



VIDEO: MORE THAN JUST A MARKETING STRATEGY FOR SHOP3D

Video marketing is undeniably effective, with studies showing its strong influence on purchasing decisions and a proven track record for delivering excellent ROI. At Shop3D.ca, Canada's premier 3D printing solutions provider, we've understood and leveraged this power from our inception. Founded in 2015 by experts in design, photography, videography, and marketing, coupled with a love for 3D printing, Shop3D was born from a desire to accelerate 3D printing adoption in Canada, a market lagging behind the global curve. Our founders recognized the potential of this transformative technology and set out to make it accessible to all Canadians.

Combining our deep production expertise with a passion for 3D printing, we strategically adopted video as a core sales strategy with the help of Rule1 Agency. We've explored the full spectrum of video content from short, engaging product showcases for social media to in-depth unboxing videos, product feature highlights, educational webinars, and our flagship video podcast, Talk3D.

This case study will demonstrate how video has become instrumental in establishing us as a technical resource for all things related to 3D printing, attracting leads, and fostering sales.

Positioning Shop3D as a Technical Resource for 3D Printing

Shop3D serves a diverse clientele of 3D printing enthusiasts, from manufacturing, engineering, design, automotive, dental, and architecture professionals, to hobbyists and DIYers. This audience has distinct needs: professionals seek technical information on technology, materials, and workflow integration, while hobbyists crave guidance on getting started, printer types, setup, materials, creative inspiration, and community support. We recognized the need for a targeted video strategy to effectively address these varying interests.

Enter Rule1 Agency.

Strategic Partnership: A Game Changer

Rule1 Agency manages Shop3D's comprehensive marketing efforts, encompassing website design and maintenance, email marketing, social media, advertising campaigns, and, crucially, video marketing. Their partnership has been transformative. Rule1 helped us refine our initial video ideas into a cohesive and impactful strategy. By understanding Shop3D's specific challenges and goals, they collaborated closely to develop and execute a robust video-centric strategy for Shop3D.



"Rule1 Agency has customized a robust video-centric strategy for Shop3D, bringing significant engagement with our existing customer base. This establishes us as their technical resource for all things 3D printing, while also attracting new leads for our sales team."

Ken Wan, CEO and Co-founder of Shop3D



Strategy and Implementation

Shop3D's video marketing strategy, developed in partnership with Rule1 Agency, is built upon four key content pillars designed to address the diverse needs of both professional/industrial users and hobbyists/makers:

Educational Content

Provides valuable information through webinars, how-to videos, product demos, onboarding guides, and material overviews. This empowers both audiences, focusing on technical specifications and workflow integration for professionals, and beginner-friendly machines and practical tips for hobbyists. This pillar manifests in content types like:

- Monthly Video Webinars: Deep dives into specific topics (e.g., scanning automotive parts), offering technical demonstrations, Q&A sessions, and promotions. These webinars also serve as valuable internal training tools.
- Training and Tutorial Videos: Detailed technical resources that address FAQs and provide setup frameworks for niche clients, such as educational institutions. These videos minimize support needs and add value.

Product Showcases

Highlights the latest offerings from Shop3D's partner 3D printing brands, exploring features, benefits, and differentiators through formats like unboxing videos and feature spotlights. This content type overlaps with:

- Social Media Reels: Short, engaging videos showcasing highlights of smaller, less technical products, new product announcements, or specific material types. These are more interactive than traditional newsletters and are fun, and information-dense. Short updates like this help us keep in touch with our more casual customers.
- Unboxing and Product Feature Videos: Longer videos, particularly engaging unboxing videos, give newly launched products a certain novelty, helping us build hype and generate interest. Product features are detailed videos showcasing benefits and comparisons within the category.



Social Media Engagement

Leverages short-form videos on platforms like Instagram and TikTok to showcase the fun and creative aspects of 3D printing, highlighting interesting projects created by the Shop3D team and behind-the-scenes glimpses. This pillar is embodied by social media reels, (as mentioned above).

Customer Success Stories

Showcases the transformative potential of 3D printing through clients using the technology for innovative and impactful work. This pillar results in:

- Talk3D video podcast: Long-format interviews with customers, highlighting their applications, successes, and the positive impact of partnering with Shop3D. This promotes Shop3D's innovative customer base and demonstrates the potential of the technologies we provide.

Streamlined Production Process

Rule1 Agency's organized and detail-oriented approach to video production has been instrumental to Shop3D's success. Their collaborative process ensures smooth execution. Rule1 handles logistics, scheduling, and equipment for each shoot, while Shop3D prepares scripts (for long-form videos), equipment, and on-screen talent. This efficient workflow saves time and resources. Batch shooting is employed for high-volume content creation. Rule1's team then manages post-production and social media distribution based on a pre-determined content calendar.



Content Distribution

Content distribution is tailored to the video format:

- **Short-Form Videos:** Distributed on Instagram, TikTok, and YouTube Shorts for entertainment, inspiration, and as teasers for long-form content.

- **Long-Form Videos:** Primarily hosted on the Shop3D YouTube channel. Select long-form videos are also available as digital products on the Shop3D website, and some are provided directly to customers upon request.

Tangible Results: How Video Fuelled Shop3D's Growth

Investing in video has proven to be a game-changing decision for us at Shop3D. It has delivered exceptional value across multiple areas, including sales growth, brand awareness, supplier relationships, and social media presence.

Maximizing Video Through Content Repurposing

The versatility of both long and short-form video content has allowed us to maximize our investment. Longer videos are strategically repurposed into bite-sized clips for social media, highlights, and various other applications. They also serve as valuable sales tools, providing product demos, answering customer inquiries, and enhancing product pages with detailed feature and benefit showcases. Similarly, short-form content like YouTube Shorts can be seamlessly adapted for Instagram Reels and TikTok and repurposed into ad campaigns or combined with other footage to create entirely new advertisements. Even content shared via email can be embedded in blog posts, driving traffic to both the Shop3D website and YouTube channel.

Driving Lead Generation

Webinars have become a powerful lead generation engine for Shop3D. Our sales team follows up with leads after each webinar, getting some conversions. Newsletter conversion rates have also seen a boost as leads are nurtured through targeted content. Even if initial purchases aren't

made, the opportunity to engage leads with future promotions, deals, and video content through newsletters keeps the sales pipeline active. Video has been particularly effective in driving sales for key brands like Formlabs, Bambu, Raise3D, and Shining3D.

Elevating Brand Awareness and Engagement

The shift towards a video-centric strategy has also amplified our social media presence. After analyzing performance data, Rule1 Agency recommended prioritizing video content over static posts. This strategic pivot resulted in increased social media views and a growing follower base. The Shop3D YouTube channel has also experienced an increase in engagement, with some videos reaching over 25,000 views. Consistent, branded video content has injected personality into the Shop3D brand, helping it stand out on social media.

Strengthening Supplier Partnerships

Thanks to Rule1, our video marketing efforts have garnered significant recognition from our suppliers. We received awards from Formlabs, Raise3D, and Shining3D for our outstanding marketing achievements, a testament to the effectiveness of Rule1's video-focused strategy. This success has also fostered stronger online and offline col-

laboration with suppliers. Shop3D has even featured experts from Formlabs, Shining3D, and Forward AM in our video productions, further solidifying these valuable relationships.

Our video-centric strategy at Shop3D.ca, designed by Rule 1, has not only enhanced our engagement with existing customers but also attracted new leads with direct interest in our products. By implementing a combination of consistent webinars, social media reels, long-format podcast series, and detailed training videos, we have established ourselves as a technical resource and innovator in the 3D printing industry in Canada.

