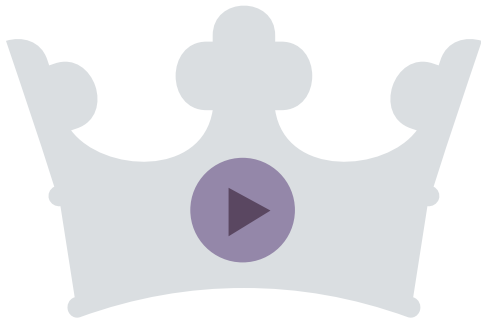


# An Executive's Guide to B2B Video Marketing

8 ways to make video work  
for your business





## [Video] Content Is King

Companies that utilize video content to present their products and services can experience up to a 90% conversion increase.<sup>1</sup>

Video has the power to educate, inform, promote and build brand awareness within the B2B influence chain. More and more, B2B buyers expect the online content that drives their purchase decisions to have a video component. Companies that don't provide it miss substantial opportunities to engage their audiences, advance their narratives and move prospects through the decision funnel.

Adding video to your company website can help customers make quicker and more informed sales decisions, which improves both lead generation and close rates. Leveraging YouTube's unique power will help you reach new markets on a global level without the restrictions of traditional search engines. You'll also increase the effectiveness of your social media marketing efforts with more engaging, viral material that reaches your existing audiences, as well as new segments.

Fortunately, it's possible to do all of this without making substantial investments in video production. Let's take a look at how.

### Online video can support B2B marketing and sales in many important ways:

- Strengthen brand awareness
- Offer support for current and potential customers' questions
- Establish your company as a thought leader
- Engage new markets and customers within your industry
- Increase the effectiveness of your social media strategy
- Empower your distributors with effective sales materials
- Increase sales leads and conversions

<sup>1</sup> The Adobe 2013 Video Conversion Playbook

# B2B Video Marketing Primer

## 8 ways to make video work for your business

- 1 Break Down the Common Misconceptions About Video Marketing
- 2 Capture More Clicks with Video
- 3 Drive Response with Video
- 4 Go Mobile
- 5 Stay Cost-effective
- 6 Connect Your Brand to the World
- 7 Make Video a Part of Your Promotion Mix
- 8 Power Up Your Social Media Program

### Did you know?

Video increases information retention by more than 50% compared to other mediums.<sup>2</sup>

52% of B2B marketers used video in 2012 (up from 27% in 2011).<sup>3</sup>

Video accelerates sales decisions by 72% over print materials.<sup>2</sup>

75% of senior executives watch business-related videos weekly.<sup>4</sup>

75% of the world now has access to a mobile phone.<sup>5</sup>

Mobile users are three times more likely to view video than desktop or laptop users.<sup>6</sup>

70% of people use the Internet as a primary source for gathering information.<sup>7</sup>

YouTube is the second-most popular search engine in the world.<sup>8</sup>

YouTube videos show up on Google search engine results pages.

<sup>2</sup> The Wharton School

<sup>3</sup> Content Marketing Institute

<sup>4</sup> Forbes Inc.

<sup>5</sup> World Bank

<sup>6</sup> Forbes Inc.

<sup>7</sup> Pew Internet and American Life Project

<sup>8</sup> comScore

# 1 Break Down the Common Misconceptions About Video Marketing

Are you feeling hesitant to invest in video content for your brand?

It might be because you've heard too many myths about costs, perceptions in the marketplace and effectiveness. See if any of these sound familiar to you:

## 1 Video production is too expensive.

While it's possible to invest millions of dollars in creating video content, you can opt to develop perfectly acceptable videos for the cost of camera rental and a memory card. Remember, not all videos have to be promotional—coverage of trade shows and simple demonstration videos are very inexpensive ways to establish thought leadership, and will build customers' confidence in your brand. The world of user-generated content has lowered the bar for many types of videos, so simply pulling out your smartphone to document a product demo can yield a valuable video asset.

## 2 Nobody will watch my videos because my market is highly niche.

Video actually presents particularly powerful opportunities for niche marketers. A well-planned video strategy can help you dominate the information flow in your market, while educating your audience about your products and the industry, so they can make more informed purchasing decisions.



*A promotional and instructional video about your products can connect with end users more powerfully than print manuals.*

## 3 I don't need videos; I have plenty of descriptive product manuals.

Detailed product descriptions and downloadable instructional assets are great ways to educate customers. However, for complex products, video demonstrations deliver a higher level of engagement and more effective education, ensuring customers truly understand your product's advantages, applications and installation procedures. Also, video is one of the most appealing methods of delivering information to customers using mobile devices. Mobile device users strongly prefer video over text.

