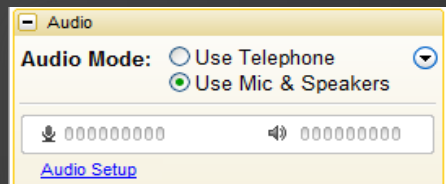


HOW TO DO VIDEO & INBOUND MARKETING RIGHT

INTERMEDIATE



We will be starting at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1

Use the hashtag #InboundLearning on Twitter

2

Question of the day

 WISTIA

HubSpot
Academy 

#INBOUNDLEARNING



WEBINAR SCHEDULE

9/10 - Creating Videos with a Purpose

9/17 - The Power of Inbound Marketing and Video

INTRODUCING: THE PRODUCT RELEASE AND TRAINING CALENDAR

The screenshot shows a Google Calendar interface for June 2013. The calendar grid displays dates from Sunday, June 26 to Saturday, June 30. A pop-up window titled "Social added to the Navigation" is overlaid on the calendar, providing details about a product release. The pop-up includes a "When" field (Sunday, Jun 30, 2013) and a "Description" field. The description states that all customers will receive a Social Inbox, including a contact-infused monitoring tool, by the end of June. It also mentions that Social will be more prominently featured in the HubSpot navigation bar. Links for "more details" and "copy to my calendar" are provided. The calendar grid shows various training events, such as "12pm Training: Keywords" on June 18, "10am Training: Buyer Pers" on June 20, and "10am Training: Contacts & 10am Training: HubSpot C/ 2pm Training: Intro to Wor" on June 21. Other training events are listed for June 25, 26, 27, 28, 29, and July 1, 2, 3, 4, and 5. The calendar interface includes navigation controls at the top, such as "Today", "June 2013", "Print", "Week", "Month", and "Agenda". The bottom of the calendar shows "Events shown in time zone: Eastern Time" and the "Google Calendar" logo.

Social added to the Navigation

When Sunday, Jun 30, 2013

Description All customers will receive Social Inbox, including its contact-infused monitoring tool, by the end of June. At that point, Social will also be more prominently featured in your HubSpot as a new option in your navigation bar. You can learn more in the [notification center](#) or on the [Academy Blog](#)

[more details](#) [copy to my calendar](#)

3pm Training: Landing Pag 2pm Training: Keywords

10am Training: Events

9am Training: Workflows

9am Training: Blogging

9am Training: Prospects

9am Training: Analytics & L

10am Training: Buyer Pers

12pm Training: Keywords

10am Training: Buyer Pers

10am Training: Contacts & 10am Training: HubSpot C/ 2pm Training: Intro to Wor

9am Training: Contacts & L 2pm Training: Buyer Perso

9am Training: Landing Pag 2pm Training: Blogging

9am Training: Analytics & L

10am Training: Buyer Pers

4 more

3 more

Events shown in time zone: Eastern Time

Google Calendar

<http://hubspot.com/release-calendar>



HubSpot

Mark Kilens

@MarkKilens

Jordan Munson
@jordanmunson

Max Kohl
@maxkohl

Elise Ramsay
@eliseramsay



AGENDA

- 1 Purposes of online video, revisited
- 2 Using Wistia to manage your video marketing
- 3 Using HubSpot and Wistia together



Your hub to teach, learn, and discuss video marketing



VIDEO PRODUCTION

7 videos / 18 minutes



VIDEO STRATEGY & CONCEPTING

6 videos / 17 minutes



VIDEO MARKETING

6 videos / 21 minutes



WISTIA LEARNING CENTER

AVAILABLE 24/7

www.wistia.com/learning

1 PURPOSES OF ONLINE VIDEO, REVISITED.

EXPANDING ON USE CASES

✓ **MARKETING**

EASILY MAKE AN EMOTIONAL CONNECTION WITH A VIEWER.

✓ **SALES**

TELL A STORY.

✓ **SUPPORT/TRAINING**

EXPLAIN A FEATURE, WORKFLOW, ETC.

✓ **CULTURE/FUN**

SHOW PEOPLE WHO YOU ARE.

**EASILY MAKE AN
EMOTIONAL CONNECTION
WITH A VIEWER.**

TELL A STORY.

