

How Bluesafe Solutions Found Success in Using Video



A company that was able to take video and get immediate results. They took a leap of faith and made it happen.

How Bluesafe Solutions Found Success in Using Video-

A company that was able to take video and get immediate results. They took a leap of faith and made it happen.

Backstory

Bluesafe Solutions, a productivity solutions company, helps to customize safety packages for smaller business owners without breaking their bank account. They are a company who constantly strives to be energetic in creating solutions for their clients while keeping in mind the constant challenges business owners face on a day-to-day basis.

The Opportunity

With over 70 years of professional experience and consulting over 2000 businesses from all different industries, Bluesafe Solutions needed a new marketing plan.

They accidentally came across one of our videos online and decided it was a no brainer. Our product sold itself and their team wanted one immediately.

The Idea

The whole idea was to direct as much targeting traffic by email marketing to a landing page and have the video automatically start. The video would then captivate, entertain, and educate the viewers pushing them to enquire.

The Constraint

Bluesafe Solutions was aware that coming to Ydraw for an explainer video might have its risks. They decided it would be a great “test” to see if an explainer video would actually promote their viewers on the landing page as they had hoped.

Our client response to deciding to get a video was great, “Just get one. Stop being double minded and doubtful. Decide to get a video. You’ll be glad you did it. We certainly are very glad. It just works.”

The Result

After releasing their first video in 2013 they closed around 70k of business within 10 working days, which was all from traffic directed to landing pages with the videos doing the explaining.

According to our client, “the best way to explain the product is to entertain and educate at the same time. It really works and makes our job easier, while making the whole process much more enjoyable for our customers.” After the success of their first video, Bluesafe Solutions came back and contracted for 5 more videos from Ydraw.



Ydraw wants to tell your story. We are an Explainer Video Company that loves creating inspiring videos.

Ydraw + Your Message = Amazing Results

Are you ready to get started?

info@ydraw.com