up before directing them to the Viddyoze sales page for purchase. It's designed to use similar styles (or similar feeling styles) to the main sales page for consistency.

You'll need to add the video to the Video element, add your hoplink to the buttons, and add your e-mail address below the final button. Instructions on how to do this are provided below.

Presell Video

This video sells Viddyoze as a solution and also provides a short demo so your visitor can see how easy Viddyoze is to use before going to the sales page.

Bonus

The provided bonus with this is a report on the Top 20 Viddyoze Templates that can be given to new users to help them get the best out of Viddyoze straight away. While this report is designed as a bonus with the Viddyoze offer, you have full rights to sell it as your own, sell resale rights, use it as a bonus, use it as a lead magnet, or use the content in your own blogs or products.

You can provide rights to your buyers to sell the report as their own, to use as a bonus or to use as a lead magnet. You cannot provide your buyers with master resale rights or giveaway rights.

Editing Your Page

Installing the Presell Page on your Convertri account

Click this link while logged in to Convertri:

<https://app.convertri.com/import/d98ba300-17e0-11eb-abef-0697e5ca793e>

This will let you preview the page, and then allow you to import the page directly to your Convertri template collection.

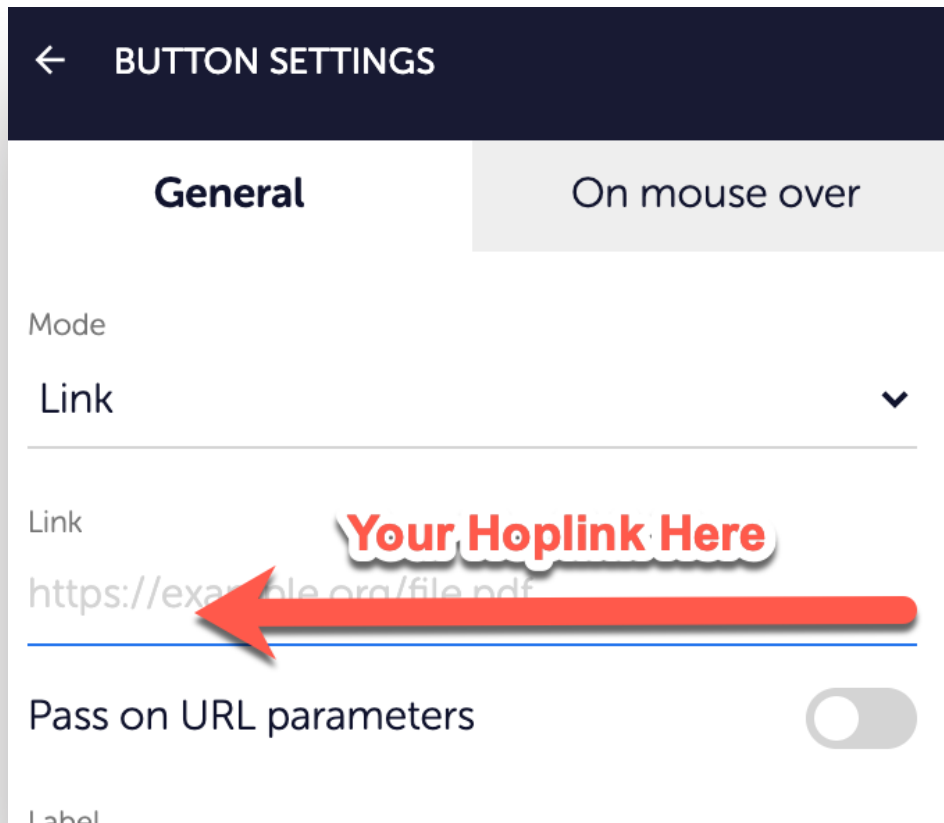
Adding Your Hoplink

Fetch the hoplink from the vendor's JV page:

<https://www.viddyoze.com/partners/>

In the Convertri editor, select the button which you'd like to add your hoplink to.

In the Properties Panel, go to the Button Settings tab. You'll see something like this:



