

Q4 2019 Product Update Video Script

Transition of summer into fall/winter. Speaker is wearing summer clothes to start, and off-screen hands will pop in periodically to give her things that change the scene vibe from summer into fall/winter.

By the end of the video, Speaker is fully wintered-out, holding a PSL in front of a fireplace.

		Audio	Visual
1	Intro	Hi, I'm Justina Fenberg, Community Manager here at DigitalMarketer, and I'm going to share what the DM team has up our sweater sleeves for the rest of 2019.	<i>Speaker in summer clothes</i> <i>From right side of screen, a hand passes Speaker a fleece that she puts on</i>
2	ELITE	<p>Lab Elite is getting 3 brand new workshops taught by a few industry experts new to the DM Stage, as well as some familiar faces.</p> <p>In October, we're putting our very own Ryan Deiss, Amanda Powell, and Matt Shelar in front of the camera to talk about creating your business' "BIG IDEA!" and how to turn that idea into a full-fledged marketing blitz on all your media channels.</p> <p>In November, we're turning up the heat on Copywriting. Joanna Wiebe of Copyhackers is joining us for an execution cycle dedicated to putting expertly crafted copy into your email marketing campaigns.</p> <p>And for December, get ready to put your conversational marketing hat on. We snagged School of Bots</p>	<p><i>From right side of screen, a hand passes Speaker a carved "DM" pumpkin</i></p> <p><i>Cut to full frame graphic of Workshop details</i></p> <p><i>Cut back to Speaker</i></p> <p><i>Speaker passes pumpkin off to her right, Netflix's Fireplace video starts behind her</i></p> <p><i>Cut in with split-screen graphic of workshop details</i></p> <p><i>Cut back to speaker</i></p>

	ELITE (Cont.)	<p>founder Natasha Takahashi to school us sharing your lead magnet with an eager audience using ManyChat.</p> <p>The dates for these execution cycles will be made available in the Workshops area of Lab and inside our Facebook communities. We also hope you'll join us in-house for any of our live tapings of these workshops. For more info about attending a Live Lab Elite Workshop, just message our Support team!</p>	<p><i>From right side of screen, a hand passes in a winter hat which Speaker wears for the rest of the video</i></p> <p><i>Cut in with split-screen graphic of workshop details</i></p> <p><i>Cut back to speaker</i></p>
3	ALL LEVELS	<p>If you're just falling into step with us, let me tell you more about how we're going to be spending the next few months bottling up digital marketing trends, systematizing them, and putting them into Lab just for you.</p> <p>Each week during Office Hours, DigitalMarketer brings you live sessions with the marketing industry's leading experts. In our upcoming lineup we'll be discussing what's working right now in topics like online branding, optimization winners, and community strategy, just to pique your curiosity.</p> <p>Be sure to check out Office Hours on Thursdays at 2pm Central to learn something new every week.</p> <p>The Toolbox area of Lab is getting some more TLC this season. If you</p>	<p><i>Fake leaves start to fall from the top of the frame</i></p> <p><i>Fake leaves stop</i></p> <p><i>Cut to full frame graphic of training topics list</i></p> <p><i>Cut to full frame graphic of toolbox section assets</i></p>

	All Levels Cont.	<p>haven't yet explored this area of the site, the Toolbox is a one-stop marketing shop with more than 3 dozen swipe files, guides, checklists, audits, and templates you can implement right now. This quarter, we're focusing on updates to all of the agency-specific resources in this area, like the Agency Growth Toolkit and the Perfect Agency Proposal Template.</p> <p>The DM Deals section is getting a new crop of members-only discounts for tools and platforms that can make serious improvements to your business. Check out this area for deals on tools for building membership sites, making better video testimonials, perfecting your email marketing, and loads more.</p>	<p><i>Cut back to speaker</i></p> <p><i>Cut in with split-screen graphic of toolbox graphics named</i></p> <p><i>Cut to split-screen graphic of DM deals section details</i></p> <p><i>Cut back to speaker</i></p>
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4	Bigger Announcement	<p>But hold onto your mittens, because we're releasing a new feature to the Digital Marketing Mastery Courses, called Workbooks. These are fill-in-the-blank guides that you can use to notate especially important details as you progress through the course.</p> <p>The updated Paid Traffic Mastery now includes the Workbook resource. Additional workbooks are planned for future courses, including the recently updated Content Marketing Mastery. We've also officially launched the DM Insider Newsletter. This weekly rundown is your window into the</p>	<p><i>From right side of screen, hand passes Speaker a pair of mittens that she puts on</i></p> <p><i>Cut to split-screen graphic of workbook graphics and details</i></p>
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	Announcement Cont.	<p>conversations we're having at the DM Office, focusing on the business and marketing news YOU...</p> <p>...YOU should know about.</p> <p>As a Lab member, you can expect the Insider Newsletter delivered to your inbox weekly. We'll be rolling out more info on this initiative in the weeks to come, so stay tuned.</p>	<p><i>Cut to split-screen graphic of DM Insider</i></p> <p><i>Speaker points with mittened hand at camera, realizes her mistake and undoes mitten so she's able to use a finger to point at camera....</i></p> <p><i>Cut back to speaker</i></p>
5	Closing	<p>After the summer slowdown, these next few months are sure to see a spike in activity, so don't get left in the cold. Start prepping for the Q4 rush with everything we've got coming your way in DigitalMarketer Lab.</p> <p>That's it for now. Thanks for watching, and I'll see you in our communities!</p>	<p><i>From right side of screen, hand passes Speaker a PSL</i></p> <p><i>Fake snow falls onto Speaker from the top of the frame</i></p>

CTA			
6		Visual	Text
	Community	Graphic	Tell us what you're looking forward to doing in the comments below!