brand emotion
creative film and events

Marketing Toolkit

How to build an effective video nurture campaign.

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Introduction

You've done your research. You know the organisations you want to target, and you've established the contact details of the decision makers. All you need to do now is to capture their attention and engage their interest!

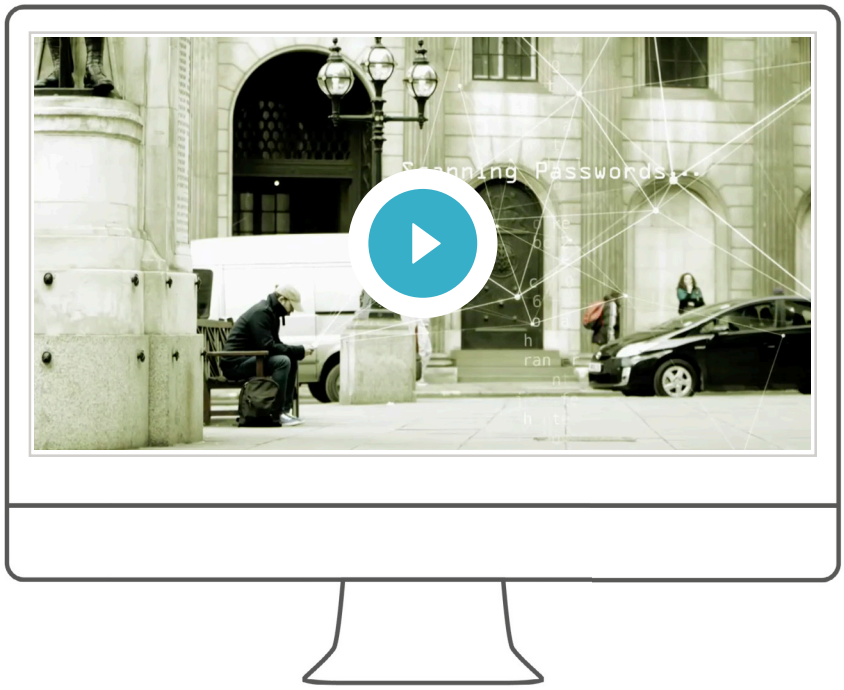
The problem? Many of your competitors will have identified the same decision makers and will be working hard to attract their attention too. So how do you make your campaign stand out?

Video is the easy answer. The rates of engagement using video material are usually more than 6 times that of any written material – if it's done right. A standard corporate video will not, on its own, deliver the engagement you want to achieve, but a carefully planned video journey may well be the key to unlocking your key prospects.

That's what we're covering here. How to use the power of video to nurture your audience.

Showcase

This Brand Emotion video was used in Fujitsu's video nurture campaign to support their ultimately successful bid to secure the contract to supply the MOD's high-speed networks. Fujitsu's security credentials were an important factor, and so a powerful and memorable creative treatment was used to convey this point.



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Changing Mindsets

I'm not sure what you can offer me…

I think your business is an innovative supplier that can change my business

Existing mindset

Video objectives:

- Raise awareness of your brand
- Instil confidence - credentials and achievements
- Differentiate your brand from key competitors
- Create a desire to engage with your business

Desired mindset

Your target audience will inevitably have one or a combination of the following mindsets:

I have never heard of your organisation

I have heard of your organisation, but I am not sure what you can offer me

I am completely happy with my current suppliers and so feel no need to engage with you

Your challenge will be to change their mindset and it will not be easy. Your audience is bombarded by promotional content and you need to earn the right to capture their attention. This means you must create quality video content that is interesting and relevant and that reflects well on your brand. Do this and your audience will always want to know more about you.

But remember, one video is unlikely to change a mindset. You will need to carefully plan a video journey that progressively shifts your audience from their current mindset to your desired mindset.

