

smarter marketing, **better leads**

A close-up photograph of a dandelion seed head against a clear blue sky. Some seeds are shown in mid-air, having just been blown away from the head.

# The Essential Guide to Video Marketing For B2B Lead Generation



## How important is Video?

To answer this question let's turn to some cold, hard facts...

### **1. YouTube is the second largest social media site**

B2B marketers are beginning to understand the importance of social media in generating leads. YouTube provides a searchable platform which allows visitors to view and share video content, and they do, at an amazing rate! 100 million people take a social action on YouTube (likes, shares, comments, etc) every week. Not only does this engagement drastically effect your SEO, but it promotes your content (for free!) to other highly relevant networks.

### **2. YouTube is the second largest search engine**

...with over 800 million unique visitors per month! B2B marketers don't need to be persuaded of the importance of Google, but is YouTube prominent enough in your marketing strategy?

### **3. Google owns YouTube**

...so inevitably, Google will favour YouTube videos in their search results. And as a rule, marketers should always be trying to keep Google (at least while they continue to dominate the search market).



YouTube is the second largest search engine with over 800 million unique visitors per month!

Is YouTube prominent enough in your marketing strategy?



## Yes, but is video relevant for B2B Marketing?

You may be thinking YouTube is full of funny cat videos and won't help my potential customers find me or buy from me. Well, again, let's look at the facts....

**1. Over 75% of Fortune 500 executives are viewing online video ([Forbes](#))** More and more B2B buyers are turning to YouTube to be educated, making it a premier destination for reaching and influencing your target audience.

**2. 65% of senior executives have visited a vendor's website after watching a video ([Forbes](#)) and 72% percent research an organisation after watching a B2B video marketing campaign ([International Data Group](#)).**

Clearly video is a great way to get your target audience to your website and find out about you.

**3. 70% of B2B content marketers use video ([TopRank](#))**

B2B marketers are investing in video in a big way. If you aren't, your competitors may be reaping the rewards.

**4. 46% percent of B2B technology buyers will purchase a product or service after viewing video content ([International Data Group](#)).**

Showing that video can have a direct impact on sales.

Over 75% of Fortune 500 executives are viewing online video



## Six reasons why B2B Marketers can't ignore Video

Videos are a clear, concise, engaging and sharable type of content making them one of the most effective forms of content. This has far reaching implications for B2B marketers. So what exactly can you expect to achieve using video in part of your marketing strategy? We have identified the six most important and beneficial factors for B2B marketers.



### 1. Search Engine Ranking

The main reason most B2B marketers are investing in video content is for SEO, which is not surprising when **videos are 53x more likely to appear on the first page of Google's search results** ([Forrester](#)). This is because Google favors video content and will rank it much higher than a blog post and the competition for keywords is often a lot lower for video content. This means a well-planned, SEO optimised video can get your brand on the first page of Google's search engine results page in a relatively short amount of time.



## 2. Engagement

Video marketing allows B2B companies to produce content that is as engaging as it is informative, making it very appealing to their target audience. Video is a 'take you by the hand' communication as opposed to being 'browsable content' which means less effort on the buyer's side, and makes the content more appealing. In addition to this, people are spending more and more time on their mobile devices, browsing the internet when they are out and about. Video content is consumed easily for buyers using mobile devices.

## 3. Leads

Providing useful information and educating your buyers using a variety of formats, from blogs, to infographics to video, significantly increases the chance of your content reaching more of your target audience right at the start of the buyers journey, which means **more leads!!**

## 4. Competitive Advantage

Content marketing is well underway in the B2B space and content is being produced at a furious rate. From LinkedIn shares to blog posts, everyone is fighting for attention. B2B marketers now not only need to relentlessly create blog content to increase SEO and claim a share of the traffic, but they now need to draw on their creative streaks to create additional content that stands out from the noise all their competitors are making. Videos are a surefire way of standing out from your competitors and claiming a decent chunk of relevant web traffic.

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## 5. Trust

Unlike B2C buyers, B2B buyers need **lots** of information and education before they feel comfortable to buy, which is understandable when B2B purchases are usually high investment. Needing to earn the trust of all the relevant people in the decision making process is crucial to your sales.

Videos allow your company to be personable and trustworthy by placing you as experts who understand their problems. This humanises your company and helps reduce any fear or risk of engaging with your organisation. It allows buyers to get to know you and feel more comfortable investing in you. Video improves your conversion rates.

