Bonjoro’s Video Funnel Playbook

bonjoro
Over 30 tried & trusted, high-converting video-funnels for sales, marketing, and customer success teams.

"Wow! More than 80% of my customers replied to my Bonjoro videos saying how impressed they were, and that they knew they'd spent their money in the right place"

Pat Flynn, entrepreneur, blogger and podcaster

"I know it's possible to rig a system like this up on your own, but the automation and convenience of Bonjoro makes it worth 10x the monthly price I pay."

Cristina Barragan, Owner, Posh Peony photography

Bonjoro is the modern equivalent of the handwritten note. It connotes a meaningful investment in a personal relationship. As a consequence, it cuts through the cacophony of "content marketing."

Dave Bayless, Founder & Owner, Human Scale Business

I love that Bonjoro allows me to connect with subscribers and customers on a personal level. With so much noise and so many tools to choose from, going back to the human connection of sending a personalized video is gold.

Kim Doyal, Owner, KimDoyal.com
What is a Video-Funnel?

This playbook is a set of high-converting video funnels for you to copy and use in your own business.

You’re probably asking: “OK, what exactly is a video-funnel”? Let us explain in more detail...

A video-funnel is a powerful way of boosting your existing sales, marketing and customer success (CS) efforts with personalised videos sent at the perfect moment to convert more customers and turn them into superfans of your business.

Each video “funnel” solves a different pain-point for your business, whether you work in sales, marketing, or CS, and is designed to fit neatly into your existing funnels and customer touchpoints.
Conversion funnels
First up, getting more sales!
These funnels ensure prospects and leads respond positively to your outbound and inbound sales efforts, so you can book more calls, win more deals, and increase your conversion rates.

Most suited for: Sales, Marketing

Activation funnels
Next stop, sky-high customer engagement!
This set of funnels is designed to get new customers to actually use your course or product, to improve retention rates and increase your customer lifetime value (CLTV).

Most suited for: Customer Success, Marketing

Growth funnels
More money, more customer love, and continuous growth!
These funnels are all about getting upsells, reviews and referrals from your happiest and most active customers to drive ongoing growth in your business.

Most suited for: Customer Success, Account Management, Marketing

**PRO TIP:** Easily manage multiple funnels and teams with our new campaigns feature. Set up different campaign types such as retention or onboarding, add unique goals, workflows and templates for each stage of your funnel.

[Go to Campaigns]
How to use this Playbook

The format of each funnel is designed to be plug-and-play with Bonjoro. When you find a funnel you like just dive into your Bonjoro account (or sign up here), and create your own funnel in just a few simple clicks.

Each video-funnel in this Playbook is made up of:

- **Goal** - A clear business goal that you want to accomplish
- **Trigger** - A customer trigger event that creates a video task in Bonjoro
- **Message Templates** - templates for your videos, including call-to-action ideas

The idea is that we’ve done lots of the thinking for you, and you can either steal these funnels, or use them as inspiration for your own video-funnels.

*Message Templates link together your video-email design, video landing page, and call-to-action.

Click here to read all about how to create your own templates.

Step 1
Simply scroll down to find your specific objective or pain-point, and use the funnel templates provided as your instant shortcut to success.

Step 2
Open Message Templates in your Bonjoro account

Step 3
Copy and paste your desired template message, subject line and call to action from this document, into the Message Template editor.

(Ta-da! This is an example how your message template will look)
We wouldn’t exist if they didn’t.
3 years after launching, Bonjoro has been used by over 30,000 companies across the world. Their ingenuity with our product is behind many of these funnels, and we’ve whittled this playbook down to proven funnels, where we’ve seen customers get massive ROI and impact.

Here’s some proof:

“Refer a Friend” funnel
“I’ve used this exact funnel to encourage parents to invite a friend...I can point to approx $10K in referral income as a result of a Bonjoro I sent asking them to invite a friend!”

Tim McElravy,
YMCA camp co-ordinator

“Onboarding upsell” funnel:
“Our upsell to annual plans have increased by more than 23% since implementing Bonjoro.”