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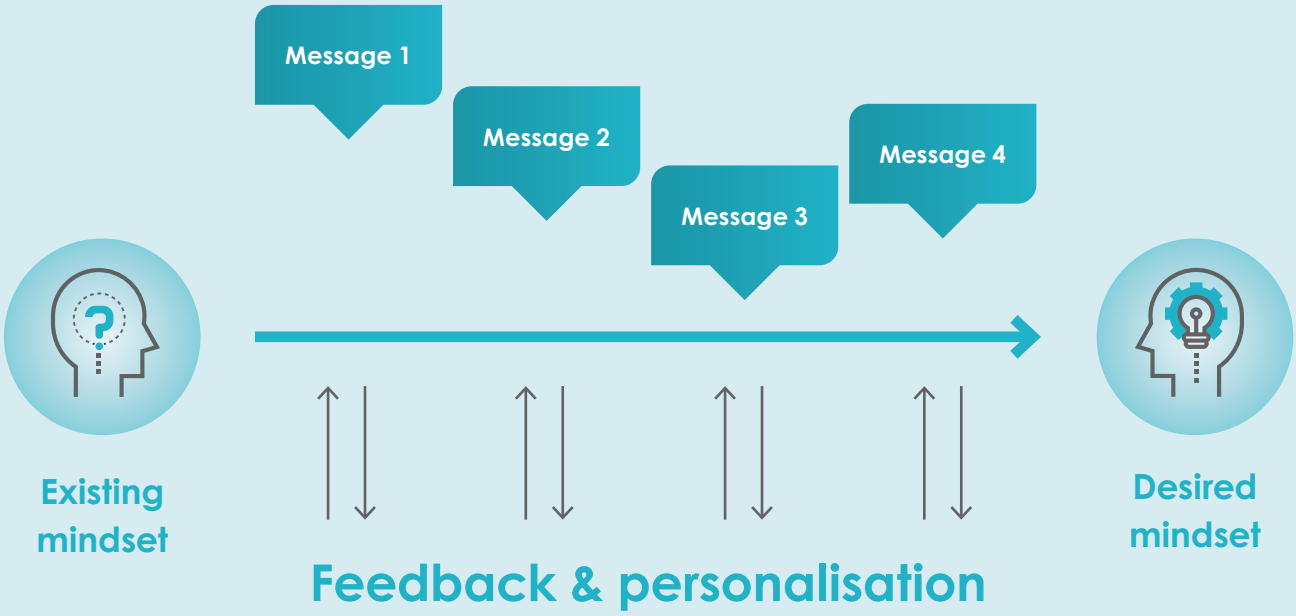
Planning the journey



A video journey can be as complex or as simple as you like. At a basic level you should set out five or six objectives which takes your audience on a logical journey from their current mindset to your desired mindset. Then, apply the video content to each of these steps.

Remember that short videos will be considerably more effective than long ones, so avoid videos that are longer than 2 minutes and make sure each video has a clear take out and call to action.

Whilst new video will need to be produced for a nurture campaign, we recommend that existing material is reused wherever possible. Be mindful that changes may be needed for the campaign through editing, revised captions or voiceovers.

Reusing content in this manner gives you a greater return on investment for your existing videos and so increases the chance of success without an excessively high budget.

You can make your video journeys more sophisticated by using marketing automation tools to define the next stage of the journey. This can be done on a contact by contact basis by analysing how each individual responds to the videos that you have sent them. But even at the most basic level of journey you need to constantly monitor your analytics and be prepared to modify your journey 'in flight'.

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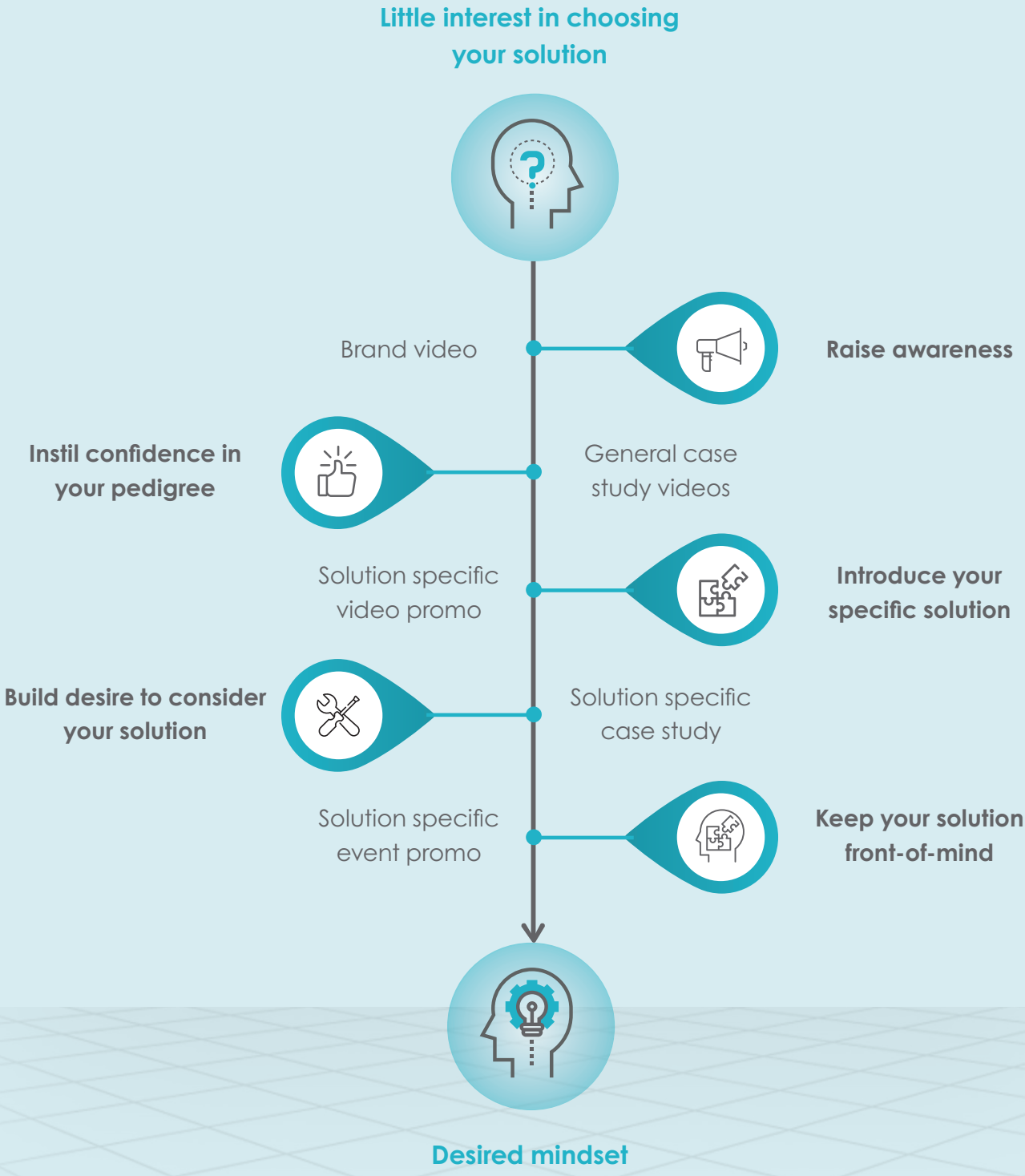

