



Marketing in Motion: Video

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Video has been a marketing trend for at least the last five years, with 2015 being one of the biggest years for video when 96 percent of B2B marketers utilized it in their marketing efforts. Of that 96 percent, 74 percent of them reported that video outperformed all other components of their marketing. The stats are phenomenal.

Studies show that 75 percent of business executives watch work-related videos every week. They're not just watching the latest sports clips or cute cat videos. These are work-related videos. Of the nearly two-thirds of executives watching videos on a weekly basis, 54 percent of them are sharing them with their coworkers.

We know that decisions are not just based on one person's input. The fact that video content is shared throughout organizations shows its importance and how we can convert people with video. So what are the calls to action? How will I increase conversions with my brand? Well, let's think about your e-blasts. Including the word 'video' in the subject line increases open rates by 19 percent. And the click-through rate increases by as much as 65 percent. If you're updating your website, and you do not have video, please add it. Video will make your website stickier, which means visitors will stay longer. On average, visitors stay at least two minutes more, studies show.

So what does this mean for 2016? I believe video will continue to be a big area of focus for marketers overall and the B2B industry, in particular. And I believe that this year, we will take videos a step further by creating more of them to pull customers throughout the purchase process. So, rather than one lengthy video in which we're trying to convey a lot of information, we'll be producing several shorter ones.

We'll also begin to really think about what we're trying to accomplish with our videos. If we're trying to raise awareness, you need to think about creating a fun, lighthearted videos to showcase your company culture, your thought leadership, your expertise, and some of your products, as well.

If you're trying to get deeper into the funnel once you are in the consideration set, then you can get into more detailed product demos. You'll have webinars, case studies and testimonials. You really want to showcase your solutions at this point. Then as you move down even farther towards preference and purchase, you want to focus on your reps that then will send customized video content to their individual prospects. Rather, it's a particular product demo video—something about the company culture or a personalized video from the rep to their customer.

That's how we see 2016 shaping up for videos—more videos that are focused on the purchase journey.