Brad Brown, Personal Instructor, Coach Parry
“Demo no-show” funnel:
“We saw a 15% boost in appointment attendance for both sales and onboarding calls.”

Lauren Friese, ONTRAPORT Customer Success team

“Leave a Review” funnel:
“Bonjoro has helped us become #1 on Trustpilot in Men’s Fashion in Denmark. Since using Bonjoro our review-rate has doubled.”

Andreas Lodahl, Munk Store

OK, I’m in, show me the funnels!
Awesome! Let’s get this party started. Scroll down to find over 30 proven video-funnels that you can use today.

Join our private Video Funnel Community
Become a member of our private Facebook community where Bonjoro power-users are sharing their best videos funnels, and we’re serving up regular tips and tricks to help you stay ahead of the game.

Join Now! Use the password “Bear Hug” to get in!
Conversion funnels

Ok, first up, conversion funnels.

These funnels are designed to get more prospects to respond to your outbound sales efforts so you can book more calls and close more deals, and get more leads to engage with your offer, so they end up paying for your course or product.

Basically they’re gonna help you and your business stand out and make more money.

Let’s dive in...

Engage outbound prospects

Goal

Instead of a generic pitch email or a LinkedIn request limited to 300 characters, what if you reached out to a new vendor/potential customer with a personal video?

Trigger

For outbound prospecting you can either trigger a Bonjoro task based off a tag like “New Prospect” in your CRM, or by uploading a list of potential vendors to Bonjoro via the CSV Upload feature. Once your contacts are in your Bonjoro Tasklist, use a template like this and get sending your videos via Bonjoro’s web or mobile apps.
Nurture inbound leads

**Goal**

Ok, so this funnel is a simple one, and it's what most customers use Bonjoro for. The name of the game is to turn more of your inbound leads into sales. Read on to find out some neat ways you can engage inbound leads to get more sales for your business!

**Trigger**

If you've got any sort of inbound lead funnel, this will be easy. You'll want to trigger a Bonjoro task on the back of your relevant lead: new enquiry, form completion, lead magnet downloaded, new trial started; whatever a lead is to your business.

For this one, we have a bunch of great message templates you can steal and use to get results dependant on what action you want your lead to take.

*Just scroll to next page.*
Welcome 

**Hi {first_name|there}**, Thanks for making an enquiry. I recorded you a personal video. Click to watch it, and hit that button to book a time in my diary for a 1:1 strategy call.

**CTA**

Book a call

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**Subject Line**

Hey {first_name|there}! Just wanted to say welcome on board [company name] in person, & share some tips for getting great results from [product name]. Hit play to reveal my awesome tips...

**Message**

Hi {first_name|there}! Just wanted to say welcome on board [company name] in person, & share some tips for getting great results from [product name]. Hit play to reveal my awesome tips...

**CTA**

View Walkthrough

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“The #1 effect Bonjoro has had is converting leads who are not talking to us, to leads that ARE talking to us. For developing leads it’s a great tool.”

**Patrick Barnes, Advocately**

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**Message Template 1:** Book a call

**Message Template 2:** View Walkthrough
Follow-up sales proposals

Goal
You know that feeling when you spend all that time creating a proposal for a customer, and they go silent on you. Well, here’s a super-simple way to stop that happening - take the time to send them a personal video to follow-up and they’ll feel more obliged to respond to your message - it’s the law of reciprocation in action!

Here’s a couple of neat message templates you could use to follow-up that aren’t naggy, and give you the best chance to cut-through and get a response to your proposal.

Message Template B: Book another call

Subject Line
Breaking down the key points from my proposal

Message
Hi [first_name]{there}, I thought it would be easier to break down the most important parts of the proposal I sent through in a short video. Watch the video to hear them. If you’re still unsure or want to ask any more questions, just click the link next to this video to book another call with me.

CTA
Book a call

Message Template C: View Case Studies

Subject Line
Quick proposal recap & case studies

Message
Hi [first_name]{there}! Hope my proposal was useful for you. I wanted to recap a few key points in a quick video, and give you a link to some highly relevant case studies.