Although other forms of content are created for the same purpose, the fact that it is effortless to consume makes video a prime player as a content marketing tool. The hard part is keeping it as short and sweet as possible while making sure it is still helpful and educational, as web surfers guard their attention spans with jealousy.

## 6. Multi funnel uses

Video can be used successfully throughout your sales funnel. Whether your goal is to drive traffic to your site by creating a top of funnel video blog, or to increase your site traffic conversion rate by creating a testimonial videos, or case studies or to generate some up-sell opportunities by keeping in touch with your existing customers.

Video can be used throughout  
the sales funnel, helping to  
both attract and convert leads.



## How Do I Do It?

So we have established why B2B marketers need video in their marketing strategy, but how do you go about planning and making a B2B video that actually generates leads? There are four main elements:

1.

### Overall Content Marketing Plan

What should my video be about?  
What do I want to achieve?

2.

### Plan how you will produce the video.

What type of video should I use?  
What do I need to prepare?

3.

### Promote your video.

How do I get my video found?  
How do I make my video viral?

4.

### Measure your success!



## How to include video in your marketing strategy.

### The three rules of video marketing for lead generation.

The first and most important factor when making video for lead generation is to **make sure you include it in your overall content marketing strategy**.

Secondly, **singular sporadic videos** will be a waste of time and are a bad use of valuable marketing budget. Video marketing should be part of a sustained rolling barrage of content aimed at your target buyer. This creates momentum in your funnel.

Thirdly, **make your video about the buyer**, not about you! Useful educational videos that address your buyers problems and needs will get shared and ranked much better.

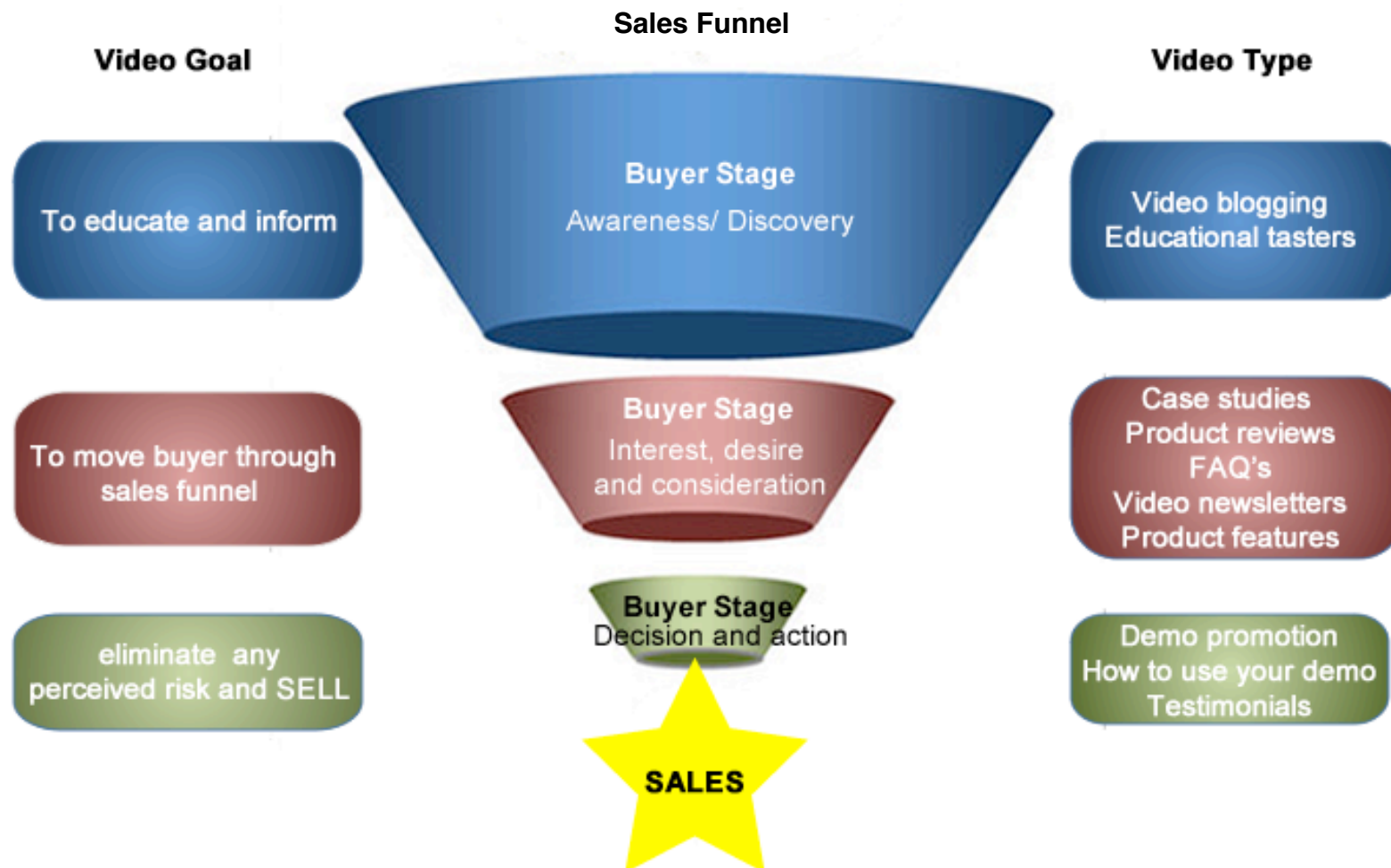
### Checklist:

