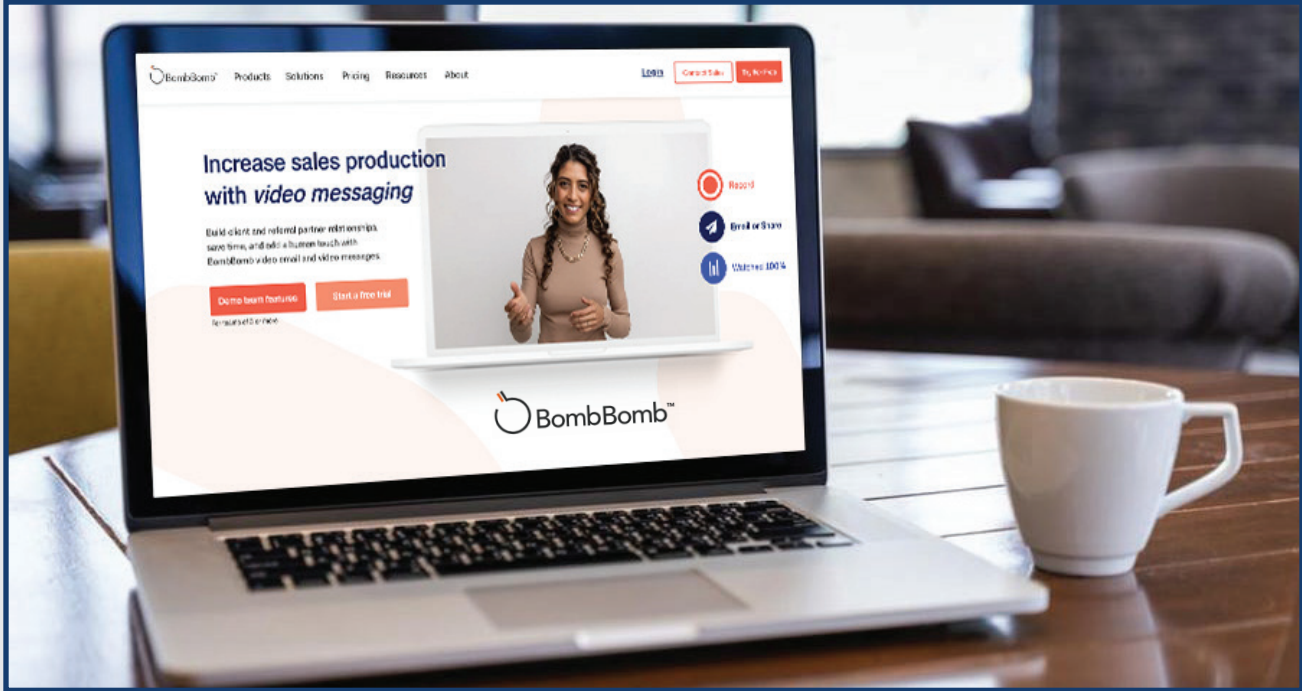


Video is an Incredibly Powerful Medium

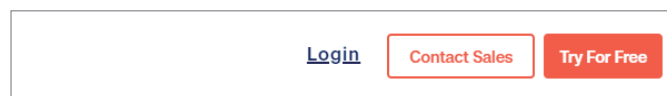


Video consistently beats plain text in performance for many reasons. Here's why:

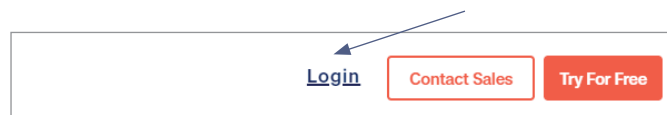
- People retain 95% of the information received in video form, compared to only 10% from text.
- Using video in emails and messaging is still rare, meaning you can make an innovative first (or follow-up) impression and differentiate yourself from your competitors.
- Video helps build an emotional connection and allows the viewer to understand who you are, creating trust and likeability. Bring a human element to your messages!
- It's quick and easy to do, and you can explain whatever point you're trying to get across. You can also demonstrate how to fill out complicated contracts and do illustrations if you utilize the "Record Screen" option.

How To Use Bomb Bomb

1. Visit bombbomb.com and select "**Try For Free**" on the top far right of the page. Bomb Bomb offers a 14-day free trial. After this trial, it costs \$39 per month.

