



Infinite Ping Interview with Greg Goshorn

Byron Skaggs from Infinite Ping (Byron@infinitepinginc.com) interviews Greg Goshorn from Online Local Video (greg@onlinelocalvideo.com)

TOPIC: Greg talks about how to use long-term digital assets to grow your business.

BYRON I'm here today with Greg Goshorn and he is an expert when it comes to creating videos and helping to market reputation online to increase traffic for your website and for your business.

Greg I just appreciate the chance to connect with you. Can you tell us a little bit more about video and the reputation aspect of what you do for business owners?

GREG oh my gosh I would love to and thank you, thank you for having me doing this in our or social distancing format which everyone is so used to today. I think it's going to make everybody more comfortable on camera frankly and forces us together it's gonna help everybody right.

We do love videos and we do love reputation. We think well, we know they're undeniable forces on the internet right. I mean 90% of people are watched a video in the last week you know 90% of people who read reviews before even calling a business. So but we think about kind of a highest and best use of people's time especially maybe in today's mindset - magnified more on what people are gonna spend that their energy their time their money on.

We think video and reputation are essentially long term if not permanent digital assets.

Why, well reviews stay I mean frankly unless it's something fraudulent they're gonna be there. So when you get more reviews to your company and good and bad I mean bad reviews aren't always the terrible thing. People think they are if you handle it properly if you handle them respect and handle the situation you actually show a good side of your business you show that you respect people you show that you're a problem-solver. People are gonna read the bad reviews.

So they stay and frankly so does video. I mean make it here's the beauty another reason we like video is there's so many benefits. Like you make it once and it works for you all the time. Then you make one video and you can put it all over the place: you put it on YouTube put it on your website or your blog or your Facebook or your LinkedIn, right. You know the videos they humanize and that's the sales interaction, right and you could almost say they might shorten the sales process. They might get to know you know like you but you know if you're delivering value which is.

So long answer we love both and we know people are looking for them and they're really an asset to you to your business so it's the highest and best use of your time.

BYRON Now you know what does it mean to hug your customer? Even if they've just written you a bad review. What does it mean to take care of a client in a way so that they still not only they may come back but that your review still shows the human side of who you are as that as the owner or the company?

GREG Great question and we love this one because people are scared about reviews if you only had five stars it's unrealistic. They think it's fake. And things go wrong in the world yeah it could have had a bad day, you could have had a



bad day, both of your people could have had a bad day. So it's engaging with it straight up. It's acknowledging it. That's I'm sorry that happened whatever that is right. If it's very confrontational you want to try to take it offline, but you do want to have all of the online answers to be thank you we're sorry that's not how we do business how can we make this right and truth be told oftentimes you can get a revised review and actually earn that customer back. And if you didn't learn that one back you earn the respect of the other people. Because people like me I don't always read the positive most I read the negative ones too right you know it's truly an opportunity if you think about it in the right light.

BYRON Thank you that's really helpful and hopefully that's encouraging to some of our business owners who may feel like either one they've made that mistake in the past or two you know may not want to do reputation marketing. Simply because they're afraid of what that might do and so to be able to have that proactively thinking about how do I respond to those kind of comments because they will come that's just that's part of the nature of being online. Talk to me real quick about the type of videos that you produce.

GREG Okay, excellent well we tell you what we have found where we're a little bit different of a video company. We tend to actually stay away from actually go out and filming and show what a picture somebody talking the proverbial 'talking head'.

We know like this among years of experience and yeah and we know that what really is impactful in the marketplace. You can convey so much more information with pictures behind a voiceover right, so we deliver tips you know business owners can share tips without being really salesy, delivering value. We love to make those.

We love to make an explainer video - every business should have something that you know shows how you solve your customers problems in the short period of time. So they're all well thought out there all storyboarded.

I'll finish with our favorite one is a review video which merges to these two ideas. Right, so you can take an existing five star review and then showcase it in video. And here's what you're doing - you're giving people what do they want to read or consume in the format they want to consume it

BYRON that's awesome that's awesome so Greg for my clients and friends that are following us and seeing some of these things tell me real quick how can they get a hold of you to help in the process of their own video production or reputation market.

GREG Thank you, thank you we're here to help. We lead with value but we were to partner for success and help you guys grow your business and share sure what we know. So we've got this great little website called OnlineLocalVideo.com and so it has information about the videos but it also has information about reputation marketing services tool.

BYRON okay

GREG Been great, OnlineLocalVideo (no S) .com

BYRON All right great Greg thanks so much appreciate the chance to visit with you today and look forward to staying connected and continue to do work so really appreciate your time. Thanks Greg.

GREG Thank you. Appreciate all you're doing Byron. Take care all right.