- ✓ An interesting RELEVANT topic centered around your buyers needs and challenges
- ✓ A clear link to your overall content marketing plan
- ✓ A clear conversion path (call to action, landing page)
- ✓ A video campaign plan with a clear goal for what you are trying to achieve (traffic, conversion rates etc.)

The entire success of your video is dependent on the quality of the content within it. If you don't have the skill set to create and engaging and compelling story for a video - Get the experts in!



# Mapping Your Video to the Buyers Journey





## Producing Your Video

Having decided what the goal and message of your video will be, you need to think about what type of video production would best suit the content.

### Choosing Video Type

There are various different ways to produce a video and each video type is suited to some content more than others. For example, animated videos can be really good at explaining complicated concepts in an easy way, webinars are great for educating, green rooms are good for interviews and simple 'home' style videos are great for short updates

### Cost

Home style videos on your iPhone can be virtually free and professional videos can cost \$30,000, so what should we expect? Too professional looking video can be seen as overtly corporate and boring, and not to mention expensive, but a badly shot home style video with bad sound can be a complete waste of time and can damage your brand. Video is advancing in leaps and bounds and now you can get professional quality video for under \$1,000 (per video). We recommend somewhere in the middle, something that is still authentic but not overproduced, and this should cost you from \$500-\$1,000.

### Time

Preparing to produce your video requires a lot of thought and pre planning. Depending on the content and style of video you will need to create various different documents. Here is a checklist of the items you need to prepare:

- ✓ A well written script
- ✓ Run sheet
- ✓ Supporting collateral where needed to help explain points and keep viewer engaged (such as PowerPoint slides

We recommend choosing something that is authentic but not overproduced, and this should cost around \$500 to \$1,000 for video planning, production and promotion.



## Promoting Your Video

Another essential aspect of creating an effective video for lead generation is planning your video promotion. There are thousands of videos posted every day which means you need to let people know that it is there and where it is. If you got the content spot on and your video is well produced and useful, it will be shared by your target audience.

There are two essential factors you need to consider in order to maximise your reach: **optimisation** and **sharing**.

### Optimisation - Get Found!

Placing video content on YouTube provides a wealth of opportunity to generate social interaction and significantly increases your rank authority in Google search results. However, it is not just that simple! You should optimise your YouTube channel in the same way you optimise a website: keywords, tags and descriptions. There are numerous ways to personally brand your channel but this is optional. You should also use keywords in your snappy video title and tags to help Google and YouTube churn it out in their search results.

Another aspect to consider is Video Adwords, if you have the budget. Adwords for video is much cheaper than Adwords for search.





## Get Shared...

Google's Penguin update in 2012 announced that search rankings would be heavily influenced by social interaction. So not only does sharing directly extend your videos reach, it increases your SEO rank too! This is why a lot of marketers are consumed with trying to make 'viral' content and 'viral' video.

Firstly, it is important to point out that in the B2B market, 'viral' is different to 'viral' in the B2C market. B2B marketers target a niche sector and creating a video with a goal of 'going viral' is a waste of time for B2B marketers. However, your video will be 'viral' in the B2B sense if it is useful to your audience. You just need to sow the seed in the right places first. Here are some suggestions:

- ✓ Relevant LinkedIn Groups
- ✓ On your Twitter and LinkedIn profiles
- ✓ On your website and blog
- ✓ In your emails

## Get Sales...

Getting found and getting shared is essential, but ultimately pointless if you aren't going to get any sales. To do this, you need to ensure there are calls to action, which link to a landing page where you can capture the user's data. The call to action should ask for information in exchange for something of value to the user.

