

Three highly effective

B2B video strategies for improved marketing ROI.

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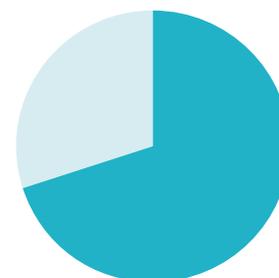
Introduction

With 70% of B2B buyers and researchers watching video content before a purchase, video is irrefutably a key tool in the marketing mix. But whilst most organisations recognise the need to produce video to drive their sales pipeline, few organisations have really mastered the art of B2B video marketing.

Spend half an hour on YouTube and you will soon realise that most B2B videos are so dull and so uninspiring that it is hard work to watch them to the end. Organisations simply haven't grasped the basics of making good video and how to use video to take their audience through the sales cycle.

This is why strategy is so critical to the success of video marketing.

Strategy is what delivers results in B2B video – it is how you get an audience to engage with your brand, it is how you cut through all other communications and it is how you achieve return on investment. Your video strategy is your unfair advantage.



The number of B2B buyers watching video before making a decision has doubled to 70% in 2 years

The problem with B2B video

The most common problem in B2B video is that strategy is governed by the overriding requirement to communicate an entire business proposition in a video. We call this **Retro Encabulator Syndrome** (go to next page to learn more).

As a result, B2B videos too often are just "video brochures" that communicate the features and benefits of a product or a service in the hope that something will stick.

19%

Using the word video in an email subject line boosts open rates by 19%
(Source: Syndcast)

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Retro Encabulator syndrome



Retro Encabulator Syndrome (RES) is creative disorder that occurs during the scripting and/or production of B2B videos. This spoof video example from Rockwell Technologies shows what can happen as a result of RES (sorry about all the pixels; this one's a bit retro!):



Getting medication for RES

Firstly let's clear something up. RES isn't real; we made it up!

The best starting point for an effective B2B video strategy is to make the audiences' needs your overriding priority. Put yourself inside their heads. They are being bombarded with video content so think about what will actually capture their attention and make them watch your video. What will develop their interest in your product? What will provoke action?

In the next few pages we reveal three different strategies that can get your videos noticed, and build your sales pipeline...

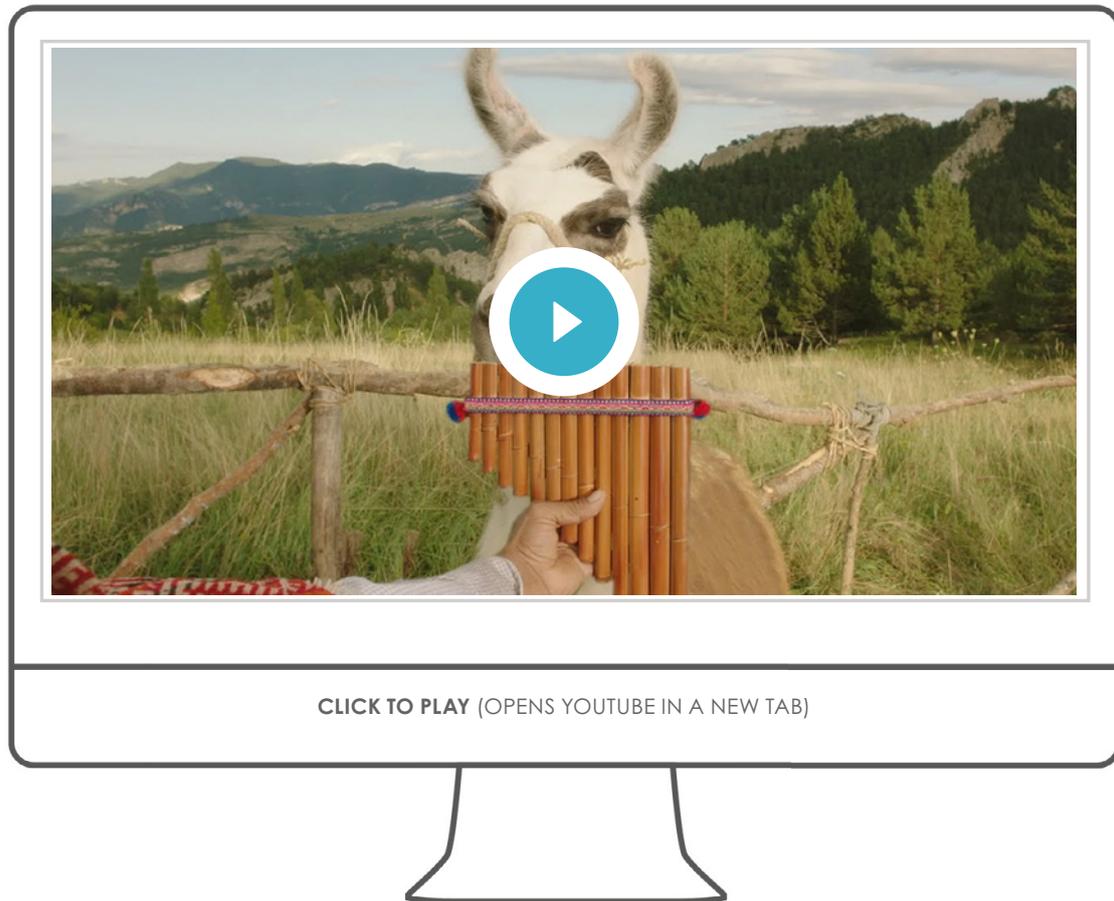
STATS TO WATCH



52% of marketers say video is the type of content with the best ROI
(Source: HubSpot)

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Try something new

In competitive B2B markets it is sometimes very difficult to differentiate your proposition from that of your competitors. So, how can you use video to keep your brand at the front of your audience's mind?

