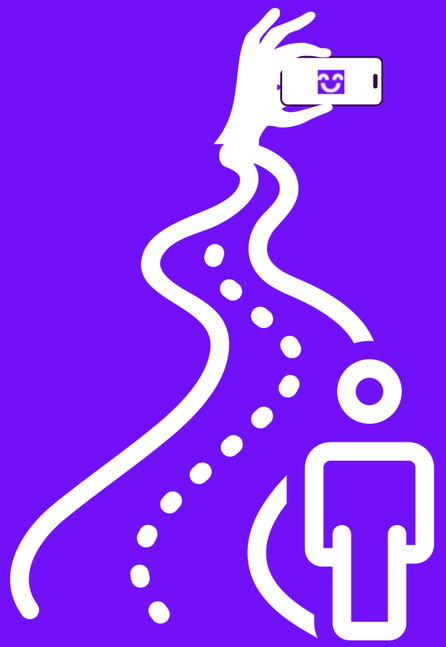
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Demand Generation

Playbook'25

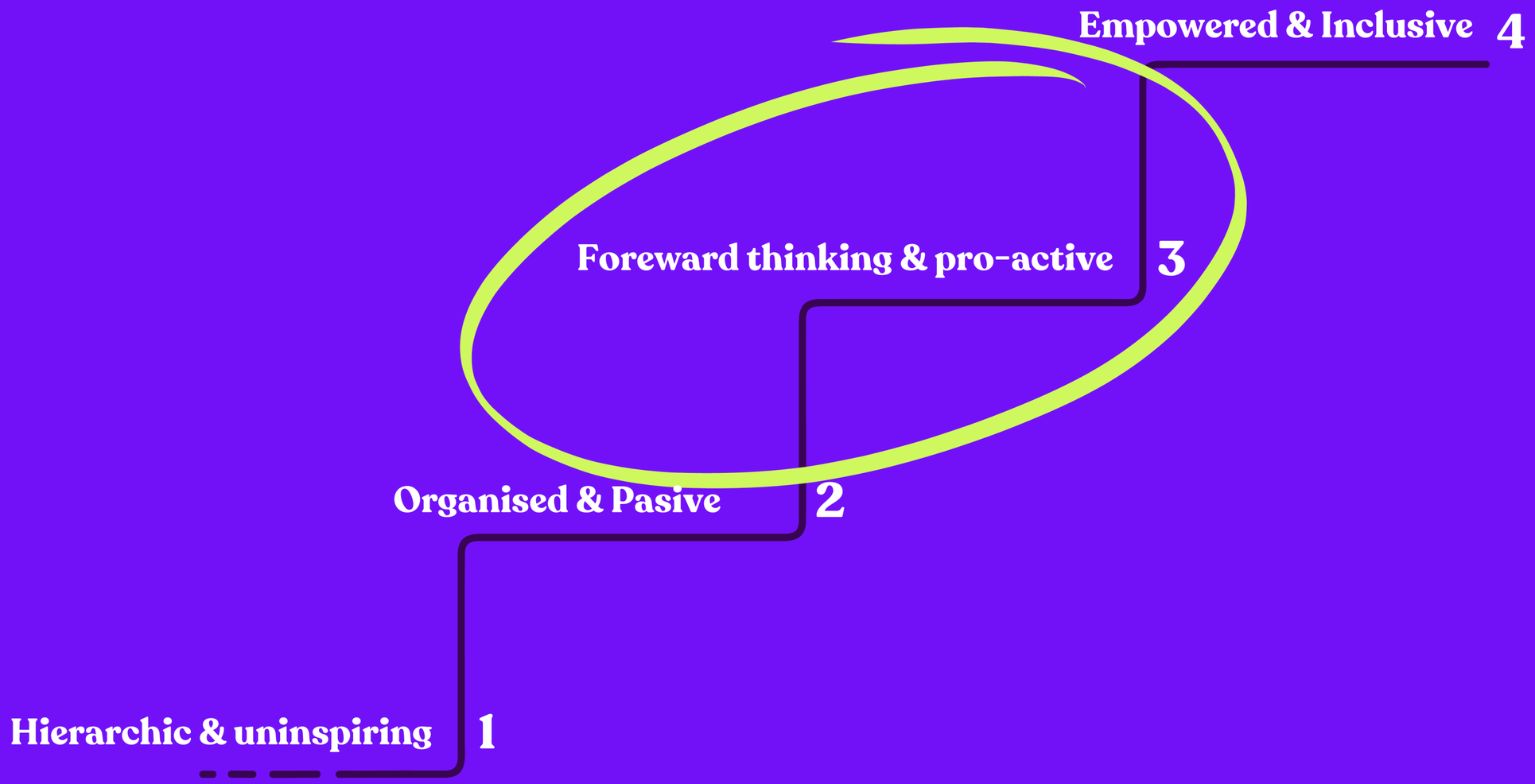
The road to demand

1. **Maturity Model** — What are the maturity requirements for organizations that will be successful with Vormats?
2. **Ideal Customer Profile** — What characteristics do these organisations have?
3. **Buyer Persona** — Who is our initiator and who are we going to approach?
4. **Narrative** — With which story do we create awareness of the problem and does the 'buyer' see that there is a possibility for a better situation?
5. **Execution** — Creating & Capturing Demand



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Maturity Model



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Maturity Model

	Level 1: Hierarchic & uninspiring	Level 2: Organised & pasive
Culture of Collaboration and Transparency	Unintentional and lack of open communication and limited collaboration.	There is limited realization that collaboration and good open communication are important.
Innovation Culture	Traditional/basic - little room for innovation.	Reactive
Innovation Space	No space to implement innovations (software) effectively and quickly and no budget either. Reasons for innovations could be for replacement or cost reduction.	Little room to start and carry innovation projects. Despite sometimes having the desire to innovate, these organizations are not ready to start these types of innovations.
Roles within the organization	No communication and HR department. Top-down communication and management.	Small team present for HR and communication.
Communication level	Ad-hoc and no in-house knowledge.	A generalist or small team is responsible for both marketing and internal communication. When it comes to video, professional advertising-like material is quickly thought of.
Technology Infrastructure	Outdated. Communication via notice board, email, and PDFs etc. Communication is top-down and one to many.	Outdated intranet. Mainly text, but occasionally a video is made by an external party for internal purposes.
Capacity / capability	Organizations at this level often have minimal to no capacity and capabilities. They may have a small team or be heavily dependent on a handful of individuals.	These organizations are starting to expand their capacity. But this is still very limited.