#### 4 My target audience isn't going to visit YouTube to learn about my products.

Your audience won't need to go to YouTube to view your videos, since Google delivers YouTube videos within its regular search results. Video content is an excellent way to enhance your presence within search engine results and provides additional opportunities to connect with the targeted, motivated audience searching for content related to your products and services.

#### 5 I don't sell to my customers directly, so I have no use for video.

Video can be a significant asset in your distribution channel, helping you differentiate your product from others in the channel, and increasing mind share among your distributors and end users. The better your sales channel understands your products, the better able they'll be to sell them. And the more comfortable end users are with the installation and application of your products, the more likely they'll be to spec them by name.



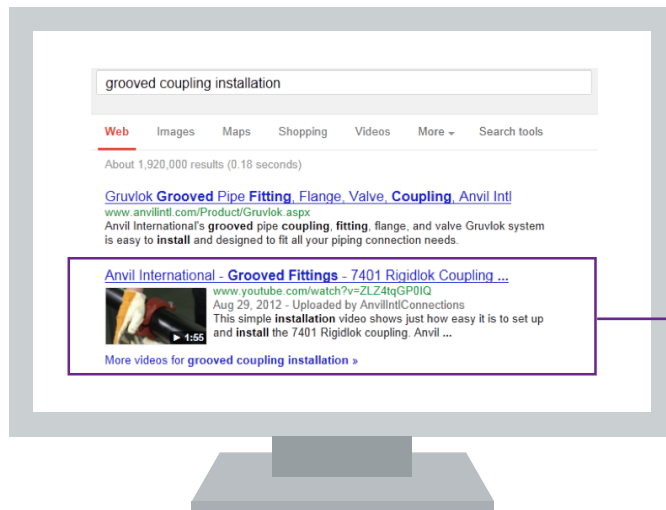
*Video can be an excellent way to deliver complex thought leadership messages.*

# 2 Capture More Clicks with Video

YouTube is now the second-most popular search engine in the world.

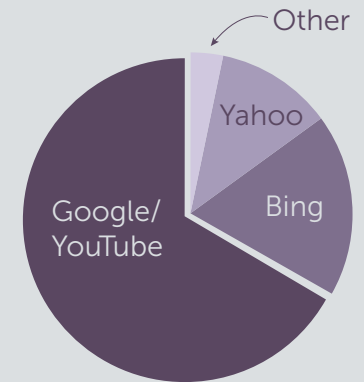
People now prefer to obtain information from video, rather than traditional periodicals or other print mediums, due to the explosion in popularity of mobile devices and Internet usage. If you're not taking advantage of the power of video marketing campaigns, you'll quickly fall behind your competitors.

Optimizing videos for YouTube helps gain critical exposure in Google organic search. Users are much more likely to click on search results with a thumbnail of available video. And, it's been demonstrated that "relevant results that include videos get ranked higher than text-only content."<sup>9</sup>



*Anvil International is able to support its top position in Google's search results with a video listing.*

## World Search Engine Market Share



**67%**  
Google/YouTube<sup>9</sup>

**16%** Bing **12%** Yahoo **5%** Other

<sup>9</sup> comScore

# 3 Drive Response with Video

Strategically placed video on your website equates to more sales leads and brings your brand, products and services to life.

Today, with the emergence of mobile technology and the growing demand for more interactive methods of obtaining information, online video content is the most effective way to deliver your company message to your audience. There are many types and uses of video that allow marketers to better connect with their audiences.

## Branding

Branding videos can help a company tell its story in a much more dynamic and engaging way than the traditional "About Us" page on a website.

## Customer Testimonials

Nothing resonates more with prospective customers than an existing customer who is a "raving fan."

## Banner Ads

Studies have shown that video substantially increases click-throughs on banner ads, helping you get the best return on your advertising dollar.

## Product Demos

Demonstrations empower both end users and distributors to better understand the advantages of your products and services. This type of engagement can help build familiarity with your offerings and move your prospects through the sales cycle.

## Thought Leadership

For many B2B marketers, education is critical to driving demand. Providing valuable expert information to your community helps solidify your company's position as an authority and helps the people who specify, purchase or recommend your products to see the world from your point of view.

# 72%

A study by the Wharton School of Business found that video increases information retention by 50% and precipitates buying decisions by 72% over print materials.



# 4 Go Mobile

You'll reach more members of your target audience by producing video designed for mobile devices.

