



A quick-start guide to producing effective B2B videos

Executive summary

Video has unequivocally crossed the threshold between ‘nice to have’, and ‘must have’ in the world of online marketing. In a recent survey, 73% of B2B marketers reported using it as a content marketing tool, and 63% also rated it an *effective* strategy. That gives it a 3rd place ranking, trailing only in-person events and case studies.¹

Whether you’re dipping your toes into video production for the first time, or hoping to lift your game, this report will show you how to create video content that will produce sure-fire results for your company. It covers:

- What’s behind the rapid growth in B2B video content - and why it’s worth the effort.
- How your company can produce effective and *affordable* video content.

And while this report is short and sweet, it also provides links to numerous additional resources so you can dig deeper into the areas that interest you most.

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Why video such a powerful marketing tool

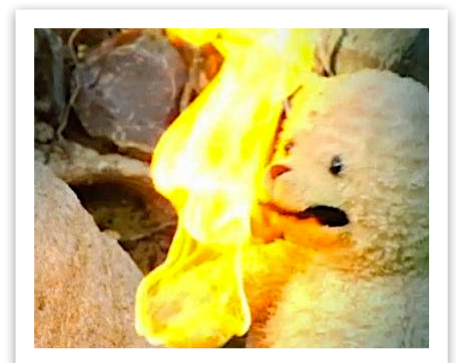
The rapid growth in video content marketing is no passing fad - marketers are embracing this new medium for good reason.

Video is the obvious choice for storytelling

The storytelling potential of video can help you with a challenge cited by 47% of B2B marketers² - creating engaging content.

Storytelling engages prospects on a rational *and* emotional level - which is the best way to get them to take action. The creative use of live shots, graphics, animation, voice and music is what can make a video - and its story - grab the viewer’s attention.

To give you one great example of this strategy in action, check out [‘The FedEx Teddy Bear’](#). It’s a playful story that also contains a clear and effective marketing message.



¹‘B2B Content Marketing: 2014 Benchmarks, Budgets and Trends - North America,’ *Content Marketing Institute & MarketingProfs*, 2013, <http://www.slideshare.net/CMI/b2b-content-marketing-2014-benchmarks-budgets-trends-north-america-by-content-marketing-institute-and-marketingprofs/1>

² *ibid.*

Video has become the new normal

The figures are impressive: 'by 2017, video will account for 69% of all consumer internet traffic,' and '64% of marketers expect video to dominate their strategies in the near future' according to Cisco and Nielsen.³

On the B2B side of things, the Content Marketing Institute recently reported that 'video had the largest increase of any content marketing tactic in 2012, jumping by 70 percent from an already hot 54 percent increase in 2011.'⁴

With more and more business buyers actively seeking out video content, can you afford to miss out?

Video is easy to consume on mobile & tablet devices

Busy executives waiting for flights, sitting on commuter trains, or grabbing a quick coffee can view your video content quickly and easily.

Easy access means more engagement with your content - which means more business for you. It also means your video content *always* needs to be mobile-friendly, since 'mobile phones [held] 41% more share of video consumption at the end of June 2013 than at the start of that year,'⁵ a trend you can expect to continue.

Video is inherently shareable

Business buyers are much more likely to share an engaging video than to burden their colleagues or social media contacts with yet another report to read.

The numbers bear this out - 54% of executives surveyed by Forbes shared videos with colleagues at least weekly in 2010. The trend is also spreading to social media, especially for younger executives. 69% of those under 40 shared videos to social media sites at least weekly, a clear signal of future trends.⁶

These same executives prefer to share videos that are 'compelling, thought provoking, or

³'Why online video is the future of content marketing,' Chris Trimble, *Guardian Professional*, 14 January 2014, <http://www.theguardian.com/small-business-network/2014/jan/14/video-content-marketing-media-online>

⁴'How to Use Video Content to Drive Awareness, Leads, and Sales: A Guide,' Mark Walker, *Content Marketing Institute*, 26 April 2013, <http://contentmarketinginstitute.com/2013/04/video-content-b2b-content-marketing/>

⁵'Why online video is the future of content marketing,' Chris Trimble, *Guardian Professional*, 14 January 2014, <http://www.theguardian.com/small-business-network/2014/jan/14/video-content-marketing-media-online>

⁶'Video in the C-Suite,' *Forbes Insights*, 2012, http://www.forbes.com/forbesinsights/video_in_the_csuite/

humorous,' so aim for those qualities in your video content.

Sharing equals *earned media*, a highly sought-after prize. The easy shareability of video gives you ready access to this important part of the marketing landscape.