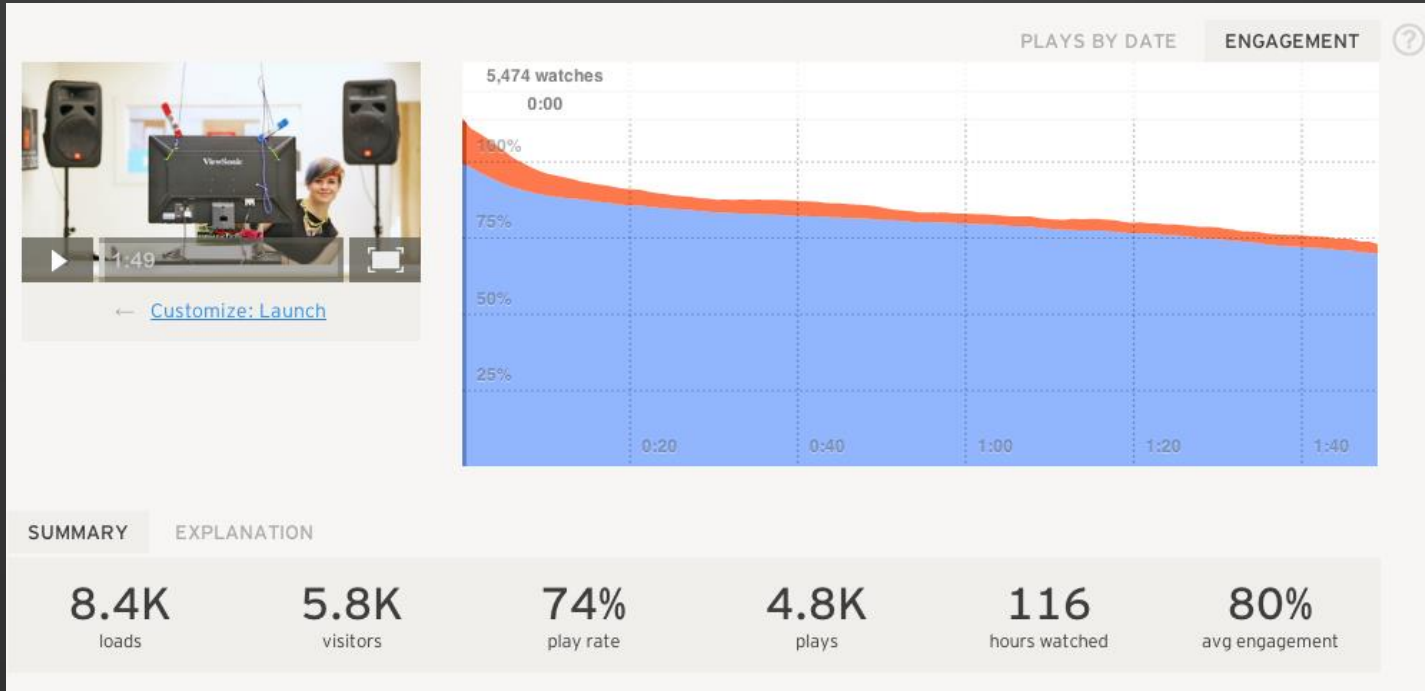
EXPLAIN A FEATURE,
WORKFLOW, ETC.

