



A PRODUCT-DEMO VIDEO CASE STUDY:

BLOC LOC RULERS

Bloc Loc Rulers in Loveland, Colorado manufactures quilting rulers. They are specially-designed with a groove in the rulers which locks onto seams for accurate, nonslip cutting.

THE PROBLEM:

The rulers looked daunting and no one understood how to use them.

THE PLAN OF ACTION:

In early 2014, the company worked with Starstream Productions, LLC to create 7 product-demonstration videos, which were then launched on YouTube. What the videos accomplished was to draw in new clients by allowing them to see how phenomenal the rulers are in action and what great quilting projects that they can create with them. It also allowed the potential buyers to be able to purchase the rulers with confidence, knowing that they could easily reference the videos while actually using the rulers. In short, **Bloc Loc EDUCATED their customers!**

THE RESULT: *JUST ONE MONTH LATER, monthly ruler sales increased from 3,000 units to over 8,000!* One of the videos alone has since reached over 21,000 views to date! We have since created 56 videos, and 17 of these are in the top 20 of the 1,200-plus Starstream Productions, LLC videos uploaded to our Vimeo site. **WOW.**

Their Return on Investment (ROI) was so phenomenal that they are now producing a video a week, not only to increase sales, but also to establish themselves as known experts in the quilting world (creating trust in their brand and therefore, repeat clients as well). This series of videos is a perfect example of how **product-demonstration videos turn 84% of shoppers into buyers.**

THE LASTING IMPACT:

Today, a quilting-rulers company which started in someone's basement is now an international powerhouse with two warehouses, quilting books, and plans to create their own quilting fabric. They've really done it right, and certainly, the use of videos was pivotal to their success.