



The Video Marketing Handbook

MAXIMIZE THE IMPACT OF YOUR VIDEO MARKETING

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Video: The Storytelling Format to Rule Them All

Companies need many things to thrive: visionary leadership, a compelling offering, exceptional service, and much more. But in today's noisy marketing landscape, what your brand *really* needs is a story. (Well, maybe a few stories if we're honest).

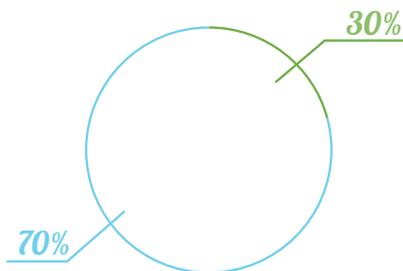
Stories make for better marketing because they elicit emotion. They can influence who we trust, play on our nostalgia, and help us make sense of complex information. A really great story can communicate the entire character of a brand in less than three minutes, and clever stories can help you become especially persuasive.

The powerful influence of great storytelling is why brands are behaving like media companies. Forward-thinking companies are hiring in-house creative teams, planning editorial calendars, and churning out impressive content to educate and inspire. What's more – it seems that the best stories are shaped by the characteristics your brand wants to become synonymous with, rather than what you sell.

When you think about it, Coca-Cola doesn't really sell soda these days so much as they pitch us their overarching values (i.e. happiness, community, and inclusion) in a heartwarming

story. Whether it's in a cute animation or a documentary style video for the World Cup, brands are presenting powerful themes we can all rally behind and share. More importantly, even B2B brands are taking this indirect approach. GE and Cisco don't sell technology; instead they showcase why they're passionate about the overarching theme of innovation. They tell stories that make us laugh, learn, and sometimes they even have us reaching for the tissues.

But what you'll notice is that this outstanding storytelling (the kind that gets shared and influences behavior) is more often than not in the form of an incredible video. As almost [70% of B2B marketers](#) have discovered, video has emerged as the content format that's most effective for both engaging and converting online audiences.



70% OF B2B RESPONDENTS CLAIM VIDEO PERFORMS BETTER THAN OTHER CONTENT FOR PRODUCING CONVERSIONS

-DEMAND METRIC

THE NEW WAY TO DELIVER VALUE

Video is critical to your content strategy because it's snack-sized, memorable, and measurable. These aren't just the components that make it perfect for your audience who crave short, engaging pieces, but they're also the features that make video every marketer's dream format.

Because it's especially visual, you can use video to teach complex concepts (what is content if not to make things more clear for your audience?), and you can use it to inspire marketing-specific actions (demos, trials, subscriptions, and more). But beyond video's unique ability to convert like no other, the medium has become especially valuable to data-driven marketers. This is because you can track and measure audience engagement for video in a really meaningful way. You can tie your videos directly to the deals they are helping to influence and you can see which assets are actually resonating based on analytics. This is the reporting that marketing desperately needs to prove the value of game-changing initiatives.

Times are changing and gone are the days when creating an especially impressive video was the only piece of the puzzle. Today you need to refine your video strategy and start monitoring your performance as it relates to ROI. Marketing technology has evolved to fit the bill and you can now track exactly who's watching your video content, and for how long.

This is detailed information you simply can't get from text-based assets, and an individual's video viewing history can actually reveal a ton about their specific interests and purchase intent.

If you discover, for example, that Greg Banks has watched seven of your product demo videos in their entirety, you can be sure Greg's not only interested in what you have to offer, but based on the video's topics, you can now reach out with personalized follow up tailored to his demonstrated interests.



GOING BEYOND THE BASICS

Allowing you to discover and deliver the right message at the right time (in an incredibly persuasive way), there's no doubt that video can now be used for much more than brand awareness. Video is no longer a marketing-based silo and can actually involve every business unit from your creative team, to your demand generation experts, and your sales reps. You can use video stories for demand generation, more accurate lead scoring, improving conversion rates, and you can use videos along the funnel to guide (and track) your prospects' progress through their entire buying cycle. Overall, it's time to harness this powerful force.

In this handbook we'll explore everything from video production to measuring your performance. We'll introduce you to strategic techniques to ensure your video assets are helping you influence (and track) more closed business, and – most importantly – we'll show you how to maximize the impact and returns on your video content with some best practices.

Whether you read all the way through this hefty handbook, or jump around to the topics that interest you most – we're certain you'll gain practical takeaways and start using video in a whole new (especially strategic) way.

You pumped yet?

Good. Let's make you an expert.



It All Starts with Your Story

When you commit to using video in your marketing mix, it's usually because you have stories to tell; but we recognize that the real challenge is telling these stories especially well

To start this handbook we'll focus on how you can craft especially compelling videos that will drive action.

We've also called in a storytelling and comedy expert, Tim Washer, to discuss the importance of humanizing your B2B brand and how you can re-frame and tackle this issue at your organization.

Using Emotions to Drive Action

One glance at the types of videos brands are releasing these days is enough to see that there's a huge trend toward content that makes people feel. From laundry detergent to software and everything in between, brands are playing on emotions. Today you're not merely sold an airline ticket, rather you're nurtured with a tear-jerking video campaign about families connecting from across the globe; you see friends reuniting and eighty-year-olds boarding their first, exciting flight. This story-based content is everywhere, and you can bet your bottom dollar there's a reason it's getting so emotional.



This type of feel-good content not only contributes to your audience's want to share it, but it also sparks real action. From downloads to trials, demos, and subscriptions, you can fuel your prospect's follow through with videos that elicit a powerful emotional response.

And we're not just talking about videos that aim to make your audience cry. At the end of the day, "emotional" or inspiring content is simply content that makes you feel something. It doesn't really matter if your audience is laughing, crying or feeling inspired at the end of your video, but they better be feeling something or you'll be easily forgotten.

Your goal is to convey an implied voice or brand persona and have people resonate with it. Whether it's your on-screen talent's wit, the language you use to speak about your brand's beliefs, or even the topics you choose to cover, you're trying to create content that triggers targeted emotions and trying to **tie these high-power feelings to a specific action you want your audience to complete.**

You want people to enjoy your content, but you want them to actually *do* something as a direct result of seeing it. As content expert [Neil Patel insists](#), "People expect a request for them to take some action after reading content. That's the whole idea behind marketing — you want people to do something based on the information that they just received. Yet still, I

see it all the time: B2Bs avoiding CTAs like they carry the bubonic plague or something."

SO WHAT DOES AN EMOTIONAL APPROACH LOOK LIKE IN A B2B VIDEO?

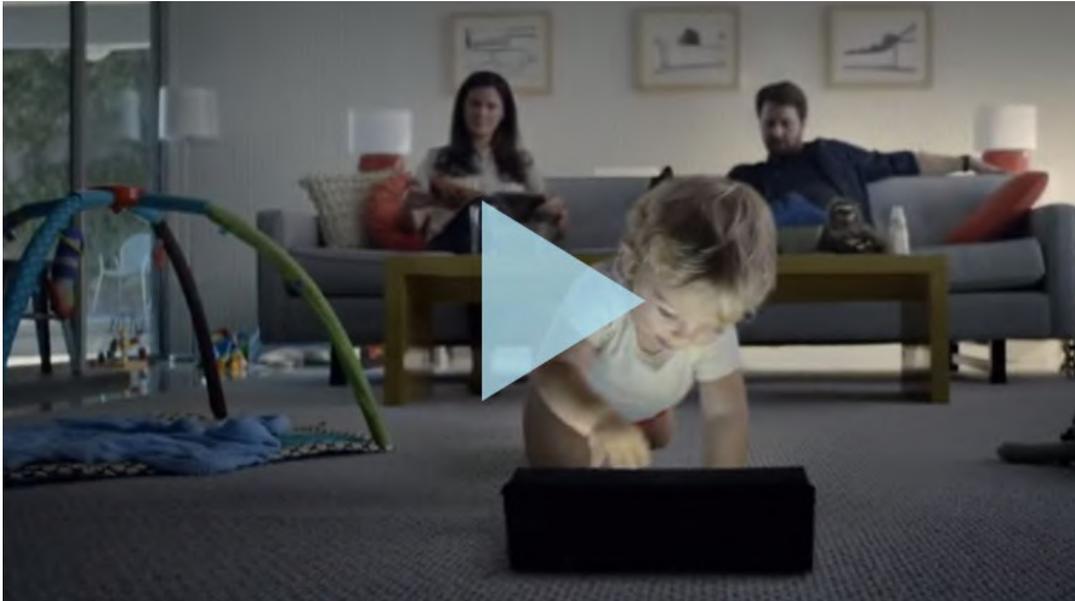
If you want to get someone to sign up for a demo of your software, for example, you could create a video that makes them feel as though they're missing out on a critical feature. By creating a feeling of anxiety and suggesting that their current solution is inadequate, you can then swoop in with a suggested solution suited to the viewer's pain points.

"ON A VERY BASIC LEVEL, YOU CAN USE EMOTION TO PROMPT SOMEONE TO COMPLETE A DESIRED ACTION, LIKE SIGNING UP FOR YOUR DEMO."



You can see this emotion-to-action strategy in this “Click, Baby, Click” video from Adobe.

This video showcases an overzealous CEO of an encyclopedia company getting excited about a massive spike in web traffic and online orders for his product:



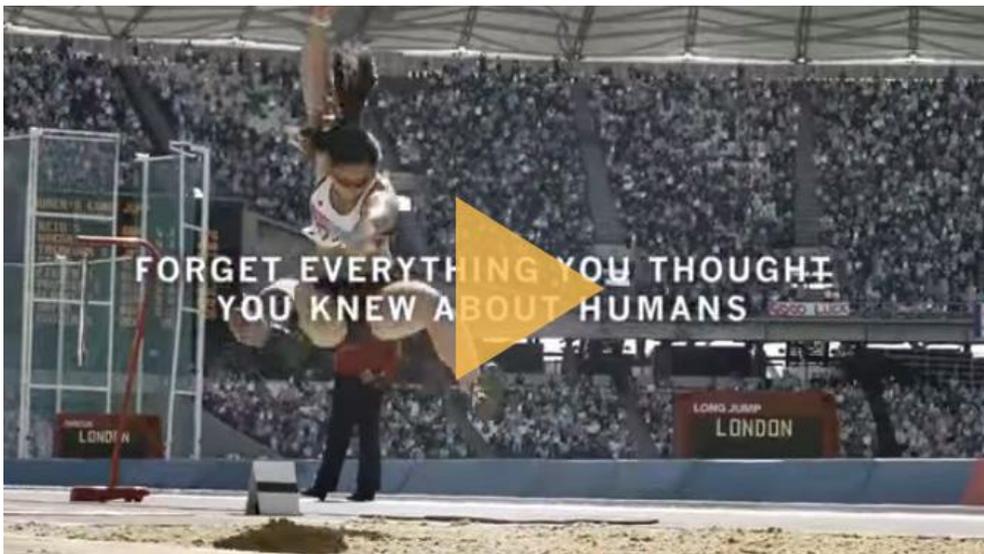
As you can see, the end of the video cuts to a baby tapping furiously on an iPad, and Adobe cleverly asks, “Do you know what your marketing is doing?”. They successfully use a funny story about misinterpreting data to evoke fear and imply we’re all missing something if we don’t use the advertised product. This is the kind of emotion you need to evoke with purposeful video content.

But anxiety isn’t the only emotion that works to drive action. Humor and positive feelings are also good bets too.

As an example, many B2B brands aspire to make inspirational videos, but wonder how to leave their audience feeling excited. The best way to do this is to consider the *pacing* of your video.

In this example made by Channel 4 to promote the 2012 Paralympic games in London, the video starts slow, then builds momentum. The story is told without using many words at all, but the athletes are showcased in such a powerful way that it strikes an emotional chord.

Watch how they've used music, slow motion, and the increased pace of the final shots to leave you feeling completely stunned:



This is the kind of inspiration you might not be able to evoke with a blog post or text, but you can easily see how pacing and the visual quality of a well structured video can leave audiences with the wow-factor.

On a whole, your videos can reach new levels of persuasive power when you start to think about the emotions you want to ignite. When creating your videos, you always want to start off with a clear vision of the feeling you want your audience to walk away with and, consequently, how your video story will create the emotional undertone leading into your ask or call to action.

Feeling more educated about a particular topic? Subscribe! Feel nervous you're missing out on a key feature? See a demo! Overall, always attach a specific feeling to an action for a great video that will perform based on real, quantifiable marketing objectives.

As with the Adobe campaign, we're seeing many more B2B brands going with humor to create emotion, and with that we'll hand things over to Tim Washer who reinforces why comedy is a great way to take your corporate video stories to the next level.



Creating a Storytelling Culture and Infusing Humor Into Your Brand Videos

**TIM WASHER, EXECUTIVE PRODUCER, RICH MEDIA MARKETING AT CISCO.
@TIMWASHER**

When it comes to content marketing, many B2B brands tend to use a tone that is formal. And by "formal", I mean "uptight". Since the offerings that we market in B2B tend to have a higher price-point, the customer's decision-making process tends to be much more complex. As marketers, we feel our job is to match that level of complexity. But, while there's a place for white papers, that place is not Instagram. Rarely do our buyers check their Facebook page as a committee, and as the market research suggests:

"73% of all people who read B2B blogs are people."

As businesses become increasingly social and strive to become more "human" on more channels, it's now your job to create content that will connect and resonate with B2B buyers.

In the rare case that a marketing middle manager dares to accept the challenge to be "disruptive" and pitches a fascinating idea for video, it can all be shut down by one question on the conference call: "Has Brand seen this?"

I believe that any video connected to a brand should adhere to the overarching brand guidelines. But what happens too often is that people try to make the video look exactly like all of the other videos that have been approved. This may be the safest decision from a job-security standpoint, but for the success of the video, it's terribly dangerous. All it takes is a few "minor tweaks" and additional marketing message points to rip the soul out of a captivating story.

ROI ON LAUGHTER

Because the humorous video is such a rare animal in B2B, when it's done well, it jumps out among the clutter in the blogosphere and captures attention. Not to mention, appreciation. When a brand shows that it doesn't always take itself so seriously, it endears itself to the audience. It's charming, authentic and memorable. Making someone laugh is the most intimate connection we can create in a business context – it's a powerful demonstration of understanding and empathy.

MITIGATE THE RISK

The first B2B comedy that I produced for IBM was in 2004. I pitched the idea as a video to show at an internal sales meeting. Worst case scenario: if the video bombed, we'd get heckled by Accounting -- there was no chance of ending up in a BuzzFeed crash-and-burn post. Sales people love to laugh and always welcome entertainment to break up long meetings. They usually have some budget tied to these events that they can spare, so this is a good place to experiment with your first video storytelling.

I found a champion who both appreciated innovative ways of communicating and had the political clout to get a comedy video approved. For writing the script, I kept the committee small, in this case, it was just one person. Comedy can't be written by committee. It's mathematically impossible. If you have to involve a committee, then divide the process. Ask the team to meet and give input on the objectives of the video. This usually takes

five minutes, but go ahead and schedule an hour. Then leave the creative process to the creatives.

You can also ask your Ad or PR agency to find you a good comedy writer and editor. You'll want to review the vendor's comedy reel before you make the hire. As a pro tip, if the individual doesn't have a comedy example to show you, then they probably lack deep domain expertise. I've witnessed some hilarious scripts die prematurely because we settled for a video editor who "we use for everything." As a rule of thumb, just because she can edit your All Hands meeting, doesn't mean she has comedic timing.

If you don't have an agency or budget, then reach out to an improv theater or a film school professor to do a proof of concept. In my case, I didn't have budget, so I offered to pay one of my best friends \$400 out of my own pocket to film and edit. Fortunately, we were able to get funds from the event budget to pay him.

This was the result of our efforts:



IBM [HTTP://BLOG.SFGATE.COM/TECHCHRON/2006/08/29/WHAT-ARE-THEY-DRINKING-IN-ARMONK/](http://blog.sfgate.com/techchron/2006/08/29/what-are-they-drinking-in-armonk/)

CONCEPT DEVELOPMENT

Remember when building out your video ideas that comedy comes from pain. A simple formula for a script concept is to start with your customers' pain points. Then explore what the consequences might be if a solution like the one you sell didn't exist. Hyperbole is your friend. Exaggerate, or "heighten" as we say in improv.

In most cases, I like to keep the script focused on the painful side of the equation, building tension and then releasing it with a big laugh. At the end of the comedic video, include a CTA directing viewers to a blog post that continues the story and goes into your solution.



[HTTP://YOUTU.BE/Z1xKPM0NURK?LIST=UU5O16OQQIV1UIENIBAHW7BQ](http://youtu.be/Z1xKPM0NURK?list=UU5O16OQQIV1UIENIBAHW7BQ)

One of my favorite approaches is to explore a ridiculous application for your product. At Cisco, when we planned a February launch for a new carrier-class router, priced around \$80k - \$250k, we created a commercial positioning it as the perfect gift for your valentine.

Another great approach is to pair a comedian with someone from your company, like we did with our Cisco Rugged Router video below.



[HTTPS://WWW.YOUTUBE.COM/WATCH?V=OVZE-UKQZX8](https://www.youtube.com/watch?v=OVZE-UKQZX8)

Overall, whether you add a comedy sidekick, or look for how to make your customer's pain points especially funny, these are both great approaches to brand storytelling.

MANAGE EXPECTATIONS

Another important thing to remember is that there are only a few things you can actually achieve with each 90-second video spot. Consult with your team on the one essential point of the video (the main objective that aligns with the goals of the business). Remind them that you're not looking to include all of the messaging points in your video, rather you're aiming to create a provocative, entertaining spot that gets people talking about, and remembering, the issue that your company can help them solve.