About 75% of the world's population has access to a mobile device.<sup>5</sup> That's more than 6 billion mobile subscriptions. And they're not just for fun and games. In fact, 84% of CEOs use mobile devices in the workplace.<sup>10</sup> And all these mobile users are three times more likely to view video than desktop or laptop users.<sup>6</sup> So, when members of your target audience pull out their smartphones and tablets to find information about your products or services, be sure they find video on your website—and that it's either mobile-friendly or mobile-optimized.

That means all the elements of your video should be designed for the best possible mobile experience. The audio should be clear, and visuals—especially text—should be large enough for easy viewing on a small screen.



**75%**  
of the world population  
has mobile access.<sup>10</sup>

**73%**  
of senior executives  
see their mobile device  
as more critical to  
communications than  
their landline.<sup>11</sup>

<sup>10</sup> World Bank

<sup>11</sup> Forbes Inc.



# 5 Stay Cost-effective

The cost of producing video can vary based on the content, application and your available resources.

For a branding video, it makes sense to make a substantial investment. You'll want to hire a company that can handle the entire video, from conception to script writing to production and editing. Look for a company that understands the dynamics of a B2B market and has a portfolio of videos with the high production value you'll want to associate with your brand. A full-service agency is often a good choice for these videos, since they will be able to provide a strong strategic foundation as well as high-quality video production.

Product demos and educational videos are generally simpler to produce, and a small production company or freelancer could be more cost-effective. If your company has a large product offering, shoot video of multiple products during one session rather than shooting each product individually to help save costs.

Finally, at trade shows, save some money and shoot the coverage yourself. Just be sure you find a talented video editor and production specialist.

**Video production**  
doesn't cost as much  
as you think!



*Product demos and trade show videos can be very cost-effective.*

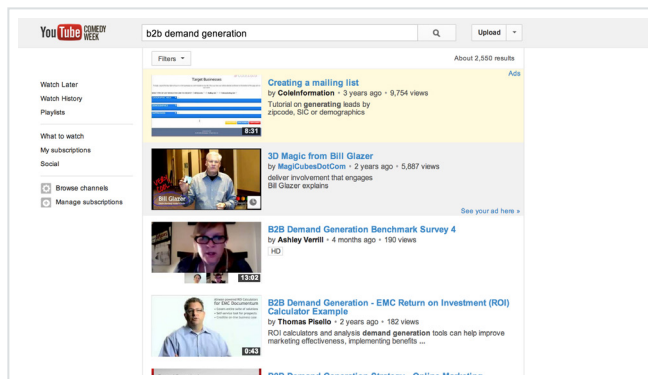
# 6 Connect Your Brand to the World

## YouTube videos make a significant impact on Google search results.

We know that YouTube is the most popular search engine in the world, next to Google. But it's also a vital supplementary medium for reaching your target customers and connecting them to your brand and products.

Additionally, YouTube can support your international marketing initiatives. People in nearly every country in the world use YouTube for obtaining information. There are no geographic restrictions to search results, no special targeting for specific countries and only one search engine to optimize for. Your only restriction is the language selection of your videos. No other search engine offers this kind of flexibility or reach.

Improving your rankings for targeted keywords on YouTube requires thorough market research and video optimization. After all, your videos won't find customers; the customers will find you. Simply uploading a video and promoting it will not drive the same results.



YouTube's search rankings are primarily determined by proper tagging, engagement time, the age of the video and views.

## YouTube's search algorithm bases rankings on a variety of factors:

- Videos require a series of meta data, tags, content and setting configurations to help them perform better in search, the same way website pages do.
- Engagement (time watched) is the newest ranking factor, which means the video content must be engaging and interesting enough to retain viewers.
- Much like a website, the age of a YouTube account also plays a role in rankings. Accounts older than one year and brand-new accounts tend to get preference over those that are only a few months old.
- Regular uploading, views and social interaction are also major contributors to rankings.
- Performance is key. While there are numerous online resources explaining the process for optimizing videos, YouTube's search algorithm and ranking factors change frequently, which requires close monitoring and occasional minor adjustments.

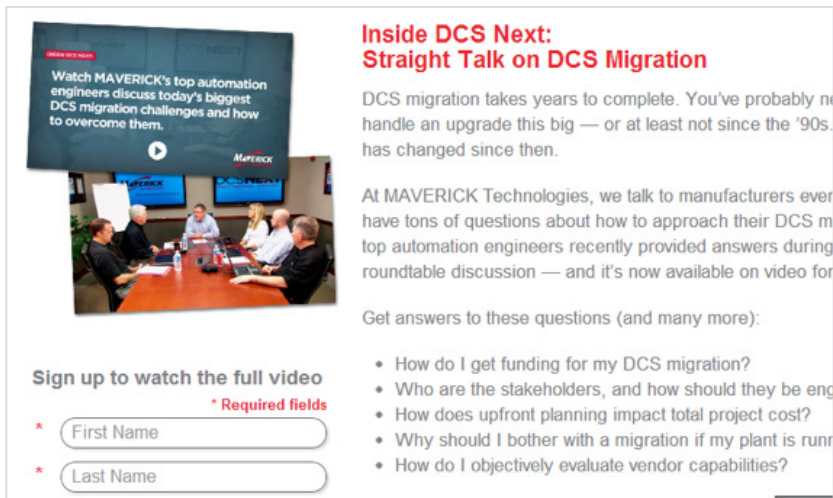
# 7 Make Video a Part of Your Promotion Mix

