



# Roadmap for Business **Video Marketing**



Presented By  
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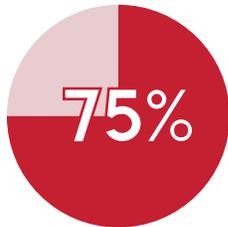
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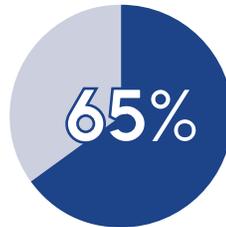
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## Is Video Relevant for B2B Companies?

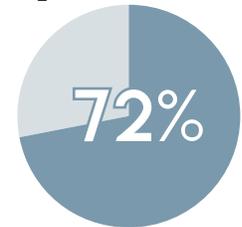
Over 75% of Fortune 500 executives are viewing online video (Forbes)



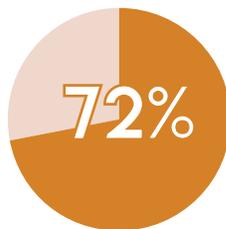
65% of senior executives have visited a vendor website after watching a video (Forbes)



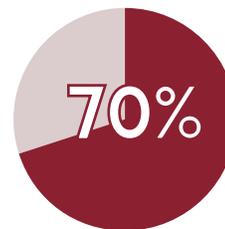
72% of senior executives have researched an organization after watching B2B video (Industrial Data Group)



72% of B2B technology buyers will purchase a product/service after viewing video (Industrial Data Group)



70% of B2B content marketers use video (Top Rank).



## Video Marketing

Much like direct mail, a singular unplanned video will be a waste of time and bad use of marketing dollars. If the video is a company presentation for web home page, that is different. We are talking about videos used in lead generation and conversion.

Video should be a systemic presentation of content aimed at getting your potential customer to the next level in your buyer funnel. If you do not have prospect journey maps created, this is a critical first step. You should always know where you are going before you start any funnel. What is the goal? How is it measured? How do you get traffic to the tunnel?

“Creating a journey map is a *critical* first step”

Once the journey is mapped out you should plan to make the video all about the prospect, not about you or your product. The video should address the prospect's problems, needs and pain. This type of video gets higher rankings and shared more often. Remember vertical/niche markets many times have the same pain points as well as executives in different industries, but same job function. Find a universal business pain, and you will have a homerun video.

# Mapping Your Video to the Prospect's Funnel

As part of your prospect's journey down the funnel to a sale, your plan could look like this:



Now that you know you need video, how do you integrate it into your marketing strategy?

# Understanding Video Marketing

Online video is everywhere. It seems everywhere you look on the internet, video has become the preferred format for communication. Why? Because it works and Google loves it. Online users are dedicating up to 40 minutes per day in online video consumption.<sup>1</sup>

The average person spends around 19 hours a month consuming videos, with 60% of the time watching product videos,<sup>2</sup>

Companies that are using videos as part of their online strategy are increasing traffic (good), gaining more and better quality leads (better), and converting more leads into customers (best).

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## Here's a Short Checklist to Help with Content Strategy

- ✓ Have a video campaign plan with a clear goal. Some examples are traffic, conversion, and cross sell. Many times it helps if you think of videos in a landing page format.
- ✓ Find a pain point of the prospect that makes the video relevant. If it addresses needs and challenges with solutions/benefits, it will be watched.
- ✓ Have a clear link to and access to your overall content plan. For example, if your prospect has three potential pain points or needs, should each one be a video? Make sure you have a contact strategy for the journey path. Remember the prospect funnel?
- ✓ You need a clear and concise desired action path. What do you want the viewer to do? Where do you want them to go? What is the CTA (Call To Action) you want? Download report, set an appointment, or watch a longer education video are some examples.

# Why Video Works

**Video Increases Conversions**

**Video Communicates a Story in a Personal Way**

**Video Increases Engagement**

**Video Improves SEO**

**Video Can Be Used in Multi-funnels**

**Video Builds Trust**

**Placing a video on your landing pages or website can increase conversion by as much as 90%.**<sup>3</sup> Why? Online shoppers who viewed a video were 174% more likely to purchase a product than those who did not.<sup>4</sup> Also, 52% say that watching a product video (remember 60% of their time is watching product video) makes them more confident in their purchases.<sup>5</sup>

**A video can keep your prospect engaged for up to 2 minutes or longer**<sup>6</sup> for web or landing pages. Educational or strategy videos can be up to 30 minutes. Break longer videos into 7-10 minute segments for consumption. Most people won't watch 30 minutes straight through.

