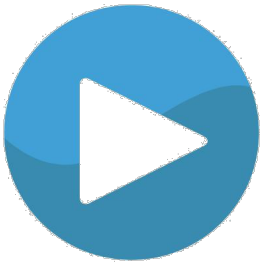


**THE VIDEO  
MARKETING  
PLAYBOOK FOR  
BUSINESS**



**The most powerful call-to-action, CTA** on the internet today is the humble video play button. It's so effective, marketers rated video as the second-most valuable marketing strategy—right behind having a website. As our digital lives grow noisier, it's only growing more important.

**Seventy-two percent of B2B buyers** say they watch a video while deciding whether to buy. It's both a respite—video lets busy people sit back and consume—but it's also the easiest way to explain complex value propositions of the sort that abound in B2B.



72% of B2B buyers say they watch a video while deciding whether to buy.

Video breathes life into your messaging and offers an engaging, memorable, storytelling vehicle. It can inject much-needed urgency and emotion into otherwise routine buying cycles. For all these reasons and more, **82% of businesses are investing more in video. By 2022, it will account for 82% of all internet traffic.**

It's also a lot more attainable in your marketing than you ever thought. But before you jump in, you'll want a simple video strategy.

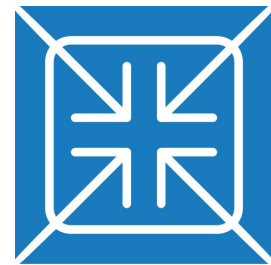


Without strategy, you risk committing what is called **random acts of marketing**:

You try new things and then move on before the investment pays off. A video strategy helps ensure you get whatever

results you assured everyone you would.

Your strategy should tie back to your organization's top objectives. For most, that's **customer development, revenue, and brand awareness**. But as video can address a wide range of challenges, too.



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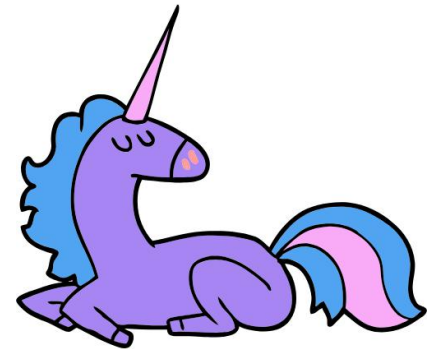
## DEBUNKING THE MYTHS & MISCONCEPTIONS ABOUT VIDEO

Everyone enters video marketing with some assumptions about what video can and cannot do. But video technology has changed a lot in the past 5 years. Many widely held ideas and beliefs are no longer true.

# MYTH # 1

**VIDEO IS TOO EXPENSIVE.**

**TRUTH: You don't need a big budget to get started with video.** Now, some videos can be expensive. Some can be cheap. It's a range, you get to decide where you land, and whatever amount you invest should produce a positive return. Even professionally-produced videos can more than prove its value if it makes back more



# MYTH # 2



**VIDEO MARKETING TAKES TOO MUCH EFFORT.**

**TRUTH: Video marketing is much easier than you think.** Once you have your video content, finding the right channels to promote it can seem overwhelming. But with the right set of tools, like a video platform that integrates with your marketing automation platform (MAP), managing, sharing, and measuring your videos becomes a seamless process.

# MYTH # 3

**VIDEO MARKETING CAN'T BE MEASURED.**

**TRUTH: Video marketing can be measured on many levels.** This myth is patently false. You can view video performance easily to measure video as a channel, as a content asset, or tie individual users to their video viewing behavior. Unlike the standard vanity metrics, these are actionable insights that you s can use to automate workflows and better score leads.



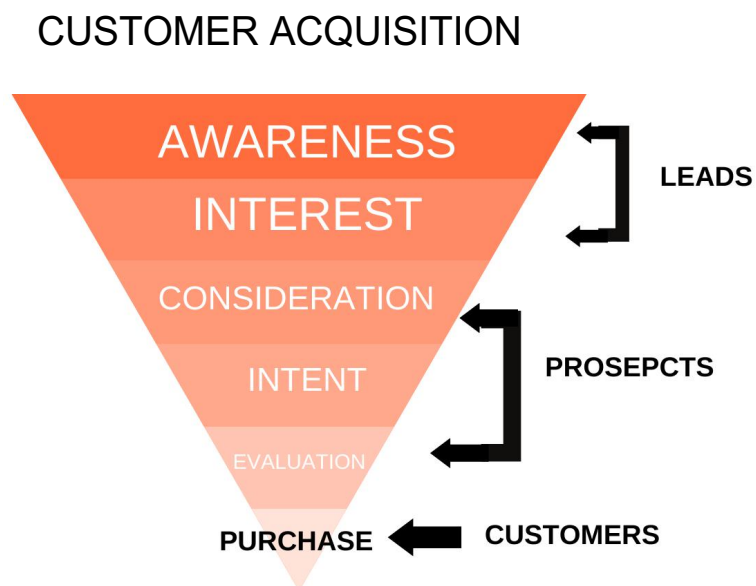
# LAUNCHING A VIDEO MARKETING STRATEGY

## STEP 1. SET GOALS AND MEASURE

### AS YOU GO.


It may go without saying, but knowing that you're getting a particular conversion rate isn't very helpful unless you know how it compares to last month or last year, and how it contributes to your program performance. Set KPIs and goals for video performance such as conversions and revenue using program success, which is the 'currency' of engagement.