ENCOURAGE EMPLOYEE ADVOCATES

While you might want a limited team devoted to creating videos, it's important to recognize that video stories can be sourced from all parts of the business. From R&D to your interns, there are tons of stories to be told, it's just a matter of finding them. To encourage employee advocates to contribute stories, the culture must clearly support risk-taking and failure.

Lower the risks by building an internal sandbox, where employees can post and share videos. Creating a simple set of guidelines provides a comfort level in this environment. Keep it to one page if possible, and link to other documents such as your company's business ethics handbook or brand guidelines. You'll want to define clear rules of engagement for the sandbox in terms of criticism. Once people clearly understand the rules, they will be much less likely to worry about what is not safe to post.

If your first attempt at comedy or video storytelling doesn't work out as planned, then forget the idea forever and conclude that people don't like to laugh. Or, figure out what you need to do differently and try again. It's critical to have one of the top execs send out a note praising the effort, and reminding employees that these risks take courage. For the team members who took the risks, reward them with a gift card to Applebee's.

Over the next six months, set aside a small budget from one of your planned talking-head videos, and commit to producing a comedy. Once you experience glowing feedback and a deeper level of rapport that comes from giving your customers and influencers the gift of laughter, you'll discover that it's a much better investment than communicating the same ol' safe way.

Now drop the mic, and swagger off stage.



Narrowcasting: Why the Riches are in the Niches

When discussing video stories, especially the ones that will humanize your business, most marketers' minds go directly to a dangerous word.

Viral.

Many marketers seem to share the misconception that if you create a video that doesn't rake in millions of views, that you've failed in a major way.

Fortunately, this is far from the truth. To start, [your goals as a B2B company are not the same as your B2C neighbor](#). You're in a different ballgame, and you need a different set of objectives for your content.

While a B2B brand has a harder time developing videos for widespread reach, this is actually nothing to be discouraged about. Not everyone out there needs your solution or service, but it doesn't mean your videos can't be impressive.

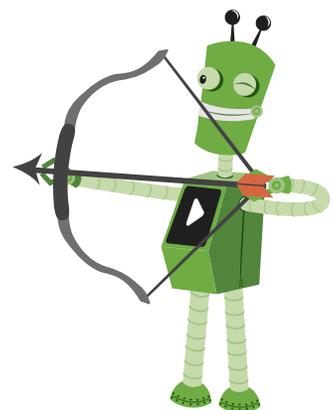
Moreover, as a data-driven marketer, your aim is to go past a total view count. That's why video marketing technology is evolving. It's no longer good enough to see that 100 or 100,000 people watched your video. You want to know exactly who they are, their specific interests, and how they can be guided through your funnel with content appealing to their needs as a buyer.

Your videos need to attract your target buying personas and narrowcasting is the key.

WHY YOU NEED TO NARROWCAST

Despite what you think about appealing to a mass audience with your videos, **you're actually going to want to narrowcast your brand message and focus on building the best video possible to entice your target viewers.** The more specific your video is, when speaking to a narrow niche, the better it will perform when it comes to conversion because it won't be burdened by unqualified views, or those who have no interest in your offering.

If you narrowcast a targeted message that capitalizes on the pain points of your ideal prospect, your video will retain viewers who are actually interested in what you do and likely have the budget to spend on your offering. In other words, you'll attract and maintain the leads worth following up with.



WHY VIRAL ISN'T REALLY YOUR GOAL

“Going viral” is a naive approach to video marketing because, in reality, you can only secure millions of views if you have an audience with millions of people in it to begin with.

Chipotle restaurants can get millions of people to watch their videos because technically anybody who can eat a burrito is a potential customer. They can brand pure entertainment and rely on a slow motion shot of chili fries to reel people in. You...well, not so much.

EXAMPLE OF NARROWCASTING

The first step to narrowcasting is understanding who your niche is. The next step is finding a creative way to package up your video concept to appeal to this niche. Remember that even if your content isn't interesting to anyone outside of your target, that's okay – the randoms who count as “views” don't have the interest or budget to buy from you anyway. You're aiming to help viewers self-qualify.

Here's a video from B2B brand, ExactTarget that serves as a great example of narrowcasting:



[HTTP://DEMOS.VIDYARD.COM/WATCH/4TDLS_NAXEHJUB0_WR5AYA](http://demos.vidyard.com/watch/4TDLS_NAXEHJUB0_WR5AYA)

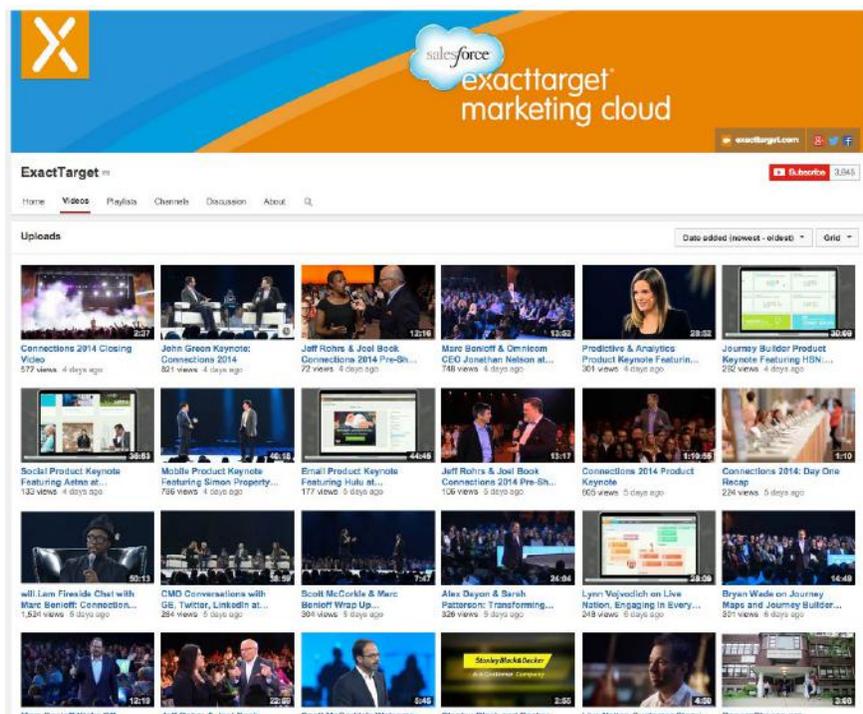
While this video might have most people scratching their heads (“Why is everyone’s name replaced with variations of real names?”), it’s a perfect video for appealing to ExactTarget’s audience of marketing practitioners and those dealing in demand generation. This audience talks about demographics everyday so they’re not only in on the joke, but the content is directly related to their everyday world, and what they’d find useful from ExactTarget. The video is the brand’s way of saying “We get it, we know your business”.

Even though this video doesn’t necessarily appeal to the masses, ExactTarget has found a way to keep things fun for those who actually matter to the company. You’ll also notice that the brand has ended the video with a “learn more” call to action button for potential clients to start their content journey on the company’s website. The YouTube annotation from the

video leads to a form on the ExactTarget site where viewers can convert and download a guide related to the video. It’s a terrific example of the journey your videos should be the start of.

Finally, looking to the ExactTarget YouTube channel, you’ll notice their content strategy is based on a narrowcasting approach.

That is to say, the average YouTube visitor wouldn’t likely get too excited about videos on ‘social crisis management’ or even ‘The 7 habits of highly effective audience developers’, but this content isn’t *for* the average YouTube visitor. It’s not designed to go viral; it’s designed to attract an ideal, self-qualifying lead and become the start of their journey with the ExactTarget brand. Each of the videos has a way of diverting your attention from YouTube, over to the ExactTarget site where you continue your content journey.



"WE BELIEVE IN THE POWER OF VISUAL STORYTELLING, AND THE OPPORTUNITY THAT THE VIDEO MEDIUM CREATES TO COMMUNICATE GREAT EXAMPLES OF DIGITAL MARKETING. MOST OFTEN, VIDEO ALLOWS US TO TELL THE GREAT STORIES OF OUR CUSTOMERS, RATHER THAN OUR OWN."

– BO DEITRICK, VIDEO PRODUCER AT EXACTTARGET

How to Narrowcast

So how do you create video stories that appeal directly to your target? Here's a few practical ways you can make your own narrowcasted video concepts for B2B.

FOCUS ON OBSERVABLE UTILITY

One of the things your video library should do is show your potential customers how you fit into their lives. Along with videos of news and stories that are of interest to your subscribers, you'll also want videos that showcase – in an indirect or fun way – how you fit into their daily challenges.



Cvent does this really well in a video called "Don't be a Meetings Dinosaur". While the content is broadly entertaining, their target audience of Event Managers recognize the specialized terms and scenarios presented, and thereby quickly understand exactly how Cvent can help them with

specific day-to-day activities. Even though everyone can technically understand Cvent's message, the video is undeniably intended for experienced event planners.

The lesson: Weave your target market's everyday scenarios into your videos.

Even if this means you're making a video about the boardroom, infuse some comedy like Cvent and showcase exactly how your brand helps. Watch out for being too feature or jargon heavy here. Cvent strikes the perfect balance.

BUILD VIDEO STORIES AROUND BRAND CHARACTERISTICS AND NICHE AUDIENCE INTERESTS

While Nike and Red Bull often use branded entertainment, B2B can learn from these brands as they tell bigger stories around overarching themes. Red Bull doesn't just sell you an energy drink, they sell the spirit of extreme sport, competitiveness, and rock star living.

As social media strategist [Mack Collier insists](#),

“This is the new model of digital content creation. Don't focus on your products... Focus on the ideas and themes that relate to your products.”

The best videos you create are the ones where you talk directly to your niche about why you do what you do. Not what you sell, but the bigger story. Are you passionate about the environment? Are you all about helping people connect? Do you make technology exciting?

Find your overarching theme and then find a way to communicate that theme to your precise target. (Remember: Broad theme, narrow audience).

B2B brand SAP, for example, can create a video of a family to communicate their values of connectedness. With the right script and language, it inadvertently showcases how technology can create community and togetherness, so it works to target their niche audience of technology professionals with families of their own.

As your brand becomes more like a media company, you can also narrowcast with short news segments designed to appeal to your niche. On SAP TV, for example, the brand covers items of importance for their target audience and you can bet the subscribers to their topic-based channels are only too happy to receive news updates, fun videos, and informative follow up emails related to how SAP technology fits into the larger news story.

You can become a bit of a newsroom and start creating segments your audience will find especially useful. If they're targeted correctly, you've got the narrowcasting aspect down!

HOW DO YOU KNOW YOU'VE NARROWCASTED SUCCESSFULLY?

When strangers to your brand can watch your video and identify the type of person or profession the video is designed to appeal to, you've nailed the narrowcasting approach.



8 Videos to Jump Start Your Collection (and Their Purpose Along the Funnel)

By now we've established that B2B businesses don't have to be boring, and that you have to commit to narrowcasting your message if you're going to be an effective video marketer.

That said, what kind of videos can you create today to jump start your collection? More importantly, how will they contribute to your strategic business objectives throughout the funnel?

We've brainstormed a few ideas beyond the typical explainer to get you started, and they're mapped to the funnel to show off their strategic purpose:

1. FUN, HIGH-LEVEL VIDEOS PROMOTING YOUR EXISTING CONTENT

Great for: Brand awareness, increasing traffic to your blog or asset-specific landing pages, and lead generation.

Most companies already have text-based content marketing assets to promote, and one of the best ways to make the most of these pieces is with a fun video designed to promote more downloads. When brainstorming new content pieces, consider the bigger story you can wrap these up in, and the top-of-funnel video you could use as the asset's promo or commercial, so to speak.

As an example, ExactTarget (a notable video trailblazer) promotes their SlideShare of '100 email subject line examples' with its own high-level video teaser. Using video as a short teaser for another piece of content is a great way to make sure your assets get the attention they deserve over time.



EXACTTARGET PROMOTES THEIR SLIDESHARE CONTENT WITH ITS OWN VIDEO: [HTTP://WWW.YOUTUBE.COM/WATCH?V=8NKYNCQAHLo](http://www.youtube.com/watch?v=8NKYNCQAHLo)

2. SITUATIONAL OVERVIEWS (OR THE “WHAT’S IN IT FOR ME” VIDEOS)

Perfect for: The discovery phase, a campaign for generating interest in your niche market, lead generation, and nurturing emails.

Similar to your explainer, you can create overview videos for each vertical, or product line you offer. With a situational overview, you’re not looking to make a hard sell or pitch in the video, you’re outlining the problem you know your customers have. This video answers the question “what’s in it for me” from the perspective of your buyer.

Here's a [phenomenal example from Lattice Engines](#).



This video is so awesome because it showcases Lattice's expertise in predictive lead scoring and assures their potential buyers searching for solutions that Lattice fully understands their needs, especially when it comes to marketing and sales alignment.

When you're launching a new product line, or solution set, a situational overview is a great video to send in a follow up conversation to a hot lead, or in an introductory email to get a conversation about your brand started. It's designed to get your B2B buyer thinking about the types of problems you solve, and it showcases your know-how on industry-specific issues.

"I LIKE TO TEST OUT NEW STYLES OF VIDEOS TO SEE WHAT OUR AUDIENCE IS RESPONDING TO. IT CAN BE DAUNTING TO TRY SOMETHING NEW, BUT OFTEN WORTH THE RISK. OUR PROSPECTS ARE MAINLY MARKETERS AND WE'VE FOUND THAT THEY REALLY LOVE SILLY VIDEOS AND EDUCATION, SO WE'VE BEEN FOCUSING ON CREATING A MIXTURE OF BOTH."

- ALICIA THOMAS, MULTIMEDIA PRODUCER AT LATTICE ENGINES

3. TALKING-HEAD STYLE INTERVIEWS

Great for: building your video library, brand awareness, content re-use on various channels (blog, YouTube, social, etc.), and attracting leads with industry-specific interests.

Interview-style videos are a great way to give your video collection a boost and attract an audience who cares about your industry and what you have to offer. To start your video collection, you can create an interview series and discuss broad topics of importance to your target audience with influencer guests they'll love. If there's an influencer in your industry you're especially close with, build that relationship and then book 'em for a video.



Also remember that you can use the interview format in unexpected ways. Just take a look at this example from SAP. In a man-on-the-street style interview, they ask random people in Times Square, "What is SAP?".

As YouTube is the second largest search engine in the world, these types of “What is ____” videos are particularly strategic. If you answer a question like “What is the Cloud?” you could end up ranking very highly for this result in search and be the brand providing this key information to potential customers.

4. HELPFUL HOW-TO SNIPPETS

Good for: Easing people from the discovery phase into the real meat of what you deliver.



B2B buyers often start their search with Google, so your video content should be created with SEO in mind. One of the best ways to stand out in search is to create videos around the questions your target audience is asking.

The content marketers over at Kapost do a terrific job with helpful how-to video snippets. In short, informative blurbs they answer questions related to their specialty.

By becoming the experts who can answer the question clearly in just under a minute, they become the folks people want to do business with.

Their videos include great calls to action prompting the download of another piece of content. This guides people to the next stage of the funnel where they'll learn more about the Kapost solution.

Overall, consider creating this type of quick hit video to answer important customer questions in your industry and use the end of the video to prompt the download of a piece of informative, mid-funnel content.

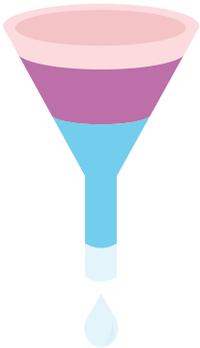
"WE USE VIDEO STRATEGICALLY BY TYING EVERY SINGLE VIDEO INTO A CAMPAIGN, EVENT, OR PRODUCT FEATURE. TO MAXIMIZE POTENTIAL, WE SHOOT ONLY WHAT WE NEED, AND PUT TIME INTO QUALITY OVER QUANTITY."

- JACOB COLLINS, VIDEO PRODUCTION AT KAPOST

5. RECORDED WEBINAR SEGMENTS

Good for: educating potential customers about issues related to your industry.

Similar to the helpful how-to snippet, you can educate and guide your prospects even further along the funnel with recorded webinar content. These are usually longer videos (depending on how you slice and dice, the videos could be around 10 to 15 minutes in length or broken up into 3 minute segments in a series).



Fortunately most companies have hosted webinars before, but the trick to adding these assets to your video collection is to consider their reuse during their production. When planning new webinars, think about how you plan to repurpose them from the get-go. Design your webinar so that the recording can easily be carved into bite-sized video clips to be used in ongoing content marketing programs. Rather than the traditional 45-minute webinar presentation where every slide builds on the last, consider alternate formats that can readily be segmented into smaller chunks like:

- A moderated panel discussion where each question and answer can stand alone
- A series of best practices that each deliver value on their own
- Multiple speakers that each present on the topic at hand for 10 minutes or less

If you build out topics especially strategically, each mapping to a particular question a buyer has along their journey with your product, for example, these videos act as the perfect stepping stone along the buyer journey.

6. EVENT MARKETING VIDEOS

Good for: pre-event email marketing direct to the attendee list, teaching fellow conference attendees about your areas of expertise, and scheduling in-person meetings prior to a live event.

Event videos both before, during, and after your conferences are the key. You can film 8 different kinds of videos surrounding your events (all found within [this helpful post](#)) and many are perfect for scoring yourself a meeting while conferencing, or using as follow up when discussing educational content with new late-in-the-funnel prospects.