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Reaching your audience

No matter how good the video journey you create, it still needs to be noticed by your audience. In today's digital world you simply cannot second guess which the most effective channel is to engage your audience through. To ensure success your video nurture campaign needs to be delivered through multiple channels simultaneously. These are most likely to include email and automation, YouTube and YouTube Ads and LinkedIn.

All of these channels together will give you the results you want, but you should always be aware that it is no longer a case of pressing a button and watching the results roll in.

Will email still work?

Email marketing is nothing new. In fact, it's 23 years old this year! But it is still effective, and organisations continue to invest in ever more sophisticated marketing automation tools. However, rigorous email firewalls and antispamming tools make it much harder for an unsolicited email to land in the inbox of a key decision maker.

We find that we get results with email. What do we do differently? We always use highly focussed and qualified databases and relevant content, making email one of our most effective channels for generating business.

For example, we recently sent a government department a Video Nurture Journey that was clearly pertinent to their field of operations. This relevancy gave us phenomenally high open and click-through rates. But for larger, more broad-brush campaigns, you may find that email is most effective as a follow up tool to prior social media engagement.

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The importance of YouTube in your video nuture plan

Many marketers give little thought to their YouTube channel. They may invest in many promotional videos, email campaigns and social media marketing, but land on their organisation's YouTube channel and it's a mess. Yet YouTube remains the second largest search engine in the world and is a fantastic tool for your organisation.

Always make a play list out of your Video Nurture Journey and use the video descriptions and the tags to draw general search traffic to your content. Your audience will use search engines to find answers and YouTube is your opportunity to feed them your answers to their issues.

Here's how you can use YouTube's own tools to help you.

Engage with new audiences using YouTube ads

With costs as low as £0.04 per view, reaching your audience on YouTube is easy.

Your videos can target users based on specific criteria like location, age and interests. You can even upload your own customer data list and target your videos at existing customers or prospects. Your video ads play on a pre-roll basis, meaning that they'll play before other videos as the user browses YouTube.

Re-engage with promotional messages

Embrace the power of cookies to target your previous website visitors with ads on YouTube.

Segmenting users by the last product they looked at – or the service they expressed interest in – makes your advertising more relevant, offering improved conversion rates.

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LinkedIn: the powerful marketing tool for video

LinkedIn boasts well over 500 million users, so it's an excellent channel for marketing and advertising to a business audience. From a lead generation perspective, the platform excels at reaching prospects from tightly defined groups; customisable demographics such as job seniority or title, company, prospect location and industry make it easy to reach exactly who you want.

Here are some options.

Connect with prospects through Sales Navigator

Sales Navigator is a paid tool (from £49 per month at the time of writing) that allows you to search for, message and connect with prospects easily.

Send your Video Nurture Journey, personalised marketing messages and invitations to events channels to nurture prospects towards a purchase decision.

Target prospects with tailored ads and promotional messages

LinkedIn Ads are designed to support your overall marketing strategy, providing you with the power to reach groups of prospects using personalised ad messages or video content.

Your content can target groups of users by job title, seniority, location or industry.