Try something completely different! If your competitors are busy producing dull "video brochures" create a strategy based on doing something that your audience will never expect. Think the Cadbury's Gorilla or, in B2B terms,

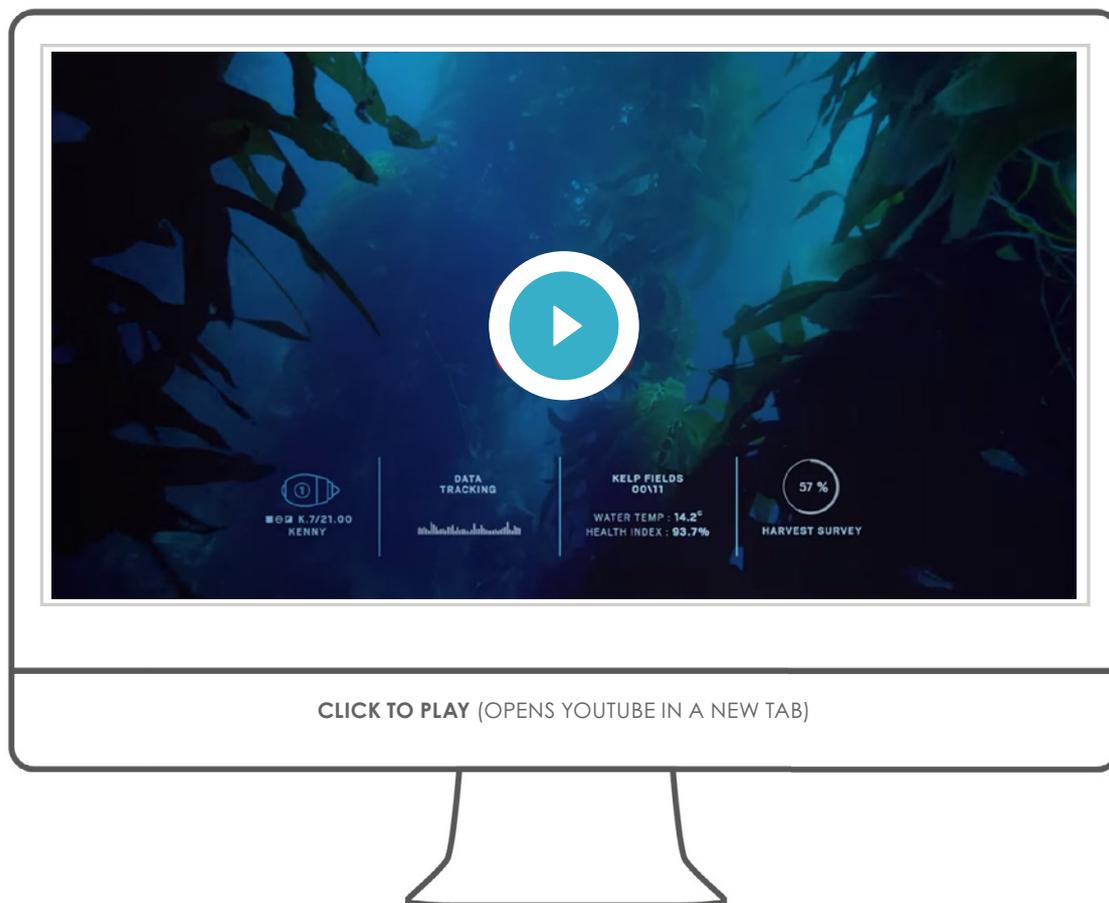
Schneider Electric's Llama Superstar.

B2B video producers are way too cautious – often terrified to include any form of comedy in a video because of the fear that it will damage the brand. In fact, comedy can make video memorable and can be a very successful strategy to drive traffic to websites and YouTube Channels where more conventional product information is available.

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Strategy #2



Take a trip to the future

B2B propositions are often complex, so it can be difficult to explain succinctly how a product, service or technology can transform how people work or how an organisation functions. In these cases, a 2-3-minute video can become very constraining.

So why not think about using video to take your audience on a journey into the future! Using drama and a compelling storyline the true power of video can be exploited to communicate a

vision of how your products or services can bring change.

This has been achieved most successfully by Microsoft's Productivity Future Vision Video, delivered as a 6-minute video that has achieved close to 2 million views. Don't worry, you don't need a Microsoft sized production budget to make this work, in fact, this can be a very cost-effective strategy.

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Strategy #3



Take advantage of tech: VR & 360 video

Video is no longer the novelty it once was. Even the most basic B2B videos are now shot in HD, colour graded and use multiple visual effects that make even the most boring video pleasing to the eye.

Production standards have risen so much in the past five years but 360 video is still a novelty, giving your viewers the ability to navigate around different scenes. This technique is a HIGHLY

effective way to grab the audience's attention, as this Hot DesQ promo demonstrates.

360 video does have its limitations – you can't zoom in onto a point of interest nor can you tell the audience where to look for example. But it is an exciting format which demonstrates that your company is innovative and forward thinking, and is a strategy that will get your video content noticed and engaged with.

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