As you develop your sales funnel and design touch points and communication down the funnel, look for video to make the viewer comfortable. Think of video at top of funnel in a blog to drive traffic, or at conversion by using testimonial videos or video case studies. These practices help motivate the customer into more sales and a stronger relationship. Besides case studies, product videos work well with existing customers and prospects who are well down your funnel.

**Videos allow you to tell your story in a real and personal message.** It lets you engage with the online viewers to talk about your company, your products/ services or education content in a way that makes the potential customer feel at ease. Video can be your first customer contact and the viewer does not feel like they are talking to or seeing a sales rep or presentation. What more could you ask video to do?

**Google loves video.** Video is 53 times more likely to appear on the front page of a Google search than a text document.<sup>7</sup> In addition, visitors like video more than reading text, gaining a 41 % higher click through rate.<sup>8</sup>

**Buyers need lots of information and education before they feel comfortable with a new vendor or buying decision.** Since many purchasing decision are group/committee effort, video earns the trust and educates the group. Many of whom you may never know or meet. Your video makes your company personable and trustworthy by allowing you to demonstrate your expertise and understanding of their problems and pain points. As buyers get to know you and feel more comfortable with you, they are easier to convert.

# More Reasons to Market with Video

## Website/pages

**containing video** generate 4 – 7 times more engagement and response while ranking higher in search engine results.<sup>9</sup>

WWW

**Videos on landing pages** have been found to increase conversion by 80%.<sup>10</sup>



## YouTube is the

**second largest search engine** in the world. (You know who is # 1). Setting up your own channel allows you to store and index your videos for multiple channel use. Presently 65% of marketers are posting videos to YouTube.<sup>11</sup>

You  
Tube

## E-mail with

**video** can increase your click through rate by over 96%.<sup>12</sup> There is more good news with video e-mails. Over 40% of marketers saw an increase in the amount of time receivers spent with video e-mails and 41% experienced an increase in sharing and forwarding of e-mail.<sup>12</sup> Video e-mail expands your viral reach and extends your brand, both good things.



## Newsletters are

just a longer version of e-mails. They have more content, more stories and usually have some form of important announcement. Adding video to your electronic newsletters can increase conversion by 50%.<sup>13</sup>



# Producing Your Video

After you have developed your strategy for how you are going to market with video, you must decide on production of the video. There are many paths to video production.

First you must have the goal and message mapped out. This is the customer journey map. Next you need to decide the type of video and how to get it produced.

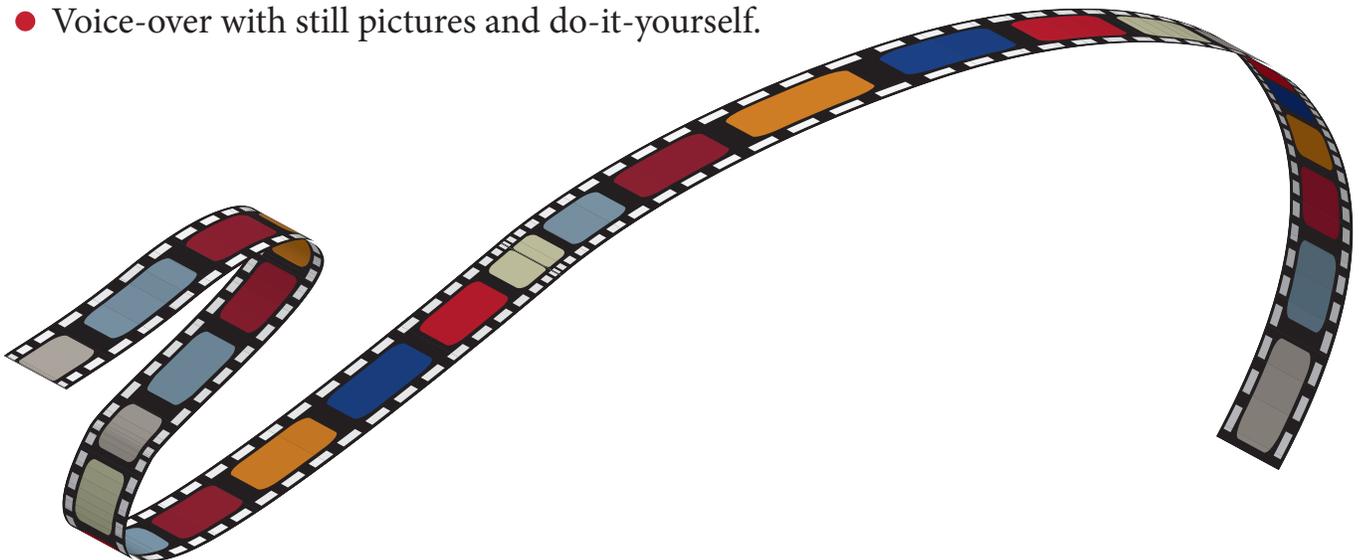
## Types of videos:

Company overview / profile  
Products  
New products  
Ads  
Customer testimonials  
Education (trusted advisor)



## Here are some of the different ways to produce a video:

- Animated video (white boards).
- Webinars (Evergreen if you design it). Evergreen is self running. It is always available 24/7.
- Green room for interviews / testimonials. Background is added to green screen.
- Voice-over with still pictures only.
- Do-it-yourself.
- Voice-over with still pictures and do-it-yourself.