7. CUSTOMER TESTIMONIALS

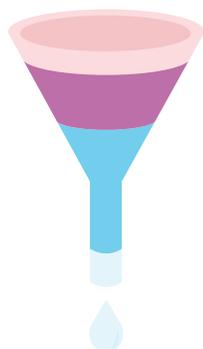
Great for: The justification and evaluation stage of the funnel when buyers are considering whether you solve their specific pain points.

Arguably one of the most important video types in your collection.

A great customer testimonial is what most B2B buyers are searching for once on your site.

A testimonial is the stamp of approval from other businesses and filming a great one is the perfect way to showcase how your solution fits into multiple industries, how it solves common customer problems, and how you go above and beyond (even post sale) to deliver customer success.

When developing a testimonial video, never underestimate the power of B-roll, always ask leading questions versus the typical Q&A and always find a way to position your customer as a total hero.



8. PRODUCT DEMOS

Good for: helping buyers justify their decision to purchase, email follow up, lead generation, and addressing the end of the funnel with your video collection.

In B2B, product videos are necessary at some point along the funnel – namely toward the middle to end of the funnel to help justify a potential purchase– and because your audience should be nodding along in agreement with you at all times, your goal is to show them you understand their world.

As companies like Box.com have discovered, a [play-by-play walkthrough](#) of your audience's actual tasks can be pretty effective as a demo. In this example, Box.com walks us through how a marketer can use Box to make their job easier. It's important to note this video is not about Box.com directly – but instead, the everyday problems this company can solve.



[HTTP://DEMOS.VIDYARD.COM/WATCH/EHP-CHDRMXQPKD-BEC7B9Q](http://demos.vidyard.com/watch/EHP-CHDRMXQPKD-BEC7B9Q)

By calling out familiar scenarios (like a marketing budget cut) and how their solution helps, this video is all about observable utility and serves as a terrific demo which could be used in follow up emails to leads who want to see the product in action. Ensure you have demos ready for the end of the funnel and determine where they will live on your site.

THE BOTTOM LINE

With a bit of cleverness, any of the above video types could be altered to suit a different place in the funnel. It's all about using the format to suit both your audience's needs and selecting the best format to communicate your message.

Now that you've got some inspiration, it's time to look at the practical ways to produce these videos (whether that be creating them in-house or outsourcing), as well as the level of production value you'll be expected to meet in the ever-evolving digital age.

Yep, it's on to video production!

But first...

Lightning Round: Best Practices on Video Storytelling

Q: MY FIRST AIM IS TO MEET WITH MY CORPORATE COMMITTEE AND OUTLINE ALL THE STORIES MY BRAND WANTS TO TELL, YEAH?

A: Not exactly. Get initial buy in for fun video stories by creating an internal hit first.

As Tim Washer discovered at Cisco and IBM, the best way to get initial buy in for video content is to ease into fun or humorous storytelling by creating something for an internal sales event.

This allows you to hone your visual storytelling skills and video production process prior to attempting to become a video trailblazer. Your video content gets better as you learn, so start small and branch out when you're ready.

Q: IS MY GOAL TO CREATE VIDEO STORIES THAT GO VIRAL?

A: Nope! Narrowcast content to qualify leads actually worth following up with.

Even though you want a lot of eyeballs on your videos, you want the right ones – your target audience. Stop trying to make video campaigns that appeal to everyone in the world. You only need to hook your niche market and you can do this with the very first sentence in your video. By

making the first sentence really specific, you'll lose a bunch of unqualified random viewers at the beginning, and you'll know to follow up with those who make it all the way to the end of the video, as their strong attention span is a clear sign of qualified interest. [More details here.](#)

Q: SHOULD MY BRAND VIDEOS COVER MY PRODUCTS?

A: No (well, eventually yes). Cover bigger stories and themes with your video messages, but remember you're guiding customers through the funnel with content (which will eventually include your products).

The biggest lesson in content marketing is that the story shouldn't be about you, but instead, what you do for others. If you sell solar panel software, your video message should be focused on saving the earth and the fight against global warming. If you sell telecommunications software, tell a story about connections and real people. Ultimately, tell the bigger, umbrella story for your brand – it's not about what you sell. Aim to build emotional connections around a theme bigger than your company.

Production

Producing Killer Video Content

Before your website is full of play buttons, you have to get out there and actually create killer brand videos. Production is often considered one of the scarier parts of video marketing, but – as we'll discuss – it's actually easier than ever to create amazing assets to scale your message. Whether you create videos in-house or outsource them (or a combo of both), you'll find that production is a lot less scary than you think once you take the plunge.

As companies get started with video there are always questions about budget, outsourcing, expectations around production value, and how to create great assets without breaking the bank. This section answers these questions and more.

In-House vs. Production House (Your Questions, Answered)

According to a recent [Demand Metric study](#), B2B marketers cite both a lack of budget and a lack of in-house resources as the top two challenges associated with video. These very common issues inevitably beg the question:

“Should we try making videos ourselves, or should we enlist the help of a video production company?”

This is a great question! Unfortunately, there's a reason why it's so difficult to answer.

As we'll reiterate many times in this part of the handbook, your budget for video (in-house or otherwise) really depends on the types of projects you outline in your video strategy, and your budget will often dictate the creative avenues you can explore. Every production from live action to animation will range in terms of the time and resources required, and so there isn't a definitive answer that works as a blanket solution for every company.

However, in the interest of giving you some ballpark estimates and helping to guide your decisions, here are some figures you can expect to see as you consider both options.

THE BREAKDOWN

When outsourcing your videos you can expect to go in with a typical budget ranging anywhere from \$5,000 to upwards of \$10,000 per video asset. This range is pretty standard for a run-of-the-mill explainer video, but again, the budget will change as you opt for higher production values. Advanced videos of an “advertising look and feel” will range anywhere from \$5,000 to \$60,000 for major productions. On average, most budgets for a polished production (the kind that comes equipped with a full production crew) usually land somewhere between \$20-30K.

With these numbers in mind, if you wanted to outsource one basic explainer video per month for a year, you're looking at a baseline of around \$60,000 at the very low end of this spectrum.

Again, all video production houses vary and you can call around to get quotes that mesh with your brand's needs and budget.

If you're looking to go the in-house production route, you'll likely be hiring a videographer. This person – depending on their skillset and experience – will know how to conceptualize, capture, and edit footage from concept to completion.

The average salary in the US for a videographer is around \$71,000 [according to Indeed.com](#), and this person will likely be able to create a video per week depending on the scope of the project. This amounts to about \$1,365+ per video after equipment cost.

When looking to hire an in-house videographer, you'll want someone who can break down complex B2B products and work with videos from pre-production to post. They should be imaginative, good with metaphors, and have a great sense of your target audience. Aim to hire someone with a great sense of timing when it comes to editing, and someone who's talented at directing people in front of the lens.

NOT SURE WHAT YOU NEED?

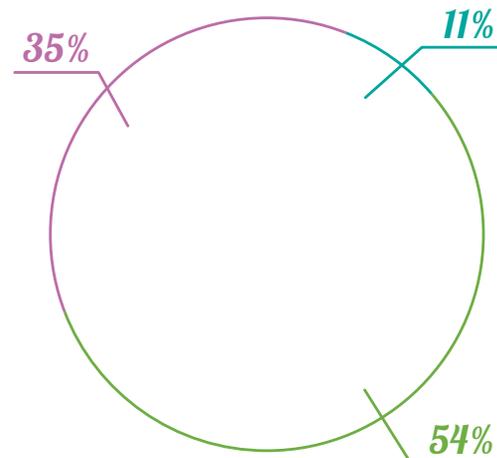
A good way to determine what you'll need for your organization is to outline your expected output. At present [over one-third of large companies produce more than 100 marketing videos annually](#), and even if you're not at this stage of volume just yet, you'll have to consider whether you're creating projects (one-off assets) or a program (regularly scheduled videos as part of a cohesive content marketing strategy). This will often make the difference in which production method you choose. You'll want to consider what's reasonable for your company based on your size, the scope of what you'll need to communicate, and your budget.

B2B VIDEO PRODUCTION TRENDS

While there isn't a one-size-fits-all approach to video production, we are seeing a lot of companies succeeding with a combination of in-house and production house. In fact, it has been found that 54% of B2B organizations currently use a combination of outsourced and in-house resources for production and only 35% percent use in-house exclusively.

RESOURCES USED FOR VIDEO MARKETING CAMPAIGNS

- Outsource all or most campaigns
- Use in-house resources only
- Combination of outsourced and in-house resources



HOW REAL COMPANIES APPROACH PRODUCTION

While you might imagine that in-house creative video teams are a luxury reserved for massive companies, it's not altogether surprising that even smaller, trailblazing companies are opting to hire their own dedicated video teams. This was the case with the groundbreaking mobile-payments provider, Square.

When starting with video marketing, Square was outsourcing about twelve documentary-style videos every three months from their trusted production team. However, after realizing the potential cost savings, the team at Square (then just 150 people) acquired their video production team (two video directors and an executive producer) to ramp up their efforts.

As Justin Lomax, Managing Producer at Square explains, "It's generally a smart move for brands to consider in-house production teams if looking to build out a robust content program. As Square began delivering a more regular content program, they recognized the value of high-level storytelling capabilities in house."

And there are certainly benefits to this dedicated production team. As Justin insists,

“There’s an extra level of familiarity and product-specific knowledge that comes with an in-house team. I’m very familiar with all facets of the product and I’m usually part of initial product positioning conversations. You really can’t overstate the value of this insider info when it comes to communicating these details with video.”

But even with an in-house team, Justin insists you never really leave the combination approach to video production behind:

“Many companies wonder, ‘how am I going to keep two editors, three producers, a motion graphics designer and two directors busy?’, but I find having a dedicated team in-house tends to generate a lot of requests for stories. As we scale, more video requests come in and then we end up partnering with vendors to handle overflow. With so much content, we’re always working in combination with a creative agency or production house for things like cinematography or color correction. This is common for brands wanting to deliver high production value.”

The combination approach to video production tends to work for companies creating lots of content because specific video assets call for specific skills. Even if you have a super talented videographer in-house – familiar with talking-head style interviews, animations, and more – if they’ve never created an instructional video series or television-style spot, you might need to call in a production house to assist on a case-by-case basis.

Justin has found that outsourcing where appropriate has its benefits too:

“The best way for us to stay fresh is to bring in new perspectives all the time. Creative partnerships are key because they help you ask the right questions. Everyone has preconceived notions about what people think of the brand, but new creatives will challenge these notions, which is really valuable for delivering a better message with video.”

PRACTICAL TIPS FOR GETTING STARTED

In terms of advice, Justin advises that you look to your video’s creative brief: “Once you decide what needs to be accomplished, this will tell you where you need to go per needed asset. The creative will dictate the partner.”

Furthermore, when looking for a production company to work with, consider the following questions:

- Does this agency have a diverse skillset? Are they especially flexible?
- Can they assimilate our company’s traits into their work, or will this video feel like their brand overshadowing ours?
- How do I feel about working with their people? Does their energy mesh with our brand?

Because you’ll spend significant time going back and forth on the creative process, all of these considerations are important. Overall, a great combination of in-house

resources and a video production house you trust is the first step toward developing content that will get you noticed. If you take all of the aforementioned into account while developing your strategy, you’ll have a great understanding of how you’ll approach your video production.

VIDEO MARKETING MYTHBUSTING

When discussing your budget for video marketing, it’s important to address a huge marketing myth. Many people still assume that they can’t get into the game because all branded video content needs to look especially polished or Super-Bowl-worthy. Luckily, this isn’t true with every piece you create. At the heart of it, you don’t need Spielberg-like skills to create killer content, your video stories just need to resonate with your target audience. At Vidyard we love Ann Handley’s take on scrappy video marketing, and the following piece outlines why you don’t need to worry about coming across as an amateur with video.

Scrappy Video Content Marketing: What if we Didn't Try so Hard?



**ANN HANDLEY, CHIEF CONTENT
OFFICER, MARKETINGPROFS
@MARKETINGPROFS**

What if we stopped trying quite so hard with our video content marketing? What if we just told our true stories honestly and simply, and with empathy for the very real problems our customers have?

A video from a tiny Arizona startup busts some common myths about using video as part of a content marketing program.

There are three other things to love about it, too:

1. The video is script-less—but still it speaks volumes.
2. It sits squarely in the sweet spot of how I define great content, or content that is **useful x inspired x empathetic**.
3. It's a great example of how a scrappy attitude and simple execution can be powerful.

It's made me wonder: What if we didn't try so hard to be amazing and awesome? What if we just spoke from our hearts, with empathy for the real problems we solve?

Details on all that in a minute.

First, take a look at the (very short) video, produced by Mesa, Arizona-based Crowd Mics, an app that turns a smartphone into a wireless microphone allowing you to be heard over a room's sound system:



Are you underwhelmed?

I was at first. Then I thought about it, and I realized that the video is so simple, it's kind of genius... because it busts a few video content myths:

MYTH 1: VIDEO IS HARD, EXPENSIVE, COMPLICATED, AND TIME-CONSUMING.

Truth: Nope, nope, nope, and I'm-sorry-but-you-couldn't-be-more-wrong.

Co-founder Tim Holladay (who owns Crowd Mics with his brother, Sean) said he spent an hour putting the video together. He got the idea for the bones of it when the brothers were helping out at their local Startup Grind event, where organizers had used Crowd Mics to amplify audience questions in the Q&A.

A few days later, when the Startup Grind video was posted, “We realized that you couldn’t hear the questions so well. We knew Crowd Mics would help with the live room, but it was amazing when recorded,” he said.

No script, Tim said, just a little planning:

“[W]e just pulled a few videos from other similar [non-Crowd Mic] events and showed the contrast. Just a quick-and-dirty edit, but you get the idea. And I promise, no audio editing.”

“I edited it in Final Cut Pro on my little Macbook Pro,” Tim told me. “I have a couple years [of] doing random videos here and there. Nothing professional, just self-taught. Probably took an hour or so.”

MYTH 2: BRAND VIDEOS SHOULD BE SLICKLY PRODUCED.

Truth: Scrappy trumps slick.

I talk about this a lot: The best marketing tells a true story well. In this case, “true” means “relatable”.

Although I’m certainly a big fan of beautiful and artful video (I’m thinking here of [Chipotle’s The Scarecrow](#) or [Airbnb’s Hollywood and Vine](#), sometimes a simple execution of a good story can run circles around a slicker production. So to all the content marketers I talk to who think video content is hard...

“WHAT IF WE STOPPED TRYING QUITE SO HARD? WHAT IF WE JUST TOLD OUR TRUE STORIES HONESTLY AND SIMPLY, AND WITH EMPATHY FOR THE REAL PROBLEMS OUR CUSTOMERS HAVE?”

“Authentic” is one of those words I’m allergic to in a marketing context: Too many times “authentic” is applied a little too vaguely, isn’t it? (What’s “authentic”? What does that mean, anyway?)

But in this case the video feels real—authentic—because it is: the vignettes from various meet-ups feature real people at real events with real sound issues.

In other words: Let the story dictate the production values, not the other way around.

THIS IS WHAT 'SHOW, DON'T TELL' MEANS

Haven't we all been in that audience, straining our eardrums to hear the question that someone across the room just asked?

Haven't we all taken pity on the poor room runner, frantically trying to scale chairs in a meeting room to hand the question-asker a microphone?

Painful.

This video shows that pain—with real empathy for the grief of being in that audience, the speaker on stage struggling to understand the question, and the event organizer struggling to deliver the best experience for event attendees.

DON'T MAKE ME WORK

My one quibble is that the video (and the companion email sent to the Crowd Mics list) failed to include a call to action or sharing icons. So, if you want to share the video on social networks, you have work relatively hard to find the original video and then share it socially (which is how I saw it, when my friend DJ Waldow shared it on Facebook).

Better, of course, is to make sharing stupid-easy for your audience by embedding social-sharing icons.

Also better is to be sure that you don't leave your audience hanging. Draw a path for them to follow: in this case, to download the app, or sign up to get more updates, or show them what else Crowd Mics can do (and it can do more).

But those are easy fixes. The truth is that it's a great first effort for co-founders Tim and Sean—newly minted content marketers whose company didn't exist a year ago. (It launched in February of this year.)

"Our early clients are reporting a four-time increase in crowd interaction with Crowd Mics", Tim told me. "We've been working to get Crowd Mics into every event possible and help the audience be heard."

Because, he added, "We're pretty scrappy here!"

And so, as a result, is their marketing.

3 Tips for Creating Brand Videos on a Budget

Once you start producing videos (even scrappy ones) with an in-house creative team, there's always the question of maintaining your budget. Here are some tips to ensure you're creating amazing assets no matter what you're able to spend...

1. Don't overcomplicate it: The barriers to entry for video production have come down significantly in the last few years. In fact, it's likely that you already have a 1080p high-quality recording device in your pocket! Whether you start with a go-pro, a webcam, your tablet, or even your smartphone, you can create something with a professional look without investing in a pricey in-house studio.

As a terrific example, Jay Today is an almost daily three-minute video series by bestselling author and speaker, Jay Baer. All of the three-minute segments are filmed on Jay's iPhone in just one simple take. In terms of optimization, the folks over at Candidio help Jay add his logo to the side of the frame. This is where viewers are constantly prompted with a subscription button and are reminded of the topic of the video to keep the focus clear:



[HTTPS://WWW.YOUTUBE.COM/CHANNEL/UCI_H92ZNGALSS8TD5GIM-KA](https://www.youtube.com/channel/UCI_H92ZNGALSS8TD5GIM-KA)

These videos are used on the Convince and Convert blog as educational content and, because Jay usually keeps a natural light source in front of him, the footage looks great (would you know these videos were made on an iPhone?). Overall, this is a great series to showcase that even if your budget is just enough for a smartphone, you don't have to overthink production value for something like an educational series. Jay's show focuses on exceptional content delivered to a social savvy audience on a regular basis and it performs really well.