The Sweetspot

	Level 3: Foreward thinking & pro-active	Level 4: Empowered & Inclusive
Culture of Collaboration and Transparency	There is the beginning of a conscious culture of open communication and collaboration. There are still opportunities for improvement.	Communication is naturally open. There is a lot of trust in employees and leadership, and a high level of engagement. This has a very positive effect on the performance of the organization.
Innovation Culture	Pro-active	Innovation-driven
Innovation Space	There is plenty of room for innovation. Employees are engaged and are cautiously encouraged to think outside the box. Budgets often come from 1-3 sources.	A lot. These organizations are structured to start and acquire innovations with the corresponding departments and budgets. Employees are encouraged to innovate and improve.
Roles within the organization	There is a mature HR and communications department in place.	They have a mature HR and communication department with teams dedicated to constantly improving these departments.
Communication level	There is a mature internal communication team in place. They are aware of the power of moving images. This is partially outsourced, but there is also some in-house expertise.	Professional and dedicated internal communication team that is aware of the power of user-generated video. It is encouraged by the organization to communicate as effectively as possible, utilizing moving images (Employee-generated video content).
Technology Infrastructure	Modern (social) Intranet. Videos are created by an in-house videographer or an external party. Some videos are also made with smartphones, after which video editing tools can be used by a select group.	Modern Social Intranet. They use video for external and internal purposes, leveraging various partners, tools, and in-house knowledge.
Capacity / capability	At this point, organizations have significantly invested in increasing both capacity and capability, including specialized personnel for communication. While there has been progress, the capacity/in-house knowledge may still be limited relative to the ambition.	Organizations in this phase usually have well-developed capacity and capabilities. External partners can add value by bringing innovation and new perspectives.

