

A man with a beard and short hair, wearing a bright yellow sweater over a striped collared shirt, is sitting at a desk and smiling broadly while looking at a laptop. The background is a blurred indoor setting with a window showing a cityscape.

NEXT-LEVEL VIDEO MARKETING

**DEVELOPING VIDEO CAMPAIGNS TO ENGAGE KEY
PROSPECTS AT EVERY STAGE OF THEIR JOURNEY**

BRIGHTCOVE®

CONTENTS

- 5** A VIDEO TYPE FOR EVERY STAGE OF THE JOURNEY
- 7** THE DETAILS ARE IN THE DATA
- 8** CHALLENGES TO BEING DATA-DRIVEN
- 9** BEST PRACTICES FOR PRODUCING & PROMOTING YOUR VIDEO
- 10** STRATEGIES FOR PROMOTING & GETTING MAXIMUM VIEWS
- 11** MAKE IT PERSONAL
- 12** CONCLUSION
- 13** ABOUT BRIGHTCOVE



Regardless of the type of content you create, it won't get the job done if buyers aren't engaged. That's where video stacks up extremely well against all other content formats. More than one-third (34%) of respondents to Demand Gen Report's (DGR) 2019 Content Preferences Survey said they spend five to 20 minutes watching a video while researching a B2B buying decision.

While 73% of respondents to the survey said they have less time to devote to reading and research, many noted that they are willing to spend 10-plus minutes with interactive, visual and audio content. This signals that buyers are gravitating toward entertaining, engaging content as opposed to long, static content.

Although video is often a key format for early-stage engagement, it is, in fact, a proven way to move leads down the funnel. More than half (51%) of respondents to the DGR survey noted that they found video valuable in the mid-stage of the buyer's journey.

"VIDEO IS EFFECTIVE IN NURTURING NEW CUSTOMERS THROUGH THE FUNNEL, HELPING EXISTING CUSTOMERS USE YOUR PRODUCT TO ITS FULLEST POTENTIAL AND INTRODUCING THEM TO NEW OFFERINGS."

**ZONTEE HOU
CONVINCE & CONVERT**



A recent study by TechSmith found that 48% of people think video is the most engaging form of communication, versus just 15% who favor plain text. It is important to match the appropriate type of communication to each stage of the marketing funnel to maximize impact.

There are huge opportunities to use video for awareness and demand generation, but it is also effective as people get deeper into the buyer's journey. "Video is effective in nurturing new customers through the funnel, helping existing customers use your product to its fullest potential and introducing them to new offerings," said Zontee Hou, Head of Strategy, Convince & Convert.

That statement is backed up by the fact that marketers continue to invest in video. An overwhelming 85% of businesses use video as a marketing tool, according to *The State of Video Marketing* report, and nearly all of those respondents said they will continue to use video in 2020 as a key part of their nurturing, conversion and retention strategies.

This report will:

- 1.** Outline the various types of videos and where they fit into the buyer's journey
- 2.** Demonstrate the value of video's ability to provide rich data at every point in the decision-making process. Address the challenges of taking a data-driven approach to video marketing
- 3.** Share best practices for creating and promoting video that will drive engagement and produce a return on investment

A VIDEO TYPE FOR EVERY STAGE OF THE JOURNEY



B2B marketers have all types of videos at their disposal. According to the report, the most commonly created types of video are:

42% SALES VIDEOS

42% VIDEO ADS

72% EXPLAINER VIDEOS

49% PRESENTATION VIDEOS

48% TESTIMONIAL VIDEOS

The report also notes that 83% of marketers say video has helped them generate leads. But those leads are not valuable unless they convert to sales, and the same report notes that 80% of marketers say video helps increase sales.

"THE KEY IS TO UTILIZE DIFFERENT TYPES OF VIDEOS THROUGHOUT YOUR MARKETING FUNNEL TO HELP CONTINUE TO BUILD YOUR BRAND'S STORY AND TO ALLOW NEW CUSTOMERS THE ABILITY TO LEARN MORE ABOUT THE PRODUCT AS NEW FEATURES AND FUNCTIONALITY GET RELEASED."

**LAUREN MCHUGH
SENIOR PRODUCT MARKETING MANAGER, BRIGHTCOVE**

WHILE THERE IS A CASE TO BE MADE FOR VIDEO AT EVERY POINT IN THE BUYING PROCESS,

VIEWERS WON'T BE ENGAGED IF ALL THEY GET IS A TALKING HEAD.

Here are some pointers for the video formats that work well as buyers make their journey to decision and beyond:

AWARENESS

Benefit-driven, emotion-engaging, action-oriented videos that will appear in targeted search, social media ads, social posts and website homepages are the most effective at this stage. This is your chance to tell people about your brand.

Video types to use: Explainer, educational and brand videos.

