



VIDEO:

The New ROI Star of Marketing

How new data and tools are
empowering marketers to drive
results with video content.

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Introduction

It is no longer a question of *if* video should be a part of the B2B content marketing mix, as most B2B marketers already **rely on video as a proven and effective way to communicate** with potential customers as well as current clients. They've got the massive video libraries to prove it.

Video has firmly staked its place in the content marketing mix. In a recent *B2B Magazine study, Content Marketing: Ready for Prime Time*, when marketers were asked to rate their satisfaction with the performance of various channels, **video** (53%) **ranked higher than social** (51%), games (47%) and live events (46%).

When asked which types of content they had reviewed in the past 12 months during the buying decision process, **half** of respondents to *Demand Gen Report's 2013 B2B Content Preferences Survey* said they had **viewed a video**.

While B2B marketers have a great deal of video in their content libraries, many of them

Video analytics, combined with MAPs and CRMs, will provide marketers with the powerful data they need going forward.

have produced videos because they felt compelled to, much as in the early days of the web and social media. They knew **video** was a **must-have in their content playbook**, but it was not something they could tie directly to a return on their investment.

Did that deal close because the buyer watched a video? Is a video any more persuasive than a white paper or other content formats that are much less expensive to produce? What parts of the video are capturing the attention of viewers? Until recently, it was almost impossible to know the answers to these and other vital metrics related to the **performance of video**.

Marketers were asked to rate their satisfaction with the performance of various channels.



Source: *B2B Magazine study, Content Marketing: Ready for Prime Time*

But with the increasing pressure to keep the **sales pipeline fully loaded with quality leads**, B2B marketers — along with their sales departments, CFOs and CEOs — are looking for tools that pull together all aspects of video content marketing.

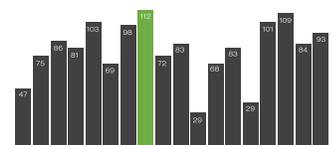
Some key elements of any video analytics platform include hosting, marketing automation integration, marketing tools, rich metrics, fast and simple updating and integration with other video platforms such as YouTube. **B2B marketers want to move beyond the fragmented systems** of today and gain the controls and data that they need to lap their competitors.

Video is cued up and ready to go. The question is where is it headed next?

In this white paper, we will explore the ways that B2B marketers can leverage a new set of data and tools to drive the next level of results with their video content. We will offer insights and best practices into how marketers can use video data and tools to **improve the ROI** of their campaigns, **drive down production costs** and **gain measureable insights** into customer engagement.

This white paper will outline the evolution of video as a content tool and the steps that marketers need to take to **maximize their video content**. Topics that will be covered include:

- Video is becoming integral to how people communicate personally and in business.
- Video is an interactive piece of content. Registration pages, surveys, polls, etc. can be inserted into the video to keep users engaged. There can be calls to action at any points in the video.
- Video serves up a rich set of metrics to help B2B marketers discover more about potential buyers and customers.
- Granular video engagement data can be pulled into MAPs and CRMs to fuel the efforts of marketing and sales.



From Watchers To Buyers

It is clear that video is playing an **increasing role** in the B2B buyer's journey. Since B2B buyers are engaging with sales much later in the process, they are taking advantage of easy-to-digest pieces of content, such as video, as they go through the vendor selection process.

Online videos are already a significant source of information for B2B decision makers, and that will only increase moving forward. A *Forbes* survey revealed that three quarters of senior executives said they viewed work-related videos at least once a week. When presented with the same information via text or video, **60% said that they preferred video** over the text-based content.

According to an IDG Research Services survey, *What Media and Devices Motivate B2B Tech Buyers*, **95% of B2B tech buyers view tech-related videos** and 82% of the respondents reported that they post, forward and/or share work-related videos with colleagues.

While people like to share the latest viral videos with friends and family of cute kids

Decision makers are increasingly relying on video as a key source of content as they go through the buying process.

or grumpy cats, they are also searching YouTube and other web sites for **videos to help them do their jobs more effectively**. Executives are likely to recommend and share work-related videos that contain thought-provoking content that is relevant to their position or industry, the *Forbes* survey noted.

