



VIDEO MARKETING FOR B2B

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Although written content is one of the most effective ways to promote your B2B company, video is the [new kid on the B2B marketing block](#). Ever since viral videos became the norm for B2C brands, B2B businesses have taken notice and begun to utilize the full potential of this engaging tactic.

In 2015, [54 percent of senior executives](#) said they share work-related videos with their co-workers at least once a week. And for 59 percent, video is their preferred medium if both text and video are available on the same topic.

These numbers come as no surprise—the [power of visual storytelling](#) has long been a strength of content marketing. In fact, 90 percent of the information people receive daily is visual.

We are better equipped for processing visual information quickly, as our brains perceive it 60,000 times faster than text. So, it's only logical that video is not only the preferred content format for personal consumption, but also educational and professional use as well.

B2B Content Marketing Tactic Usage



Source: http://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015_B2B_Research.pdf

While video content is easier to process, it's also more emotionally engaging than other content formats. That's why, [76 percent of B2B marketers have included video in their content marketing tactics](#), and another [58 percent believe video is effective for B2B marketing](#).

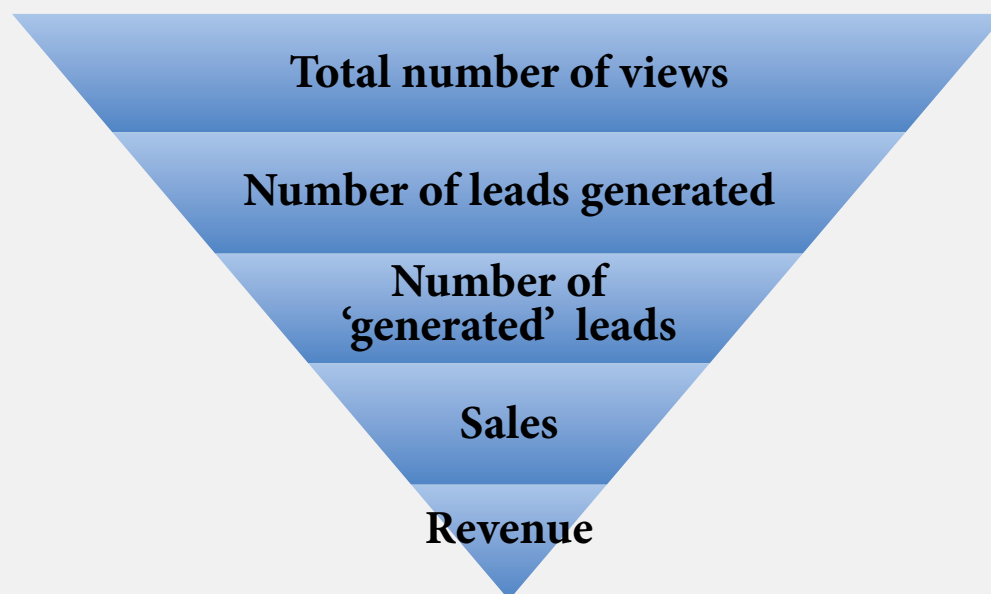
It's obvious that video is an effective content marketing strategy. However, to make the most of video marketing, your B2B company must be prepared to take on the challenges that come with it. How do you get your audience to click "play"? Let's look at the top 10 best practices for successful B2B video marketing.

#1. Build a Strategy for Long-Term Success

Unfortunately, many organizations often produce videos that are one-hit wonders. But, if you want to leverage the power of video to increase brand awareness, [a detailed, targeted video marketing strategy is essential](#). It is also equally important to track relevant metrics and monitor how your video campaigns are performing.

Besides adding structure, a video strategy helps you define your goals. The best plans give in-depth details about your target audiences, so that the messages within your videos are tailored to address their pain points.

Your video marketing strategy should also ensure that any campaign you launch is aligned with your overall brand and visual identity.



