

DURTY

---

# How can you use CGI to sell more products?

It's time to think DURTY.

---

An introduction to the world of CGI,  
with ideas and inspiration for  
your content.

**durty**

## Let's talk a little about why you're here.

So, you're looking for new ways to promote your products/services and show off your "skills that pay the bills". It seems like an insurmountable task, but break down your goals and work out the best way to achieve them, and before you know it you're kicking ass and taking names (well, slightly less exciting GDPR-compliant leads).

We'd like to share the "secret sauce" we've seen work wonders for our clients. Once you've read this guide, you'll have the recipe to make your own secret sauce, and you can slather it all over your products and services to make them simply irresistible to your clients.

## Break it down (yo).

Let's start with the goals, or as we like to call them, challenges. We're all too familiar with these challenges - many of our clients face the same ones:

- Sales and marketing teams wanting awesome materials to sell with, and campaigns working round the clock to drive new leads
- Directors and product development want to perform market research, launch new products, and break into new territories/sectors
- Project and customer teams are screaming for educational content that means they can onboard customers more easily and they aren't solving the same problems on every job (caused by lack of awareness or knowledge by the customer)
- This isn't even including the never-ending list of website updates, SEO and PPC campaigns and planning, trade show stands and all other day-to-day marketing activities
- Marketing skills are now so wide-reaching, that the days of full service agencies (who actually are full service) are gone. Many clients leverage the expertise and cost efficiencies of multiple smaller niche agency partners. Maybe you have one partner for web development, one for video content, one for copywriting, another for PPC and SEO and yet another for PR. Managing all of these partners to cohesively align with your marketing strategy is a task in itself.
- Ultimately, the power to generate content in house gives the best bang for buck. But how can you build an in-house team with the relevant skill set, and still leverage the added value of your marketing partners for a lower cost?

Every single day, we help our clients overcome these challenges - both with the content we produce, and the way we work with them to produce it.

### DISCLAIMER

DURTY takes no responsibility for excessive marketing energy caused as a result of reading this guide. Any new-found "zest for life" is purely coincidental. Additional side effects may include (but are not limited to): unmanageable increases in lead generation, creation of epic marketing content, marketing activities which are actually "fun", and excessive hair growth.

## Your weapon of choice.

These mighty goal monsters might be looming over you, but never fear - with the right choice of weapon, slaying them is as easy as pie. Focusing specifically on the goals above, here are some video content tools for your arsenal:

- **Video interviews** - these are great for showing things like testimonials from clients, or interviews from staff members. You can use a professional videography company, or if you're on a budget you can use a good quality smartphone in a gimbal such as a DJI Osmo Mobile. This will give your footage a professional look as it will be clear, stable and fluid.
- **Live filming** - You can also use live film for recording timelapse footage of installations, showing months of work in just a few seconds. Live filming can also take place once the installation itself is completed and operational. In many live environments, health and safety conditions need to be met, but most professional videographers will have experience and insurance to mitigate this risk.
- **Specialist filming** - such as drone photography. For filming large scale installations or even flying around large internal structures (such as warehouses). This is a cool way of seeing an overview of the subject matter and is an exciting viewing experience as you can fly around the live installation. You will need permission and an area clear of obstructions and (potentially) people. Furthermore, the drone operator will also need a license and insurance or you could fall foul of legislation and fines.
- **CGI** - computer generated imagery, in the form of both animated video and still imagery. Technology and techniques used for special effects in the latest luxury car advert or Hollywood blockbuster, repurposed and reimagined for the unique requirements of technical marketing. In this instance, a virtual version of the subject and its surrounding area is created and you have total flexibility of what's shown and how.
- **Above everything else** - you should not be making your decision solely on the method, but instead based on the goals you want to achieve with the budget and time available to you. Any content you make needs to **speak** to your client/prospect at a fundamental level. When they watch your video it should **mean** something to them and they should take something away from it when they've finished watching - i.e. it should have **purpose**.

