



GARCES BROS STUDIOS

ORLANDO · FL

# FROM VIEWS TO CLIENTS

A framework for turning video into a trust-building sales system.

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**Message clarity / Human trust / Proof / Action**

## — THE PROBLEM

# Attention without a path stalls before the sale.

A video can look exceptional and still leave a buyer unsure what to do next.

## THE COMMON PATH



**Offer missing  
Proof absent  
Next step unclear**

## THE QUESTION

# Do your videos bring leads - or just views?

Some videos build awareness. Every video still needs a defined job.

KEEP THIS LINE

**Before you create video,  
fix your message.**

BRYAN GARCÉS / LECTURE ANCHOR

**Production  
amplifies clarity.  
It does not  
replace it.**

01

**What do you do?**

02

**Who does it help?**

03

**Why trust you?**

04

**What happens next?**

# Video matters most when it makes the service clearer.

# 93%

of video marketers report video has helped increase user understanding of their product or service.

## STRATEGIC READ

### Understanding is a sales-enablement job.

- Explain the offer before a call.
- Answer one buyer hesitation.
- Direct a measurable next step.

SELF-REPORTED, NOT A GUARANTEE

# Beautiful footage cannot answer a buyer's questions by itself.

## PRETTY VIDEO

**Looks cinematic.  
Gets posted.  
Waits for hope.**

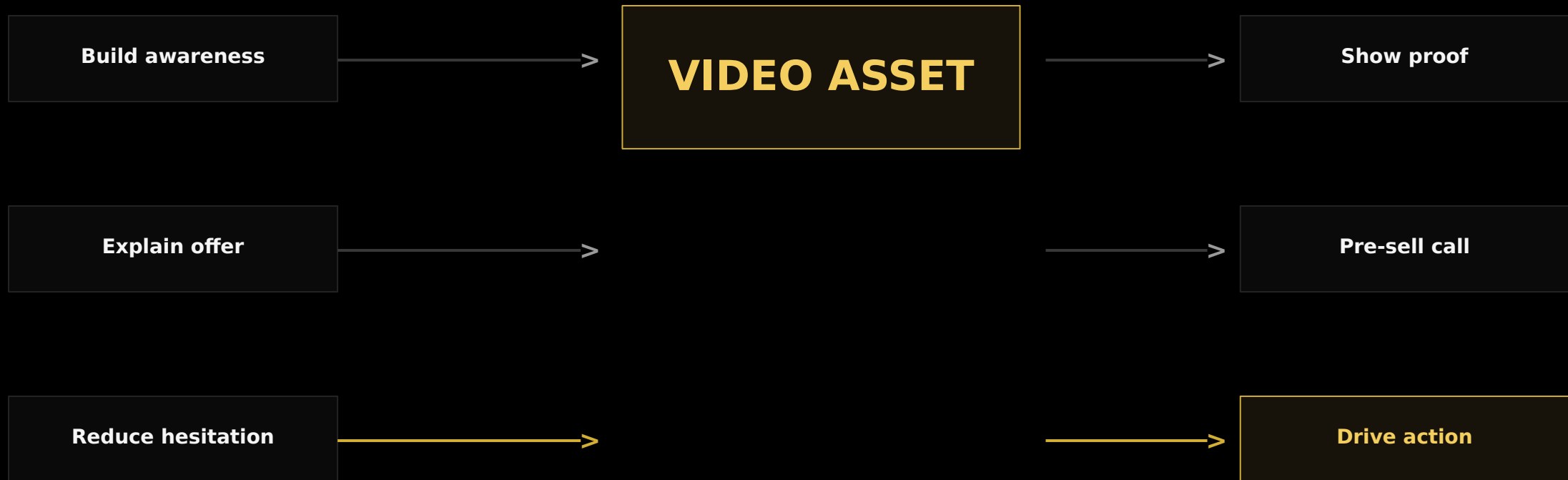
**No offer / No proof / No CTA**

## CLEAR VIDEO

- **What you do**
- **Who it helps**
- **Why it matters**
- **Why trust you**
- **What to do next**

# Video becomes valuable when it has a job.

The asset is designed around the buyer's next useful move.



# Relevance must arrive before polish is appreciated.

For short-form edits, structure the opening before choosing the transition.