**SHOW YOUR AUDIENCE WHO
YOU REALLY ARE AS PEOPLE.**

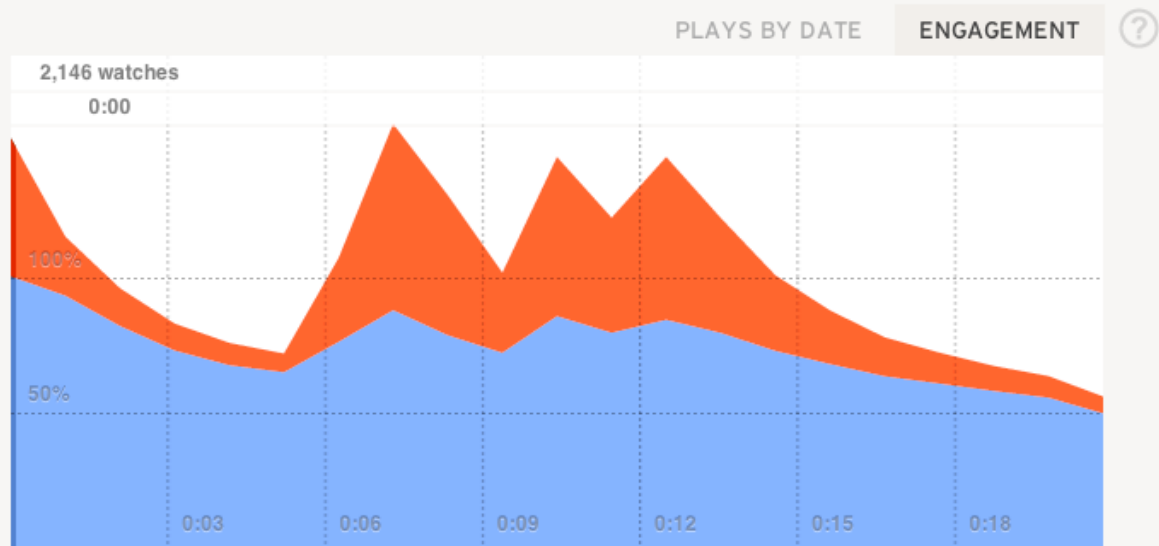
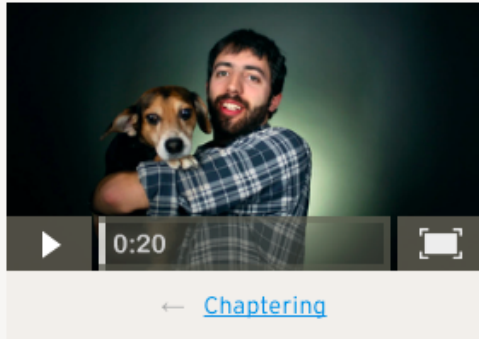
2 USING WISTIA TO MANAGE YOUR VIDEO MARKETING.

**UNDERSTANDING HOW YOUR AUDIENCE
ENGAGES WITH YOUR CONTENT IS VITAL
TO VIDEO MARKETING.**

AN ENGAGEMENT GRAPH FOR YOUR AUDIENCE AS A WHOLE.



Chaptering



SUMMARY

EXPLANATION

4.6K

loads

1.9K

visitors

60%

play rate

1.4K

plays

5.8

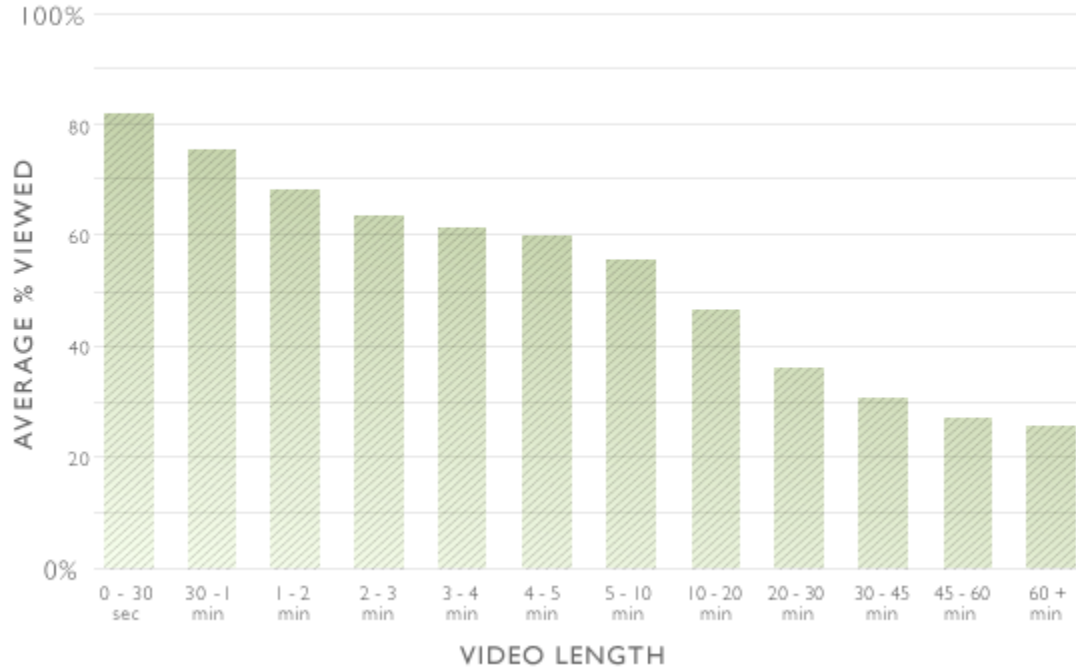
hours watched

70%

avg engagement

WHAT DEFINES GOOD ENGAGEMENT?