## Producing Your Video (cont.)



Your cost can range from zero (do-it-yourself on iPhone) to \$30,000 and up. You can get professional quality video for under \$1000/video. These videos are authentic and not overpriced, but present a great message in a high quality format. These types of videos usually run \$500 to \$1000. Our basic video product is only \$495.00.

To help reduce cost and produce your videos much quicker, here is a check-list for production:

- Start with the script (the story). Until you have this completed, nothing else matters. Remember, pain points and what's in it for the viewer.
- Supporting collateral for the story. PowerPoint slides, your company pictures, product demo. What helps you tell the story best?
- Run sheet, which is a list of events and cues in sequence for your production. It is created before production starts because it gives you a road map and stops costly deviations. You know everything you need in advance. The run sheet lets everyone do their job well, and you get a great video. Don't make one without it!

Important Note: Make sure your key words are added to content and test the video title for strength. Your video description should be a statement that allows you to use key words and gives an overview of pain the video will address.



# Video Landing Page Best Practices

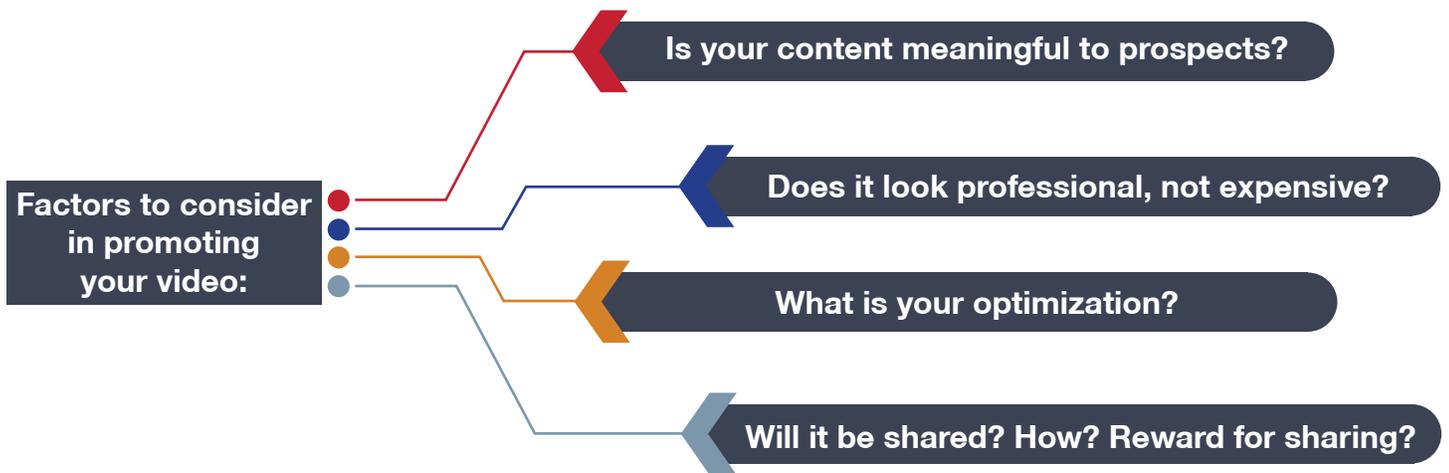
**82%**

of marketers said that video marketing made a positive impact on their business this year.



- Keep the video short, 30-60 seconds.
- Mention the video length in the landing page copy, or have it displayed. Tell the viewers the time commitment.
- If using PowerPoint stills, make the copy 6-10 words. Let the video deliver the core marketing message.
- Landing pages with a targeted video work best for ROI.
- Make it easy to find and consume your video.
- Put the video in top of page. It cannot be below paper fold.
- Use custom a design thumbnail for your video and test your play rates.
- Do not auto start your videos. Let the viewer start them after they have consumed text content.
- Use different content like titles, description and landing page text with video to A/B test.
- Continuously measure and test your video strategy. Try different videos, different content, and video placements to bump up your conversion rates.