PLATFORM EDITING CUE

00:00

00:03

00:06

**HOOK**  
Name the problem

**VALUE**  
State the fit or USP

**ACTION**  
Give the next step

GUIDANCE, NOT UNIVERSAL LAW

# Five answers expose the gap before another shoot.

Score one current video. Every unclear answer is a strategy task.

<input type="checkbox"/>	Do they know exactly what you do?	YES / NO
<input type="checkbox"/>	Do they know who the service helps?	YES / NO
<input type="checkbox"/>	Do they know why you are different?	YES / NO
<input type="checkbox"/>	Do they see believable proof?	YES / NO
<input type="checkbox"/>	Do they know the next step?	YES / NO

READ THE RESULT

**A 'no' is not a filming problem.**

**It is the brief for the next useful asset.**

START WITH MESSAGE

# Views begin the report. Business outcomes finish

01  
it.

02 \_\_\_\_\_

03 \_\_\_\_\_

04 \_\_\_\_\_

05 \_\_\_\_\_

06 \_\_\_\_\_

07 \_\_\_\_\_

Views

Attention

Watch time

Relevance

CTR

Interest

Page  
conversion

Intent

Booked calls

Action

Close rate

Sales

Revenue /  
client

Value

## HOW MARKETERS REPORT ROI

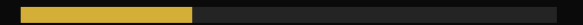
Views **67%**



Leads / clicks **52%**



Bottom-line sales **32%**



# Proof moves local buyers into verification.

A testimonial is stronger when the site, profile, offer, and next step agree.

**54%**

visit the business website  
after reading positive reviews.

**24%**

visit the business's  
social media channels.

## BUYER JOURNEY AFTER PROOF



Proof does not replace the destination.

# Three core videos create a reusable trust foundation.

These are funnel assets, not the whole funnel.

## 01 / AUTHORITY

### Who you are and why you exist

Founder insight  
Market problem  
Point of view

## 02 / OFFER

### What you do and who it helps

Service fit  
Objections  
Next step

## 03 / PROOF

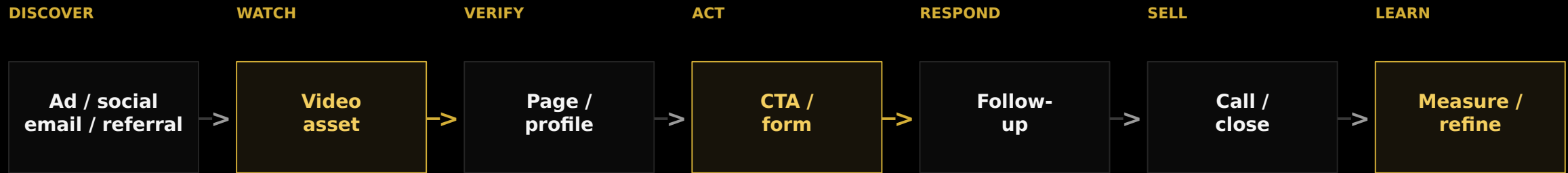
### Why a buyer can believe you

Testimonials  
Process story  
Documented result

FOUNDATION - NOT A COMPLETE FUNNEL

# Video supports the funnel. It is not the funnel.

Conversion requires a destination, an action, follow-up, and a real sales conversation.



**The studio builds the trust assets. The system captures, follows up, and sells.**

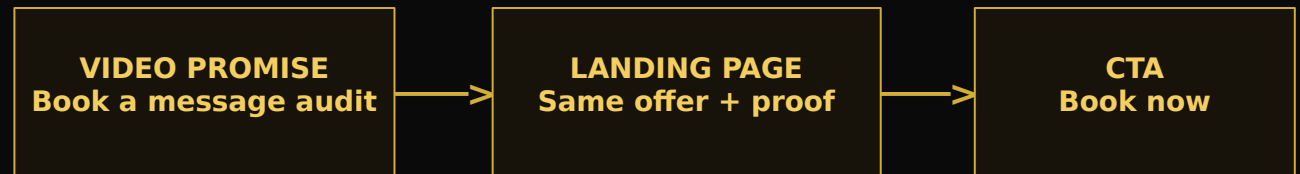
# The click only matters if the next page keeps the promise.

# 6.6%

median landing-page conversion rate across all industries, Q4 2024.

CONTEXT - NOT A CLIENT PROMISE

## MESSAGE-MATCH BRIDGE



Google guidance: align the page and CTA with the promise in the creative.