WISTIA VIDEO ANALYTICS: LENGTH MATTERS



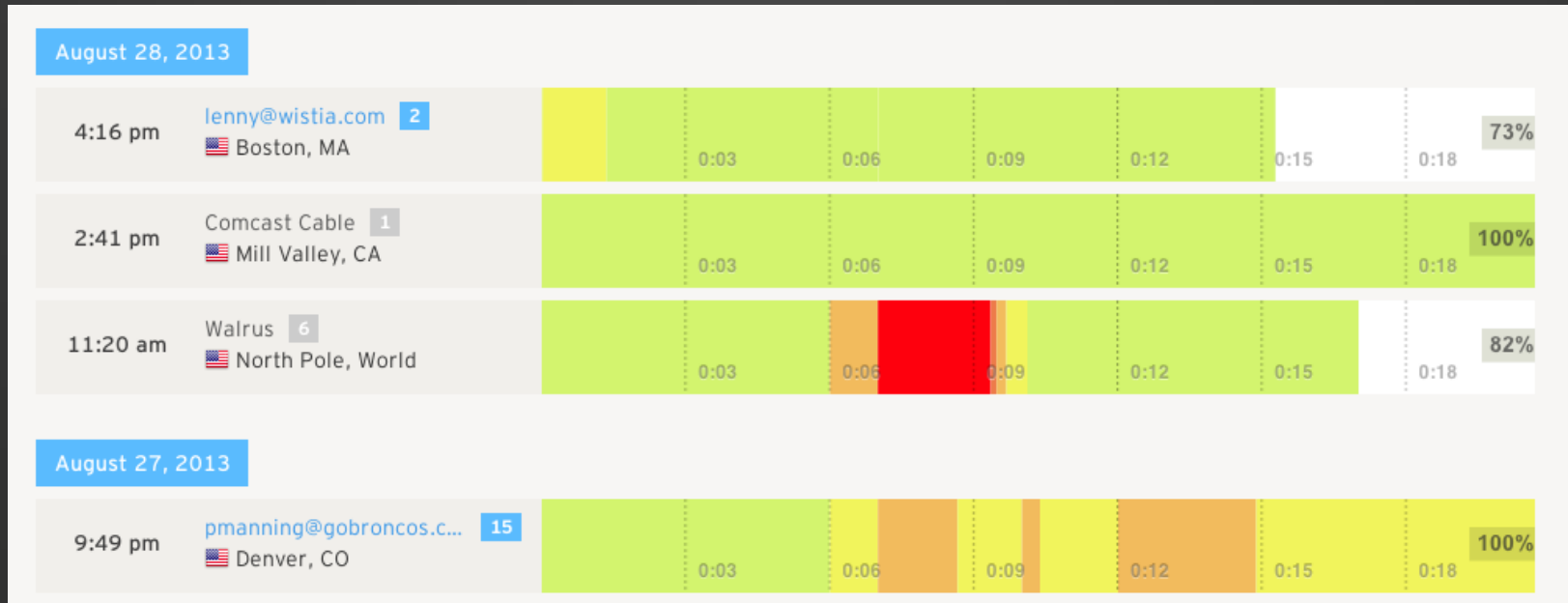
WHY ARE ANALYTICS IMPORTANT?

Understand what's engaging your audience.

