

How does Shoutout fit with your overall marketing mix?

Shoutout is a groundbreaking, automated shareable video production platform that places your most authentic sales and marketing asset, your customers, front and centre on your social channels and theirs. The suite of Shoutout video products together provide marketing and sales support at all stages of the funnel.



Shoutout Video

Designed to be simple, fast and cost effective, Shoutout Video is a 10 to 20 second video selfie in a fully branded template with immediate social sharing options. Capture Shoutout Video at:

- Conferences
- Live on location
- Customer events



Shoutout Review Video

A new channel for capturing the authentic voice of customer at the right time, Shoutout Review is easy to set up and integrates with your marketing automation systems. Deploy Shoutout Review requests anytime – or automate collection based on factors specific to your customer journey:

- Increase in customer health score
- Positive support experience
- NPS promoter or high CSat score
- Onboarding completion
- Renewal



Shoutout Interview Video

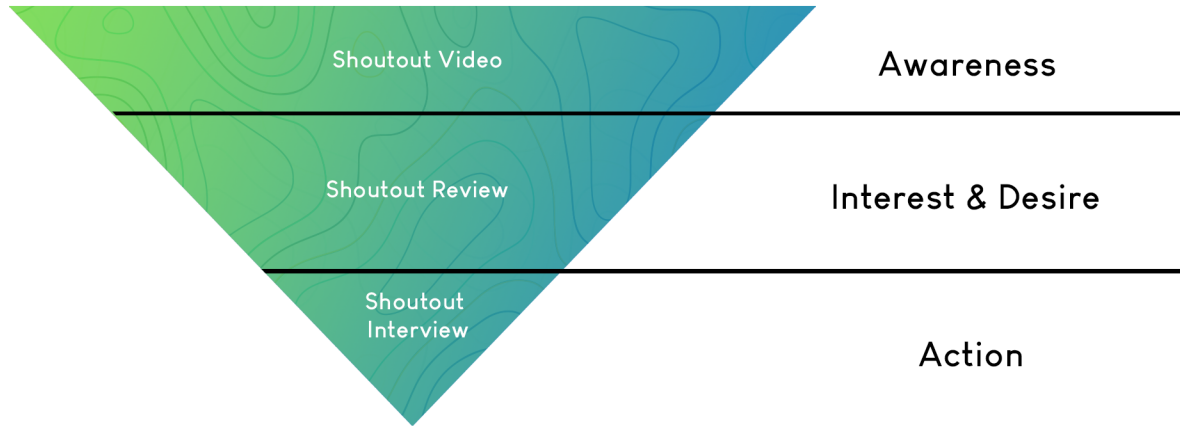
Simple to use for you and your customers, Shoutout Interview is the most efficient and cost-effective way to source high-quality Q&A testimonial videos. Send out a custom invite email with instructional videos to customers with a story to tell, and let the fully automated video production platform do the rest. Using Shoutout Interview to:

- Generate product or topic specific testimonials
- Build a repository of referenceable video content
- Embed engaging customer voice video into other marketing assets, such as case studies

- Delivers low-cost, highly-engaging video content for marketing
- Brings authentic peer reviews to life in your customer's voice
- Improves demand generation conversion rates
- Creates a pipeline of always-on referenceable content
- Discovers new customer advocates



The Shoutout Funnel



Awareness: Shoutout Video

Cast a wide net and expand your reach with short amplification and awareness videos. Grow your base of potential customer advocates.

Interest & Desire: Shoutout Review

Call potential advocates to action around specific business objectives with peer review videos. Gather product feedback and gauge customer sentiment instantly, and develop a pipeline of potential customer success stories.

Action: Shoutout Interview

Create a repository of indexed, referenceable testimonial video assets to reduce the burden on live 1:1 reference requests from sales. Call specific and strategic customers to action with a "low-pressure" success story request, then nurture those high-value relationships with appropriate higher touch follow-through activities.