Key metric: Video views are critical to track at this point, as you're casting a wide net

CONSIDERATION

At this stage, it is time to dive deeper into the industry challenges and educate leads on the types of problems your company can solve. This is where you are looking to convert visitors to leads, but resist being pushy.

Video types to use: Product and explainer videos.

Key metric: Percentage viewed, aka the viewers' time spent watching, is an indication that your content is providing value. If you can keep viewers engaged, they'll stick around longer on your site or app, and are more likely to consume more down-funnel content.

CONVERSION

This is decision time, where your leads will hopefully turn into customers. They have researched your product — and most likely your competitors' — but are still persuadable. This is where you can go into more detail about the benefits of your product and how your existing happy customers have been successful.

Video types to use: Customer testimonials.

Key metric: Lead data capture is what you want most at this stage. They've raised their hands and shown interest. Their contact information facilitates a continued conversation

RETENTION

For continued success, you need to add value to your customers through ongoing product education, feature launches and company news.

Video types to use: Product how-to, company culture and seasonal videos.

Key metric: Viewing and engagement rates let you know if you have satisfied customers who are craving the latest information about your product.

CASE IN POINT

SAS, a provider of analytics, business intelligence and data-management software and services, uses Brightcove's video platform to track engagement with prospects and customers at all stages of the life cycle. Last year alone, the 40-person in-house video production group produced more than 1,200 videos, ranging in length from 10 seconds to an hour. SAS typically creates three categories of videos for a software solution: overview videos, reference videos and demo videos.

THE DETAILS ARE IN THE DATA

"DATA PROVIDES AN OBJECTIVE WAY TO SAY WHAT IS WORKING AND WHAT IS NOT FOR YOUR COMPANY"

**LAUREN MCHUGH
SENIOR PRODUCT MARKETING
MANAGER, BRIGHTCOVE**



Video provides a variety of relevant data compared to other content types. You've used a form to gather contact info from people downloading a white paper, for example, but do you know who read it versus who has simply dumped it in their download folder without another thought? Nope.

You can see whether people are consuming your entire video — or if not, where they are dropping off — allowing you to either continue the conversation with the points they missed or optimize your video to fit their needs.

To take it a step further, if you connect your video metrics to your marketing automation platform, you can connect your known users to who is viewing the content. That's the Holy Grail. Video metrics provide insight into what is working — and what isn't working — when people click on your video. "You know how long they're watching, what segments they're re-watching and where the lulls are," said Hou of Convince & Convert. "This feedback can be used to continuously hone your video messages."

Metrics aren't just telling you if someone "liked" your video. "Data provides an objective way to say what is working and what is not for your company," Brightcove's McHugh said.

CASE IN POINT

Avanade is the leading provider of innovative digital and cloud-based services, business solutions and customer experiences, all delivered through the Microsoft ecosystem. With a new video strategy, martech data stack and content evaluation processes in place, the company is now able to keep an accurate measure of a video's impact on sales and deliver personalized video experiences to viewers. Leveraging the Brightcove platform, the company developed a strategic scorecard system to track video data. These scorecards identified which specific elements of video resonated most among viewers, including style, length, format, page location and distribution channel.

CHALLENGES TO BEING DATA- DRIVEN

Understanding what your data actually means

Yes, I have 100 video views, but is that good for me? Should it be higher? What is the industry standard? “Until recently, this is not something you have been able to measure within a video tool, and it is changing the way we look at our video campaigns,” McHugh said.

Siloed marketing technologies

Making sure that your tools seamlessly connect is critical to help optimize your marketer’s time building, maintaining and reporting on marketing campaigns, and also to have the data connect.

Applying insights to every stage of the buyer’s journey

While marketers continue to improve on getting buyers to “raise their hand,” 77% of respondents to said improving conversion rates and campaign results are a top priority in 2020.

"THE REALITY IS THAT THERE IS A HUGE NEED FOR VIDEO ASSETS THAT CAN BE PRODUCED WITH A QUICK TURNAROUND. THE EXPRESSION I USE IS 'WIRES ADD MONEY.' THERE IS A LOT THAT CAN BE DONE WITH A HIGH-QUALITY CELLPHONE CAMERA."

**JASON OLIVEIRA
BRIGHTCOVE**

BEST PRACTICES FOR PRODUCING & PROMOTING YOUR VIDEO



The production values and approach at each stage of the funnel will be different.

Brightcove's retention videos are more product-focused and technical, so the training team creates these in their at-home studios with very little equipment. On the flipside, product introduction videos — which require more sizzle — are more polished pieces that are put together by a video production team that adds product imagery and music to amp things up.

“The reality is that there is a huge need for video assets that can be produced with a quick turnaround,” said Jason Oliveira, Video Producer with Brightcove. “The expression I use is ‘wires add money.’ There is a lot that can be done with a high-quality cellphone camera.”