Video gets results

How would you like to see an 80% increase in conversions on your landing pages? Eyeview recorded these results for at least some of their clients after doing split testing for pages with and without video.⁷

Forbes also reports that 65% of executives visited a vendor's website after watching a work-related video, and 51% of those under 40 made a business-related purchase.⁸

The bottom line – video gets results

Video in email marketing can add yet another arrow to your marketing quiver. A recent report revealed the kind of results marketers are achieving with video, with '88 percent reporting that email with integrated video improves campaign performance, 76 percent acknowledging that it generates high click-through rates, and 72 percent believing that their prospective clients are more likely to buy after viewing video content sent via an email.'⁹

More than any other factor, these are the results that make a compelling case for including video in your B2B marketing repertoire.

4 steps towards effective video content

The first thing to be aware of is that creating great video *content* is quite a different game than producing high-quality video *ads*.

This is an important distinction, because '[content] is primarily a pull medium . . . [and] the moment the social media audience thinks they're being pushed to, they're going to reject it.'¹⁰

To make sure that you don't fall into that trap, keep these principles in mind:

⁷ 'Making Video Accountable,' *Eyeview*, 2012, <http://bit.ly/10ZzNCh>

⁸ 'Video in the C-Suite,' *Forbes Insights*, 2012, http://www.forbes.com/forbesinsights/video_in_the_csuite/

⁹ The Web Video Marketing Council & Flimp Media, quoted in 'How to Use Video Content to Drive Awareness, Leads, and Sales: A Guide,' Mark Walker, *Content Marketing Institute*, 26 April 2013, <http://contentmarketinginstitute.com/2013/04/video-content-b2b-content-marketing/>

¹⁰ Building Brand Engagement through Online Video,' *PRNewswire*, 2012, http://promotions.prnewswire.com/rs/prnewswire/images/wp_Building-Brand-Engagement-through-Online-Video.pdf

- **Solve your buyers' problems.** When business buyers seek out your *content*, 78% are 'hungry for information around their business challenge.'¹¹ So make sure it's useful, informative and maybe even entertaining for your viewers. This is not the place for self-promotion.

Focus on solving your buyers' problems

- **Ensure each video is task appropriate.** Unlike advertising, not all content needs to be high-end and polished. So tailor production values and content to:
 - your specific audience (e.g., first time visitors, more engaged prospects, or current clients).
 - where the content fits into your sales cycle/website/social media channels/overall content strategy.

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Here are some practical steps you can take to put these principles into action.

1. Utilize target audience research

As with any effective marketing, you need to know your target audience in order to give them what they want.

- It *used to be* fairly straightforward to use Google analytics data to research the terms buyers were searching, and hence their interests and pain points. Alas, Google has made things much more complicated with their recent Hummingbird update and the encryption of search data. Hummingbird no longer operates primarily on the basis of keyword phrases, and you need a PPC campaign to access search data from Google. If you think this makes SEO no longer worth the trouble, think again. 'Keyword rankings as a metric may be devalued but search engine optimisation, as a discipline, is needed now more than ever.'¹² Dig into [ReelSEO's insightful overview](#) of this topic for more information, specially tailored to video content.
- Analytics aside, consider this: 'locating the target viewers' most likely hangouts and favorite tastemakers, trendsetters and other influencers is as essential as gauging

SEO is needed now more than ever

¹¹ 'Vital Statistics for B2B Marketers 2,' *Earnest Agency*, 2012, <http://www.youtube.com/watch?v=V6Q34ID2n1Q>

¹² 'Google's Hummingbird Update And The Implications For Video SEO,' *ReelSEO*, 2013, <http://www.reelseo.com/googles-hummingbird-video-seo/#ixzz2rHQDjqNw>

viewers' interests.'¹³

- 'Leverage your customer service teams and your sales department . . . They are on the front lines on a day to day basis and are treasure troves of content!'¹⁴

2. Make your content easy to digest, and even easier to act on

There are several things you can do to increase views and engagement with your videos. Making good use of every second of your video, and focusing on just one topic per video is a good start. In general, shorter is better, but take more time with topics that genuinely need it.

A clear 'next step' is essential too: "Bake-in" the viewer's next step, whether sharing or clicking through to the next level of engagement- and don't forget to include an outlet for direct response.'¹⁵

3. More is better. Utilize video throughout your sales cycle

Many business buyers are expressing a preference for consuming video. Make sure they find it everywhere they look.

You may be wondering how you'll be able to afford to do that, but 'there is a place for informal, low-key (and low-cost) video depending on the personality of your company or client and the goal for a specific campaign.'¹⁶

The 'man on the street' footage used in this [Toyota Extracare video](#) is one entertaining example of how well a low-budget video can work, and Donna Davis explains a great way to [create interesting videos quickly](#) by using interview techniques borrowed from the world of television news reporting.