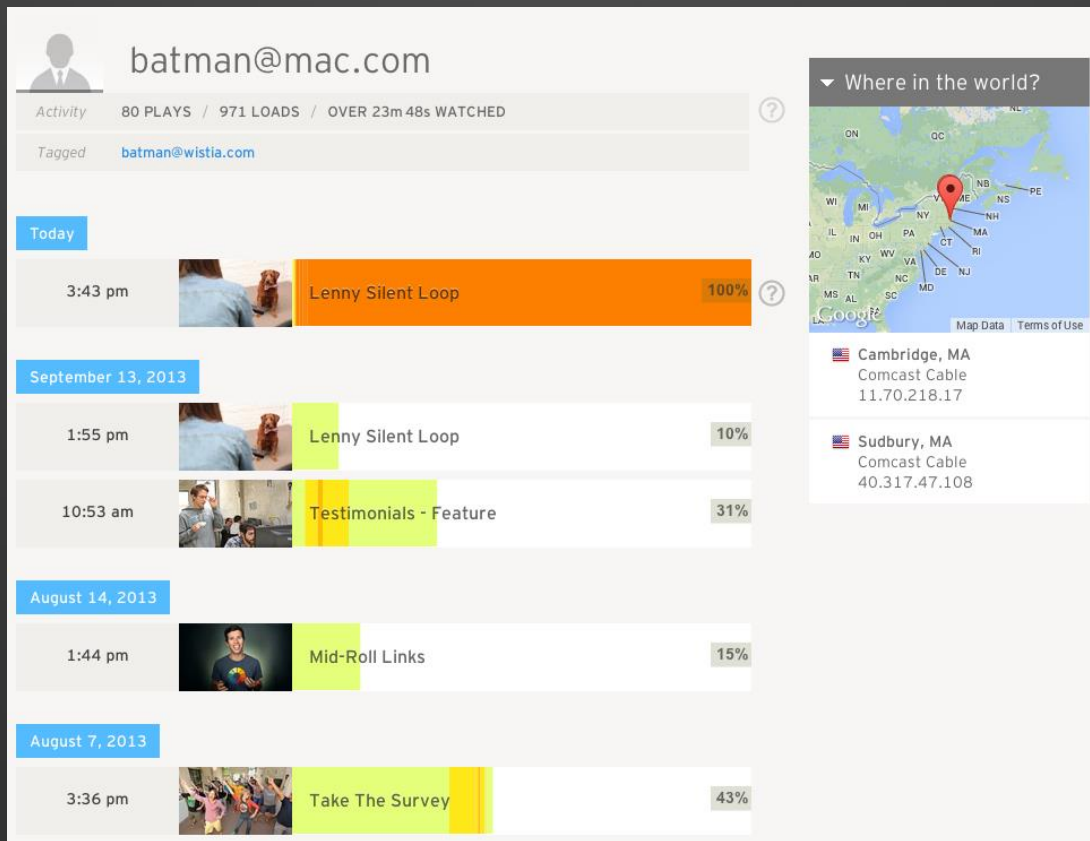
Identify where people are dropping off.

Gain insights to create even better content in the future.

HEATMAPS FOR EACH MEMBER OF YOUR AUDIENCE.



A HISTORY OF A VIEWER'S ACTIVITY.



**CAPITALIZE ON YOUR
VIEWERS' ENGAGEMENT BY
PUTTING YOUR VIDEOS TO WORK
ON YOUR WEBSITE.**

VIDEO SEO

DRIVE TRAFFIC BACK TO **YOUR WEBSITE** USING VIDEO.

62% OF GOOGLE UNIVERSAL
SEARCHES INCLUDE VIDEO.

(Marketingland)

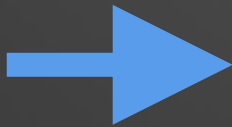
VIDEO SEARCH RESULTS HAVE A 41%
HIGHER CLICK-THROUGH RATE THAN
PLAIN TEXT RESULTS.

(aimClear)

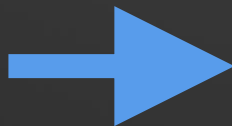
PEOPLE STAY ON YOUR SITE TWO
MINUTES LONGER IF YOU HAVE VIDEO.

(Comscore)

Yoast
(Wistia Embed)



Wistia
(Wistia Embed)



About 296,000,000 results (0.18 seconds)

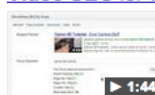
Ad related to **video seo**

[SEO Management Service - digitalimpulse.com](#)

[www.digitalimpulse.com/](#)

Experienced & Results Driven **SEO** Services. Free Consultation & Audit

[Video SEO for WP • Video XML Sitemap WordPress plugin • Yoast](#)



[yoast.com](#) > [WordPress Plugins](#)

Oct 11, 2010 - \$69.00

The **Video SEO** add-on for the WordPress SEO plugin automatically optimizes your video's for search engines.