# Promoting Your Video



After you have made, edited and approved your videos, you now need to market them. In setting up your marketing, you need to make sure you can run analytics to determine your ROI. One of the best methods to achieve these goals is to use video players. Interactive video players will provide you the ability to measure and know delivery results. These allow you to optimize for SEO ranking, push social video content over many social networks and most importantly generate leads. One of the most important aspects of video marketing is to make sure you have a strong CTA (Call To Action) to generate leads or your desired action from the viewer.

Tracking and reviewing your video consumption is critical to achieving your marketing goals and ROI. You have analytics available to monitor, track and profile data on any video performance. Use them.



Some of your data points for analytics should be play rates, completion rates, demographics and geography, point of abandon and others. Understanding the data and using it strategically allows your company to dominate the online market place.

## Promoting Your Video (cont.)

As we stated earlier, we believe your video must be on YouTube. It is the second largest search engine, and it's owned by Google. Do we need to say more? You may choose to put your videos on other platforms as well. There is a need to optimize your YouTube channel in the same way you optimize your website. Use key words, tags and great descriptions of your video. Google searches everything. You can and should brand your channel. Make sure your video title has key words and the problem (pain point) and / or solution. It should be the selling proposition of the video.

In addition, you may consider Video Ad words. They are cheaper than web and your video is on the second largest search engine. Use your budget dollars wisely. Ad words on YouTube usually cost about .06 to .10 per view.

With Google TrueView, advertisers are charged when videos are actively viewed by a user. This allows advertisers to know who is watching, where they are coming from, and what and how long they are consuming your content.

Google search engine rankings are heavily influenced by social interaction. Therefore, sharing your video is very important. It extends your video search into the sphere of influence of your viewers and improves your SEO rank. This is why “viral” content with video has become so important. Viral in the B2B market is different. It is more targeted at the right audience. Good videos get shared.

How do you achieve this B2B sharing? Be members of relevant LinkedIn groups. If your video hits their pain points, they will watch. Make sure it is not a sales presentation, has educational value, and has a strong call to action (CTA) at the conclusion. You can use Twitter to post about video links, and Facebook ads. Put the video on your website, your blog, and emails. Start a library of all videos and keep transcripts of content.



Just as you needed a plan to produce the video, you need a plan to promote.

# Measure Your ROI/Success

Measuring your success with videos is confirming data that tells you your goals are being achieved.

The base measurement is how many views your video achieved.

Secondly, how many views were to the end? YouTube analytics will provide this data. Based on length, determine if video loses viewers at certain content. Do they come back? Should videos be split based on consumption? Understanding viewing patterns reveals the answer.

Lastly, how many leads (desired action may not be lead) were generated and converted.

Some other measurements for consideration are click-through to website or to a second longer video, your Blog or landing page. In building the prospect/customer journey funnel, you established desired actions. How are you going to measure them? If you can't measure, go back and look at the funnel and adjust to measure.

You should always track your measurement in set intervals and do not vary them. Over time you will establish what measurements are best for your organization.

Examples:

- First Day
- First Week
- First Month

Always check your search rank in Google and YouTube for your keywords and other tags. Are they still active? Do you need to make changes? Do you need to retile the video or change the description?

Just like when you got your website, promoting and building traffic uses a process. Video traffic is not different. Like with the web, you will learn. Just get one made and get started.



You should  
always  
track your  
measurement  
in set intervals

## Appendix

Source: Introductory Guide to Video Marketing, [www.LifeLearn.com](http://www.LifeLearn.com)  
The Essential Guide to Video Marketing, [www.g2msolutions.com/au](http://www.g2msolutions.com/au)

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# About Texas Premier Safeguard

For over 58 years, Safeguard has been helping businesses grow. Over this period of time, both the method of growth and the products needed to fuel growth have changed dramatically. We are sure you are just as confused about all the options and all the vendor possibilities in web, social, multi-channel, landing pages, video and whatever new program comes out tomorrow. Who has time and ability to keep up with it all?

We do. That is why business owners have turned to us for all these years and why we have developed the Business Biz Builder suite of products. We want to provide you with a single source and a single vendor for all the possibilities that exist today as well as those that will come in the future.

We have designed our Biz Builder program using the see, select and use method. There are 12 different solutions, and you may need them all or maybe just a few. You get to investigate the solutions that are provided and then you can select the ones that apply to your current needs. Leave the others for future consideration. Every business owner we have visited with has a need for at least one of the offerings, and many have need of two to five of them. Each business is different, so we have many solutions.

After you have checked out the solutions that are available, and you want to talk about your company growth plan and how we can help, give us a call. If you just want to order solutions on the web, many of our options have a web purchase option. We want to help you in whatever manner fits your needs.

**Let's get your company's uniqueness into motion in the most smart, simple and efficient way. That is the Business Biz Builder program by Safeguard.**



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