According to Oliveira, it makes sense to invest in a high-value video production when you're doing a video that will be used for broader branding purposes, but most video assets don't require anything elaborate. “People are accustomed to seeing a mobile phone video on LinkedIn. The idea is to marry the deliverable to the situation and the timeline.”

No matter what type of video you're producing, be sure to put resources into writing. “Great writing and planning are key,” Oliveira said.

The bottom line: While a high-value production may make sense for some types of video, you don't need to invest huge resources in people and equipment in most cases. Simplicity often works best.

STRATEGIES FOR PROMOTING YOUR VIDEO & GETTING MAXIMUM VIEWS

OF COURSE, EMAIL IS OFTEN A STANDARD VEHICLE FOR PROMOTING AND SHARING VIDEOS. SOME OTHER WAYS TO MAXIMIZE YOUR VIEWS INCLUDE:

Website: Your website is a perfect platform for video. You can use video to convey a sense of the company, customer testimonials or upcoming events.

Website Personalization: When someone comes to the website from a specific company or industry, the video offerings can be tailored to engage them about their specific issues and concerns. That will be much more engaging than a generic sales pitch.

Sales Outreach: Sending a prospect a short clip from their sales rep following a conversation can help seal the deal. You can personalize the video based on the topics that were discussed on a call or in a meeting to emphasize how your product can help.

ABM: Targeting specific accounts with a brief video about some of the specific concerns of their company and industry is a great approach to engaging high-value clients. You can also use video to personalize the experience when they visit your website.

SEM Landing Page: Adding video to your landing pages helps boost engagement. A landing page promoting a webinar, for example, can benefit from a short video previewing the upcoming virtual event.

Events: Video can help you make a personal connection before a big event. Make a short video highlighting what you'll be demonstrating at the booth or discussing in your presentation. That way, people will already have a warm connection with you before you meet. "A quick video of a salesperson going through the airport and saying they're heading to a show can go a long way to making an in-person connection," Oliveira said.

Social Media: Leverage all aspects of social media. Don't forget to include the video in your company's profile and encourage the team to do the same.

Retargeting: If someone started watching your video but didn't get very far, reach out to them again by retargeting to recapture their attention.

Tags: Don't miss the tags. Make sure that you've added all relevant keywords and descriptions to boost search results.

Go Live: Live streaming creates a sense of urgency to viewers, similar to "breaking news," viewers don't want to miss out on.

MAKE IT PERSONAL



Video is a great opportunity to make a warm connection with people who aren't familiar with you or your company. "Video is a unique content format in that it conveys a tone and emotion that don't always come across in written form," said Ethan Beute, Chief Evangelist for BombBomb, a provider of video production tools. "Set a positive tone in all of your videos."

Tell A Story

People always respond more positively when they are told how your product has made a difference in the lives of their peers. Make it a conversation — not a sales pitch.

Prepare, But Don't Over-rehearse

You want to be confident, but still human

Look For Video Opportunities In Ordinary Situations

Video your top salesperson doing a demo, for example. "If you have someone doing a product demo, that's a perfect opportunity to capture that video to share," Oliveira said.

Consider The Platform

Be mindful of how your display titles, thumbnails, images and audio buttons will display on different social media sites. Facebook videos, for example, are often viewed with the sound off, because people watch them at work. Consider subtitles.

"VIDEO IS A UNIQUE CONTENT FORMAT IN THAT IT CONVEYS A TONE AND EMOTION THAT DON'T ALWAYS COME ACROSS IN WRITTEN FORM. SET A POSITIVE TONE IN ALL OF YOUR VIDEOS."

**ETHAN BEUTE
BOMBOMB**

CONCLUSION



You've invested resources in producing engaging video content that resonates across the stages of the buyer's journey. Do you send your carefully crafted message out and hope for the best? Not a chance.

Modern marketers are eagerly mining the data from their video campaigns. They can pinpoint what people are viewing and give them more of what works.

We've all become accustomed to video marketing in our personal lives. There's no reason not to embrace it in a B2B environment to bring customers through the funnel in a fun and engaging way.

**FOR MORE INFORMATION
ON VIDEO MARKETING
TECH AND TRENDS,**

**TALK TO
AN EXPERT
TODAY**

BRIGHTCOVE[®] VIDEO THAT MEANS BUSINESS[™]

ABOUT BRIGHTCOVE:

When video is done right, it can have a powerful and lasting effect. Hearts open. Minds change. Creativity thrives. Since 2004, Brightcove has been helping customers discover and experience the incredible power of video through its award-winning technology, empowering organizations in more than 70 countries across the globe to touch audiences in bold and innovative ways. Brightcove achieves this by developing technologies once thought impossible, providing customer support without parallel or excuses, and leveraging the expertise and resources of a global infrastructure. Video is the world's most compelling, exciting medium. Brightcove is video that means business.

To learn more, [visit **www.brightcove.com**](http://www.brightcove.com).

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