More by Joost de Valk - in 24,611 Google+ circles

[Video SEO Tips, Techniques and SEO Best Practices for ... - ReelSEO](#)

[www.reelseo.com/video/seo/](#)

Follow the latest **video SEO** news & trends. Learn SEO tips & techniques to optimize your videos for search engines like Google & YouTube.

[The Definitive Video SEO ... - How to Get Your New ... - Using Video SEO To Steal ...](#)

[News for video seo](#)

[3 Free Keyword Research Tools for Video SEO](#)

[Business 2 Community](#) - by Brendan Cournoyer - 2 days ago

As long as people have to type phrases into a search engine, keywords will play an important role in **SEO**. So what does that mean for **video** ...

[10 Video SEO Tips to Improve Rank and User Experience - Bruce Clay](#)



[www.bruceclay.com](#) > [Bruce Clay Blog](#)

by Chelsea Adams - in 21 Google+ circles

Jun 4, 2013 - If a video plays and no one is there to hear it, does it make a sound? This quick-read guide will help you improve your **video SEO** efforts in 10 ...

wDoc: [Video SEO - Wistia](#)



[wistia.com/doc/video-seo](#)

Nov 7, 2011

Video SEO is the act of proactively submitting your content and providing on-page markup, through what's ...

Video SEO for WordPress

If you use video's on your site, in your posts or pages, you don't want the search results for those pages to look bland like any other result, do you? No, you want them to be video results, so they catch the attention of the searcher more, rank better and thus get you more visitors! This is exactly what the Video SEO for WordPress plugin does for your embedded video's and for just \$69 it can be on your site!

Start ranking for videos now!

1 year upgrades & support:

- Agency - Up to 20 Sites – \$249
- Professional - Up to 5 Sites – \$129
- Personal - Single Site – \$69

[Go to payment options](#)

Of course, the Video SEO plugin has a Video tutorial:

WordPress SEO by Yoast

General Page Analysis Advanced Video Social

Snippet Preview: **Canon 5D Tutorial - Cool Camera Stuff**
[webdev.geekymonkey.com.au/wp/canon-5d-tutorial/](#)
7 Oct 2012 - 3 min
Canon 5D tutorial. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut la ...

Focus Keyword: canon 5D tutorial

Your focus keyword was found in:

- Article Heading: **Yes (1)**
- Page title: **Yes (1)**
- Page URL: **Yes (1)**
- Content: **Yes (1)**

Meta description: No

1:44

VIDEO EMBED FEATURES!

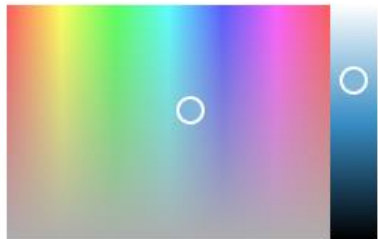
SET A CUSTOM THUMBNAIL IMAGE

▼ Appearance

Change Thumbnail

[Upload](#) or [Use current frame](#)

Player Color



#81b7db Wistia blue

Comments

Enable comments on this page

▶ Controls

▶ Social Bar ON

▶ Call to Action ON



[Embed](#) [Email](#) [Tweet](#) [Like](#) 0

POST ROLL CALLS TO ACTION

▼ Call to Action ✓ ON

Type

Text Image HTML

Text

Follow @wistia on Twitter
to keep up with
Top Hat Tuesday!

Link

<http://www.twitter.com/wistia>

Rewatch Button

Yes No

Customizable, clickable message at the end of your video.

Guide your most engaged viewers exactly where you want them to go.

VIDEO SOCIAL SHARING



▼ Social Bar ✓ ON

Buttons

- Embed Button [Configure](#)
- Email
- Twitter [Configure](#)
- Facebook

[More...](#)

Buttons link to...

- Where the video is embedded
- A specific page

Logo

- Show on the right

Logo Image (100 x 20)

[UPLOAD](#)

Logo Link

Easily add social sharing buttons below your video so viewers can share your video anywhere.

Likes/tweets will direct folks back to the page on which your video is embedded.

Include a backlink in an embed option to boost SEO via video sharing.

EMAIL GATE

Turnstile ✓ ON

Ask for their email

Before they click play

Can they skip the gate?