Source: <http://contentmarketinginstitute.com/2013/05/execute-video-content-strategy/>

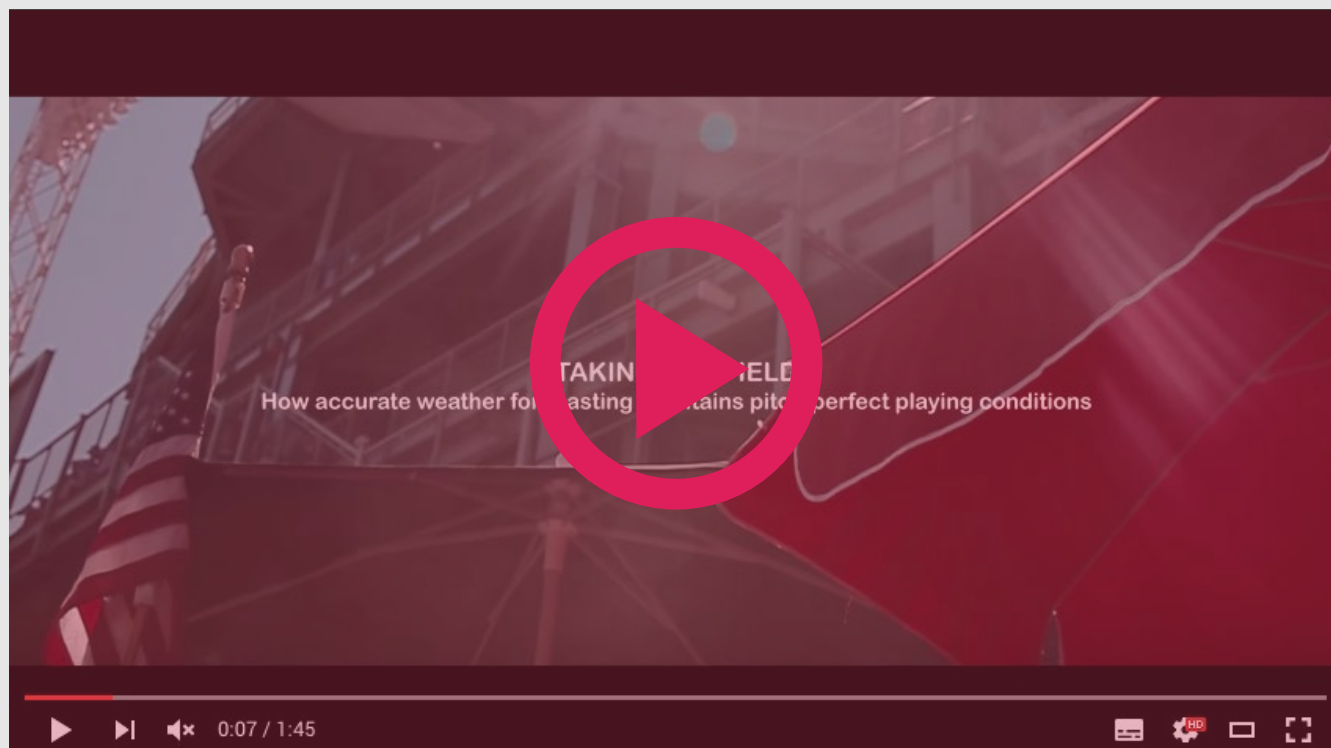
Decide from the start how you'll track the success of your videos. Your [strategy is the place to define the metrics](#) you'll follow to keep an eye on how well your videos are performing.

#2. Choose the Customer-Centric Approach

If you take a step back and consider the basics of your company's marketing approach, you'll probably find that your customers are interested in what you offer as long as it solves a current problem they're facing. With this in mind, the best way to get people to watch your videos is to showcase problem-solving tactics in a creative, engaging way.

To stand out from the crowd, you need to produce unique, customer-centric video content. Gone are the days when marketing was just about your brand. Today, [your customers expect a personalized approach that focuses on them](#). And, this approach should be reflected in your B2B video marketing.

Executing [customer-centric visual storytelling](#) means embracing empathy and highlighting what your company helps others achieve. Sharing your brand's successes is also meaningful, but the main goal is to make your target audience feel like they are the star of the show.



Customer story about how Schneider Electric's weather forecasting technology helps solve a daily problem on the fields of the Boston Red Sox's Fenway Park.

#3. Create Emotional Connections

Visual storytelling is an intricate art with many unwritten rules. However, regardless of what your end goal might be, creating emotional connections with your audience should be a top priority. In the case of B2B marketing, emotional relatability serves a crucial function, because video content is more emotionally evocative and impactful for your viewers than text.

[Forging brand loyalty](#) is also key. It's time to let go of the rigid idea that each marketing campaign you produce should focus solely on driving in sales. In fact, videos can boost your audience's emotional connection with your company, [as GoPro's success illustrates](#). In the long run, this will mean more loyal customers, as well as increased sales and a more recognizable brand.

There are a number of storytelling methods you can employ to make your brand's narrative resonate, including telling stories that are both relatable and personal, as well as using striking video footage and carefully pairing copy to go with it.



GoPro video of a fireman rescuing a kitten.

