



ENTRE Institute was created in early 2019, by seasoned entrepreneurs Jeff Lerner and Adam Whiting who wanted to help others do the same while avoiding some of the mistakes they'd made along the way.

ENTRE Institute is an online education company that's on a mission to disrupt the traditional education system and usher a new generation of 'ENTREpreneurs' into the world. It provides students with the complete ecosystem they need to learn how to become a successful entrepreneur, including digital courses, coaching, business accelerators, community, tools, events, and more.

VideoPeel is the world's most powerful video-based customer advocacy platform for the entire enterprise.

VideoPeel allows businesses of all sizes to easily capture authentic video testimonials and video-based feedback at the perfect moment to grow conversions, engagement, customer satisfaction, quality, accuracy, insights, and ROI. VideoPeel is trusted by over 4,000 companies as a more authentic solution for customer testimonials, customer feedback, virtual estimates, content creation, employer branding, customer support, recruiting interviews, and video assessments.

Opportunity

Prior to VideoPeel, ENTRE Institute didn't have a process for capturing user generated videos and utilizing it for social proof. They needed social proof to show their stakeholders the kind of impact they are having on students. They wanted more video content and they needed an easier way to capture stories and testimonials to use in their content and marketing. Additionally, they knew it would be a great library for their enrollment team to use in empowering potential students and a great way for students to document their learning journeys.

They would have team members make a wide call out for testimonial videos and only receive a handful from a group of thousands. And anyone who submitted a video would have a terrible time trying to send the large size video file. Additionally, they would need to be contacted via email to fill out a media release. This would take days and in some cases, they never received it back so they couldn't use the video.

Goals:



**Social
Proof**



**Develop
Authenticity**



**Improve
Loyalty**



**Improve
Conversions**

Approach

ENTRE Institute began by creating VideoPeel video submission campaigns for each department so they could each get on board with the importance of social proof. Becoming more authentic as a company wasn't just the community manager's responsibility, it became a company-wide effort.

VideoPeel's ability to manage an unlimited number of video submission campaigns allowed each department to customize a unique experience for their specific students, whether it was to capture a video journal of their experience with a course, or a video testimonial.

Plus, they could easily organize videos and track how many videos they received from the different student populations. Additionally, they were able to track which team members were contributing to the project and which were not.

As for students, the friction involved with submitting videos was now removed. With VideoPeel, each customer was able to more easily agree to the media release as they submitted their video, and customers could submit videos from any device, anywhere in the world.

Solution

VideoPeel is a huge time saver for ENTRE Institute and its customers. The simplistic nature of the whole VideoPeel system, makes it extremely fast and efficient for the end consumer. They just click on the link and they can start recording. VideoPeel takes care of the rest.

Since using VideoPeel, ENTRE Institute has grown the number of video testimonials and customer video journals they've collected by more than 100X with a video submission conversion rate of 15% plus.

In addition, VideoPeel's media management features allows the company to easily organize videos in any way they want to meet the fast paced nature of their content and marketing needs.

As a result, you can see more than 100 of these videos on the ENTRE Institute website, social media channels, ads, and digital courses. This allows potential customers to watch the experiences people like them are having who live in the same geographic regions, or have taken the same courses they do.

Next Steps

As a fast growing educational company, ENTRE Institute values their customer experience, and is always seeking better ways to help them reach their goals.

With VideoPeel's capability to easily capture and manage videos, ENTRE Institute is enhancing its offerings by enabling students to document their journey with a specific course, through a video journal. As students progress through each module, they can click on an optional VideoPeel link to submit how the module went and what difference it made in their business goals.

Together with VideoPeel, ENTRE Institute is enabling these students to maintain their own video library so they can see their own progression throughout the course and beyond.

Results

15%+

Average Video Submission Conversion Rate

100x

Number of Video Testimonials & Video Journals

100's

Hours Saved of Valuable Employee Time



"VideoPeel is very much worth the investment as we use it daily and it has made a ripple effect within the entire company."
- Carly Eldred, ENTRE Student Win Coordinator