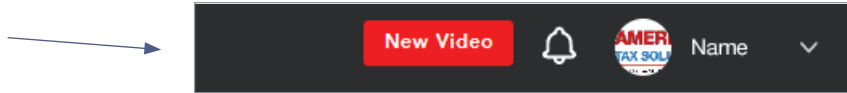


2. Once you've created an account, **log in** using the credentials you entered while registering.



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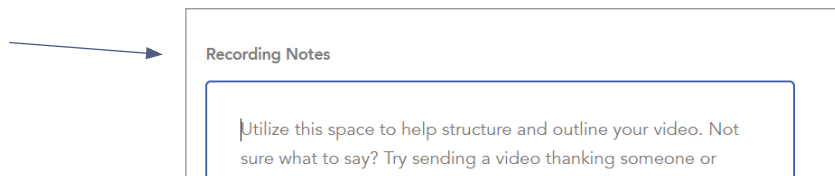
3. Now it's time to create your first video! Select **"New Video"** on the top right corner.



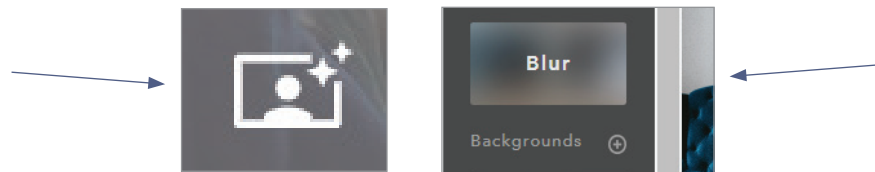
4. Name the video using the **subject** and the **date of recording**.



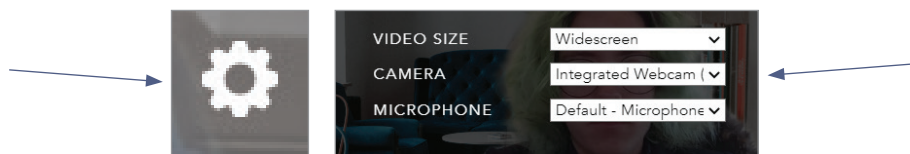
5. Add any notes or points you'd like to remember while recording under **"Recording Notes."** These will remain visible only to you while you record!



6. Use a **virtual background** or the **blur tool** to make your background less distracting to viewers.



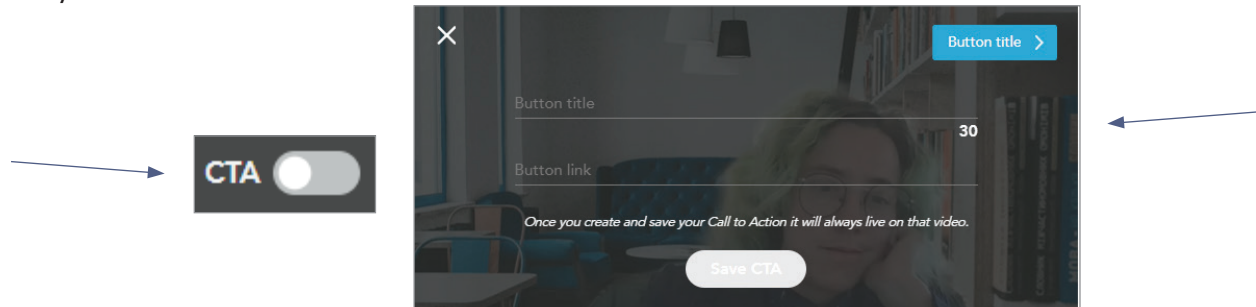
7. Ensure your **audio and settings are correct**. You can test this by checking your computer's audio name and webcam name. If you need help, please contact the Table Bay marketing team.



8. Hit the **red button to record!** Don't be afraid to do multiple takes and practice a few times before you settle on a video to utilize. Hit the red button to stop recording a second time.