#4. Give Viewers a First-Hand Experience

What makes video such a powerful medium is its ability to immerse viewers in the story being told. [If you can't be somewhere, watching a video is the next best option](#), as it allows you to participate and witness something first-hand.

With video, the opportunities to produce indelible experiences for your audience are limitless. Customer interviews and testimonials are a go-to lower funnel formats for brands that are looking to directly convey their value proposition.

But, you don't need to stick to those two formats alone. If you are looking for general brand awareness formats, you can explore other ideas such as "day in the life of..." videos that follow an employee or a customer. Or, try shooting a short film that shows a behind-the-scenes look at a production location or your headquarters? Get creative with the formats by creating first-person narratives or putting a personal spin on educational videos—check out Squarespace's tutorial for some inspiration.

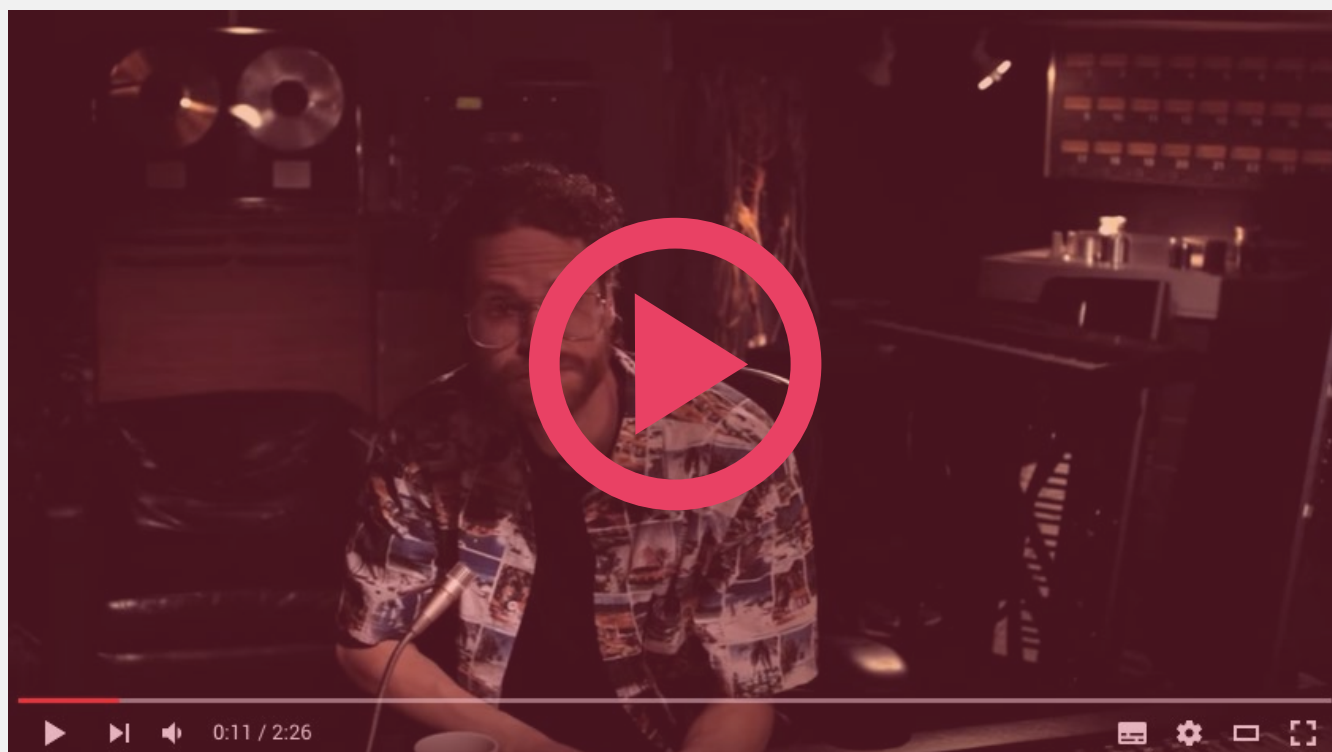


Squarespace tutorial video on launching a new collection.

#5. Don't Rule Out Humor

Historically, B2B marketers rarely leveraged humor. However, video marketing is helping to reverse the misconception that B2B customers should be fed dry, straightforward content. After all, most people enjoy a good laugh. In fact, [a Nielsen study found that 47 percent of internet respondents agree that humorous ads resonate the most.](#)

It's not about how often you employ humor, but rather the way you use it in your video marketing campaigns. You don't need to produce an entire comedy show to make your message stand out. You can add an entertaining story or a humorous (even satirical) perspective to your videos to make what you're promoting more relatable.