How? On YouTube you can add links in the description box, you can include calls to action within the video content itself, and you can use third party tools to insert pop-up calls to action when the video is being played.





## Measuring your success

There are many of ways you can measure the success of your video, the key is finding the metrics that best relate to your goal. Here are some good examples:

### Views

A basic measurement criteria is how many views your video achieved. However, this doesn't tell you if the video was viewed to the end, so you may have 1,000 views and 995 of them clicked off after ten seconds! You can use YouTube's analytics to check this. As long as your video is engaging, this shouldn't be a problem.

### Site Traffic

Measuring how much traffic the video generated to your website is a very targeted measurement metric as it focuses on click through rate. If your call to action is clear, and your content is quality content, you will get a decent amount of site traffic.

### Search Rank

Don't forget to check your search rank in Google and YouTube for the keywords you have used too! This directly affects the amount of views and web traffic you will receive so analysing this is essential.

### Comparing videos

Comparing video on video can offer great insights into the types of video your buyers prefer. As your results depend on how long your video has been posted it is a good idea to record the results of each video after 30 days, so you can compare apples with apples!



## A Case Study: Generating Video for B2B lead generation

### The Challenge

g2m solutions is a marketing agency specialising in the B2B sector. Just like our clients we need to generate leads and sales to grow our business. Being at the forefront of the marketing industry we knew we needed to invest in video marketing to stay ahead of our competitors and improve our web traffic and to in turn, increase the amount of leads and sales we generate.

The problem was, everything we found was far too expensive! We wanted our videos to be more professional than those shaky mobile-recorded video with dodgy audio, but we weren't prepared to fork out thousands of dollars for a classic "corporate quality" video. Plus we really wanted to find an affordable way to create a steady stream of video content, not just a "one off."

"We weren't prepared to fork out thousands of dollars for classic "corporate quality" video. "



## The Solution

After some searching we found a really professional and affordable video production solution (it took a while!) with a really interesting twist. They offered full green room set up, TV-style instant production and rental by the hour. We realised that with some careful planning we could really take advantage of such a sweet set up and drive down our per video costs substantially. **We loved them so much they are now a content partner of ours!**

We realised that with some careful planning we could really take advantage of such a sweet set up and drive down our per video costs substantially.

So we began our video marketing plan. We quickly realised that creating videos for B2B lead generation takes a HUGE amount of planning, from building video content into our own content marketing strategy to aligning the videos with our buyers needs and our marketing messaging. Luckily for us, this is what we do on a daily basis, making this part of the process easy for us. However script writing, creating run-sheets and producing the slides and content to accompany the script took longer than we expected.





## The Lightbulb Moment!

Because we were working with a really professional production outfit, who have a very slick, efficient process, we realised that the work was less around the technical aspects of shooting the video, as many assume, but more in the careful planning beforehand. In fact, it took us a whole week to prepare for the shoot and we were still rushing at the end! The video shoot itself took under an hour, which kept the production costs to a minimum. Walking out of the green room with four videos in hand after just one hour felt great!

But then came the plan for promoting them. We couldn't just dump them on the site and hope for the best, not after all that hard work! So we prepared a comprehensive content distribution plan, which made sure our videos could be easily found by our target audience and would draw web traffic in from far and wide.

The videos are amazing and look much more expensive than they were! We added a funky spinning logo and some background music to make the intro really “pop” and to highlight our brand.

Walking out of the green room with  
four videos in hand after just one hour  
felt great!

The real secret? Creating four videos  
at once allowed us to keep costs to a  
minimum.





## So what did we produce?

We created two video blog posts:



[Click here to view](#)



[Click here to view](#)

We also created a short, interview-style thought leadership video for our Home Page, discussing the changes affecting our potential customers (B2B marketers)



[Click here to view](#)



[Click here to view](#)

And finally, a video to update our customer base on the latest additions and updates to the software we use to do their marketing automation.

## Results

Within the first 4 weeks of publishing the video we received 191 views and 363 minutes (over 6 hours) watched and this was over the summer holiday period. This number continues to rise as time goes on and our search rank increases.