B2B buyers are **more likely to share video than many other forms of content**, according to the DGR Content Preferences survey. More than two thirds (66.4%) said they shared videos "sometimes or frequently" with their colleagues. Users share video more often than they do E-books, infographics, interactive presentations and podcasts, according to the research.

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Source: IDG Research Services

Video Is Interactive

In general, people do not read in a group, but videos inspire viewers to be more social and engaged, especially younger executives, according to the *Forbes* survey.

Because of video's interactive nature, it can be a **valuable source of feedback** from customers and potential customers. Registration pages, surveys, polls, etc. can be inserted into the video to keep users involved, **gather input and determine the course of their future interactions**.

A **call to action** (CTA) can be **inserted at any point in the video** and can take on a variety of formats. They can be fairly simple — having the user enter an email to continue, or click to view another segment of the video or installment in a series.

A CTA can also be a clickable URL. If, for example, the video introduces a specific feature of a product, the call to action can be to click on the link to read more, download a white paper or make a purchase.

CTAs can also allow the user to **navigate their own video experience**. If your

Video is an opportunity to engage viewers through polls, surveys and other interactive elements.

company offers a product or service that runs on various technology platforms, for example, users can choose the applicable platform after an overview of your offering. Once they choose their path, they are presented with content that is specific to their situation. Or, perhaps an introductory segment can present content that is germane to all users and then **viewers can determine which segment to view next** based on their role (sales, marketing, etc.)

“Including calls to action at the end of our videos has been a **fantastic way of directing traffic** where we want it to go, especially because these are our most engaged viewers,” noted Justin Norris of ClearFit, an online application that helps businesses find and hire the most successful employees.

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Video Is Measurable

When a prospect downloads an E-book, views a blog, opens an email or clicks on an infographic, it is hard for the B2B marketer to **know just how engaged the user was with the content**. Did they make it past the first few pages of the E-book? Did their interest in the blog stall after the first paragraph?

Intelligent video analytics can provide marketers with a wealth of high-octane information — not just that the user downloaded a video but in-depth information on how they consumed it.

Video analytics provide B2B marketers with the ability to track vital engagement statistics and behaviors, such as how long an individual views a video and which segments of the video they watch, skip or replay. **This information can added to the marketing and sales automation systems** that enable B2B marketers to use this new data for lead nurturing and segmentation.

One of the most **unique aspects of video** compared to other types of content is the ability to assign an engagement score to everyone who interacts with the video. These engagement scores enable marketers to send the most qualified leads to the sales department and can help prioritize those leads. If someone viewed three videos on your site in a week and spent 50 minutes, for example, there is a good chance that they are **more than a “tire kicker.”**

This engagement score can also take into account the viewers interest in other types of content. If you view one video, you could

Unlike other forms of content, marketers can get precise data about a buyer's level of engagement through video analytics.

be a **serious buyer** or just someone poking around. Someone who views two videos, downloads a white paper and visit the web site several times in a week is most likely a **hotter prospect**.

A/B split testing video thumbnails — the still image that appears in your video before anyone clicks — also represents an easy but powerful way to increase the click through rates on every video asset in your library. Testing multiple thumbnail images can result in an average **10% increase** in click-through rates. Applied across every video this can quickly **lift the performance** of your entire video campaign. Testing a unique thumbnail for different customer segments can take results even higher.

Follow-up can be based on the **user's actions** or non-actions. Perhaps a viewer did not make it all of the way to the end of the video and they may have missed **relevant information** that could be vital to their purchase decision. An email nurture campaign can be sent automatically to prompt the prospect with information they may have missed.

Powerful Connections To MAPs, CRMs

One of the **compelling aspects** of video analytics is the capability to **pump video engagement data** into marketing automation and customer relationship management systems.

This is a **crucial link** in the chain that has been missing until recently. This capability turns videos into valuable assets that play a key role in garnering data that can help push prospects through funnel.