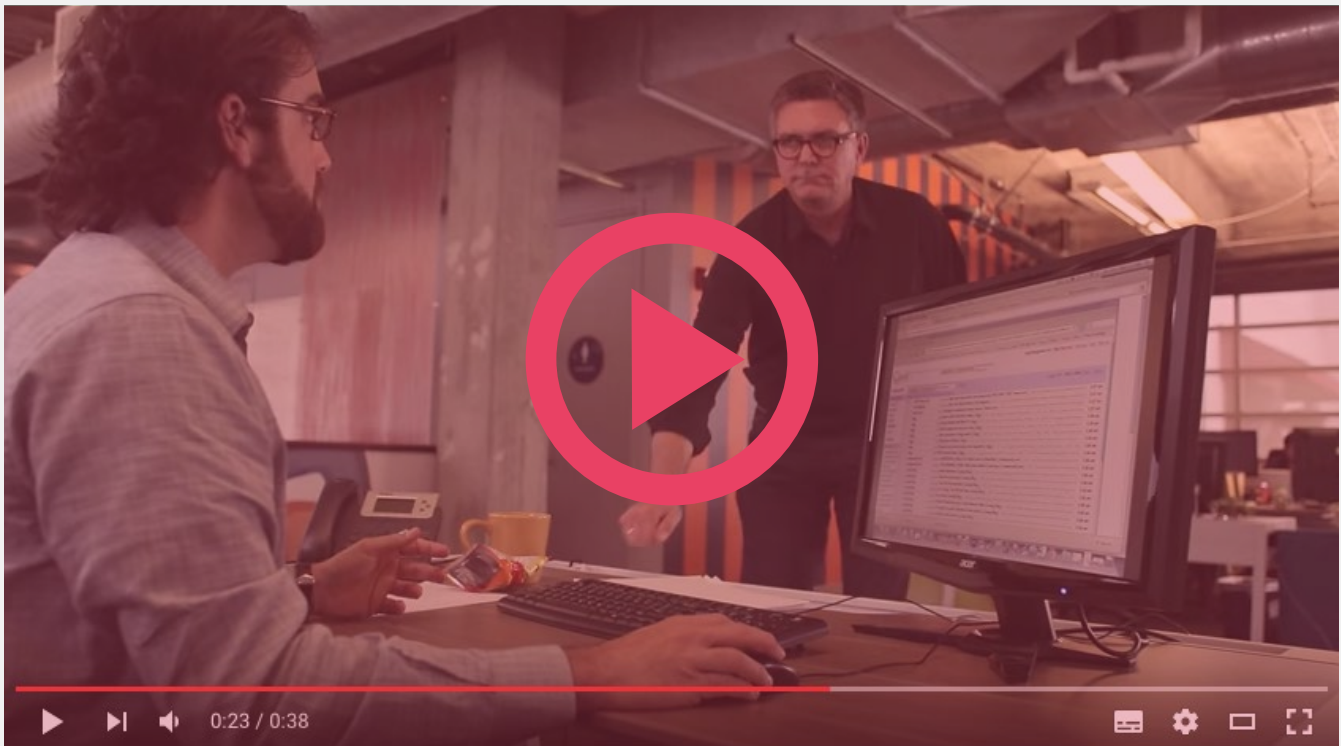
Behind-the-scenes video of TomTom GPS recording the Darth Vader voice for their products.

#6. Master the Call-to-Action

Throughout the entire video production process, it's crucial that you remind yourself of your video marketing goals. As long as you keep them in mind, you'll come up with a convincing video that clearly highlights your message. And, writing a strong call-to-action to wrap up your video is the best way to capitalize on that message.

This final part of your video [can take on different shapes depending on your target audience and the content of your message](#). Urge people to try out your product; subscribe to a newsletter; take part in a campaign, competition, or webinar; fill out a form, watch another video; or simply get to know your brand better by checking out your website.

In video production, the call-to-action is where you need persuasive copywriting the most. It should be simple and straightforward, yet compelling and engaging. As with any marketing effort, its ultimate purpose is to convince viewers to take the next step down the marketing funnel.



Taulia's humorous take on early payment discounts ends with a succinct call-to-action.

#7. Deliver the Right Type of Video

Now that you have a grasp on the basics of video content, it's time to start thinking about style and length. Should your videos be short, bite-sized snippets? Or in-depth, 10-minute explanations? Should they include heavily scripted scenes or animated explanations?