You can measure video as a channel, an



## Measuring videos as individual assets

Metric to measure: Percentage viewed



You can measure individual videos by how many people viewed, who those people were, the average percentage completed, and major drop-off points. Resist the allure of measuring your videos by view count only—it can be a vanity metric that, while exciting, doesn't necessarily mean things are working. What you want is a sense of whether your videos are relevant to viewers, and that's what percentage viewed tells you.

If you're new to video, set a goal of reaching an average video view time of 50 percent. Once you have data on how your videos actually perform with your audience, you can adjust. Videos that exceed your view time percentage goal are high-performing assets that you'll want to learn from and repurpose.

# Measuring video as a channel

Metric to measure: Percentage of success for the video channel

Measuring videos by channel helps you compare video to other channels like social media, email, your website, and more. How does budget spent here compare to budget spent elsewhere? Do prospects react well and engage with videos more than they do other channels?



# Measuring video as a program

Metric to measure: Depends on use case



Measure one or more videos as a program to determine whether they are impacting pipeline or revenue. For instance, you can measure how a three-minute demo is used across various channels, or you can track how a thought leadership video series performs as a whole. You'll be able to see if viewers are engaging and converting on these programs, and ultimately show attribution on pipeline and revenue.

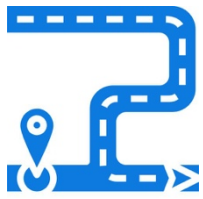
## STEP 2. DEVELOP A CONTENT PLAN

One of the most common errors video marketers make is they set out to create a video program that tries to achieve multiple conflicting goals.

For example, creating a video series that will accelerate late-stage deals but also go viral on YouTube. If your goal is revenue, stick to getting the right people to watch, engage, and convert, and abandon any dreams of going viral, unless this is really about brand awareness—in which case, forget about the conversions.

Your content plan should tightly map to your ideal buyer personas and journey. Wherever you want higher conversions, use video, and give it a clear objective, such as “Increase Marketing qualified lead conversions 20 percent over the existing campaign.”

## 1. Map the customer journey



List the steps buyers go through on their path to purchase. If you don't already have a structure in place for this, consider using the traditional model of awareness, consideration, decision, and retention. Add a descriptor for each stage that guides you and your team toward understanding what types of content or topics are relevant for each stage.

## 2. Identify buyer personas



Identify the buyer personas who your videos will appeal to. Knowing who they are, what they like, and what they're generally exposed to tells you what video format to use. Busy executives probably won't sit through a 90-minute webinar, for instance, whereas technical end-users won't be satisfied with a high-level explainer video.

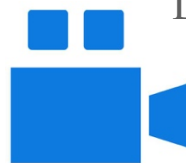
## 3. Categorize your videos

Decide on categories for your videos that make sense for your marketing team. For



instance, you can sort yours by funnel stage, by persona, or by use cases like prospecting videos, customer videos, and sales enablement videos.

## 4. Establish video guidelines

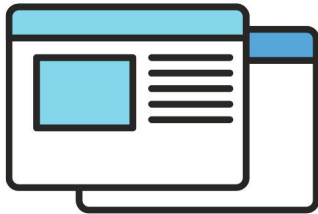


Define your organization's roles and responsibilities for video creation and distribution. For instance, who makes them? Who approves them? Who distributes them? Who organizes them? Your guidelines should include the customer journey, buyer personas, and video categories, and the pieces of your brand and style guidelines that apply to videos.

## STEP 3. INCORPORATE VIDEO INTO YOUR SALES PROCESS

Based on your customer journey and personas, you should have an idea of where each of your videos ought to be placed. Often, the first destination is your website.

But you'll also want to incorporate your videos into campaigns,



emails, social media, events, and landing pages.

You can think of video as applying to two different types of programs within the strategy: **Marketing and operational.**

Marketing programs are your actual campaigns and outreach, operational programs are backend workflows like lead scoring. While it's not a one-to-one relationship where every marketing video program needs an operational video program counterpart, take time to think through how you can add video to both types to score video engagement.

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We offer a turnkey marketing strategy that lets you focus on what you do best — while cutting through the noise, attracting attention and engaging prospective clients.

- Consistently reach your client target audience
- Improve search engine optimization (SEO)
- Increase traffic to your website
- Provide tangible, almost direct response capabilities
- Track and measure your marketing efforts

We create original, custom-branded and custom produced video content and distribute the content through appropriate online channels and platforms to promote searchability and shareability. The content strategies and tactics we promote and employ are designed to:

- Boost your web presence with proven methods
- Build a level of trust that generates customer evangelism
- Establish a relationship before you meet your customer
- Promote you as an industry leader and trusted resource in the community
- Add more value to your company by improving awareness and nurturing prospects

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