Maybe your needs could be served best by merging two or all techniques - i.e. a case study video which shows a timelapse of the product being installed, live filming of the completed installation in-situ and working, an interview with the customer for the human element, and CGI built into the video which illustrates the problems the product solves, and how design challenges were overcome during the installation. Sounds expensive? Almost certainly. But we'd wager it's an intelligent investment if it gets you another three or four sales of your big ticket installation.

### DISCLAIMER

DURTY takes no responsibility for excessive marketing energy caused as a result of reading this guide. Any new-found "zest for life" is purely coincidental. Additional side effects may include (but are not limited to): unmanageable increases in lead generation, creation of epic marketing content, marketing activities which are actually "fun", and excessive hair growth.

## Let's focus on purposeful content.

Purposeful is one of the recent “buzzwords” in marketing, it’s popping up everywhere. But there’s a reason for that: content which adds value (i.e has a “**purpose**”) performs best every time. It’s even more evident in technical industries where facts and proven benefits are weighted with high importance, and where prospective customers are generally more sceptical about baseless “sales speak”.

Here are some key learnings our clients have gained along their content journeys:

- **Solution-led messaging.** In every scenario, content which speaks about the benefits and problems solved by products and services (rather than the specifics of the products or services themselves) performs better and gets more interest. So, when looking at a USP for your product, think about the problem it actually solves for the prospect and create messaging that speaks to that. For example, rather than saying your “detection 2.0 product has market leading durability”, you could say “Tired of spending time and money replacing your detectors? Spend less time replacing and more time detecting with our detector 2.0”.
- **Leverage your existing assets.** You’ll likely have some assets already, for example product brochures and CAD models/drawings. Both of these can be used to speed up the production process when looking at a new video or animation. Compile a list of your existing assets (that you feel have useful content) and have it to hand when you plan your next piece. With that list to hand, you can work smart, not hard!
- **Plan your content piece.** Rather than rushing head-first into creating your shiny new content piece, invest some time into thinking about it’s purpose and usage. This pays dividends every time. Start by asking yourself some questions, for example: How will this content be used and who will be viewing it? Which action do you want customers to perform once they’ve viewed it, and how will you track those actions? What problems/headaches do the target audience have and how can you create content that solves those problems?
- **Say something positive, by talking about something negative.** For more promotional content, it may be helpful to position the negative USPs (for example the current state of the market or why existing solutions aren’t perfect), then move onto an introduction to your product and the soft benefits, before moving onto your solution-led USPs. Continuing our theme of creating smart content, you could take the solution-led messaging above and have the video speak to a number of these solutions in the form of shorter USP statements that are around 10-15 seconds each. Then you can extract these from the longer video and use them in isolation for your marketing campaigns (for example a LinkedIn ad).
- **Build “smart” with the perfect scenario.** With CGI, limits are removed - meaning you don’t have to be tied to just the one or two solutions/problems that are overcome from a particular client installation. Instead, you can build an installation or scenario which not only shows off every one of your products, but also how you solve a number of problems with your expertise. This means you invest in one 3D scene which can provide you with a large amount of valuable content.

### DISCLAIMER

DURTY takes no responsibility for excessive marketing energy caused as a result of reading this guide. Any new-found “zest for life” is purely coincidental. Additional side effects may include (but are not limited to): unmanageable increases in lead generation, creation of epic marketing content, marketing activities which are actually “fun”, and excessive hair growth.

## Design your content for peak ROI.

You might have noticed a recurring theme here: planning your content means it works harder for you. Put simply, building your content in the best way possible ensures you get as much value from it as possible.

### CGI for the win

We've discussed crafting your content in a way that provides maximum value, for example leveraging one animation to provide content for multiple uses. For this reason, we wholeheartedly believe that exploiting the benefits of CGI is the most efficient way to create content with both lasting value and a wide range of uses.

It's the weapon we'd hand to any client looking to slay a goal monster.

