

# HOW TO: SALESFORCE MOBILE FOR IOS AND ANDROID:

## Create an Adoption Video

### Use the power of video to show the value of your app.

The best way to show key stakeholders the value of Salesforce is with a high-quality demonstration video. This Accelerator teams you with experts who'll help you produce a video walk-through of your app, highlighting its value and capabilities while increasing adoption and efficiency.

### What it can do for you

- Increase employee efficiency through mobile
- Decrease employee onboarding or training time
- Increase employee satisfaction

### How It Works

A Certified Specialist will guide you through the process via four calls totaling 4 hours over 2 weeks.

#### Discovery

- Discuss a compelling event or use case for using video
- Review templates and common use cases to determine direction
- Finalize recording environment and voice sponsor
- Review final items needed to deliver video asset

#### Analysis

- Capture screenshots to showcase Salesforce features
- Record video script (talk track)
- Review final video in Camtasia

#### Outcomes

- Reusable video asset of up to nine minutes in length, showcasing up to 10 different processes or features determined to have the most impact for increasing the App's Adoption

### ADDITIONAL INFORMATION

#### Premier or Signature

Time you will spend on this Accelerator: 4 hours

#### GOAL

Minimize operating costs.

#### INTENDED USER

You want to assess and improve usage of Marketing Cloud Connect within your Sales Cloud or Service Cloud instances.

#### PREREQUISITES

- Must have Premier or Signature Success Plan
- Must have Salesforce environment with working functionality to be used in video
- Ability to record voice in electronic format
- Line of business executive sponsor who is engaged and committed to delivery of video showcase, including voice recording
- Developed prebuilt the app's functions to showcase in video format

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To schedule your 1-on-1 Accelerator, [visit our Help Portal](#), or contact your account executive or success team today!

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