9. Add a **Call To Action (CTA)** to the video, such as "Contact Me" or "Learn More," connecting to your chosen URL.

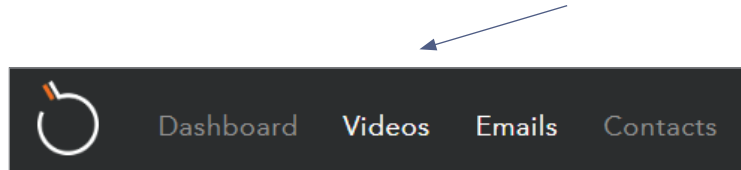


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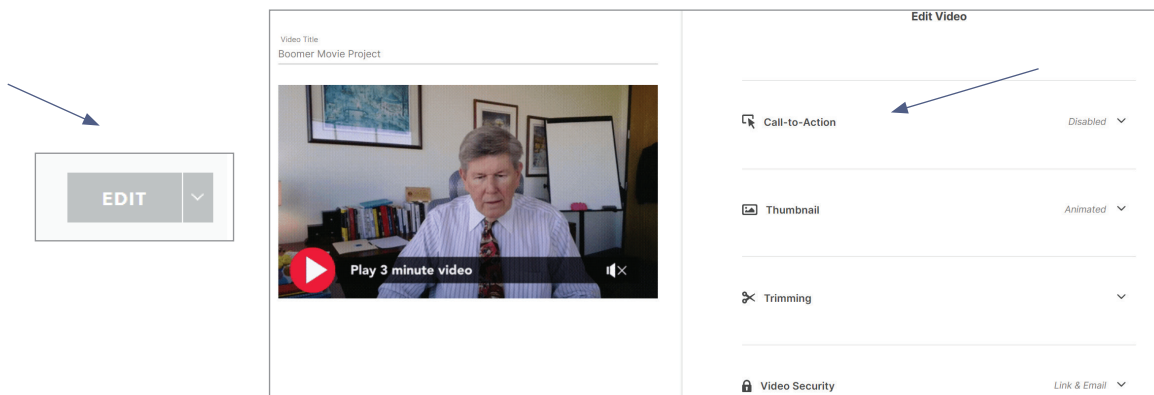
10. Hit **“save”** once you’ve completed the video, which will pop up once you’ve finished recording beside the name you’ve chosen for the video. It will save to your Bomb Bomb account.



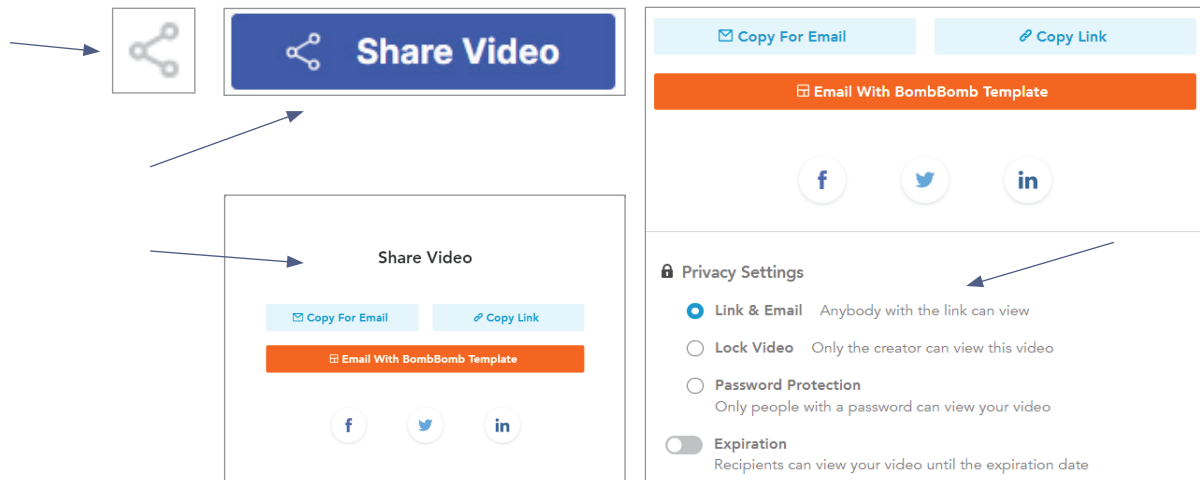
11. Share or edit your video! Go to **“Videos”** and find the video of your choice.



12. Hit **“edit”** to add CTA, information, or further edit.



13. Share your video by copying the link from the **edit screen** or the **“video”** tab. You can copy the link to send directly, copy for email format, send it out directly as a blast, or download it to your computer. The Table Bay Financial Marketing team can also do these items for you.



14. **Repeat!**

Note: Please use Google Chrome as your web browser for best results. You can also increase your video quality by utilizing a cheap ring light and speaker. See our “Webinar and Video Etiquette” flyer for more tips!