### How can CGI help me?

Here are a few ways you can wield the weapon of CGI. Don't forget, if you build it right, you could use just one 3D scene to achieve all three of the ideas below:

- **Product promos that grab attention** - promos are a great way to introduce your company, and go big on a hero product or service. Grab attention, make it look amazing, use eye catching colours and show off in a way no-one else in your industry is. Get your very best USPs across quickly and memorably. Use these promos to grab attention to your content, drive lead generation on LinkedIn, in sales presentations, attract passers-by at your trade show (remember those?!), and even as an animated hero banner on your website.
- **Explainer videos that educate quickly and clearly** - explainer videos go into detail about a specific product or service. CGI means you can blow things apart, cut them open, make them see through, and generally go into the specific detail necessary to explain the complexities of your product or service in a simple way. Use explainer videos to show how products should be used, how they should be installed and how they should be maintained. If you build this content right, you can use a small excerpt to show how to solve a common problem, and use that to target prospects on LinkedIn. It can also be used for CPD and other training content to add value for your customers.
- **Case studies that engage and stick** - what is a prospect most interested in when they view a case study? Your products? The price or timeline of the project? Actually, a prospect puts your value above all else, i.e. the problems you solved and how you added value to the project. CGI is an amazing tool for showing your value add, and how your products solved problems your customer didn't even know they had. Use CGI standalone with isometric cutaways or project phasing, or merge it with live shot footage and interviews with the client for maximum impact.
- **The soft benefits of CGI** - in addition to the outputs above, CGI removes a number of common limitations when producing content. Once you've built your assets and scene, you can make changes in the future as your product develops. You can even change colours and create versions specifically for re-branded supplier videos. You can use your CGI assets to create new and timely content cheaply (for example event or holiday-themed images and animations for social media). Once you've invested in producing your assets, they'll keep providing value into the future.

#### DISCLAIMER

DURTY takes no responsibility for excessive marketing energy caused as a result of reading this guide. Any new-found "zest for life" is purely coincidental. Additional side effects may include (but are not limited to): unmanageable increases in lead generation, creation of epic marketing content, marketing activities which are actually "fun", and excessive hair growth.

## So, what's next?

### 3 quick tips for picking your CGI partner

- **Be aware of outsourcing** - many companies (even animation companies!) outsource CGI and 3D animation as it's quite a niche specialism. This can put the price up for you (the client) and means amends take longer (or worse still, never happen!). Ask them outright if the work is completed in-house by employees, and if it isn't, then make sure the scope of the project is clear and you aren't going to pay additional hourly fees for amends etc.
- **Pick someone who gets you** - it sounds like a dating ad, but finding a good fit is important. Your CGI partner should understand your products and services, and spend time discovering all there is to know about both you, challenging your requests along the way to get the best possible outcome.
- **Plan and prepare** - find examples of animations and styles you like (they don't have to be anything to do with your industry). Think about your wider marketing/content strategy and how you might leverage your content to best serve all of your goals. Try and structure your content in terms of the problems you solve (solution-led, rather than product-led), and get your USPs down to 3-5 or so for a 1-2 minute video. This will help you form a brief and ensure your content is memorable.

### The Process.

If you'd like to read more about the process of working with a CGI company, and the steps involved, you should have a look at our [blog post here](#). It will give you an idea of what to expect as you take your next steps on the journey into the magical world of CGI content.

### Need to discuss?




If we've done our job right, by now your head should be full of ideas and possibilities. It can seem a little overwhelming, or you may now have more questions than answers! We're always available for an open and honest discussion, and there's no charge to pick our brains about your ideas and goals. Get in touch with us via the website [www.durty.co.uk](http://www.durty.co.uk) or on the phone 01622 535345.

#### DISCLAIMER

DURTY takes no responsibility for excessive marketing energy caused as a result of reading this guide. Any new-found "zest for life" is purely coincidental. Additional side effects may include (but are not limited to): unmanageable increases in lead generation, creation of epic marketing content, marketing activities which are actually "fun", and excessive hair growth.



If you have any questions don't hesitate to contact us:

 01622 535345     [hello@durty.co.uk](mailto:hello@durty.co.uk)     [www.durty.co.uk](http://www.durty.co.uk)

**durty**