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Conclusion

Proposition

Agree Value Proposition

Define Journey

Create Video Strategy

+

Content

Short Focussed Videos

Innovative Creative

Clear Take Out

+

Delivery

Multiple Delivery Channels

Measure Engagement

Adapt Campaigns Mid Fight

Video Nurture Journeys are a highly effective means of engaging new clients and building awareness of your brand within target organisations. To achieve those fantastic results, your campaigns need to be carefully planned, the videos need to be short and focussed and spread throughout several delivery channels.

Brand Emotion can help you with all of this, so why not get in touch today to find out how a Video Nurture Journey could transform your organisation's new business pipeline?

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Your challenge

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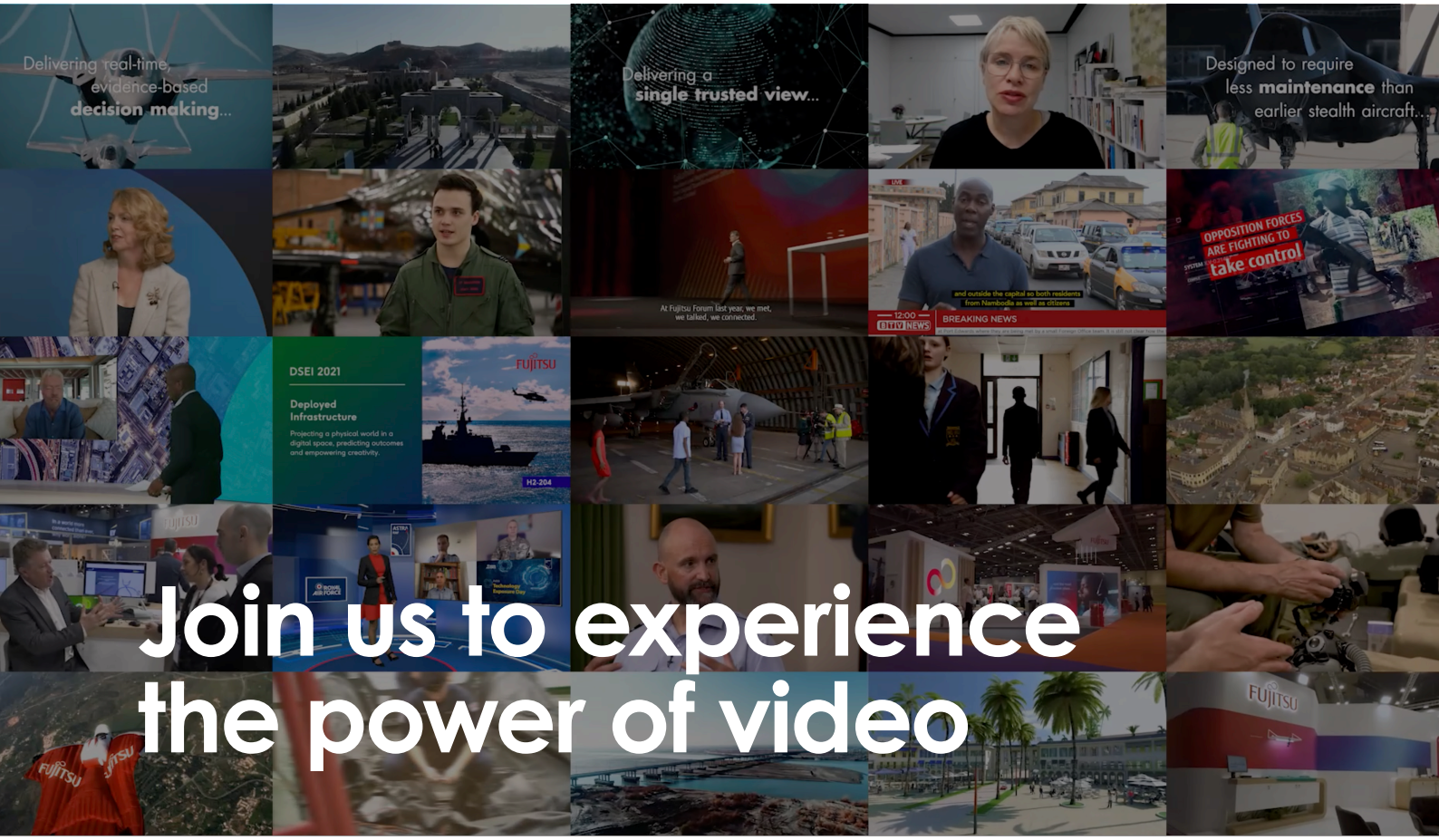

Hosted at our London HQ Office, close to Waterloo Station, our Video Taster sessions are running throughout 2022 and will provide you with a 'marketeer's insight' into the power of video nuture marketing. Spaces are limited. **If you are interested in attending please get in touch.**

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