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Ideal Customer Profile

Foreward Thinking & pro-active

Characteristics

Level 3 organizations have a budding culture of open communication and collaboration is taking shape, though there remains room for improvement. It is pro-active and seeks innovation, encouraging employees to think creatively.

The organization has a seasoned communication team that values the power of visual media for internal & external use. Video production is both outsourced and occasionally handled in-house.

While investments have bolstered the team's expertise and resources, there remains still potential for further growth to fully achieve their ambitious communication goals.

Challenges

These organizations have because of their work environment such like a Hybrid, Remote, non-desk or project location based workplace, challenges in communicating, connecting and engaging with employees.

Needs

There is need for innovation and organizational growth. Because of changes in the labor market there is need for a better way of knowledge sharing, communicating and build more sustainable employee and employer brand.

Reaching next level

To reach the next level, HR & communication need to work better together to improve their strategy and empower their employees by giving them a platform where they are able to share information, train & instruct each other in a more personal, but effective way.

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Buyer Persona - Communication



CHANTAL

COMMUNICATION MANAGER

ROLE IN BUYING PROCESS: INITIATOR

AGE 41
GENDER WOMAN
LOCATION VUGHT

ABOUT

Chantal is a married woman and has two children. After finishing a master in communication she always ambitious and a visionair. She is not afraid to think outside of the box to improve the way of working.

GOALS

- To improve the effectiveness of the internal communication to enhance the engagement and to improve the current way of informing, instructing and training employees.
- Move with the times and be innovative
- To use more video company wide

FRUSTRATIONS

- Employees are harder to reach
- Many requests from multiple departments (& management) for videos while she and her team do not have all the knowledge, time and resources to answer these requests
- The need to move with times and to start using more video internally, but budget could be a problem.

GAINS FROM MY PRODUCT

- Helps her to communicate smarter to enhance the employee engagement and the effectiveness and inclusivity of the internal communication
- Helps her to help other teams within the company to create faster and easier video content

FACTORS INFLUENCEING BUYING DISISCIONS

- Easy, Accessible and secure
- Helpful customer support and customer success that can relieve her from any concerns

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Buyer Persona - HR



SARAH

HR MANAGER

ROLE IN BUYING PROCESS: INITIATOR

AGE 36
GENDER WOMAN
LOCATION GOUDA

ABOUT

Sarah HR is a goal-oriented HR manager. Her focus is on efficiency, engagement, and growth. She is an enthusiast for innovation and a forward thinker. She is a strategist and sees treats HR over the entire employee journey

GOALS

- To improve the employee engagement and lower the employee turnover
- To improve the employer & employee brand
- To improve the L&D processes by using video as a proven way of learning

FRUSTRATIONS

- Lack of engagement and connection between employees (& management)
- Struggling to effectively share information and knowledge
- Insufficient use of video as a proven efficient tool in learning
- The tight labour market and a relatively high employee turnover

GAINS FROM MY PRODUCT

- Increased engagement and connectivity within the candidate & employee journey
- Enhanced knowledge transfer and training effectiveness
- An authentic and real Employer Brand

FACTORS INFLUENCEING BUYING DISISCIONS

- Proven success
- Helpful customer support and customer success that can relieve her from any concerns
- Operational Efficiency, Accessible and secure

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Strategic narrative

The problem

The level 3 organization operates within a competitive industry and is facing challenges related to employee turnover in a current tight labor market. Despite the innovation in their field, they struggle with meeting the growing demands for video content across various departments due to limited time, knowledge, and budget resources, impacting overall employee engagement.

Characteristics

As a forward-thinking entity, the level 3 organization prioritizes career development and staying ahead of technological trends. They have been successfully implementing innovative communication strategies and tooling, recognizing also the powerful role of video in strengthening the organization's brand and internal communication.

challenges

The problem in the engagement could be dissolved by better communication. This department must focus on future proof communication, like the use of video.