Don't invest in video without considering promotion.

Your team should be thinking about the promotional plan while they're developing assets. Who is the audience? How can we reach them? It's important to leverage owned assets (such as your website, email list, etc.) and paid and earned media.

You can also distribute through video syndication sites. Some online services will upload your videos to several video syndication sites at a nominal fee. YouTube also offers a video promotion service with a pay-per-click (PPC) cost structure to place your videos at the top of search results for targeted keywords.

Don't forget that video can be a great lead generation asset—in the example below, a leading process controls systems integrator generates leads by offering access to a video of an expert round table.



The screenshot shows a video player interface. On the left, a video thumbnail shows a group of people in a meeting. Text on the thumbnail reads: 'Watch MAVERICK's top automation engineers discuss today's biggest DCS migration challenges and how to overcome them.' Below the thumbnail is a play button icon. To the right of the thumbnail, the video title is 'Inside DCS Next: Straight Talk on DCS Migration'. Below the title, a paragraph of text reads: 'DCS migration takes years to complete. You've probably never handle an upgrade this big — or at least not since the '90s. has changed since then.' Below this, another paragraph reads: 'At MAVERICK Technologies, we talk to manufacturers every have tons of questions about how to approach their DCS migration. top automation engineers recently provided answers during roundtable discussion — and it's now available on video for'. Below the text, a section titled 'Get answers to these questions (and many more):' lists five bullet points: '• How do I get funding for my DCS migration?', '• Who are the stakeholders, and how should they be engaged?', '• How does upfront planning impact total project cost?', '• Why should I bother with a migration if my plant is running?', and '• How do I objectively evaluate vendor capabilities?'. At the bottom left, there is a sign-up form with the text 'Sign up to watch the full video' and '\* Required fields'. The form has two input fields: 'First Name' and 'Last Name', each with a red asterisk to its left.

*Quality video assets can help you drive leads.*

## Channels for promoting your videos include:

- Social media platforms
- Blog posts
- Email (both to your list and rented lists)
- Press releases
- Online advertising
- Trade shows

## Make sure you're promoting your videos to every key audience:

- Current customers
- Prospects
- Influencers
- End users
- Distributors
- Partners
- Internal stakeholders (especially your sales team)

# 8 Power Up Your Social Media Program

Social media marketing is rapidly becoming a powerhouse for Internet marketing campaign support and enhancement.

55% of B2B buyers search for information on social media.<sup>11</sup> Online video, if used correctly, can become a major driving factor in the success of any social media campaign. Video content is highly viral and connects naturally with social media audiences.

Video provides real value for your social media followers and helps reach an audience you might miss through other channels. Additionally, you'll provide a rich content experience across all devices.

Social media and video—when coordinated with a larger marketing program, including public relations, advertising, search engine optimization and trade show promotion—can substantially amplify your entire online presence.

# 55%

of B2B buyers search for information on social media.<sup>12</sup>

<sup>12</sup> Business.com

# Conclusion

The new world of video marketing presents myriad options for companies of all types, regardless of budget.

If you're not taking advantage of video marketing, you're missing substantial opportunities to connect with your audience, disseminate your brand message and amplify your presence across all media channels.

If you're a B2B marketer, it's time to stop dismissing video as a consumer marketing phenomenon—and time to stop believing that YouTube is irrelevant to you. Start developing and distributing video content to inform, showcase and promote your brand. Your customers and prospects will reward you for it.

**Ready to consider  
your video content  
strategy?**

**Call The Mx Group at:**

**877-504-7770**



## The Mx Group

The Mx Group is a demand generation and digital agency that empowers companies with the competitive edge of modern B2B marketing. We integrate strategy, technology, marketing operations and sales optimization services to help companies attract, convert and retain customers. For more than 25 years, clients have trusted us to help turn their marketing investments into measurable revenue.

**For more information, contact The Mx Group  
at 877-504-7770 or [started@themxgroup.com](mailto:started@themxgroup.com)**

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