Quick videos like these are a great way for Jay to deliver his expertise and further enhance his reputation as a thought leader.

In the same way Jay adds unexpected value for his subscribers, you can easily start a branded series for your business in which an expert dishes on popular, helpful topics. All you need is a simple recording device (your smartphone works great), good natural lighting, and you can optionally enlist the help of a service like Candidio to add your logo, etc. as a graphic that appears during the video. You can even avoid a ton of editing if you film casually in one take, or sequential order, like Jay.

2. Know your variables/resources: Even if a parody of Christopher Nolan's *The Dark Knight Rises* might be perfect for your brand, you have to remember that you don't have the resources to pull together a massive, screaming crowd at a football stadium for that epic scene.

When conceptualizing your videos, always go in with an understanding of what you can and can't realistically use as a resource. While this

is technically a limitation (and a total bummer), remember it's also a chance to get creative. Sure, you don't have a massive stadium to create your parody, but what's to stop you from creating a stop motion video with LEGO minifigures or cardboard cutout microvideo on Vine? It's time to get crafty! Remember, it doesn't have to be polished, it just has to feel authentic, mesh with your brand's voice, and appeal to your target audience.

3. Create repeatable content segments:

Part of building your subscriber base involves creating content on a regular publishing schedule and fostering the "promise of new" with your target audience. As a fun example, Jimmy Fallon has had major success with the *Tonight Show* in part because his audience can look forward to repeatable content segments. While the guests on the show change night to night, Jimmy's segment formats are repeatable content blocks. Fans of Fallon can always look forward to Thank You Notes, "Ew!" (in which Jimmy plays a tween girl), games with guests, and Classroom Instruments, just to name a few. These segments have *millions* of views on YouTube and every so often, a new game, parody or digital sketch is introduced.

You can employ this same segmenting tactic when planning out new videos by making up a few themed video concepts that are recognizable and repeatable. If your concept stays constant, like Jimmy's Thank You Notes, you only need to swap out the people who are featured each week, or what they talk about. This type of signature sketch is memorable, doesn't have to correlate directly with your products or services (AKA great content marketing!), and budget friendly.

With repeatable content blocks, you can use the same studio location every time and follow a templated script. Because the format stays the same, you'll perfect your process and create enough content to feed the content beast week after week.

Example: At Vidyard, we created a bi-weekly video series called "Good Idea/Bad Idea". These videos use the same format each time and serve as a teaser to introduce a new video marketing best practice with each new episode. Because we've nailed down a format, swapping out the topic each week is easier and we can focus on teaching great lessons instead of getting swamped in details.

Start With a Creative Brief

Whether you're planning on making videos in-house or with a production house, you always want to go in with a distinct purpose and a plan.

Each type of video you create has different creative requirements and a creative brief is a sure fire way to keep everyone involved in production on the same page.

In the appendix of this handbook you'll find a creative brief template to ensure all of your videos are as strategic as possible. As you create videos, you'll learn a process that works best for your team and you'll be able to add or take away from the brief template as needed.



**WE PROVIDE A CREATIVE BRIEF
TEMPLATE FOR YOU. FIND IT ON PAGE 104.**

Lightning Round: Best Practices on Video Production

Q: HOW LONG SHOULD MY VIDEO BE?

A: Online video is not like cinema. Keep it super short!

The average attention span of a web user clocks in at [around eight seconds](#), so while you might have a lot to say, consider that you have only seconds to gain initial attention. It's been found that viewers typically start losing attention at the 30 second mark of any video. As a rule, high-level entertaining videos for brand awareness should be 30-60 seconds in length. These short videos are more conducive to maintaining your audience's attention. As a rule of thumb, we always suggest aiming to maintain at least 60% of your audience through to the very end of a video (where they can engage with your call to action).

Content for the middle or end of the sales funnel can be longer, but remain under three to five minutes to be safe. When producing longer-form content to be repurposed as part of your video collection (i.e. webinars), remember to break these up into digestible pieces (three to four minutes), that lead into the next video in your series. Your end-of-video call to action can always point your audience to the next video (you ideally just want them to make it to the end without bouncing first).

Q: I WANT TO MAKE A LOT OF VIDEOS, SHOULD I OUTSOURCE EVERYTHING?

A: Nope. Use a combination of in-house and production house for optimal results.

Different videos require different resources and if you're outsourcing a ton, it's likely you've moved from a project-based approach to a program approach more suited to content marketing and regular publishing schedules. First determine what types of video you need, outline some possible concepts, and let the creative dictate whether you have the person for the job in-house, or if you'll be outsourcing.

As a handy resource, check out the [Notch Video Marketplace](#) where you can find ranked and rated video production partners in your location!

While you can outsource a few really polished pieces, you can also start creating productions in-house. A smartphone's camera or your webcam are great places to start.

Q: DO I NEED A VIDEO SCRIPT?

A: Depends on the video!

If you're creating a product tour video for the middle of the funnel, or even an introductory product explainer, you're going to want to script this type of content. This is benefit-heavy stuff and without a script, your video will likely be

filled with 'umms' and 'ahhs' as your on-screen or voice over talent struggles to find the perfect way to describe B2B actions and benefits.

In the case of other videos, however, a script might not be the way to go. For a customer testimonial, you can't plan for what your customer might actually say, but you can ask leading interview questions that aren't standard Q&A. For example, beyond asking how they use your platform, ask something open like, "tell me about a time when you solved a huge challenge related to <what your product or service helps them with>". This will avoid the awkward repeat-the-question-as-part-of-your-answer business, and people are much less likely to be nervous while telling real stories on camera. Whether or not you need a script will rely entirely on the type of video you create.

More often than not, you do need a script, but don't ever feel confined to one.

Q: DO ALL OF MY VIDEOS HAVE TO HAVE A POLISHED, PROFESSIONAL LOOK?

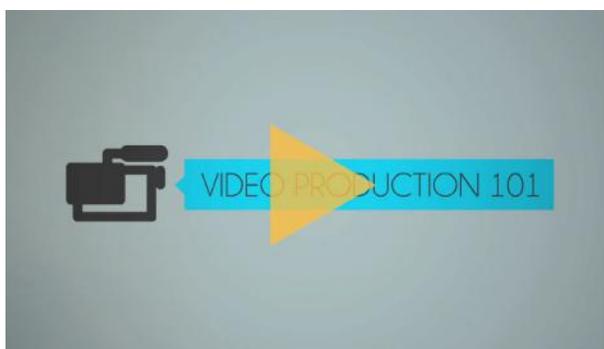
A: Not at all – sometimes scrappy works.

Your concept will dictate how fancy you get with video marketing. You can create something valuable in just one take (similar to the Jay Today videos shot with an iPhone), or you can simply repurpose your recorded webinars as chaptered, educational video content. Scrappy works, it's just about finding the right opportunities.

Q: I DON'T HAVE A LARGE BUDGET, WHAT SHOULD I FOCUS ON FOR GREAT VIDEOS?

A: Budget aside, lighting and audio are key!

Even if you're making small videos to start, be sure to capture amazing lighting and audio as these are two things that – despite fantastic content – people will notice. You can watch the third episode of our Video 101 series to learn more about what to watch out for with lighting in particular.



Q: IF I WANT A VIDEO FOR A CAMPAIGN, HOW FAR IN ADVANCE SHOULD I CONTACT A VIDEO PRODUCTION AGENCY?

A: This will range per production house or videographer, but usually you'll want to book your project 6-8 weeks in advance of the delivery date. 10-13 weeks for particularly complex projects.

If you follow this timeline, this usually allows your creatives to have a schedule like this one:

- 1 week to download the brief and research options
- 1-2 weeks for concept development
- 1-2 weeks to lock down the script and pre-production details
- 1 week block for production (although most shoots are 1-2 days)
- And finally, 2-3 weeks for post-production

Q: IF MAKING VIDEOS IN-HOUSE, HOW MUCH TIME SHOULD I DESIGNATE TO A VIDEO SHOOT?

A: Anticipate many takes when shooting your videos and over-anticipate your prep time.

In our experience, B2B product details are easy to script, but difficult to get right when you try getting your on-screen talent to deliver the points naturally on camera. Make sure your sentences are short, conversational, and give your speakers adequate time to prepare. It might take many takes to get the details down.

In terms of prep time, pre-production details are key. For more information on pre-production details, [see this helpful post](#).

Q: WHERE CAN I FIND MORE VIDEO MARKETING AND PRODUCTION RESOURCES?

A: Here's a list we think you'll find helpful:

- [ReelSEO](#) - The online video marketing guide
- [Candidio blog](#) - Filled with great production tips
- [Kuno Creative](#) - Some great videos about video on their YouTube channel
- [Viral Gains Blog](#) - Discover the latest in fun video trends
- [The Vidyard Blog](#) - Where we deliver resources, inspiration and strategic video marketing tactics

Strategy & Optimization

Making Purposeful Video Content

So far we've walked through how to tell brand stories especially well, and what you can expect when starting to produce video content (not so scary anymore hey?), so now it's time to discuss your overarching video marketing strategy. Y'know. The real meat and potatoes.

At present, you might be creating cool videos, but if you're like the majority of marketers, your cool content may have fizzled out and collected some internet dust. This may be because you don't have a video marketing strategy in place, or release videos without defining any specific goals. With such focus placed on production and jumping over that perceived hurdle, a lot of marketers simply let strategy fall to the wayside, but this aspect of video marketing is as important as your execution.

While it's great to release a video and feel like a total boss, you tend to come down pretty fast from your marketer's high when you realize that your video didn't address any real business objectives beyond brand awareness.

Luckily, you can start to use video to increase qualified leads in your sales pipeline and prove ROI. The trick to making your videos count is to build purposeful, measurable assets rather than random bursts of video action.

In this section we'll explore how to build out a video marketing strategy and how video can contribute to demand generation.

Defining Your Video Marketing Strategy

Whether you've just stepped onto the scene, or you've been using videos for ages, you need a road map outlining what it's all for, where you're going, and how you'll measure success.

Your plan doesn't need to be incredibly detailed (as the performance of your first few videos will often signal some necessary changes as you go), but you should have a good idea of how you'll align video content with the goals of your company. A solid plan can be the difference between knowing your content is delivering ROI, versus throwing metaphorical spaghetti at the wall and seeing what sticks.

Here are the 5 steps involved in determining your purposeful video marketing strategy.

1. CREATE A VIDEO MARKETING MISSION STATEMENT

Joe Pulizzi, Founder of the Content Marketing Institute, suggests you should start your [content marketing](#) strategy with a mission statement. You'll want one of these for your video strategy too. A simple, one-liner statement that sums up:

- **What type of content you'll make:** Educational videos? Entertaining? Practical? A mix? Your brand's expertise and audience's needs should determine your approach here.
- **Exactly who you're making this content for:** outline your target demographic with as much detail as you can. You can't create great videos without determining the buying personas you're aiming to appeal to and the pain points for each.
- **What your audience should take away from your videos:** What's the value add of your content in particular? What does it help your audience accomplish or do exactly?

In order to justify videos that may be unrelated to your product (often the mark of true content marketing), your business needs to understand why you're creating video stories. What are you trying to accomplish and with whom?

Your statement should look something like this:

“At (Company name), we make (adjective) video content for (specific buyer personas), so that they (exactly what you want them to do).”

In terms of a specific purpose, maybe you want your video content to make your brand a viable thought leader in your industry?

Maybe you want your news-worthy content to be picked up by specific media outlets in your field?

Maybe you want to generate more subscribers so that your message is spread consistently to an audience with an interest in your services? No matter what the goal, you should definitely include it in your strategy. And if you have multiple goals, that's okay too. This step is about defining them so you can refer back later to see if your video content is living up to its expectations.

Now for the videos...

2. OUTLINE YOUR VIDEO TOPICS AND TYPES

When looking to implement video across an enterprise, it's important to outline your scope. First look to which functions of the business will be using video and whether the assets will be used internally, externally, or both.

For example, if you run an enterprise B2B software company, you might want to break video content down as it supports different business functions, such as "Product", "HR", "Corporate Events", "Internal Communications", "Sales", "Support", etc. From there, you should decide which types of stories you'll need to tell under each of these functions.



In the “Product” vertical, for example, you might have stories to tell about certain product lines, the theme of analytics, and the theme of optimization. These stories serve as your official “content pillars”, and you’ll build videos and campaigns around these themes. These content pillars are usually broad and, in most cases, shouldn’t be too product heavy at the top of the funnel.

After determining your content pillars (think of them as the stories you must tell within each function across your organization), you’ll be able to brainstorm the types of videos that work to tell those stories best. Some options include:

- Recorded webinars
- Helpful how-to videos
- Thought leadership interviews
- Product explainers and detailed demos
- Support-topic walkthroughs
- Company culture videos
- Customer testimonials
- Documentary-like case studies, and more

A good way to approach video at the outset is to discover the questions your target audience is asking, and answer these with detailed how-to content. Not only will you benefit from the enhanced SEO by creating videos about these keyword-rich how-to topics, but you can become the go-to expert on a number of topics in your industry. You’ll also want to build out compelling, high-level brand stories to initially attract your target customer at the top of the funnel.

We cover creating suitable videos for each part of your funnel in the first section of this guide, but you can also check out these [awesome B2B video examples](#) for some extra inspiration.

3. ESTABLISH WHO IS RESPONSIBLE FOR CREATING CONTENT

Depending on the production quality you're aiming for and your budget, you might be able to invest in an in-house videographer or a team of marketers dedicated to video. However, you might also be outsourcing content with an agency. Overall, assess the resources you've got and draw the distinction on how various projects will be created. If you've got a quick explainer video to make, will you send it out to an agency, or will your videographer be able to adhere to your vision?

No matter how you're operating with production, be sure to outline:

- who is responsible for the creative concepts
- who will write the scripts when needed
- how final approvals are gained (who gets a say in the final content)
- who organizes the logistics of a video shoot
- who is responsible for distributing the videos once they are complete

You may also want to define an "editorial board" of major stakeholders who are consulted for video feedback. You definitely want feedback at critical points in the video process/projects, but be mindful of an excess of cooks in the kitchen.

WHERE DO YOU GET STARTED?

Your marketing team could aim to kick off video efforts with a small, three-part video series for internal communication, for example. This is similar to how Canadian mega-brand Telus got started. Based on the success of their in-house video production team, they now create a whopping [500 video stories a year](#) to amplify their brand message. In another example, [Taulia creates content](#) with a mix of in-house and outsourced footage. They collaborate with an agency to ensure scripts and concepts are targeted to their buying personas.

4. WHERE WILL YOUR CONTENT COLLECTION LIVE?

After you've accumulated a ton of content, you need to decide where your videos will live on the web, and on your site.

You'll notice we didn't say "on YouTube".

While YouTube is an amazing (and incredibly important) distribution channel, it's not a strategy on its own. This is because YouTube has an interest in keeping people on their site, whereas you can really only prompt conversion on your own site. While you definitely need to leverage your B2B YouTube channel, you'll want to make sure it's optimized to draw viewers back to your website where they can view more of your branded content, avoid distractions, and hopefully convert.

When releasing any video, it's critical to leverage multiple distribution channels to maximize reach and engagement.

Channels for you to consider include:

- Multiple pages on your website (blog, a resource hub, product page, etc.)
- Marketing campaign landing pages
- Outbound email marketing campaigns
- Social media channels (the ones your prospects are present on)
- YouTube
- Your own, dedicated video resource hub

On this last point, many major brands now have entire pages of their websites devoted to video. They're focused on creating a video content hub that will keep potential customers engaged for longer, and guide them through their buying journey.

Take a look at SAP and their resource hub SAP TV, for example. This dedicated location is not only completely branded, it's easy-to-navigate, and serves as the perfect way to showcase this brand's humanizing videos.

SAP The Best-Run Businesses Run SAP

SAP TV SAP TV Front Page > Stock Footage and Press Photos >
 SAP Newsroom > SAP TV Blog >

SAP.com > About SAP > **SAP TV**

SAP TV Stories Video Archive Search Videos

SAPPHIRE NOW New Videos **SAP Newsflash** Innovations Social Responsibility Sustainability Events

The Runway to SAPPHIRE NOW

[00:16]

Stay tuned for the SAPPHIRE NOW conference from Orlando, with coverage featuring CEO Bill McDermott, as well as high-class showcases and on-site reports starting on June 3, 2014.

Rating: ★★★★★ (3 ratings / avg.: 5)

Spotlight

APR 17TH, 2014

Growing in the Cloud Business – Bill McDermott on Bloomberg

For today's announcement of SAP's Q1 2014 results, co-CEO Bill McDermott talked to various

MAR 11TH, 2014

The Future of Big Data – Bill McDermott on CNBC Squawk Box Europe

SAP co-CEO Bill McDermott talks exclusively on CNBC's flagship morning show Squawk Box about

JAN 21ST, 2014

SAP's Q4 and Full Year Results 2013 – Bill McDermott on Bloomberg TV

Today SAP announced strong fourth quarter and full year results

Stay tuned.

Don't want to miss a single video?

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When getting started with video, make a list of the distribution locations that make sense for you, and ensure that there's a dedicated place where site visitors can explore all of your video assets on your own site in one central location.

In an upcoming section of this handbook, we explore distribution further and provide a handy checklist for reference.

5. DETERMINE HOW YOU'LL MEASURE PERFORMANCE

In the same way you track KPIs for written content, you need to produce, release, then review your video's engagement data to justify your investment in video and to understand how well you are performing.