The organization experiences a surge in requests for video content creation from multiple departments, but lacks adequate resources to fulfill these needs.

The increasing hybrid work environment exacerbates the issue, leading to uncoordinated budget requests and ad-hoc solutions that demand a more structured approach.

The solution

The level 3 organization that already knows a bit of the pro's and con's of video learns about Vormats, a platform specializing in Employee Generated Video.

The organization sees how this platform can simplify video creation, enabling various departments to produce their own video content efficiently while enhancing overall connectivity, communication transparency and effectiveness. This has positive impact on the employee engagement.

The next level

By leveraging Vormats, the organization empowers its employees to create effective video content that fosters greater engagement and transparency. This initiative strengthens both the internal and external employer brand, and therefore also enhances the employee turnover. The organization benefits from significant time and cost savings while improving the overall workplace happiness, thereby contributing to its success and stability.

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Creating and Capturing Demand

Earning the attention with valuable content in the correct stage our prospects are in

Creating

- It is important move the audience first from problem-aware to solution-aware.
- We show the problem of a low employee retention rate, unengaged employees, outcomes and examples of bad communication, growing demand of video in organizations and challenges around video.
- We share our POV clearly with the audience to convince them of the solution of video: **“If you are not using Employee Generated Video in your processes yet, you won’t make it in ‘25"**

“Employee Generated Video” will be the Keyword in the entire story that consistently is going to be told throughout the year.

Capturing

- Retargeting of website visitors will focus on invites webinars, our first Employee Generated Video event, video podcasts and educational content like white papers **(ungated)**. This all we be with a clear CTA for a free demo/video inspiration session.
- Google ads for high intent searches
- We track website visits from the companies that are within our ICP (Dealfront < > Hubspot) for sales intelligence.

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Vormats's LinkedIn page

We continuously use our Business LinkedIn page to share content about anything related to the pillar topics: **Employee Journey, communication culture & Employee Generated Video.**

One POV post & one reference post to a blog per week.

Social selling CEO & sales team

We align our marketing-& sales channels by adding value via personal LinkedIn accounts. Starting with a minimum of bi-weekly post and **X% has to come with a short video.**

We also grow our personal LinkedIn to connect with contacts within our target audience and Jan-Jaap on C-level contacts.

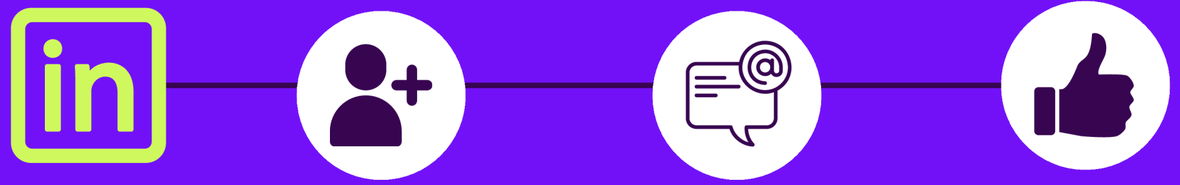
Website

All the content on the website will be **ungated.**

- **Webinars on demand**
- **Blogs, whitepapers, cases & E-books**
- **(video)podcasts**

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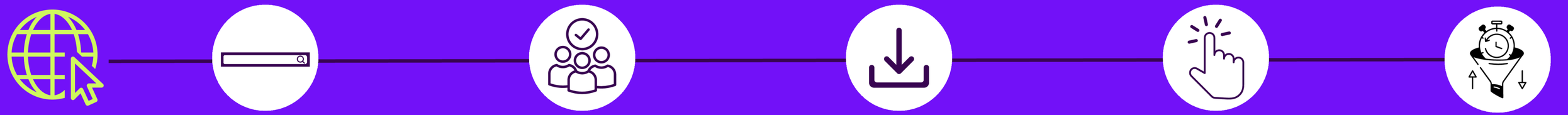
Intent metrics



Followers
(personal & Vormats)

Mentions

Likes & comments



Branded search

Webinar attendees

White paper downloads

Demo requests

Sales Velocity

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