CTA
See Case Studies

Bonjoro’s Video Funnel Playbook
Rekindle “gone-cold” leads

Goal
We’ve all been there. A customer seems interested, ready to pull the trigger and move forward and then... silence. Weeks sometimes turn into months, and the lead goes completely cold. Or so it would seem!

Use Bonjoro to spark cold leads back into life! Send something that truly stands out in your prospects’ inbox, and shows that you’d be an ideal supplier for their business.

Trigger
Create a tag in your CRM for leads who have been inactive over X days old - say 30/60/90 days, and add those prospects into Bonjoro.
Reduce demo “no-shows”

**Goal**

No-shows are the bane of sales teams lives - you spend all of that time locking in the meeting, prepping, rolling out of bed at un-Godly hours, and your customer goes AWOL on the day. This funnel puts an end to no-shows, by letting you send personal reminders to prospects in a simple, quick to record video. They’ll know your face, feel at ease, and feel more obliged to show up. The idea here is to create a psychological anchor through video. Meaning, that now you are no longer just a salesperson, but you are a human, who took the time to record them a video, and their connection to you is strengthened.

**Trigger**

Create a Bonjoro task X days, or X hours before the meeting based off a tag or event in your CRM, so you can record them a personal video to let them know who you are and explain what you’ll cover in the demo.

Message Template

**Subject Lines**

- Here’s a quick agenda for our call today [Name]
- Demo reminder from [Name] at [product/course name]
- This is me in real life. Excited to talk with you today [Name]!

**Message**

Hi [first_name[there]}, I wanted to send you a quick video to break the ice before our call later, and let you know exactly what we’ll cover. I created a link to the demo agenda for you, so you can be fully prepared with questions :)

Hi [first_name[there}, We just picked up this new video tool, Bonjoro, that lets us record a personalized video! We like to reach out to people before our calls just to say hi and let you know what we usually cover. For you specifically as a marketing agency, we have a lot of use cases that we can parallel. Check out the video!
Follow-up after trade events

Goal
We’ve all been to trade events as a sponsor, or attendee, and had great conversations with potential prospects and partners, only for our email follow up to go unanswered. Bonjoro gives you a chance to follow up in a way that shows you valued their conversation, reminds them of your face, and helps you stand out against the other attendees all sending “bog standard” emails to the same person.

Trigger
No need to get too techy with this one. Instead of grabbing business cards, scrambling for a pen to jot down emails, just whip out your phone and type their email right into your Bonjoro app, adding a Reason that reminds you of the conversation, e.g. “Owns a small biz, looking for design services”.

Then a few days later when you’re back in your office sweating off the event party hangover, just record them a quick video to follow up.
Follow-up after sales meetings

 Goal
 Had a great meeting with a potential prospect and want to ensure you stand out when you follow up? Send a personal video to recap all of the key points, rather than try and cram it all into a long winded email. You can even share a link to a follow up document or proposal.

 Trigger
 Create a Bonjoro Workflow based off moving a customer from one lead stage to another in your CRM, or based off a tag such as “Meeting complete”.

 Message Template 1: Next Steps

 Subject Line
 Great to meet with you [Name] - here’s the next steps

 Message
 Hi [first_name|there], It was great learning more about what you are working on today! I just wanted to both thank you and recap some of the key points with a quick video!

 CTA
 View next steps doc

 Message Template 2: Meeting recap / proposal

 Subject Line
 Meeting recap and proposal for you [Name]

 Message
 Hi [first_name|there], It was great learning more about what you are working on today! I just wanted to recap some of the key points with a quick video, and send over the final proposal for you to read.

 CTA
 View proposal
Follow-up with webinar attendees

Goal

So you got the people to attend your webinar, the first critical step…. But now comes the hard part. You need to keep these people engaged and in connection with you to work them towards a sale.

Trigger

The trigger for this one is likely going to be a tag along the lines of “Attended Webinar” that will be applied in your CRM.

Message Template 1: Getting Started

Subject Lines

Thanks for taking the time to tune in!