Metrics might still be a scary word, but video is actually easier to track and measure than you might think. Because video is distributed in a "player" or "container", you can get detailed viewership data for wherever your video is syndicated with a video marketing platform.

We'll get into video performance in more depth in a later part of this, but here's an overview of some metrics you should track for each video campaign you release:

- **Number of views and unique viewers:** While this won't be a measure of success on its own, it will help you understand if your distribution strategy is working
- **Attention span and drop-off rates:** Do >60% of your audience make it to the end of your videos on average?
- **Click through rates:** Split test the results for email content with and without video content.
- **Number of new leads and opportunities generated** as a result of watching the video
- **The total amount of your video content leads consume:** How many videos do individual leads watch in a day? A month? A week?

Overall, the fifth step in your video marketing strategy is to determine how you'll collect this critical information (usually done with the help of a video marketing platform of your choice).

Once you have a set strategy, you'll be able to see how your video content aligns with your business objectives and start using assets more effectively.

Using Video for Demand Generation

Beyond your overall strategy for implementing video, it's important to determine exactly what video will be used to achieve at your organization.

Although Demand Metric has found more than 70% of marketers are currently using video for brand awareness and other high-level goals, only 10% of marketers are using it to identify, score, and qualify leads.

Ironically, the latter are the aspects of demand generation that strategic video assets happen to be incredible for; most marketers are just unaware of the opportunities in these areas.

While you might be using video for brand awareness alone at this point, once you get comfortable with the rate at which you produce videos and start to streamline your process, your focus will shift to optimizing your assets to perform especially well with respect to demand generation initiatives. As we'll discuss in this section, video is one of the best mediums for attracting new leads and then actively guiding these leads through their entire buying cycle.

CONSIDERING THE POSSIBILITIES

When you think about it, video isn't much different from the other content formats you use at this time. The main difference is that most marketers aren't necessarily past the experimental phase with video. While we're all familiar with the function of ebooks, infographics, and text-based assets and their role in demand generation, we're simply not at this stage with video (collectively, at least). Video is still a bit intimidating for most, but, there is major potential in using video holistically to guide the customer journey; it just involves a more strategic approach.

Whether you use video as part of larger content campaigns, or as independent pieces on your website, the purpose is identical to your text-based assets in that you're aiming to:

- Attract prospects into the funnel
- Collect contact information (if you don't already have it)
- Continuously qualify leads as they make their way through the funnel
- Drive the next desired action toward conversion
- Follow up with your most engaged prospects with personalized, targeted messaging

Let's take a look at how strategic video can help you achieve each of the demand generation goals outlined above.

1. ATTRACTING PROSPECTS INTO THE FUNNEL

In today's digital buying landscape, the customer journey usually begins with search. In fact, according to Demand Gen Report, [81% of B2B buyers start their process](#) with a general web search. Fortunately, video happens to be one of the best ways you can be digitally present and ready for prospects as they start their initial shortlisting research. The trick to videos contributing to your search strategy is having a plan.

As SEO specialist Brian Rotsztein explains, you don't want to publish random videos. You want to create videos with a distinct purpose – meaning you've anticipated your ideal consumer's needs and created content to address those needs (and targeted search queries).

By successfully addressing your ideal customer's questions, your videos are more likely to be shared, embedded on other websites, and commented on.

Brian insists, "the more your content is shared, the more it can be discussed which in turn can lead to more inbound links to your website. Inbound links ultimately increase your site's credibility with Google, and thereby your ability to appear in search."

Video is especially strategic at the top of the funnel because [Google's Hummingbird actually prioritizes videos as quality content and serves up videos on results pages with a higher frequency](#). According to Forrester, [pages with video are 50x more likely to rank on the first page](#).

Overall, you can generate demand at the top of the funnel with high-level how-to videos you release on YouTube, as well as entertaining content you host on your site. The key to your top-of-funnel videos (especially those you release on YouTube) is to remember they should always point back to your website where prospects face fewer distractions, more of your owned media, and more opportunities to enter the funnel and, eventually, convert.

After attracting leads it's time to determine who they are to market to them more effectively. This is where a video marketing platform comes into play...

2. COLLECTING LEAD CONTACT INFORMATION (ATTACHING IDENTITY TO VIEWERSHIP)

The second objective with respect to demand gen is to determine exactly who is interacting with your content. This is where most marketers fall short these days. While YouTube and other sites can tell you how many people viewed your content, a total view count doesn't actually tell you who you can nurture.

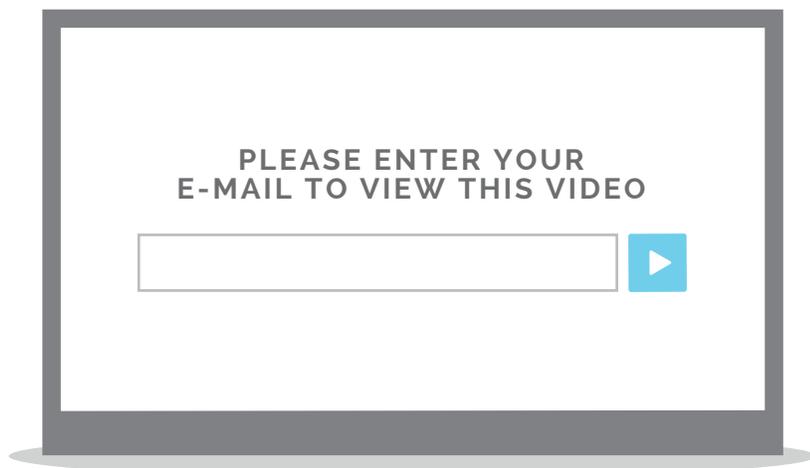
You might know that 10,000 people watched your video, but how many were randoms? How many actually have the budget or interest to make a purchase?

This is what's so special about a video marketing platform. This type of platform is different from a traditional video hosting platform because it's not centered around advertising. It's about identifying viewers and their engagement (and thereby, giving a better idea of overall purchase intent). With an advanced video marketing platform in place, you can automatically track each viewer's cookies to identify them as they watch content on your site. As an insanely useful bonus, this detailed viewership data can then be integrated with your marketing automation or CRM system to make that data actionable. All engagement data per lead shows up directly in a lead's contact record, so you have a full viewing history for every contact.

However, if you aren't using a MAP or CRM (or the viewer is not yet a lead in your MAP or CRM), there's another option for identifying viewers: email gates.

Just as you can add an email gate to an ebook, you can add one to the start of a video too.

It looks a little something like this:



While you'll want to be selective about what content you gate (gates are usually best for mid-funnel content), this is a great way to capture leads and have them self-qualify their interest in a specific topic before gaining access to full-version content.

PRO TIP: GAIN INITIAL BUY-IN FROM YOUR AUDIENCE WITH A FEW UNGATED VIDEO ASSETS THAT LEAD UP TO A DETAILED, GATED PRODUCT DEMO VIDEO.

Overall, a video marketing platform and its integration with your MAP or CRM system is critical for using video content for demand generation. You're finally able to determine not just who you're dealing with, but also their specific interests (based on the types of videos they consume), and their engagement on a very useful level.

3. CONTINUOUSLY QUALIFY LEADS AS THEY EXPLORE CONTENT

Once you know who's watching your videos, it's all about determining their level of engagement and their overall purchase intent (so you can market to them especially well).

Because every individual lead's video viewing history appears directly inside contact records (with the integration), the total amount of content they've consumed can serve as a great indication as to whether they're marketing qualified, and you can even assign lead scoring points based on how much of the video they actually consumed. This is powerful way to enhance your lead scoring model because someone who watches nine videos all the way to the end should bubble up to the sales team faster than someone who clicks play but doesn't remain engaged.

In your current lead scoring model, you likely don't account for videos, but this means you're completely blind to those who prefer video to text (which is a ton of people these days!).

Overall, as you set up a video content journey on your site and start monitoring video analytics in your MAP, you'll be able to closely track where prospects are in the buying process based on the amount of content they've consumed and which videos they've watched all the way to the end.

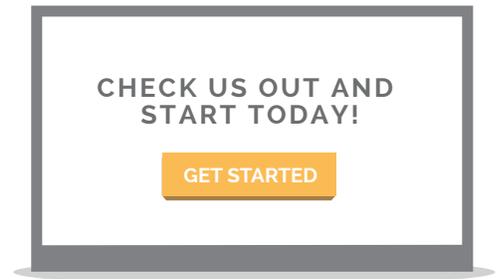
4. DRIVING THE NEXT ACTION

One of the biggest challenges with any content format is starting to see overall ROI, but you'll never see a difference in your bottom line if your content assets don't prompt a marketing-related action (i.e. downloading a white paper, starting a trial, scheduling a demo, watching a video, etc.).

Unfortunately while many brands are adopting video, they're still creating top-level videos that – despite their polished look and storytelling devices – don't actually give the viewer a clear directive on what to do next. Should they share? Visit your website? Download another piece of content? Watch another video?.



POP-OUT CALL-TO-ACTION



FINAL CALL TO ACTION

One of the best ways to drive action with your videos is to ensure these assets never fade to black.

When your audience is most engaged (think 60% of the way through the content, or at the very end), you'll want to include a clear call to action directing viewers to related content, or their next logical step. Consider the parts of the sales funnel you want to guide the customer through and develop a corresponding content journey for your leads to complete.

For example, if someone just watched your homepage explainer video, the call to action at the end might lead to your product tour (a series of five short videos). After that product tour, you can prompt a download of your company's white paper or another video about setting up a trial; each piece of content leading consciously to the next.

WHEN CREATING VIDEO CTAS, YOU'LL WANT TO:

- Be direct with your language ("Start a trial today!");
- Use careful wording to promote a sense of urgency; and
- Keep viewers on a defined content track that mimics and supports the buying process.

In the time it would take to read a white paper, your prospects can go through dozens of quick-to-consume videos funnelling them through the buying process and answering all of their questions. You'll be the brand that's remembered for making the due diligence phase easy, and you'll be able to track every lead's individual progress through the buying cycle based on how much video content you see they've consumed.

5. FOLLOWING UP WITH YOUR MOST ENGAGED PROSPECTS

After you've generated demand and captured contact information, you can then review your video engagement data to see which videos individual leads are engaging with. This will clue you in to what content is especially popular, and you'll be able to create custom email followup to send to prospects based on their specific needs.

If Dan Smith watches five videos about a router your company sells, you can then automate a nurture email to reach his inbox right after he's viewed select content. The email will contain further details, related data sheets about the product, and give him an option to call a sales rep. How's that for the right message at the right time?

Overall, once you start using video data to directly impact your lead qualification process, you can track leads' progress through your funnel (similar to what you already do with text-based assets) all based on the content you know they've consumed. Try some of the optimization techniques above to improve the results of your demand gen programs.

How to Lead Score Like a Pro With Video

While most marketers are familiar with lead scoring, adoption of this powerful sales and marketing technique is still slow. Lattice Engines reports that only 44% of companies are using lead scoring in their day-to-day marketing efforts.

While less than half of marketers have one implemented, a lead scoring model is an undoubtedly powerful way to segment incoming leads and ensure that your sales team is prioritizing the most qualified opportunities. The insight you gain has powerful implications; as Stu Schmidt, Vice President of Solution Sales at Cisco Webex said at the Sales 2.0 Conference: **"A 10% improvement in lead quality can result in a 40% improvement in sales productivity."**

So, let's get started!

The first step in building out a comprehensive lead-scoring model is determining when a lead should be passed to sales. Marketing and sales coming to a joint agreement on the definitions of leads and opportunities based on score thresholds is critical. The lead scores are calculated by your marketing automation system. Here's an example of lead score thresholds:

Lead Score	Priority	Action
0-40	Interested	Nurturing/Drip Emails
41-60	Lead	Telemarketing/Email Campaigns
61+	Marketing Qualified Lead	Direct Sales Outreach

How this score is built depends entirely on what your marketing and sales teams feel drives engagement. Having sales and marketing work together on these goals is important, as this sets the bar for when a lead is passed from marketing to sales.

Here's an example of what lead scores could look like for some individuals based on their behavior and engagement with common marketing and sales activities:

Behavior	Visitor 1	Visitor 2
Visited Landing Page (+3 Points)	3	3
Watched Explainer Video (+8 Points)	8	0
Viewed Case Studies (+5 Points Each)	10	20
Viewed Pricing Page (+5 Points)	5	5
Opened Drip Email (+3 Points Each)	3	6
Attended Webinar (+10 Points)	10	10
Total Score	39	44

In this example, Visitor 1 would fall under the Interested category, and would be funneled into a nurturing campaign of drip emails and marketing outreach, while Visitor 2 is qualified as a lead, and would be moved over to a telemarketing outreach, or a targeted email campaign.

While neither of these leads is interested enough to be sent directly to the sales team, additional interactions will contribute to their lead score and move them towards a higher level of qualification.

ADDING VIDEO ENGAGEMENT DATA TO THE MIX

The data you collect with a video marketing platform can be pumped directly into your MAP and this information can then be used to assist in scoring, segmenting, and nurturing your leads.

Here's a sample set of scoring rules for a small set of video content:

Video Content	Started Video	Viewed >50%	Viewed >90%
Intro Video	+1	+2	+5
Testimonials	+1	+3	+8
Product Explainer Video	+1	+6	+15
Webinar	+1	+6	+25

As a summary: the more involved the video and the more video content they consume straight to the end, the higher a prospect's interest, potential to convert, and thereby, score.

However, with the above lead scoring example, we have no time frame on engagement. This contact may have consumed all this video content over a matter of months. But what happens when a prospect consumes a large quantity of video content over a matter of hours?

USING VIDEO VOLUME TO YOUR ADVANTAGE

Many companies are adopting video testimonials and using video in their support and product education efforts, but marketing metrics traditionally only look at individual video results – not a lead's viewing behavior across all video assets.

With this in mind, you can adapt your lead scoring rules to look at how much video a lead has taken in during a time period, giving your sales team the power to follow up with leads when they are most engaged.

Here's an example of volume-based lead scoring rules:

Prospect Has Viewed	In The Last 24 Hours	In The Last 7 Days	In The Last 14 Days
30 Minutes of Video	+10	+5	+2
2 Hours of Video	+14	+7	+3
6 Webinars	+20	+10	+4

If a prospect has viewed six webinars in the last 24 hours, most sales people would jump at the opportunity to talk to such an engaged lead. By building your lead scoring rules around your video assets, you give your sales team the opportunity to follow up with prospects when they are most engaged. A study by the Harvard Business Review found that **sales teams who tried to contact potential customers within an hour of receiving an explicit inquiry were nearly seven times as likely to qualify the lead, [yet only 37% of companies did so.](#)**

THE BOTTOM LINE

By using video viewership data to enhance your lead scoring and segmentation model, you help drive quality leads to your sales team, and turn MQLs into SQLs more effectively and quickly. You'll become an automated, MQL generating machine! And your sales team might even thank you for it (imagine that!).

Where to Distribute Videos for Maximum Effect

Remember the phrase “location, location, location”? It used to represent the importance of setting up in the perfect spot for brick and mortar stores, but it applies to the deep, dark depths of the internet, too! If you’re not releasing your video content where your market already exists, or you don’t make it easy for them to find, they’re not going to see it. If they don’t see it, they won’t press play, click-through to your site, pass go, or collect 200 dollars.

The more places you share your video, the better; however, there’s also no point in distributing video in locations where your target prospect would never visit. You’ll have to be strategically selective.

Here are 16 places to consider sharing your content every time you release a new asset:

- Sales Assets and Relevant Webpages
- Email Campaigns
- Your Email Signature
- Your Blog
- Partner Blogs
- Press Releases
- Social Networks
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram
 - Pinterest
 - YouTube
 - Slideshare
 - Google+
- A dedicated video hub on your website*



***A VIDEO HUB ALLOWS YOU TO KEEP ALL YOUR BRANDED ONLINE VIDEO CONTENT IN ONE PLACE.**

YOUTUBE

One of the first spots you'll want to upload to is YouTube. As the second largest search engine, it's imperative for your brand to use YouTube strategically to showcase your videos far and wide.

But YouTube alone isn't a comprehensive video strategy, and it's easier for viewers to get lost in other non-related videos (the cat video vortex is real!). Your goal should be to use the channel to gain attention and drive viewers back to your website. There, they can consume more of your brand content free from distraction. As a bonus, once they're back on your website you'll also be able to track their behavior with video engagement data.

Be careful not to cannibalize your own SEO efforts when uploading on YouTube

Using the same content in two different locations can harm SEO in both places. Consider changing your descriptive title just slightly from the title you use when you embed your video on your own website with metadata. Want to learn more on SEO for multi-platform promotion? Check out Rand Fishkin's tips [here](#).

YOUR WEBSITE OR CAMPAIGN LANDING PAGES

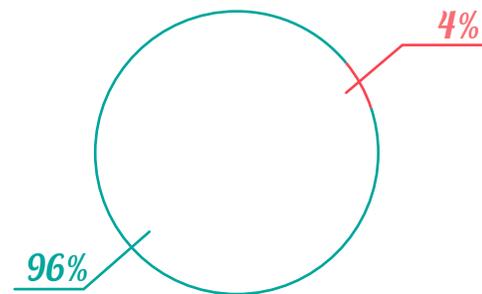
Did you know that buyers now go through nearly 70% of the buying process independently before ever talking to sales? Now more than ever, it's important to offer guided product tours on your website to educate prospects. There's no better way to

lead folks through the funnel than with a path of strategic, informative videos.