# Strategy first. Production with a destination.

01

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**Audit message**

02

> **Clarify buyer + offer**

03

> **Map objections**

04

> **Script trust assets**

05

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**Shoot content**

06

> **Edit for channels**

07

> **Deploy system**

08

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> **Measure + refine**

# Make the experience visible, not just the product.

A careful edit of the restaurant example.

CASE-STUDY WORDING APPROVED FOR EDIT

## CONTEXT

**Strong food and  
positive reviews.**

The online experience relied heavily on food imagery.

## MESSAGE SHIFT

**Show people,  
hospitality and  
speed.**

Add catering use cases and the family story.

## CREDIBLE OUTCOME

**Supported visibility  
and momentum.**

Do not state video alone caused expansion.

**"Show the experience, not just the product."**

# Content gets posted. A sales asset gets used.

## CONTENT

- Looks nice
- Gets posted once
- No CTA
- No proof
- No follow-up

## SALES ASSET

- + **Clarifies offer**
- + **Builds trust**
- + **Answers objections**
- + **Drives action**
- + **Supports the call**

# Weak strategy leaks at predictable points.

The fix is usually specific, not louder.

**Random post**

NO BUYER PROBLEM

Attention has no relevance

**Pretty reel**

NO OFFER

Interest has no fit

**Claim**

NO PROOF

Trust has no evidence

**Click**

NO LANDING PAGE

Intent has no home

**Form**

NO FOLLOW-UP

Lead has no response

AUDIT THE MISSING STAGE

# Motion studied real ad performance at full scale.

# \$1.29B

in tracked Meta ad spend, analyzed across 578,750 creatives from 6,015 advertiser accounts.

## WHY IT MATTERS

### Benchmarks prove the system, not opinion.

- Real ad spend, not survey claims.
- Outlier-based, not soft averages.
- A true creative-performance lens.

REAL SPEND DATA

# Winning ads are rare, and that is the point.

~5%

of Meta creatives become winners,  
spending well past the account  
median once they prove out.

## STRATEGIC READ

### One asset should create many tests.

- One-off content is fragile.
- Build hook, proof, and CTA variants.
- A system beats a single cut.

OUTLIER-BASED METRIC

# Spend follows the creative that earns real action.

# 55%

of total Meta ad spend went to winning creatives. Mid-range took 28 percent; losers just 17.

## GBS TAKEAWAY

### Measure what the system rewards.

- Budget chases proven outliers.
- Most spend backs a few creatives.
- Produce more of what works.

SHARE OF TRACKED SPEND

# Strategic assets are built to learn and improve.

Platforms recommend varied creative and continuous testing rather than one final cut.

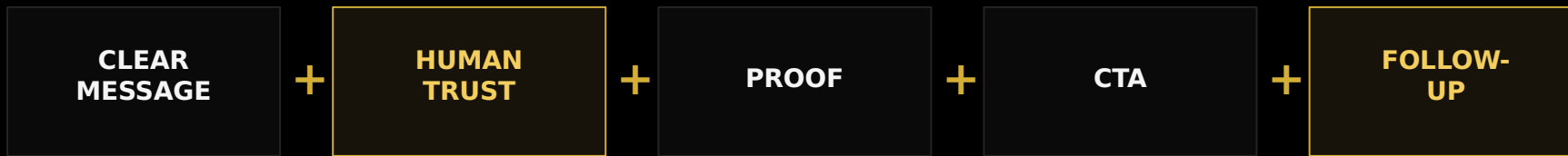
## ASSET VARIATION MATRIX

HOOK	PROOF	FORMAT	CTA
Problem	Testimonial	9:16 clip	Audit
Question	Process	Website hero	Call
Outcome	Review	Email cut	Checklist

## LEARNING LOOP

- 01 Produce versions
- 02 Deploy by channel
- 03 Measure action
- 04 Refine winner

# The GBS Video Conversion Equation



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**= VIDEO THAT SUPPORTS SALES**

**65%**

**prefer a more human, less formal tone.**

Hidden US B2B decision-makers; directional fit.



GARCES BROS STUDIOS

START WITH THE MESSAGE

# Book a Video Message Audit.

We'll identify what your content is missing  
and map the first trust assets worth producing.

**BOOK A DISCOVERY CALL >**

[calendly.com/contact-garcesbros/15](https://calendly.com/contact-garcesbros/15)

CLARITY / TRUST / PROOF / ACTION

