

Automated system to leave your new
customers stunned



The ‘Detroit Joey’ Strategy

By: Videofruit

The 'Detroit Joey' Formula: Automated system to leave your new customers stunned

This checklist is intended to aid you in setting up a semi-automated process of creating videos for new customer signups.

The programs we will be using are:

1. Mailchimp (email collection)
2. Zapier (API Integration)
3. Pipedrive (CRM)
4. Camtasia (Video editing)
5. Youtube (Video hosting)
6. Gmail (email)

The original blog post can be found at: blog.videofruit.com/detroit-joey

1 Collect emails via Mailchimp

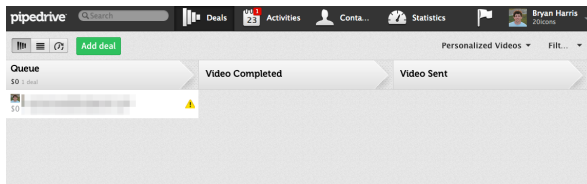
All new subscribers must first be setup to be collected through Mailchimp.

(Any other popular email provider will work but for our purposes Mailchimp will be used.)

2 Register Pipedrive Account

Setup a new Pipeline inside of Pipedrive. Name the three stages "Queue", "Video Completed" and "Video Sent."

We will use these three stages to progress each customer through the process.



3

Connect Pipedrive and Mailchimp with Zapier



Now create a new zap inside of Zapier. This zap will automatically create a new opportunity inside of Pipedrive each time a new email is submitted. This opportunity will be your record and reminder to create a new video

1 Choose a trigger and action

Need inspiration? Explore existing Zap templates to get you started.

MailChimp → Pipedrive

New Subscriber → New Deal

where? Find Zap → No Pins

2 Select a MailChimp account

Search for MailChimp accounts

3 Select a Pipedrive account

Search for Pipedrive accounts

4 Filter MailChimp triggers

Only trigger a "New Subscriber" from MailChimp when...

Use keyword: Individual Course (Pre Video Series)

Add filters based on other MailChimp fields:

5 Match up MailChimp Subscriber to Pipedrive Deal

User ID (required)
Select users who will be matched on the owner of the deal. If omitted, the unselected user ID will be used.

Export Name (required)
Company of the deal. If omitted, company will be set to the value of company of the unselected user.

Title (required)
Description
Amount (optional)
Amount (optional)
Remarks (optional)
Status (required)
Registration (optional)
Website (optional)
Next appointment (optional)
Value (optional)
Stage (optional)
Owner (optional)

6 Test this Zap

Click the button below to test your trigger and get sample data.

7 Name and turn this Zap on

This Zap will automatically check for new MailChimp subscribers every 15 minutes.

Name this Zap
Send an email (EE Course Sign-ups to Pipedrive for Personal Use)

Turn Zap on

4 Create a the video with Camtasia



Use Camtasia to create your personalized video.

Be sure to set the following settings when recording:

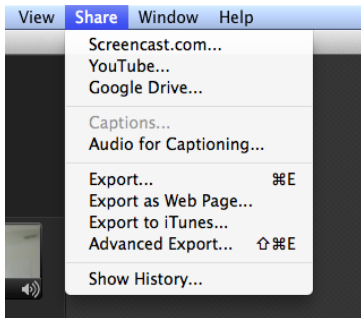
- Screen: OFF
- Camera: ON
- Mic: ON
- System Audio: OFF



5 Upload the Video to Youtube



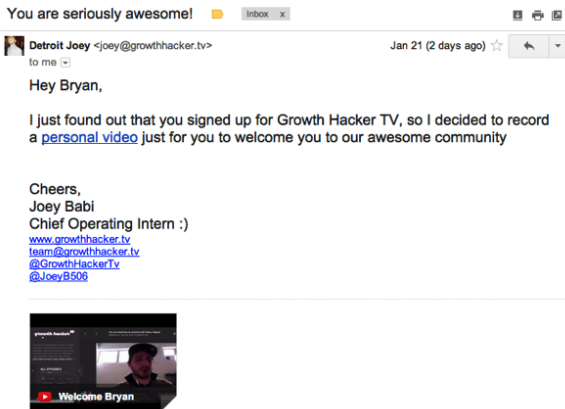
- Set the visibility to: Unlisted
- Once the file is uploaded copy the URL to the clipboard
- Name the video "Welcome [insert first name]!"
- In the description field include a call to action for the user. Insert the URL you want them to visit.



6 Send the Email



- Use the script given
- Link the text "personal video" to the Youtube video



If you enjoyed this guide, you should
checkout out our other ones just like it at:

<http://blog.videofruit.com>

The ‘Detroit Joey’ Strategy

By: Videofruit