Message

Hi {first_name|there}, I am so grateful that you took the time to hop on with me today and learn a little about [insert topic of webinar]. If it struck a chord with you, or you think I might be able to help you out, give this video a watch on next steps!

CTA

Book a call
Learn More

Message Template 2: Watch the replay

Subject Lines

Here’s what you missed [Name] + webinar recording

Message

Hi {first_name|there}, Sorry you missed the webinar yesterday. Here’s a quick 60 second recap of what I went through, including details of the exclusive webinar bonuses I shared with attendees. Hit the CTA link to watch the webinar recording in your own time.

CTA

Watch the webinar
Activation funnels

The name of the game here is getting new customers to actually use your course or product, to improve retention rates and lifetime value (LTV).

The following funnels are all super-easy and proven to have a big impact on new customer engagement and long-term retention.

Let’s check them out...

Onboarding new customers

Goal

Educate customers on your product so they get value, and stick around for the long term.

Trigger

Setup a Bonjoro Workflow to fire based on a “new customer” event or tag in your CRM. Send the customer a personal video to welcome them, and drive a key next step.

Message Template: Learn More

Subject Line

Welcome on board [Name]! I recorded you a personal video!

Message

Hi {first_name|there}, I am excited to get things rocking and rolling for you. I recorded you a quick video on our typical roll-out process and how we normally coordinate to get you up to speed! Hit the button after to get our pro tips for getting started with [product name]

CTA

Learn More

Book a Strategy Call

Link to Getting Starting resources or tutorials
Up-sell new customers

Goal
Here at Bonjoro, we’ve heard that many customers struggle to raise awareness of premium content/features, or annual plans during the customers initial onboarding or adoption phase. There’s no better opportunity to raise that awareness, than in your welcome video, or first few weeks.

Message Template: Unlock pro features

Subject Line
Here’s a quick tip for you [Name]

Message
Hi [first_name|there], So excited to have you with [Company Name]. I recorded you a quick video with a neat little trick to getting the most value from [product name]. I also wanted to let you know personally about our pro features.

CTA
Unlock pro features
Get your limited-time deal
25% off annual plans

“Our upsell to annual plans have increased by more than 23% since implementing Bonjoro.”

Brad Brown, Personal Instructor, Coach Parry
Thank buyers or donors

Goal
Building customer loyalty is about delivering an amazing experience but also about showing empathy and appreciation. Everyone likes to feel like they matter to the business/cause, that their patronage makes a difference.

Trigger
Set-up a Bonjoro workflow where conditional on a sale in the CRM or donation received, you add a tag to the customer that then generates a Bonjoro.

Message Template: Thank you for your support

Subject Line
It's people like you who make all the difference

Message
Hi [first_name]there. I just wanted to take the time to record a personal thank you video to let you know how much you mean to us. This business/cause would not be where it is today without people like you.

CTA
Here is the mission (charity)
Learn more (charity)
About Us (Business)

“Bonjoro helps us break that barrier and build customer relationships. We have increased our return customer rate by over 25%.”

Collin Gray - Fable Beard Co.
Respond to customer issues

Goal
A personal video can help you get a point across succinctly, and with a human touch that reduces tensions. Instead of drafting a three paragraph email that takes you ages to compile, experiment with a quick 2 minute video to explain everything.

Trigger
I often see this bonjoro workflow triggered based on a new ticket generated in Zendesk, Freshdesk or whatever system you use to manage client issues, or even based on receipt of an email to a support@ or info@ email business inbox.

Message Template: Respond to Customer Issues

Subject Line
I am here to help!

Message
Hi {first_name}{there}! Instead of drafting you a long email about your issue, I decided I would record a quick video! Let me know if this covers everything for you.

CTA
View help doc
Link to Knowledge Base/Support Forums

“My refund requests went from 3.2% to 1.7% after I started sending onboarding Bonjoros.”

Jacques Hopkins, Piano in 21 Days
Invite VIP customers to your community

**Goal**

Your VIPs are vital to your business, both from a financial perspective and from a brand advocacy angle. It’s critical to get them involved on your social channels so you can deepen their customer loyalty and leverage their presence to the wider community. This Bonjoro template is about getting your VIPs to join your online communities.