In fact, videos embedded on your site can help increase conversion by 80%, and Google recognizes pages where a click leads to longer time spent on a page. This ultimately means that if your viewers click and watch a two minute video, those two minutes will end up making your site content more sticky, and thereby more likely to appear in Google search results. Cha-ching!

EMAIL CAMPAIGNS

In a GetResponse study of nearly one billion emails, those containing video had a 96% higher click-through rate when compared to non-video emails.



EMAILS CONTAINING VIDEO GET A HIGHER **96%** CLICK-THROUGH RATE

-GETRESPONSE

Need we say more? This staggering increase in engagement makes including video in email a no brainer.

Looking to include a video in your next email campaign? Read up on best practices in our post ["How to use Video in your Email Marketing Campaigns"](#).

EMAIL SIGNATURES

How many emails does your team send per day? Just think about the valuable real estate that exists in an email signature! Include a catchy line with a hyperlink to your video embedded on your site. This is an easy update for each time you release a new, relevant video.

Our video specialist Karl does this with his signature:

Karl Ortmanns

[Vidyard](#) | Video Marketing Specialist | [\[REDACTED\]](#)

What is Vidyard? Watch this 1 minute clip [HERE](#)

SLIDESHARE

SlideShare is a great place to gain the attention of a B2B audience. It's even better when you embed attention grabbing videos into your deck.

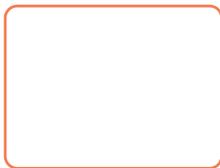
You can embed YouTube videos in the 'My Uploads' section beside the SlideShare you'd like to change. Just click 'Edit' > 'Add Video'.



SLIDE SHARE EXAMPLE

2 months ago, 14 slides

EDIT	ACTIONS
	Edit Details
	Privacy Settings
	Add Video
	Re-upload
	Delete



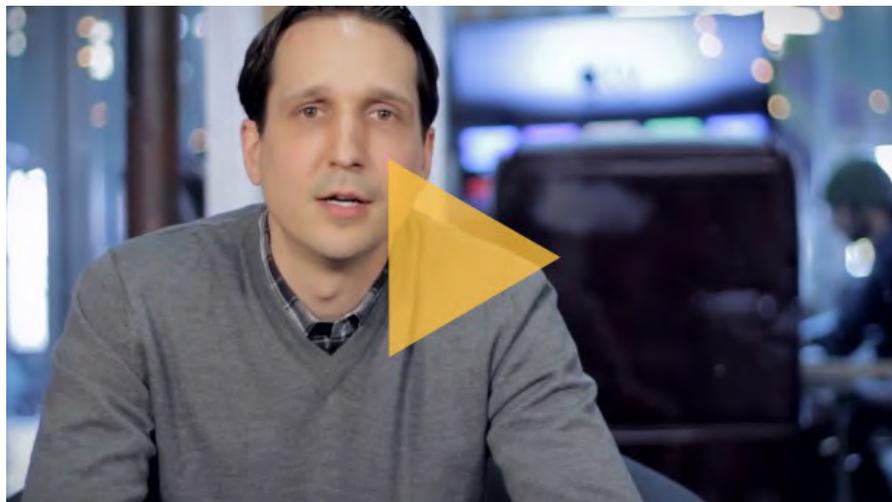
Enter the URL of your YouTube video, select which slide you'd like it to appear after and you're set. For further instructions you can [see this FAQ](#).

SOCIAL NETWORKS

You've already hit up YouTube, but don't underestimate the power of other social channels. You'll want to post on Facebook, Twitter, LinkedIn, and Google+ but also consider Instagram and Pinterest. Just remember to tailor your content to each social network. Viewers are on different social channels for different reasons so keep this in mind when crafting promotional copy.

For example, some social networks don't offer video playing in line - like Pinterest, so you'll have to get clever. [Try using the pin button under your YouTube player's share menu. It's a great idea to capture and pin still images from your video with text overlays of quotes from the video's content.](#) By using strong quotations from the video you're cleverly repurposing your content for a highly visual site like Pinterest, but also for use on your blog.

Here's an example of a video still you could pin with a link to the full version video:



Have a lengthy video that you think might be too long for social sharing? Try creating a teaser trailer for social (particularly Instagram!) and send viewers to the long-form content on your website. It's a great way to start using micro videos to point back to your website and long form content.

YOUR OWN DEDICATED CONTENT HUB

Because so much of your high-level content directs viewers back to your website, you'll want to consider using a [video hub](#) to showcase all of your video content in one location. This will ensure you have a place to upload and organize videos on your own site, and keep prospects viewing more and more content in general as they don't need to search all over the internet to find it.

A dedicated video hub can do wonders for your brand's search strategy too. You can have each of the videos appear to search engines as individual web pages, if you perform the proper optimizations to each asset (including detailed descriptions and tags), you can increase your likelihood of appearing in search results for the topics of the videos in your hub.

For more information on creating an incredible digital experience with a video hub, [see our ebook on the same topic](#).

OTHER PLACES TO SHARE

To top off the list, you'll want to consider distributing your videos in these locations too:

- [Sales assets](#): Reuse relevant content wherever appropriate
- [On your blog](#): Remember to use the surrounding text to transcribe your video's key phrases in order to have the content indexed by search engines
- [Press releases](#)
- [Partner blogs](#): contact your industry partners and ask if they'll feature your video content on their blog. If it's relevant, helpful stuff they might ask for contributed content where you can include the video you'd like to share.

Lightning Round: Best Practices on Video Strategy

Q: I'VE GOT A YOUTUBE CHANNEL, IS THIS ENOUGH OF A STRATEGY FOR VIDEO CONTENT?

A: YouTube is important, but it's not a video strategy on it's own.

YouTube is critical for improving your rank in search, so you'll definitely want to manage an amazing, optimized channel. The only problem is that too many marketers rely on YouTube as their only tool. Even though it's a great way to get content discovered, YouTube is full of distractions and you don't want to lose new prospects to YouTube's suggested content (especially if they've made it all the way to the end of your catchy video and you haven't paid for pricey publisher privileges).

Strive to use YouTube strategically. This means publishing your high-level content to your YouTube channel, all the while using calls to action to drive viewers back to your site where they can encounter mid-funnel pieces, and eventually convert. YouTube annotations and CTA overlays are great ways to grab attention mid-video and get your audience where you want them. At the end of the day, YouTube is a great place to post your content, just not the only place!

Q: HOW CAN I START GENERATING LEADS WITH VIDEO?

A: Start gating mid-funnel video assets with an email gate and use CTAs strategically.

After you have used high-level videos to attract people back to your website, start using email gates on assets like recorded webinar content, or in-depth customer testimonials. If prospects are at the stage where they want to view this in-depth content, you want to be aware of them and their digital body language. Another option is using CTAs at the end of your videos to encourage your viewers to submit their information in exchange for something valuable and relevant, or to drive them to the next step in the journey which may be a gated piece of collateral.

Q: WHAT'S THE QUICKEST WAY TO GET MORE VALUE FROM MY VIDEO ENGAGEMENT DATA?

A: Integrate the video data with your marketing automation platform to see prospects' viewing history directly in lead records.

While you currently track prospects' interactions with text-based assets on your website, you're likely not pushing video engagement data into individual contact records in your Marketing Automation Platform (MAP). This means that even if you know who's downloading your white paper, infographic, and other PDF assets, you're not accounting for all of the site visitors who opt to watch your videos (and that's a ton of people these days!).

If you don't account for video views in your lead scoring method, you're blind to those who are engaging with these assets and you won't be able to track your ROI for video, or follow up with these hot prospects. Ultimately, you want the engagement data where it's most actionable: consolidated in your MAP!

Q: HOW DO I SET UP A VIDEO CONTENT JOURNEY ON MY SITE?

A: Mimic the buying process with your videos and use CTAs to drive the progression through the content.

The arrangement of video content on your site should mimic the buying journey ideal prospects will take, and it should answer the questions buyers have along this path. First, create video content that maps to the buying journey and then use calls to action as a way of suggesting next steps at the end of each video.

When selecting a CTA for a video, consider “What’s the next piece of content that will prompt people further down the funnel at this moment?” and use that! If someone’s just watched a video case study, prompt the download of your white paper, and so on and so forth. It’s all about next steps.

Performance

A Window Into Your Performance: Video Analytics

So you've created some videos and they're embedded on your website ready to impress and drive business. You've even integrated with your marketing automation platform to track viewers. This is terrific but, after all is said and done, how do you know whether your videos are successful? If your CMO was to ask which videos have been the most effective – which ones you should continue making – how would you answer?

Unfortunately, production and optimization are just the first two parts of the video puzzle and you must become data driven in order to improve your video strategy moving forward.

In this section we'll look at the importance of measuring your video's performance against set goals, as well as how to use your audience's engagement data to determine if your video is delivering ROI.

Videos are powerful resources for attracting your online audience, but it's only by reviewing the resulting engagement data per video that you can perfect your strategy and ensure your videos contribute to the number of qualified leads you're able to pass to sales, and your overall sales pipeline.

The Two Components to Measuring Video Performance

Although metrics can seem overwhelming, it's much easier when you break it all down. When analyzing your performance with video you're really looking at two main things.

First, you're taking [a close look at video assets](#) and whether they are successful on an individual basis. That is to say, after you release your new demo video, you'll look at the detailed viewer analytics for this asset to determine whether it performed well with your audience. This initial data will usually reveal whether the topics you're covering and the stories you're telling are well received (or if you should hit the drawing board). It's basically a case-by-case look at each video to determine how you can improve your content strategy going forward.

Secondly, you're going to [take a look at whether your video collection, as a whole, is contributing to real, closed business](#). In other words, which videos are contributing to the most opportunities? Which videos (and marketing campaigns) are responsible for the most marketing qualified leads per month? These are all quantifiable things you can track within your CRM.

But before we get into that, let's see what your analysis looks like on a video-by-video basis.

ANALYZING PERFORMANCE (PER VIDEO ASSET)

In a deep dive of individual assets, you're looking at factors like:

Your Overall View Count

The first question usually asked after launching a branded video campaign is: "how many views did we get?".

Views have become the most popular video marketing metric because it's easy to understand and track but, whenever you start talking about view counts, we want you to remember the Honey Badger:

HONEY BADGER DON'T CARE



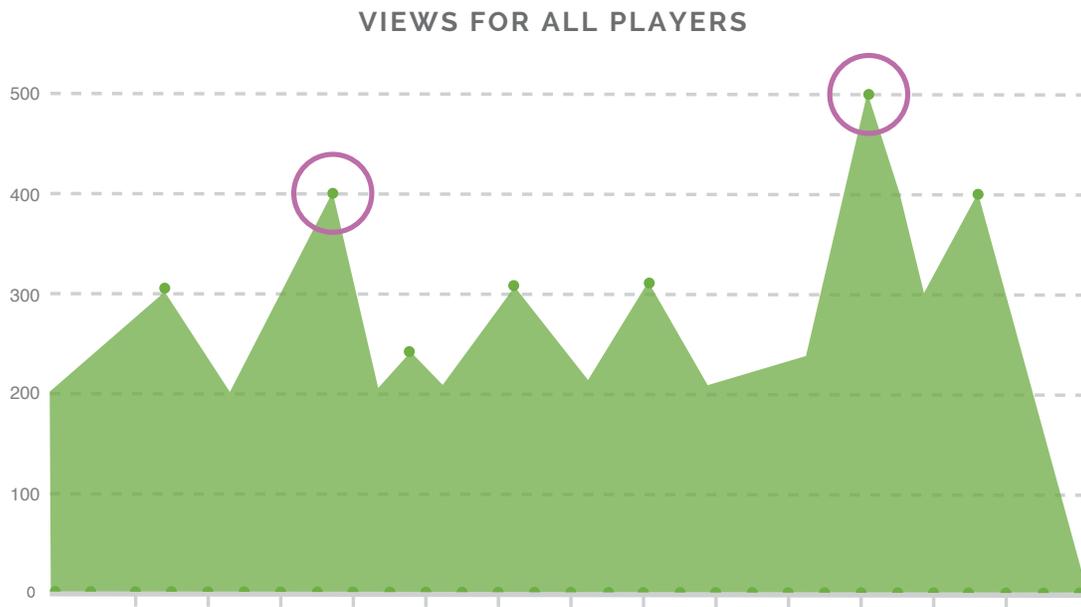
The overall view count is only useful insofar as you'll understand your overall reach and whether you need to amp up your distribution and promotion strategy, but remember: your total view count is not an immediate win or lose for your marketing team. Getting 200 views could be a total win if you've reached your target audience and had a high conversion rate as a result.

As an example, you could get 11,000+ views but, on its own, this data doesn't tell you who is watching, how long they remained engaged, or even if they're interested in what you do. This is why you'll need to look to other, more detailed metrics.

VIEWS 12,954	UNIQUE VIEWS 11,154	MINUTES WATCHED 10,154	POPULAR REGION UNITED STATES
------------------------	-------------------------------	----------------------------------	--

Overall, while we always stress that a view count is not the most important metric, it's usually the first you'll pay attention to to understand whether your video – syndicated across multiple channels – is getting the reach it deserves.

If you have a low view count, go back and see if you could be doing something different with promotion. Determine which days had the highest view counts and whether you did anything different with promotion on that day and whether that success can be replicated.



Keep in mind: view count is all relative. Maybe 1,000 views is great for you, or maybe it's 100,000. Consider 'high' or 'low' view counts in relation to your historical videos or others in your industry.

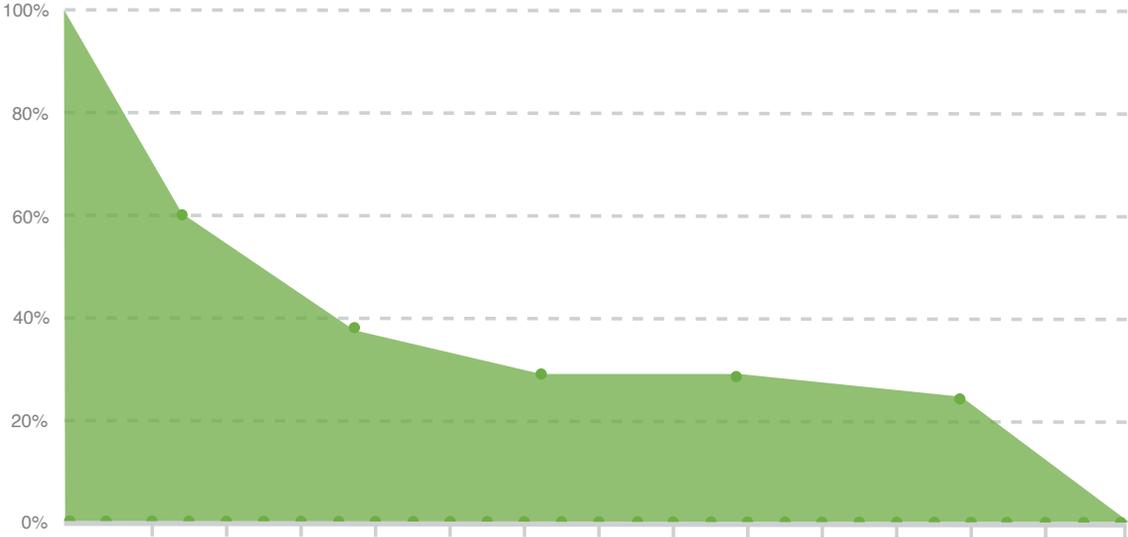
Attention Span Data in Aggregate

Because view counts can only tell you so much, one of the most valuable components of a video marketing platform is the analytics data surrounding attention span. A quick look at this data will tell you if your video content resonated with viewers, or if they tend to abandon your message mid-way.

After releasing a new video into the wild, one of the first things you'll want to do is see whether the new asset keeps viewers engaged. A good best practice is to maintain the attention of over 60% of your audience right until the end of the video. If viewers are dropping off at the onset of the content, you know something needs improvement.

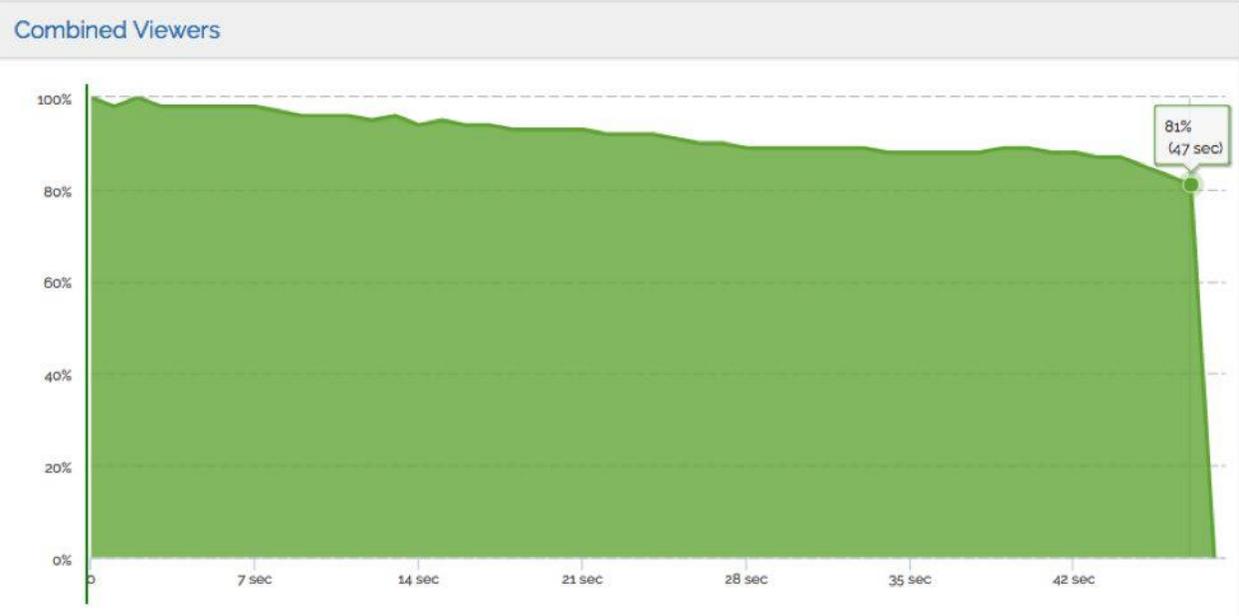
As an example, here's what attention span looks like in a video marketing platform's analytics center. The X-axis represents the duration of the content and the Y-axis represents the percentage of viewers that remain engaged as the video progresses.

