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 "Oueue". "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 oppurtunity will be your record and reminder to create a new video

	Choose a trigger and action			
	Need inspiration? Explore existing Zap templates to			
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	and. Bryan Karris			
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	minutes. Name this lays			
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	Turn Zep en			

4 Create a the video with Camtasia

Use Camtasia to create your personalized video.

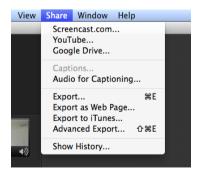
Be sure to set the following settings when recording:

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



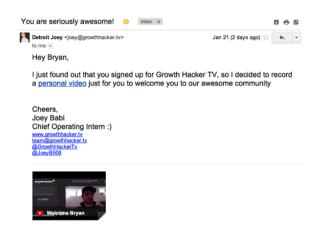
5 Upload the Video to Youtube

- · 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



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