Yes No

Upper Text

Enter your email address
to view this video

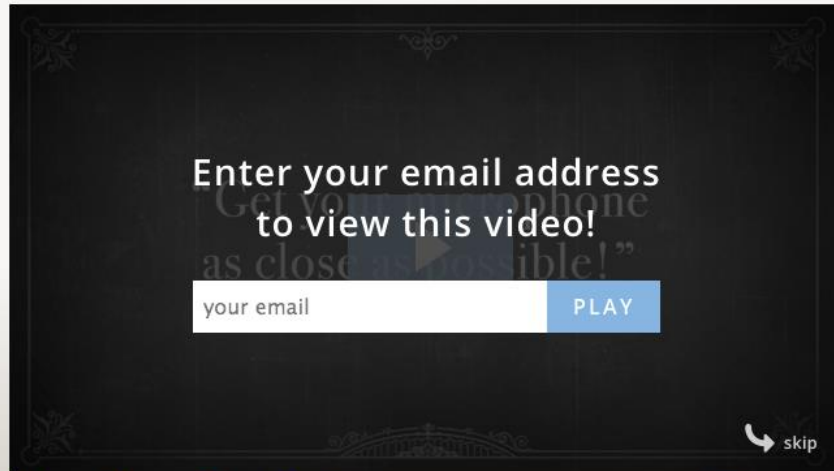
Lower Text

Hubspot Integration Enabled

You're all set! Any emails collected by Turnstile will be sent to your Hubspot account.

◀ Back to Top Hat Tuesday!

▶ Video Actions



[Embed](#) [Email](#) [Tweet](#) [Like](#) 0

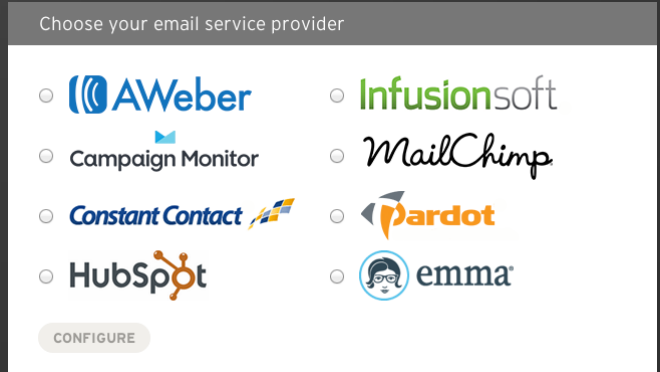
WISTIA

THT #1 - Get your microphone as close as possible!

EMAIL GATE CONTINUED

Further connect with folks who are interested in your content.

Connect Turnstile directly with your favorite EMS/Marketing Automation tool to **add leads directly** into your lists, autoresponders, and drip campaigns.



WHAT ABOUT OTHER VIDEO PLATFORMS?

Vine

You Tube



Instagram

3 USING HUBSPOT AND WISTIA TOGETHER.

VIDEO EMAIL MARKETING.



The secret to being
yourself on camera.



This is a Video **Snack** Email.
[Click here to opt out](#)



VIDEO EMAIL MARKETING, CONTINUED.

Drive traffic from an email to your website.
Track each individual viewer.

Just published a new blog post that includes video? Use email marketing integration to increase your email CTR.

Use video & email together to send leads to a video landing page.

USE THE WISTIA CONNECTOR IN
HUBSPOT TO SCORE & SEGMENT
LEADS BASED ON THEIR
VIDEO VIEWING BEHAVIOR.

VIEW WISTIA HEATMAPS DIRECTLY WITHIN A LEAD'S TIMELINE

Showing All 24 Interactions



September

1 Property Change

8 Wistia Views

1 Form Submission

6 Events

4 Website Visits

2 Automation Events

1 List Membership



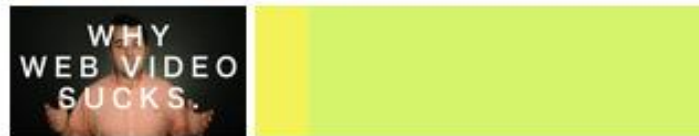
Watched [Lenny Silent Loop](#) on your page.

[Show Thumbnail and Heatmap](#) - Tue Sep 10, 2013 at 6:24am



Watched [Why Web Video Sucks](#) on your page.