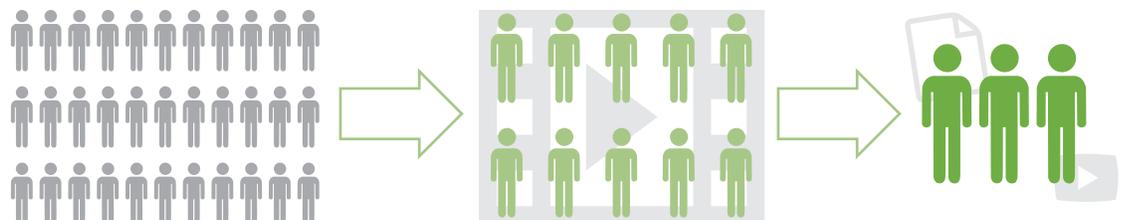
Through direct MAP integration, marketers can access individual viewing data from within their contact records, including **which videos the contact watched** and for **how long**. This takes the guesswork out of the video's value as a lead generation tool and delivers valuable insights with respect to not only **what** content the contact found engaging but how deep their **interests** are based on how long they watched.

Marketers can use this data for **segmentation, scoring and nurturing** to move them through the buying process in a much more targeted and informed way. In addition, marketers leverage this information to delve deeper into buyers' behaviors with

When video analytics are married with MAPs and CRMs, marketers get user-level video engagement data that they can then use for scoring, segmentation, and nurturing and more informed sales calls.

other types of content. Do buyers who have a high engagement score with a video go on to download a white paper, or do they gravitate toward another content format? This is vital information to help marketers **fine-tune their lead nurturing strategies**.

Video analytics are also essential once a qualified lead has been moved to the CRM system for contact by the sales team. When a salesperson knows what types of content a prospect has already viewed and how they have interacted with that content it enables them to **tailor their message** to the individual's interests and have a much more productive conversation.



Video Analytics Fuel ROI

Most B2B marketers today are either managing multiple video assets — many already have a YouTube channel — or are in the process of building out a large volume of video content. They are spending a significant amount of their overall marketing budget on video content production. But many are asking **“Where is the return on my investment?”**

Detailed analytics such as what segments of a video are getting the most play and where viewers are typically dropping off helps B2B marketers **shape future content**.

This not only dramatically reduces production costs by knowing what content is going to engage **before** investing in production but also improves overall customer engagement across the entire video experience and the total return on their investment in video.

When the marketing team puts together an E-book, for example, they do their best to understand the **content needs of their**

audience and work to deliver **useful information** to potential customers. But despite their best efforts, they have no clue if readers are dropping off in droves at the start of the third chapter.

With video, information about how the content is being viewed is not only available on an individual level but in the **aggregate**. If no one is making it past the 10 second mark of a video or there is a marked drop-off at a certain point, it is an indication that this piece of content isn't resonating.

Conclusion

Online content is moving to video and B2B marketers need to be **prepared for this reality** with the data and tools to deal with a content strategy driven by video.

Modern marketers are invested in multiple marketing channels and have to manage an **avalanche of data**, traffic and lead targets, conversion goals, and ROI mandates.

Video is a critical component of any marketing strategy, but it is imperative to right tools and data to have it perform to its maximum potential.

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Vidyard is a video marketing platform that helps marketers drive results and ROI with video content. With Vidyard, customers can add video to their websites in minutes, get real-time analytics, syndicate video to social networks and YouTube, create calls to action, optimize search engine hits, capture leads, and brand their player skins all from one place and across any device.

Vidyard easily integrates with key MAPs and CRMs including Eloqua, Marketo, Hubspot and Salesforce, allowing marketers to pump user-level video engagement data on each lead directly into their contact records for scoring, segmentation and nurturing.

Anyone can try Vidyard for free or request a demo at www.vidyard.com. For the latest on video marketing best practices and thought leadership [follow Vidyard](#) on Twitter at or [read their blog](#) on video marketing thought leadership.



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