**Trigger**

This is often triggered after the VIP tag is applied to a contact in the CRM (which may be manual or the result of someone purchasing a certain product). This VIP designation would then prompt another tag for a Bonjoro, that you would record to invite the VIP to join your communities.

**Message Template:** Next Steps: Join the Community

**Subject Line**

[Your company name] is better when you are there

**Message**

Hi {first_name|there}, I just wanted to take the time to invite you to our community on Facebook. I recorded a video about what we cover there and how it might be valuable to you!

**CTA**

Join the Community

“Last November I sent a thank you Bonjoro to a donor and overnight she sent in another $3000! I didn't even ask her for money!”

Tim McElravy, Lake Wenatchee YMCA

Bonjoro's Video Funnel Playbook
Reward your loyal customers

Goal
To turn your loyal customers into superfans start with taking a great customer experience, and taking it over the top with something extra. Maybe it’s a personal gift card to somewhere you know they might enjoy. Maybe it’s some extra product free of charge. Maybe it’s a special bonus or promo period for something in their account. Whatever it is, it’s about making them know they are appreciated.

Trigger
Often times this might be manually assigned but you also could trigger this based on purchase volume, VIP status or duration that they have been a customer.

Message Template: Reward Customers

Subject Line
Here is a little gift for being an amazing customer

Message
Hi [first_name|there], you have been with us through thick and thin and you know what... We really appreciate you! We got a surprise gift we hope you enjoy! Watch this video to find out what it is!

CTA
Claim Gift
Celebrate key customer milestones

Goal
When your customers win, so do you. With this funnel you want to let them know that you are celebrating and throwing up a fist bump in their honor. The idea here is to increase customer loyalty through engagement.

Trigger
The trigger for this might be based on how long someone has been a customer (like a 3 year customer anniversary) or it could be a notable accomplishment they have reached (like we at Bonjoro might send you one of these when you reach 1,000 Bonjoros!)

Message Template: Celebrate Customer Milestones

Subject Line
You reached a milestone!

Message
Hi [first_name]! I just wanted to send you a quick video to let you know how proud of you me and the team are! Check it out!

CTA
Claim your Gift
Claim your loyalty discount
Click for a surprise

Link to something fun like a Youtube video with some celebratory music to delight and surprise your customer and their team
Send your customers seasonal greetings

Goal
Why do this? Here’s just a few simple reasons to send seasonal Bonjoro videos:

• Connect with customers on a personal level at a special time of year
• Generate more interest in your business, and create word of mouth by doing something unique
• Stay front of mind with customers, and open more opportunities when they return from their holiday
• Revel in amazing feedback and genuine surprise from recipients.

Trigger
This one’s obvious - just wait for a seasonal moment worth celebrating, and upload a list of your most important customers via CSV or tag them in your CRM with something like “Seasonal Greeting” and fire a Bonjoro Workflow from that tag.

Message Template: Personal Xmas greetings

Subject Line
Made you a personal Xmas video [Name]

Message
Wanted to personally share a few thanks with you [Name]. Watch the video, and hit the button at the end for a little festive delight!

CTA
Get Christmas discount
Click for a surprise Book lunch/beer with me

“...when we used a Christmas Bonjoro instead of a Christmas card, our ticket sales increased. Some of our Bonjoro campaigns have had 100% open rate. Most videos generate some kind of response, even if it’s a ‘love this video!’”

Paul Ince, Marketed Live
Re-activate churning customers

Goal
We all know how much it stings when a customer hits that cancel button, or emails you to say they’re jumping ship. This funnel is designed to help you make sure customers feel loved and supported at critical moments in their journey with your business, so they remain active and loyal.

Trigger
Think about key signals that might show a customer is becoming inactive and in danger of churning. For SaaS companies this might be “not logged in for 15 days”, or for a membership site this might be “not downloaded latest course”. Whatever your signal, create a Bonjoro Workflow to fire based on this trigger in your CRM.