[Hide Thumbnail and Heatmap](#) - Tue Sep 10, 2013 at 5:56am



44%



Became a [Lead](#)

Mon Sep 9, 2013 at 11:30am


[Show all 23 interactions from September](#)

What's the name of this list?

watched video "tools"--100%

What type of list do you want?

 **Smart list** – add contacts continuously according to rules you set

 **Static list** – add contacts manually

Which contacts should be in this list?

Include contacts who meet all of these requirements:



 Event

Contact

has had event

Video "Tools": 100% Watched



 No filter [Refine](#)

[+ Add another rule](#)

to add contacts to this list who meet a different set of requirements

[Save list](#)

CREATE DYNAMIC LISTS BASED ON VIEWING ACTIVITY.

When activated, this workflow will enroll...

Workflow Is Live

New contacts in list

Why pay for hosting pla...

This list's original members were not enrolled

50 contacts

Unenroll contacts when they join a goal list (optional) ?

No goal list selected

Add step

1 First workflow step

Delay for 0 Days 0 Hours 0 Minutes

Send internal email

Create Email

Enter email address

Use an email property

kristen@wistia.com

Why pay for video hosti...

Add step

2 Second workflow step

Delay for 1 Days 0 Hours 0 Minutes after previous step

Send an email

Select an email

Create Email

Add step

SET UP CUSTOMIZED WORKFLOWS FOR YOUR LISTS.

Send an internal email alert to a sales rep.

Send a delayed follow up email to your prospect.

SCORE LEADS BASED ON THEIR VIEWING BEHAVIOR.

Add points if a lead watches a video.

Lead Scoring [Tutorial](#)

[Return to Settings](#)

The rules below determine a contact's **HubSpot Score**. You can [create a Smart List](#) to see all contacts whose score is above a certain threshold.

Assign points to contacts who meet all of these requirements:

Contact Property | Email | contains the word | .in x | gmail x | yahoo x

Rule Value: Deduct | 5 | points

Assign points to contacts who meet all of these requirements:

Page View | Contact | has visited (exact URL) | http://wistia.com/pricing

No filter [Refine](#)

Rule Value: Add | 10 | points

Assign points to contacts who meet all of these requirements:

Event | Contact | has had event | Video "Why Pay For Pro Video ..."

No filter [Refine](#)

Rule Value: Add | 5 | points

GET THE WISTIA/HUBSPOT INTEGRATION!

MATT SCHNITT

MSCHNITT@HUBSPOT.COM

NEXT STEPS

- 1 Upload your video to Wistia
- 2 Customize a video, then embed it on your site (give an SEO embed a shot too!)
- 3 Track your audience's engagement in your video
- 4 Choose a highly engaging video and create a simple email marketing strategy around it

RESOURCES

- 1 Wistia Learning Center
- 2 How to integrate HubSpot and Wistia
- 3 Does Length Matter? It Does For Video: 2K12 Edition
- 4 Video Marketing Guide from Distilled

QUESTIONS?



HUBSPOT TRAINING: <https://app.hubspot.com/l/training>

The screenshot shows the HubSpot dashboard with the 'Academy' menu open. An orange arrow points to the 'HubSpot Training' option. The dashboard also displays a 'Visits & Leads' section with a line chart showing progress towards a goal of 1,100,000 visits.

HubSpot Dashboard Content ▼ Contacts ▼ Reports ▼ Marketplace ▼ **Academy** ▼ Mark Kilens ▼

Academy dropdown menu:

- Academy Home
- HubSpot Training
- Forums
- Ideas
- Help & Support

Visits & Leads This month compared to **custom goal** ▼

Wow! Keep doing what you're doing, because it's working. [Capitalize on the traffic with new CTAs.](#)

527,929
Visits
+124.6k ↑ **+31%**
compared with your custom goal

Line chart showing Visits so far this month (blue line) and Progress towards goal of 1,100,000 visits (grey shaded area). The x-axis shows dates from Dec 3 to Dec 31. A vertical dashed line marks 'Today' at approximately Dec 12.

Nice work! The leads are flooding in. Rock on! [Create lists of leads to for targeted emails.](#)

Right sidebar menu:

- Content Home
- Page Manager
- Landing Pages
- Blog
- Keywords
- Email
- Calls to Action
- Social Media
- Contacts

THANK YOU.