← **BUTTON SETTINGS**

General On mouse over

Mode

Link ▼

Link

Your Hoplink Here

https://example.org/file.pdf

Pass on URL parameters ☐

Label

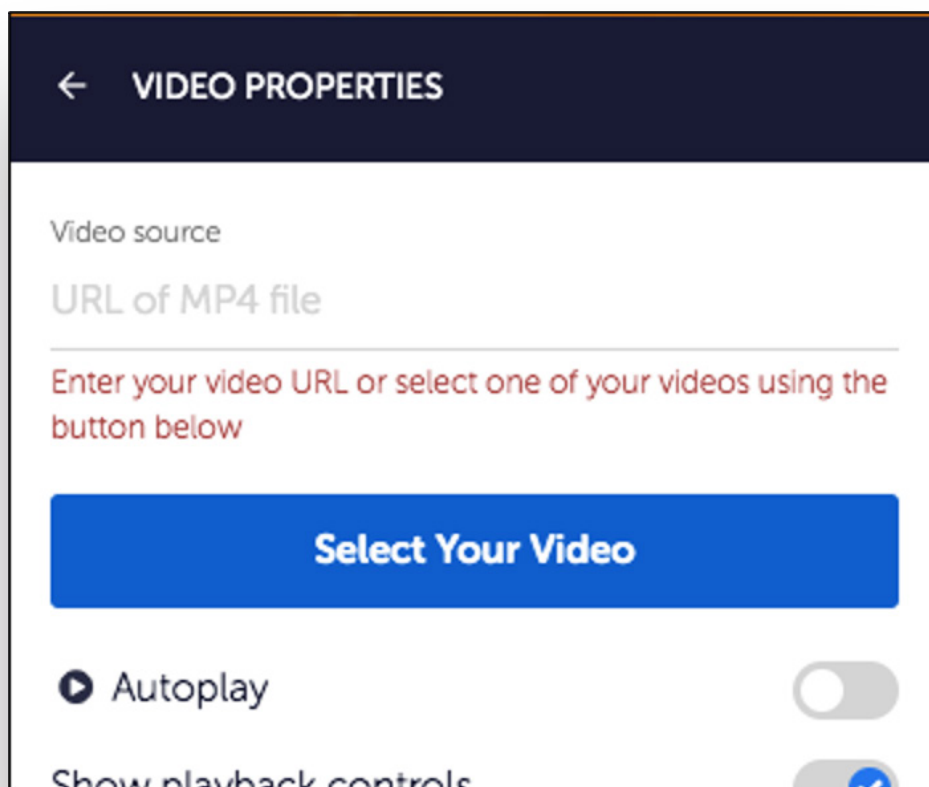
Ensure **Mode** is set to Link.

Add your hoplink into the **Link** field.

Adding Your Video

First, upload your video to your hosting. If you have the Pro plan, you can use Convertri's video hosting. If not, you can use a service like S3. Note that YouTube, Vimeo and Wistia do not work with the Video element; if you want to host your video on one of those services you'll need to replace the video element with one of the third-party players found in the Media elements.

Now, select the Video element. In the Properties Panel, go to **Video Properties**. You'll see something like this:



The screenshot shows a dark blue header with a back arrow and the text "VIDEO PROPERTIES". Below the header, the "Video source" section contains a text input field labeled "URL of MP4 file". A red instruction message reads: "Enter your video URL or select one of your videos using the button below". Below this message is a large blue button with the text "Select Your Video". At the bottom, there are two toggle switches: "Autoplay" (currently off) and "Show playback controls" (currently on).

If you're hosting the video on Convertri:

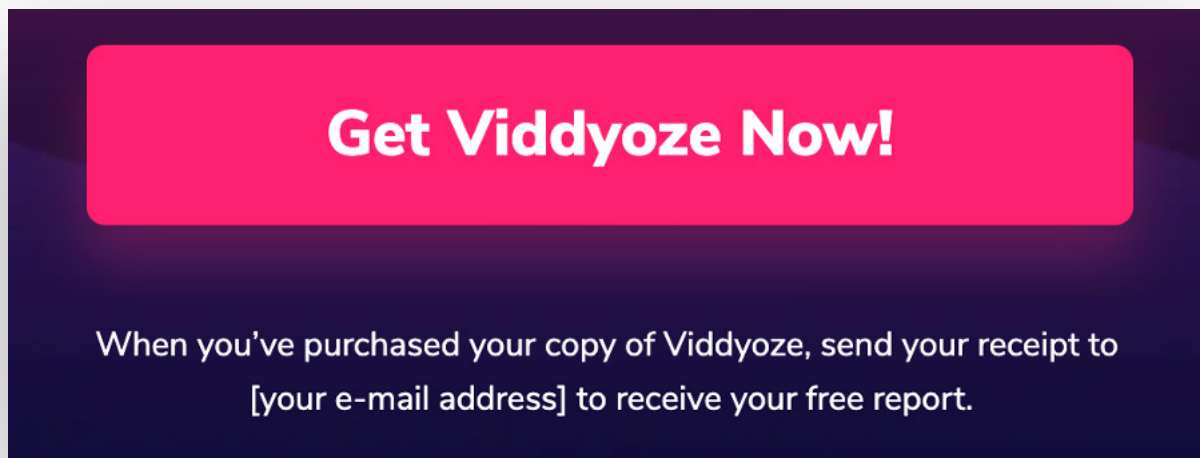
Click the **Select Your Video** button. You'll now get a dropdown list of all the videos you've uploaded on Convertri – simply click the one you want to use.

If you're using your own hosting:

Add the link for your MP4 file into the **Video Source** field.

Replacing Your E-mail Address

The template has the following message below the final button:



To change [your e-mail address] to your actual e-mail address, simply click into the text element, highlight [your e-mail address], and type the e-mail address you'd like to be there.

You can also change the whole message this way if you'd prefer a different method of bonus delivery.

Access

Click the links below to access the different components of the campaign. The video and bonus will be downloaded. The presell page will be imported directly to your Convertri account.

Presell Page

<https://app.convertri.com/import/d98ba300-17e0-11eb-abef-0697e5ca793e>

Presell Video + Script

<https://marketing.convertri.com/mark-731/mark-744/presell-video-script.zip>

Bonus

<https://marketing.convertri.com/mark-731/mark-745/top-20-templates.pdf>

Good Luck!

Remember, while the campaign has been provided for you to use as-is, you can (and are encouraged!) to change it up to make it your own. Change the copy. Edit the design. Add your own bonus. Maybe even record your own demo. Any edits like this will help you stand out from the crowd and help your promotion do even better.