Message Template: Got some ideas for you

Subject Line
Got a cool idea for you [Name]

Message
Hi {first_name|there}, we just launched X feature, and I wanted to personally let you know about it. I had a look through your account, and thought it could benefit you. Watch the video for how it could help you with [your problem], then log in and give it a try yourself...

CTA
Log in and try it out
Growth funnels

Growth isn't all about top of funnel tactics. These proven funnels are all about growing your business through your existing customer base, by getting upsells, reviews and referrals from your happiest and most active customers.

Read on to find out how you can do this with a few simple video funnels...

Get case studies from your happy customers

Case studies are one of the most critical parts of your conversion funnel, yet many companies struggle to implement a system for gathering and publishing new case studies. The key is to look for signals that a customer is having a great experience, and make a super-personalised “ask” at the perfect moment. Read on to find out how it’s done!

Trigger

Here at Bonjoro we trigger a Workflow on the back on 300 videos sent. By that point we know that our customer is truly loving Bonjoro, and is enough of a power-user to have gotten great results and likely to want to share them with the world! Your own Workflow trigger might be a little different - for example you might want to create a Bonjoro Task once a customer has been with you for 3 months, or if you run NPS surveys, you might want to create a Workflow for any companies that leave an NPS score of 8 or above.
Want to be part of our history [name]?

Message Template 1: Become part of our story!

Subject Line
Want to be part of our history [name]?

Message
Hi [first_name|there], I just noticed you've been with us for 3 months, and wanted to give you the chance to become part of our history with your own special place on our website. Watch the video for more info, and click on the CTA to help us out if you can!

CTA
Be part of our history!

Message Template 2: Book case study call

Subject Line
Can you help us out please [name]?

Message
Hi [first_name|there], I just noticed you've been with us for 3 months, and wanted to give you the chance to become part of our history with your own special place on our website. Watch the video for more info, and click on the CTA to lock in an interview with me!

CTA
Book case study call

"Bonjoro has helped us become #1 on Trustpilot in Men's Fashion in Denmark. Since using Bonjoro our review-rate has doubled."

Andreas Lodahl, Munk Store
Get reviews from your happy customers

Goal

OK, this one is a real doozy! We learnt this one from one of our most awesome eCommerce customers based out of Denmark called Munkstore. They used this funnel to reach #1 on Trustpilot in the Men's Fashion category in just a few months! The goal here is to make a personal ask for a review at the perfect moment in your customer's journey. It's all about creating a Workflow based on a solid signal that your customer is happy with your product. Far too many companies out there simply set and forget their review "asks" via an automated email - why not make it more personal and get 10x the number of 5* reviews along the way?!

Trigger

Look for key signals of customer happiness, and therefore likelihood to a) leave a review, and b) leave a 5* review. For example, high NPS scores, high usage of your product, repeat purchases, increased pledge, long-term customer - there's so many we won't list them all here. Once you know your signal, just create a Bonjoro Workflow based on the event or tag in your CRM, and record your video to delight your customer, and get that review!

Message Template: Review us on [platform name]

Subject Line

Hi {first_name|there}. Can you help us out?

Message

Hi {first_name|there}, wanted to say a quick thank you, and make a personal request. Watch the video to find out more, and hit the CTA if you have time to help.

CTA

Review us on [platform name]

Get reviews from your happy customers

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Get survey responses from your customers

**Goal**

If you’ve ever spent heaps of time building a survey, only to struggle when it comes to gathering responses from your customers, this one’s for you. Rather than doing a spray and pray to your customers by email and social, level up your survey outreach with a personalised approach. The law of reciprocity means customers will feel far more inclined to offer their views.

**Trigger**

This really depends on what type of survey you’re running. If you’re looking for insights about your best customers, create a Bonjoro Workflow based on positive customer milestones - for example tenure, lifetime value, repeat purchase rate. If you’re more interested in where you’re going wrong, think about Workflows based on negative milestones - for example trial ending (with no card added), customer cancelling, number of support tickets raised, low NPS, or negative review left.