KnowledgeVision also provides a helpful schema for thinking through the different types of

¹³ Building Brand Engagement through Online Video,' *PRNewswire*, 2012, http://promotions.prnewswire.com/rs/prnewswire/images/wp_Building-Brand-Engagement-through-Online-Video.pdf.

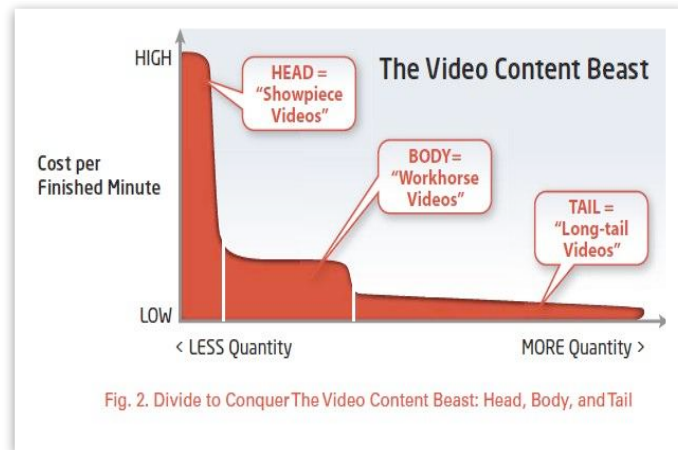
¹⁴ 'Reduce, Reuse & Recreate: 5 New Strategies for Today's Video-Enabled World,' *KnowledgeVision Systems*, <http://www.knowledgevision.com/reuse-recreate-repurpose-5-strategies>

¹⁵ 'Building Brand Engagement through Online Video,' *PRNewswire*, 2012, http://promotions.prnewswire.com/rs/prnewswire/images/wp_Building-Brand-Engagement-through-Online-Video.pdf.

¹⁶ *ibid.*

videos and how they can fit into your content strategy:¹⁷

Their basic premise is that you'll only need a few, high budget 'showpiece videos,' leaving you ample funds to produce a range of more affordable video content. They also provide several examples of each type for inspiration.



If you want to dig a bit deeper into what types of video are possible, Mark Walker provides a comprehensive guide on [how to use video content](#), with detailed explanations on deciding the type, format, length, and tone of videos that might work for your company.

But here are a few simple ideas to get you started, and most of these can be produced with a modest budget.

- Include a **video executive summary** of your white papers on each registration page
- Record **video case studies**
- **Interview partners and clients** at trade shows and conferences
- Embed videos in **emails**
- Have experts in your company answer **FAQs**
- Testimonials, product demonstrations, snippets from webinars... the sky's the limit

4. Vanquish technical barriers

Don't let technical issues sabotage your hard work. Problems in any of these areas could mean that not only is your video ineffective - *it may not get watched at all*.

- Even low-budget video needs to get audio and lighting right. If your video is hard to see or hear, many viewers will simply give up.
- And they won't wait around for your video to start, either. '6% more users abandon the video for every 1 second extra delay.'¹⁸
- Your site and content need to be mobile- and tablet-friendly so viewers can catch your content on the run.

Make sure your content is mobile & tablet-friendly for viewers on the run

¹⁷ 'Divide to Conquer: How to Tame the Online Video Beast,' *KnowledgeVision Systems*, 2012, <http://bit.ly/Tuu4ks>

¹⁸ 'Users Very Impatient When Starting Web Videos,' *Nielsen Norman Group*, 2012, <http://bit.ly/Ut7g5o>

Some great videos from 2013 to get you inspired

If you've got some \$\$ to throw around

For those with a reasonable budget to play with, check out these videos to get your creative juices flowing.

1. Intel: [‘It’s what’s inside that counts.’](#) The title says it all.
2. GE: [‘Agent of Good: Connected Hospitals.’](#) If you can stomach yet another Matrix spin-off, this is very nicely done.
3. Volvo: [‘The Epic Split Feat.’](#) Jean Claude Van Damme isn’t my cup of tea, but with 70 million views and counting, you’d have to say this video works.

More affordable, but no less engaging

A decent camera, a few people who don’t freak out in front of it, some engaging music, and you’re done. Not *free*, but this model will be in reach for most companies and contains infinite possibilities.

1. Brand 24: [‘We welcome a new client.’](#) It took me a few seconds to figure out what was going on, but it’s worth waiting for. An ode to geekdom.
2. Truman University: [‘T-Pain misses you.’](#) Silly in the nicest possible way.
3. Hubspot: <http://bit.ly/1ke900l>. An inspired plea to people attempting to unsubscribe from the Hubspot email list.

I hope you found something useful in these pages - please share with your colleagues and contacts if you did.

[➡ CLICK TO TWEET](#)

If you’d like help with your next video script or with creating a video content strategy, [email me today](#) and let’s get you started!

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