There's no correct answer to these questions: it all depends on your video marketing goals. According to one survey, [47 percent of executives prefer videos that are between 3-5 minutes](#), while another 36 percent favor videos between 1-3 minutes.

In fact, employing videos of varying lengths and formats might be the best approach. You can construct longer explanatory videos to show how your product works. Then, mix things up by making shorter brand-driven videos and ads, along with [a number of other kinds of branded videos](#). Choosing the right option is a matter of what fits your marketing priorities best.

The screenshot shows the Moz Blog interface. At the top, there are navigation links for 'MOZ', 'Products', 'Blog', and 'About'. A search bar and 'Learn & Connect' link are also present. Below the navigation, there are links for 'Moz Blog', 'YouMoz', 'Rand's Blog', and 'Dev Blog'. The main content area is titled 'Whiteboard Friday' and includes a dropdown menu for 'Explore by Category'. Two featured articles are displayed:

- All About App Search: Indexing, Ranking Factors, Universal Links, and More - Whiteboard Friday** by Tom Anthony, dated May 20th, 2016. The article is categorized as 'Mobile | Whiteboard Friday' and discusses app search growth and indexing factors.
- On-Page SEO in 2016: The 8 Principles for Success - Whiteboard Friday** by Rand Fishkin, dated May 13th, 2016. The article is categorized as 'On-page SEO | Whiteboard Friday' and discusses the complexity of on-page SEO in 2016.

Each article includes a 'Read this post' button, a thumbs-up icon with a count (100 for the first, 92 for the second), and a comment icon.

Moz's Rand Fishkin runs the "Whiteboard Friday" video series, which teaches marketing and SEO skills.

Source: <https://moz.com/blog/category/whiteboard-friday>

#8. Keep Up Your Brand Consistency

In addition to coming up with engaging ways to tell your brand's story, you must ensure that your branding is consistent. An otherwise successful video will miss its target if it isn't rooted in your brand strategy and visual identity. That's why [brand consistency is critical to executing your B2B video marketing strategy](#).

A coherent brand identity is paramount for forging emotional connections with your audience and, ultimately, converting them into brand ambassadors. And, to achieve that, your core brand values need to be aligned with how your videos look, the stories they tell, how they're told, and how they make your viewers feel.

The point is to avoid predictable and boring videos, and to ensure consistency that nurtures brand awareness and boosts the success of your videos.



Adidas' "There Will Be Haters" video showcases the brand's recognizable visual elements.

#9. Optimize Videos for Discovery

Video marketing isn't easy. There are numerous technicalities that you should consider before diving in, including [SEO, which defines how your videos are presented and published online](#).

What are the basic rules for [optimizing your videos](#)? To start, include an optimized title, relevant keywords, and add tags and a full description where it is applicable. You can also upload a transcript or embed closed captions. This text-based information can help direct traffic from your video to a landing page or your blog.

#10. Get Your Video Seen

Even the best videos won't make a big splash if nobody watches them. Thus, [effective distribution efforts](#), paired with video optimization, are key to making your B2B marketing campaign a hit.

The best distribution channels include your own website and blog, as well as YouTube and similar video hosting sites. While those channels tend to be the most effective, you can share your video marketing campaigns on practically every major social media platform.

Consider additional promotional tactics such as asking viewers to share the content, promoting it via influencers' blogs, and including it in your email newsletter campaigns. Just as you might with other types of content, offering free trials and other incentives may incentivize viewers to share it.

Leverage the Power of Video Marketing

Videos can diversify and enliven your B2B marketing. Not only is telling a compelling narrative easier through video, but also it ensures your message is more human and relatable. And, with a solid game plan in place, you can clearly track how that message is resonating with your audience.

Even though launching your video marketing strategy can be daunting, these 10 best practices will help you set your business on the right path to creating emotionally appealing and effective branded videos.

Alexander Kesler Bio:



Alexander is a visionary B2B digital marketer with over 15 years of experience. Focusing on solutions for B2B demand generation, digital marketing, ABM, Intent and AI driven lead generation, among others, Alexander embraces innovation and turns concepts and methodologies into products and marketing programs that drive ROI.

As Founder and President of INFUSEmedia, a data-driven B2B Demand Generation Network, Alexander leads a global team that executes campaigns across all industries and company sizes. He leverages his market knowledge and industry expertise to help his team deploy a suite of innovative programs and campaigns that deliver revenue growth for over 400 clients of INFUSEmedia.

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