**Message Template 1: Give us your take**

**Subject Lines**

Can I get your view on something [Name]?

**Message**

Hi {first_name|there}, I noticed that you’ve been with us for 6 months now, and wanted to reach out personally to get your views on some important issues we’re discussing at [Brand Name]. Please watch the video, then hit the CTA to tell us what you think.

**CTA**

Give us your take

**Message Template 2: Give it to us**

**Subject Lines**

Permission to rant at us [Name]

**Message**

Hi [Name]. I notice you didn’t quite get what you wanted from [Brand Name] during your trial. I wanted to share a few insights about your trial, and personally invite you to rant at us. Watch the video for more info, and click on the button to help us out if you can!

**CTA**

Give it to us
Get referrals from your happy customers

**Goal**
If you know who your happiest customers are, why leave word of mouth to chance? This funnel lets you turn your biggest advocates into a sweet little referrals growth engine for your business.

**Trigger**
Create a Bonjoro workflow based on “happy customer” signals - e.g. repeat sales, positive reviews, positive customer support feedback - whatever event means loyal advocate to you, use that as your trigger. When that trigger fires, make a well-time and personal request for that customer to invite or refer their friends. Find out how with our templates below.

**Message Template 1:** Refer a friend

**Subject Lines**
Know anyone who’d benefit [Name]?

**Message**
Hi (first_name|there). A cheeky little request for you, seeing as you’ve been such a great customer for us at [Brand Name]. Watch the video if you have a sec - hope you can help.

**CTA**
Refer a friend

**Message Template 2:** Join referral program

**Subject Lines**
I thought you’d be perfect for this [Name]

**Message**
Hi (first_name|there), Wanted to personally invite you to our exclusive referral program where you can earn great discounts on your account. Watch the video to find out all about it, and hit the button after if you want to get involved.

**CTA**
Join the program
Share new offers/features with VIP customers (Upselling)

Goal
Selling to new customers is critical to the life of your business. But sometimes it’s difficult to know how to communicate your latest features and offers with customers. Instead of leaning on impersonal newsletters that might get deleted or missed, and phone calls that take a ton of time to do, try recording a personal video instead. In the video you can draw attention to the feature or offer in an authentic way, and say specifically why it is perfect for that customer.

Trigger
For this you want to really home in on those customers who might have bought from you before, or are power users and advocates. Think of firing your Bonjoro Workflow based off adding tags in your CRM such as “Power user”, “Top Plan Customer”, or “Bought Product X in 2019”, or simply upload a CSV file of specific customers you’ve already identified.

Message Template: New offers/feature

Subject Line
I think you’ll like this [name]

Message
[Name], we just released a new feature/offers, and I instantly thought you would love to know about it. I recorded a quick 2 minute video to explain how it will help you do X.

CTA
Learn about the feature/offers

PRO TIP: Use Bonjoro’s new “Roll-up” feature to send a personal video to a group of your VIP customers. Simply select which customers you want to send your video to, click “Roll up”, and record your video.
Get more cancelled customer surveys

Goal
You can’t build a great business if you fail to solve your customers’ true pain points. This funnel is all about finding out what you’re doing wrong, so you can fix things in your product and customer experience. The key here is taking the time. The fact you’ve taken a minute of your day to make a personal ask for an exit survey, means your customer will be more inclined to take a minute of their time to complete it.

Trigger
This one’s a cinch. Create a Bonjoro Workflow based off any customer cancellation trigger in your CRM, then generate huge engagement with a personal farewell, and a final “ask” of your departing customer.

Message Template: Learn More

Subject Line
Can you spare 1 minute [Name]?

Message
Hi {first_name|there}, I notice you cancelled your subscription with us. I wanted to say a personal farewell and ask if you’d complete our exit survey. Watch the video, and hit the button to give us your thoughts!