ATTENTION SPAN DATA



The reason attention span data like this is so important is because the entire point of your video is to keep your audiences' attention until they've received info and can, in turn, be prompted with a call to action. As you become more finely attuned to what your audience prefers (with both video content topics and length), you'll be able to curb steep attention span drop off, and hold attention through to the end of a piece where you're offering up a CTA.

Your goal is to make videos with attention span graphs that look more like this:



This attention span data was from a 49 second video, and this short length seemed to be the sweet spot. The short teaser-style video maintained 81% of the audience until the last two seconds where 20.39% converted with the CTA (a PDF download).

Being as brief as possible with your videos and sticking to one main point per video can contribute to higher attention span percentages. As you track attention span for your audience per video, you'll start to understand what works for your target market and create video content accordingly.

Total Click-Through Rate

Because video on a webpage can increase conversion by 80%, you want to ensure the video is actually being viewed as the action on a web page. This is where your all time click-through rate comes in. Track this figure for each video you release and try to maintain an average of 25% or above.

One of the best ways to improve your video's click-through rate is to ensure the asset is a major focal point on your landing page. You'll notice that with most of Vidyard's campaigns, the video player takes up the majority of the top half of the landing page.

Another way to ensure you're improving on your click-through rate is to split test your video's thumbnail image. Your video's thumbnail image is the still image that appears as its cover with the play button on top. It acts as a preview of what your audience can expect of the content, and it can be incredibly compelling if you choose the image that's the most enticing.

Instead of choosing the first thumbnail image or splash screen that's automatically generated upon video upload, split test multiple images with your video marketing platform to determine the one your audience actually prefers. With a test, you'll know, with statistical significance, which image drives more clicks, and a higher click-through rate is sure to follow.

59.9%
ALL TIME
CLICK-THROUGH
RATE

GENERATED SPLASH SCREENS	UPLOADED	UPLOAD
  	  	<input type="button" value="UPLOAD"/>
  	  	

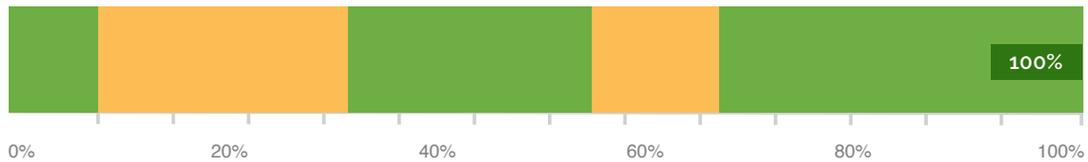
Individual Attention Span Breakdowns

While you'll take a close look at attention span in aggregate for your videos, you'll also want to see which parts of the content are particularly interesting for your individual viewers. This is done through tracking attention span per lead. In a video marketing platform, this will often appear visually in a heat map.

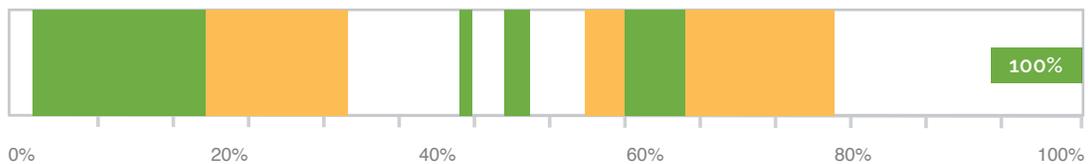
As you'll discover, some prospects might watch an entire video:



Some rewatch certain parts (shown in yellow):



And some skip around to find what they're looking for:



This engagement data can tell you what parts of the video actually resonated. For that first viewer, we know that the lead was engaged throughout, for the second, there may have been a joke that was particularly good, or information that was especially pertinent. And in that last video, this viewer watched the intro twice and then began searching for the info they wanted throughout (but after searching, they abandoned ship!).

In the case of this last video, you'd know that the viewer had a hard time finding what they wanted and only watched in disrupted, quick pieces. If this was a webinar, for instance, it would be a case for breaking your long webinar content up into topic-based, shorter chapters to mirror your

audience's viewing preference.

Report on these metrics for each of the videos you release to understand whether there are things you can do to improve content. If you find your video attention span data is disappointing for each asset, determine what needs to change to get your audience watching your content for longer. If you find your click-through rate is very low, create a landing page where video is the undeniable star (where it can't be ignored).

These are just samples of the data available in an analytics dashboard, but it's a good place to start and will give you a great idea of whether your videos are working to engage your audience.

PART 2: ANALYZING VIDEO PERFORMANCE (OVERALL)

The second aspect of measuring your performance with video is to look at the larger marketing goals you've outlined for video at your organization and determine if, on a whole, video is:

- Bringing in new, qualified leads
- Contributing to an increase in sales pipeline, and
- Helping to influence more closed deals

To do this, you'll want to look at video data as collected in your MAP and CRM systems.

Lead Generation and Qualification

Beyond how your audience is engaging with your videos, you'll want to understand if your videos are working to generate new, quality leads to pass to sales. To do this, look to your marketing automation platform and determine how your videos are working to guide people through their buying journey. In other words: look to the leads who have grown their lead score past a certain level. These individuals are consuming a great deal of content and should be a priority for sales follow up.

If you're pushing video viewing data into your MAP, you can set triggers in the platform to alert you to when a certain threshold of content has been watched by an individual prospect. You can then target this prospect with automated email follow up containing a logical next step for their journey through the funnel.

INDIVIDUAL LEAD RECORD EXAMPLE:

Lead Detail: John Smith	
Company: Salesforce.com	Lead Status: Open - Not Contacted
Title: CEO	Phone: (416) 901-7022

Activity History	Time	Date	Score
Watched Webinar	35 min	07/09/2014	2
Product Introduction Video	5 min	08/09/2014	6 (2+4)
Detailed Product Video	20 min	08/09/2014	9 (6+3)
Intro Call	15 min	09/09/2014	14 (9+5)

BASED ON A PROSPECT'S CLIMBING LEAD SCORE IN YOUR MAP, YOU'LL WANT TO REACH OUT AFTER A CERTAIN THRESHOLD OF CONTENT IS CONSUMED.

Overall, start to track individuals who have grown their lead score past a certain level and then nurture them with highly-tailored content to suit their mid-to-end-of-funnel needs. The higher the lead scores, the better your content is performing.

Measure the Impact of Your Video Marketing on Revenue

Finally, the last step in analyzing your video marketing performance is to determine if content is contributing to the bottom line.

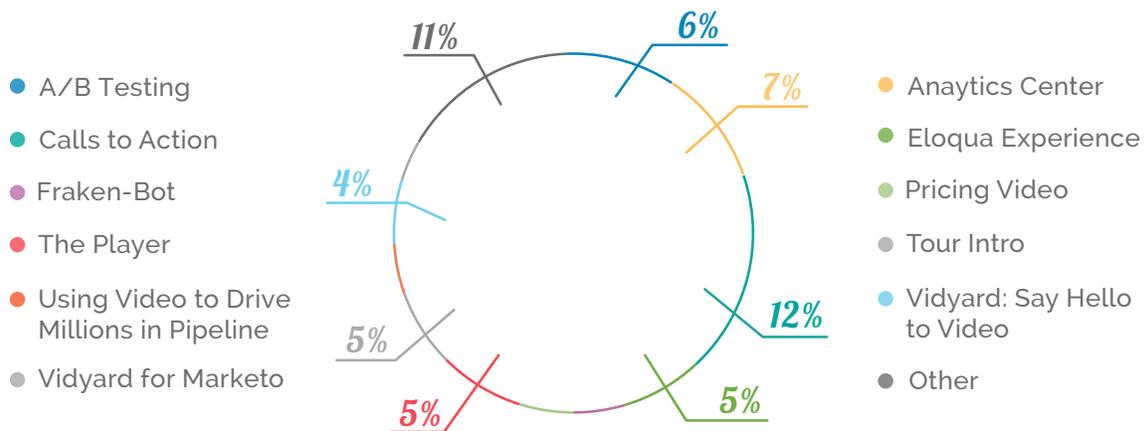
While many marketers are unsure of how to get started with this, it begins when you integrate your video marketing platform with your CRM. Just as you push data into your MAP, you can do the very same with your CRM. Once video data is in contact records here, you can use custom reporting to start tracking the following details:

- Video views influencing all deals and won deals
- Contacts and leads with video views (quickly scan this list to see exactly who's watching your content)
- Video views by month (to help you confirm video how video is becoming more and more important over time)
- Video views by amount of content watched (find out if your videos are effectively engaging your leads and contacts)

Action	Name ↑	Folder
▼	 Contacts with Video Views	Video Performance
▼	 Leads with Video Views	Video Performance
▼	 Video Views by Amount Watched (20%)	Video Performance
▼	 Video Views by Month	Video Performance
▼	 Video Views Influencing All Deals <small>This report shows how many contacts associated with opportunities have viewed each video.</small>	Video Performance
▼	 Video Views Influencing Won Deals <small>This report shows how many contacts associated with Won Opportunities have viewed each video.</small>	Video Performance

It's within these CRM reports that you can see a visual breakdown of videos watched by contacts associated with won opportunities. With charts like the one below you can easily determine which videos are being watched the most by contacts that are actually converting. You'll basically know exactly which content is actually making a difference on revenue.

VIDEO VIEWS INFLUENCING WON DEALS



Once you know which videos are working especially well, you can amplify this type of content (ensuring it's featured prominently on your website, in your nurturing campaigns, etc.) to ensure it continues to drive closed business.

Overall, there's no clearer way to visibly see the effects of video than with this kind of reporting inside your CRM. Be sure to select an advanced video marketing platform with this capability if this breakdown per video campaign is important to you.

In closing, remember that there are two ways you'll need to track your success with video marketing: first on a close level with a breakdown of viewer engagement data per video asset, and second at a high-level with respect to pipeline generated and influenced deals. With the appropriate reporting per asset, you'll really get a sense of how your investment in video is paying off.

In a perfect example of a data-driven video marketing strategy, let's take a look at how Athena Software cleverly adjusted an important video asset to perform to expectations by paying close attention to what their audience's engagement data was telling them.

Data Talks: Are You Listening?

WHAT ATHENA SOFTWARE LEARNED ABOUT THEIR AUDIENCE WITH VIDEO ENGAGEMENT DATA



With the conviction that video marketing was the best way to market their global case management software offering, Athena Software's Marketing Manager, Wes Alkin, began outlining the company's immediate video needs. Both outsourcing and creating videos in-house, Wes and Marketing Associate, Neil McDonald, knew a demo video was going to be critical to Athena's content strategy. Like any great video should, the demo they had in mind started with an objective. The goal of the Penelope demo video was to help with the qualification stage of the buying process.

ATHENA SOFTWARE IS A GLOBAL LEADER IN PROVIDING CASE MANAGEMENT SOFTWARE AND SERVICES FOR NONPROFITS AND PUBLIC SECTOR ORGANIZATIONS.

"WITH SOFTWARE IN PARTICULAR, IT'S IMPORTANT TO LET PEOPLE ACTUALLY SEE THE PRODUCT'S INTERFACE AS THEY LEARN ABOUT THE OFFERING. IF PEOPLE DON'T SEE A DEMO, THIS CAN KEEP THEM FROM ENGAGING WITH SALES AS THEY'RE PERFORMING INDEPENDENT RESEARCH. WE KNEW A DEMO VIDEO WOULD HELP US QUALIFY THOSE OUR SALES TEAM SHOULD REACH OUT TO, AND IT WOULD HELP US SCALE OUR MESSAGE. A HELPFUL THREE MINUTE PIECE WOULD BE ENOUGH THAT PEOPLE WOULD KNOW, FAIRLY EARLY IN THEIR PURCHASING JOURNEY, IF THEY WANTED TO PROCEED WITH US".

-WES ALKIN, ATHENA SOFTWARE'S MARKETING MANAGER

After outlining the type of video needed (along with the goals: qualification and providing valuable product information) Wes and his team considered the content path they would set up and where the Penelope demo would fit into customer's buying cycle. As Wes explains,

"On our video page, you first encounter our company's story (who we are, what we do, and where we're going) – that answers your first question as a buyer looking to solve a problem. Then you're led to the next natural step where we present what the software interface actually looks like with the Penelope demo."

Find out More

- Request a Demo**
Get a detailed, personalized demo of Penelope with one of our non-profit specialists.
- Our Blog**
Catch up on the latest news and views about key issues facing the non-profit sector worldwide.
- Whitepapers**
Download whitepapers from Athena Software
- Simple**
Streamline Processes with an Intuitive Design
- Smart**
Finally, software that helps you achieve better client outcomes, not just record them

Athena Software Videos

While you're here, why not learn a little more about Athena Software and Penelope, our simple, smart and connected case management software application?

- Our Story**
Learn more about Athena's origins and long-term vision from our co-founder and partner Greg Stanley-Horn.
- Penelope**
See a little bit of Penelope in action in this high-level overview of our favourite simple, smart and connected case management software application.
- Video Case Study**
Watch this video to learn how Penelope helps the **Australian Community Support Organisation (ACSO)** serve 23,000 people per year, while also saving 6 working days per month for the agency's intake staff.

THE PENELOPE DEMO VIDEO CLAIMS THE SECOND PLACE SPOT ON THE DEDICATED VIDEO PAGE IN ACCORDANCE WITH IT'S PLACE IN THE FUNNEL.

With this strategic lineup in mind, the footage for the demo video was captured in house. After purchasing some professional-looking stock footage for the intro, editing with iMovie, and perfecting the audio, the video was released on the brand's dedicated 'videos' page and sat live for two months collecting engagement data.

THE POST-RELEASE DISCOVERY

After releasing the video, the team started using the asset in email followup to potential clients, but until a look at the data, it was still unclear whether the video was converting. Then it came time to review the analytics.

How was the Penelope demo video performing with Athena's audience? Surely prospects were impressed with the quality work the company had put together and were making their way throughout the site on a content journey as the marketing team had intended: following through with each call to action and making their way through the funnel.

But that's not exactly what the marketing team found...

"When we looked at the data, there was a massive drop off just before the 30 second mark. So this video wasn't working as well as we'd hoped. Focusing on the attention span heatmaps, we found that the 15 second mark maintained fair engagement, but by 30 seconds, more than 60% of people were starting to bounce."

"As we came to realize in looking at the attention span averages next to the actual content, the problem was that the introductory stock footage was 30 seconds in length; which – in retrospect – was too long. This was an important problem for us to solve because prospects were losing interest before ever seeing the software (the entire goal of the video). In just 20 seconds, the audience made the assumption the whole video would be stock footage set to a voice over and they bounced".

MODIFYING THE VIDEO

Fortunately, in identifying the issue, Wes was able to re-cut the video and better communicate the intended marketing message.

“In re-cutting the introduction, we made sure our initial message was delivered in the first 30 seconds. With this adjustment, we saw the completion rate go up considerably. As people started recognizing and collecting the specific information they needed, they were willing to continue watching”.

As the data for the recut video confirmed,

“The more you can do at the beginning of your content to help qualify your audience quickly, the better off both parties are.”

The audience gets needed information fast (and choose to stick around if it's of interest), and your company can determine – based on attention span per lead – who to follow up with.

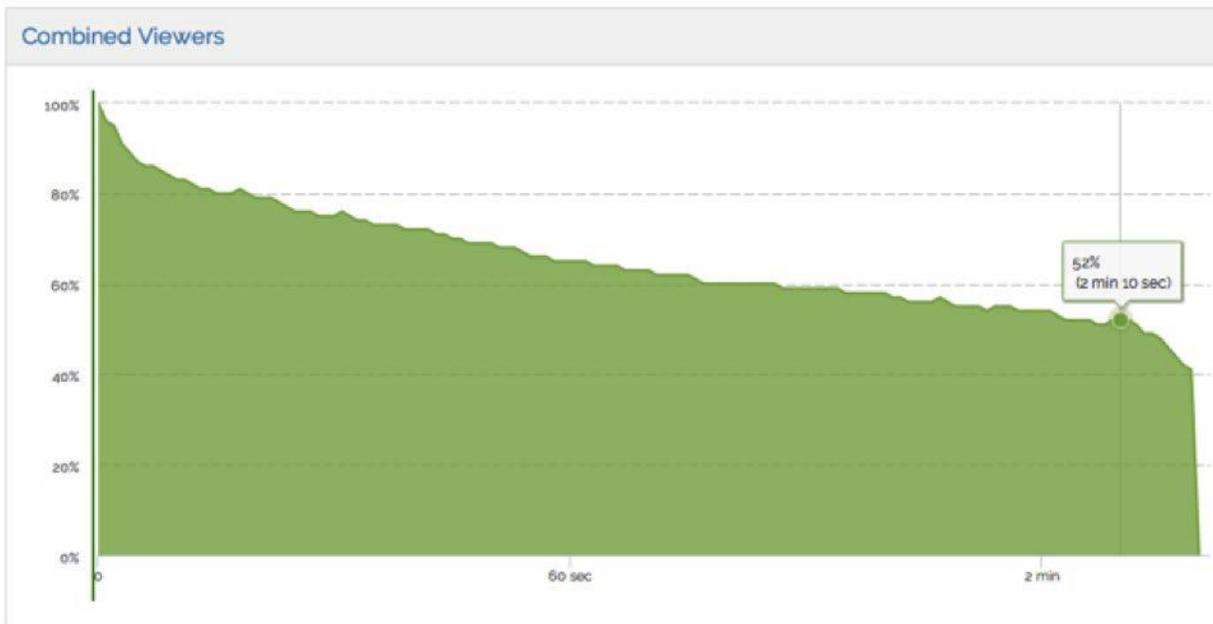
“If you structure your video message correctly, even if your audience only sees 45 seconds of your minute and fifteen second video, they've taken away the information you want them to get out of it – the part you know they're interested in learning. In our re-cut demo, **70% of the audience now stay to the 45 second mark of our 2:15 min demo** (so I know that the majority of the audience has consumed our core message). Moreover, at the 2:10 second mark, we put up our contact information and 52% of the audience are getting that message.”

