

## CLIENT COMMUNICATIONS

*Preventing churn and driving more business from existing account are key to a company's success. Make your client communications convenient, personal, and helpful to keep relationships friendly. Video helps cement the bond.*



### ONBOARDING

The beginning of the client relationship establishes the tone it will take. Make sure your customers start off on the right foot. Easy-to-follow instruction videos can help people get set up right and ensure adoption goes well.



### EXPANSION

Want to make sure your customer stays loyal? Help them use your product more often and better with short, helpful videos giving them power-user tips or showing how other customers have used the product.



### USER-GENERATED CONTENT

Consider encouraging your clients to submit their own videos of your products in action to increase engagement and show off a happy customer base. (Just make sure you set up permissions to ensure only appropriate content becomes publically visible.)

### **Looking for more information on crafting your video strategy?**

Contact us at +1-800-871-5224, or fill out this form <http://corp.kaltura.com/company/contact-us>