CTA
1 min exit survey

The responses we’re getting from recipients has created both sales & retention opportunities and wins throughout our organization.*

Claudia Cuento, Pressable
There’s a few approaches here. 1. Upload a CSV file into your Bonjoro account of past customers you think you should reach back out to. 2. Create a Workflow to reconnect with customers at regular intervals - say 3, 6, 12 months, and personally update them on your latest offers. Like Travis says below, the bar is so low when it comes to your competition, the personal touch will make a huge impact.

There’s a few approaches here. 1. Upload a CSV file into your Bonjoro account of past customers you think you should reach back out to. 2. Create a Workflow to reconnect with customers at regular intervals - say 3, 6, 12 months, and personally update them on your latest products and offerings, or even early bird tickets for your latest event. 3. You could even fire your Bonjoro Workflow from an event in your CRM, like updating all past customers with a common tag related to a new product.

Hey {first_name|there}, I just put the final touches on our new product here, and you sprang to mind as someone who’d get huge value from it. I recorded you a quick 1 min video to tell you all about it, and there’s a link to learn more if you’re interested!

“I saw a 25% jump in course registration after a slough of Bonjoros to past customers. The bar is so low that any personal contact is a big hit.”

Travis Allison, Go CampPro
Hi {first_name|there},

Thanks for making an enquiry. I recorded you a personal video. Click to watch it, and hit that CTA to book a Eme in my diary for a 1:1 strategy call.

Simon

Book a call

We almost wrapped up the playbook right there, but wait there’s more to video than just converting and delighting your customers. What about creating great ongoing relationships with your own team!? So, here a few bonus templates you can use to create amazing engagement with your own team. If you’re like us and work remotely, these templates will be a great way to keep up team morale and communication.

### Bonus Templates

- Update your team with news
- Onboard your new employees
- Give team feedback

About Bonjoro
Update your team with news

Goal
Make sure your team are looped in on what you’re doing, and any important news they should be aware of. You could do it ad hoc, or create a weekly calendar appointment to send your team update!

Trigger
No need to create a trigger for this one. If your team is 5 or less people just create a Group in Bonjoro by clicking on "New+" and then "To a Group" to send your video to a small group. If your team is above 5 people, you will need to upload their names/emails via CSV, and then select them all and use Roll-Ups to create a larger group to send your video to.

Message Template
Subject Line
Hey Team! Got an important update for you!

Message
Hey team! Recorded you all a quick video to update you on [topic]. Hit play to see the video. And remember I’m always free for a catch up call - hit the button if you want to grab a slot in my calendar

CTA
Grab a catch-up call  Link to your Calendly etc.
Onboard your new employees

Goal
Make new employees feel truly welcome and at ease before they turn up for their first day.

Trigger
Just add their email to your Bonjoro app manually. No need for a CRM trigger here.

Message Template

Subject Line
Welcome to the team [Name]!

Message
Hi [first_name|there], I wanted to send you a quick video to introduce myself and some of the team before your first day on [date]. Watch the video, and click the link to see a quick first day plan I put together for you :)

CTA
Your first day info

Give team feedback

Goal
Save time on long emails or extraneous meetings. Give quick feedback to a member of the team with a personal video

Trigger
Just add their name and email into the Bonjoro web or mobile app manually just before recording your video.

Message Template

Subject Line
Recorded a feedback video for you [Name]

Message
Hi [first_name|there], I recorded you some personal feedback on that idea via video. Hope it’s useful. If you need to talk in more detail, we can book a call - hit the button if you want to grab a slot in my calendar.

CTA
Grab a catch-up call  
Link to your Calendly etc.
About Bonjoro

Bonjoro is building the world’s first funnel-based video platform to help online businesses make more sales, and build stronger connections with their customers.

Our simple app lets you send quick, personal video-emails to prospects and customers at key moments in your funnels, to help you stand out and build real connections with your customers no matter where they are in the world.

Originally developed as a sales hack for our first business, overnight sending personal videos to new leads tripled our response rates vs. automated emails.

3 years later, over 30,000 businesses across the world use Bonjoro to spark meaningful conversations and lasting relationships with their customers too.

Sign up for a Free 14 day trial, join our journey to delight customers, and take your own business growth to new heights.

Sign up for your Free Trial