A LOOK AT THE DATA

Here's the attention span data as it looks in Athena's Vidyard instance:

At 45 seconds in, Athena now maintains 70% of the audience. A great improvement as in the first version of the video, less than 60% made it past the too-long introduction.





As you can see, 52% of the audience make it to the 2:10 minute mark where contact details are shown as part of the call to action to schedule a demo.

While there is initial drop off in the top left corner, this is in line with the video's goal to qualify the audience.

By getting into the product-specific material without delay, Athena qualified leads' interest immediately. Anyone who hears the first few sentences and isn't interested can bounce, but this ultimately leaves Athena to focus on nurturing the 52% of leads that remain hooked right until the final call to action.

This is important, especially with B2B videos, because you actually have a chance of converting your niche audience who maintains attention to the end, whereas you never stood a chance to convert the drop off viewers as they were uninterested in your offering from the very start. Video works to help qualify your leads prior to their interaction with sales and, if you focus on following up with those who make it through to the end of your videos, you'll spend more of your time sealing deals, than trying to forge them with uninterested, unqualified leads.

Happy with what the Athena team has discovered with data, Wes echoes the feeling of many marketers working to build better content:

"WE'RE MAKING AN INVESTMENT OF OUR TIME AND OUR MONEY AND WE NEED TO KNOW OUR VIDEOS ARE PERFORMING. WHEN WE REVIEW DATA, IT'S THE VOICE OF THE MARKET TELLING US WHAT'S WORKING AND WHAT'S NOT INSTEAD OF OUR RETROSPECTION. WE CAN MAKE EDUCATED ASSUMPTIONS, BUT WHEN THE MARKET GIVES YOU DATA, YOU SHOULD LISTEN TO IT."

-WES ALKIN, ATHENA SOFTWARE'S MARKETING MANAGER

View Counts Don't Count: Setting Meaningful Video Goals

It's no longer enough to post a video online, watch the views climb steadily, and hope for the best. While a high view count sounds pretty good, views alone are not your best measure of success. The total number of views may qualify a video as a viral sensation but that doesn't necessarily convert to money in the bank, or even leads in your pipeline.

So why use views as your star metric when they're not really providing an accurate picture of your goals for this video?

Good question. Vanity metrics are a thing of the past, and they need to stay that way! Your metrics should be accurately measuring your video's performance in relation to their intended purpose for your company.

SO WHAT ARE YOUR GOALS FOR THIS VIDEO?

Identifying your video goals before heading down the path of crunching numbers and crafting handy pie charts is critical. How can you determine success if you don't know what success will look like? In reality, your video goals should be set out before you even set pen to paper (or fingers to keyboard) for your video concept.

Video goals will differ from business to business and video to video, but they generally fall into categories based on the part of the funnel you're hoping to impact. Four common (and practical) video goals for improving your overall ROI include: driving more traffic, building contact lists, qualifying prospects, and converting leads.

Let's take a look at these goals and how you can actively measure your success with each:

1. GOAL: DRIVING MORE TRAFFIC

One of the more measurable goals of video content marketing is to get eyeballs on the content you're creating. If you're looking to drive more traffic to a landing page, other piece of content, or somewhere else on your website, you can definitely do this with video.

TOP METRIC: CLICK-THROUGH RATE (CTR)

How will you know if you're successful? Measure click-through rate: the percentage of viewers who also clicked through to your shared link.

$$\text{Click-through Rate (CTR)} = \frac{\# \text{ Clicks to Website}}{\# \text{ Total Viewers}}$$

You can also modify this metric to relate specifically to those who viewed the link, if it's displayed at a certain time in your video. For example, you may want to focus on the number of people who clicked as a percentage of the total number of viewers who made it to the time the link was displayed (and beyond).

Note: If viewers aren't making it to the link, you may have other issues to solve. Remember Athena Software's long intro?

2. GOAL: BUILDING CONTACT LISTS

Maybe you already have a great method of getting prospects to your website, but you're having a tough time collecting their contact information, which means you're missing out on future conversations and opportunities. Whether you're looking for email subscribers, blog readers, or demo sign-ups, video can help.

TOP METRIC: SUBSCRIPTION RATE

If you're simply asking a viewer to click through to an alternative form, then click-through rate can come in to play here, too. But to be sure they're not dropping off once they see you're starting to get a little more personal, measure your subscription rate: the percentage of total viewers that provide their contact info.

$$\text{Subscription Rate} = \frac{\# \text{ Subscribed from Video}}{\# \text{ Views}}$$

Compare this metric to historic numbers of this video, other videos, or other marketing techniques for building contact lists.

Looking for a quick and easy way to gain more contacts without sending them to another page? Try an email gate. It will ensure viewers have to enter their email before viewing full-version content.

3. GOAL: QUALIFYING PROSPECTS

The real golden nuggets appear when you drill down the aggregate video metrics to an individual prospect, lead, or customer level. Here you can understand who watched what, how long they watched for, and what they did afterwards. Translation? Your sales team has a clear indication of interested prospects and a good idea of where to spend their time.

TOP METRICS: PLAYING, SHARING, AND SITE ACTION

There are many metrics for qualifying leads, but engagement data is often the most telling. Engagement involves any action that viewers take related to your video. It categorizes those who are interested enough in your video and message to take the additional initiative to act.

For video, this can include things like:

- [Playing a video sent to them in an email](#) – not only are they interested enough in you to open the email, but they engaged, too!
- [Sharing your video after watching it](#) – they believe enough in what you're saying to share it with others.
- [Future action on your site](#) – not only did you produce a killer video, but your product's actually of interest to them. Reel them in!

Wondering how to collect these stats? The integration of CRMs and video marketing platforms makes it pretty simple. You can easily drill down into specific prospects and their engagement with each video you've shared.

4 GOAL: CONVERTING LEADS

So you have visitors on your site, they're offering their information and your sales team is hard at work qualifying leads based on their video behavior. Good on you! You're in the last phase of the funnel and probably looking for a little boost in conversion.

Video can be a powerful conversion tool. Linking to a sign-up page is one great example of using video to convert leads.

TOP METRIC: RETURN ON INVESTMENT (ROI)

So what's a 'successful conversion video'? That will probably depend on the return on your investment. That's right, the beloved ROI metric is our favorite for measuring the success of a conversion-focused video.

$$\text{Return on Investment (ROI)} = \frac{\$ \text{ Sales from Video Conversions}}{\$ \text{ Spent to Create Video}}$$

Since this goal is so closely tied to sales (which means money!), this metric becomes particularly applicable. The question you should be asking yourself and your team for every single video at this stage is: "are we making more money than we're spending to produce and share these videos?". Consider equipment costs, production fees, and travel expenses. Plus, don't forget to account for the time spent and salaries paid to those involved in-house, from planning to sharing.

If you're not making more money than you're spending, then these videos are certainly not a worthwhile investment in their current state; no ifs, ands, or buts about it. But hold up - don't toss that video! There might be a specific aspect of your video that, with a little tweaking, could bring your ROI into the green. This is when analyzing viewers' attention span to determine where viewers are becoming disinterested is critical!

Dive Deeper: Check out our whitepaper, "Video: the New ROI Star of Marketing" [here](#).

Now you have the tools, it's just a matter of putting them into practice. First thing's first: determine your goal for your marketing video. Then determine how you're going to measure if you've successfully met that goal. If not, identify opportunities for improvement, rinse, and repeat.

Lightning Round: Best Practices on Measuring Performance

Q: WE KNOW WE NEED SHORT VIDEOS TO MAINTAIN ATTENTION, WHAT'S THE BEST WAY TO DO THIS?

A: Design your next video with drop-off in mind.

With each new video, try to qualify your leads immediately based on their targeted interests and make sure the content throughout is entertaining or concise enough to get viewers all the way through to the finish line (where you'll be waiting with a call to action!). If you find any points of the video boring or unnecessary, cut them out mercilessly, and focus on delivering a concise message with a point. Not only will you be respecting your audience's time, but you'll instantly qualify leads who demonstrate a high attention span with your targeted content.

Q: IF OUR VIDEO ISN'T PERFORMING, DO WE HAVE TO TOSS IT AND START OVER?

A: Nope. Determine where your video is underperforming. That video might be salvageable!

Before canning a video that isn't delivering on its strategic goals, spend some time evaluating where it's falling short. The first place to start is your audience's attention span. Are viewers watching the entire video? Are they dropping off? This will give you a good indication of where the problem is. For example, if viewers are dropping off at the 30-second mark, maybe the first portion of your video isn't attention-grabbing enough. If viewers are watching your entire video, but not clicking through, you might have some work to do on creating a more compelling CTA.

Q: WE'RE SEEING A DROP-OFF OF VIEWERS IN THE FIRST 10 SECONDS. HOW CAN WE KEEP THEM?

A: You may have self-qualifying viewers, in which case: you don't want to keep them!

Generally, drop-offs within the first seven to ten seconds aren't interested in your message, product, or brand - and that's okay! By these viewers self-qualifying themselves, your sales team doesn't have to spend their valuable time finding this out later on.

This is actually one reason why it's really important to get to the meat of your video or your main point early on. No interest? No problem! Just say a quick "thanks" to these guys for making your job easier and leaving the high-potential viewers to watch the good stuff.

Q: ARE VIDEO VIEW COUNTS THE MOST IMPORTANT INDICATOR OF SUCCESS?

A: No! View counts are not the only measure of success, especially in B2B.

While view counts might help boost your ego, they don't tie back to business results. More often than not, you're probably looking to improve some aspect of your funnel with the production and distribution of a marketing video. The video metrics you collect will depend on what goal you want your video to attain. If you're looking to bring more visitors to your website, you may want to measure click-through rate. If you're building out contact lists, look at subscription rates. Qualifying prospects? Look at engagement. Lastly, if the purpose of your video is to convert more leads, measure ROI.

Q: HOW LONG SHOULD WE LET OUR VIDEO COLLECT DATA BEFORE ANALYZING PERFORMANCE?

A: If you have an archive of videos (and their metrics) to compare to, then you can start immediately.

With an archive of videos, you should have a collection of historical metrics. With this, you can start analyzing your video's success right away. Just look at how your video is doing compared to successful past videos after the same amount of published-time: 1 day, 3 days, 1 week ... you get the idea. If your video is overperforming - great! If it's underperforming, you can get an early start on investigating and resolving the issue to set that video back on track.

If you don't have historical videos to compare to - get on that! But in the mean time, keep your eye on the stats for your new video at the following time periods: 1 day, 3 days, 1 week, 2 weeks, 3 weeks, 1 month, 2 months to start. You'll get the hang of when to collect data and for how long as you go. It will depend a little bit on where and how often you're sharing your video as well as when general viewership starts to plateau. The internet is pretty now, now, now, if you know what we mean.

Just remember to keep track of this data as you go, so it can be used as a benchmark later on!

That's a Wrap!



You've reached the end of this whopper of a handbook (whew!). It's our hope you feel way more knowledgeable about video marketing, and how to strategically position your video collection to maximize each asset's impact. We also hope you're more comfortable with analytics and performing a deep dive into your video engagement data.

If you'd like more video marketing info delivered to your inbox on a regular basis (seriously, we keep the magic going), you can [subscribe to the Vidyard blog](#). There you'll get a twice-to-three-times weekly dose of this strategy stuff and enough inspiration to keep your video marketing going for a long time.

Alternatively, we also serve up best practices and news via our bi-weekly newsletter. It will quickly become your favourite email. We practically promise. [Subscribe today!](#)

We hope you're fired up, feeling inspired, and thinking more strategically about your video content!

All the best,
The Vidyard Crew.



Glossary of Terms

Attention Span: The length of time for which you can capture your viewers' attention throughout a video asset.

B-roll Footage: Camera footage that doesn't involve on-camera talent or a person on screen. B-roll footage includes various video angles, still shots, or animations. It's the footage you can cut to as a means of keeping things interesting and maintaining attention for longer.

Call To Action (CTA): A request during, or at the end of a video, that encourages viewers to take a specific action. If you don't ask, you won't get!

Content Journey: The path you guide your prospects through with content. The video content journey, often fueled with CTAs, should guide viewers through the buying process based on the info they take in along the way.

Content Pillars: Broad themes that you'll build your video content and campaigns around. You'll create many videos under each broad theme you determine you need a video story for.

Creative Brief: A detailed outline created at the onset of any video marketing project to ensure your creative team has the details needed to build a killer video based on brand strategy and guidelines. There's a creative brief template in the appendix of this handbook for your team to use.

Drop-off Rate: The percentage of viewers who stop watching your video after a certain duration.

Embed: Placing a video within the HTML code of your website. The video can be played in-line alongside the rest of your awesome content on the page.

Heat Map: The term we use to refer to the visual display of your viewers' attention span data, including re-watched segments and drop-off, as shown within a video marketing platform's analytics centre.

Narrowcasting: The opposite of broadcasting, narrowcasting refers to targeting your target audience (and only your target audience) with your video content instead of trying to "go viral". You're ultimately targeting those who are more likely to buy your product.

Owned Media: Content owned and controlled by you! This can include your website, blog, email, and social networks.

Post-Production: All the jingle jangle behind the scenes after filming: editing, special effects, soundtracks, audio, etc. This is when hours of footage are turned into a real, marketable video!

Pre-production: Everything and anything that happens to prepare for your video before filming begins.

Production House: An external agency that will develop your video marketing masterpiece for you.

Split Screen: You know how you and your Mom are both on your screen when you're talking to her on Skype? That's a split screen: a visible division of the screen.

Split Test: Offering one portion of your viewing audience version A of your video thumbnail image and another portion of your audience version B. This allows you to split test which version performs best and find a statistically significant outcome rather than going with your gut feeling.

Thumbnail Image: The image that appears as the "cover" of your video. The still image under the play button.

Transcription: The translation of your video's audio to text. Google can't understand audio content, so this helps the search engine see your video, 'hear' your video, and speak no evil of your video; or *ahem* – rank your video.

Unique Viewers: The number of individual people who watched your videos. This removes views for those who may have watched your video multiple times.

Video Marketing Platform: Unlike a traditional video hosting platform, a video marketing platform provides everything you need for video management. It's here that you'll upload, manage, and analyze performance of all your marketing videos.

View Count: The number of views your video received: new viewers, old viewers, and everything in between.

Video Hub: A one-stop-shop to upload and showcase all of your marketing videos. And a goldmine for anyone looking to get lost for hours in your marvelous creations.

Viral: The #1 video goal of all marketers. ... (woah, wait no it's not!). This is the term used when video views 'blow up' and reach phenomenal numbers. Unfortunately, this doesn't necessarily translate to sales and shouldn't be your number one goal.

Creative Brief Template

PROJECT NAME:

BACKGROUND AND OVERVIEW:

- Include why the project is needed (how it aligns to your business goals)
- Define the end goal of the project
- Outline where the final video will be released and displayed (i.e. website, landing page, blog, dedicated resource hub, etc.)

DEADLINE:

RELEASE DATE:

WHO IS THE TARGET AUDIENCE?

- List the specific demographic you're targeting with as much detail as you can (eg. geographic location, age, sex, interests, values, etc.)

WHAT IS THE DESIRED EFFECT ON THE AUDIENCE?

- Preferably expressed as an action (i.e. "To get IT professionals to sign up for our blog with the call to action)

HOW WILL THIS PIECE PERSUADE THE AUDIENCE TO PERFORM THE DESIRED ACTION ABOVE? WHAT STRATEGIES ARE USED?

- Eg. emotional tone, images, copy, a CTA, etc.
- Outline whether the final product should be funny, serious, etc.
- Determine the final or mid-video call to action.

PROVIDE SOME BACKGROUND ON YOUR BRAND AND THE BRAND CHARACTERISTICS THIS VIDEO AIMS TO EVOKE (FOR OUTSOURCED PROJECTS):

- Include a description of the brand voice, positioning, tag lines, the company website and logo

PROCESS CHECKLIST (FOR IN-HOUSE PRODUCTIONS)

Element	Point of Contact	Deadline
Strategy/Creative Brief	Content Manager & videographer	...
Script
Storyboard
Determine/book filming location
Shoot the footage
Edit footage
Create custom CTA

DELIVERABLES:

Outline all of the creative assets you need for a successful launch.

Item	Point of Contact	Notes
Optimized landing page (copy, design, and contact forms)
Custom CTA
Custom video thumbnail image
Final video asset
Email campaign (visual assets)

PERFORMANCE MEASUREMENT

(Outline specific metrics you will collect post-launch to determine your performance.)