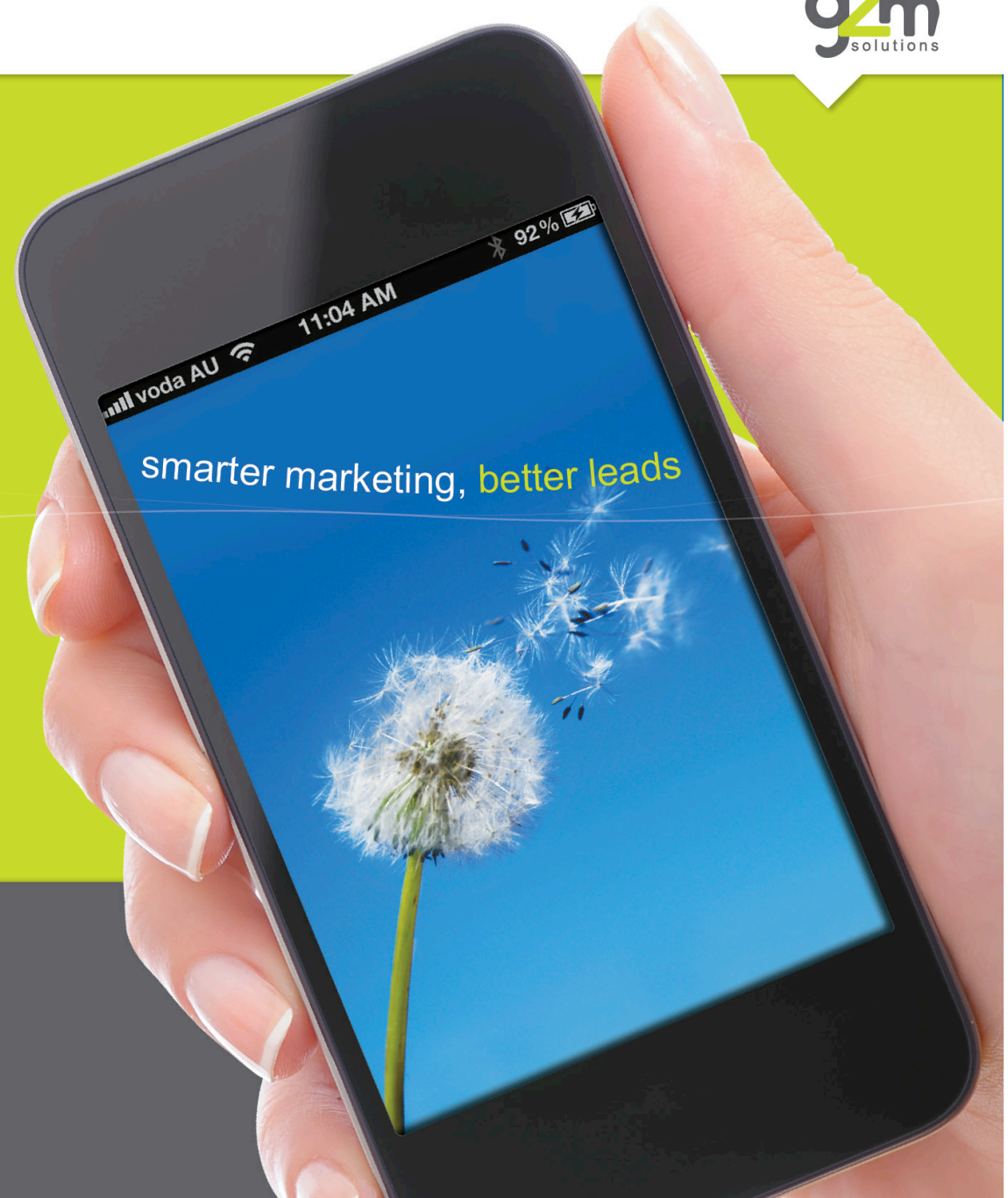
**The experience was so successful, that we have now included this video production process we have described into our content generation capabilities.** We offer a full service that integrates your video and its messaging into your overall content strategy. We write your script, plan your shoot, work with our partner to shoot the video and then publish the video online to drive traffic and leads to your site...and at a price point that's affordable and allows you to continue to build a library of video content that will really contribute to your lead generation.

For more information please visit [www.g2msolutions.com.au](http://www.g2msolutions.com.au)

*g2m Solutions work with our clients to design content campaigns built around the buyer's journey.*

*We develop content strategy and create and distribute content in all its forms for our clients with the aim of generating and nurturing leads.*

*We offer an affordable and professional video production service which includes planning production and promotion of videos for under \$1,000 each.*



For more information

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