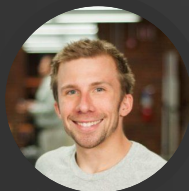
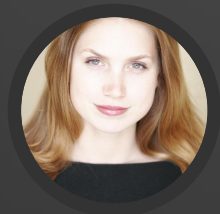


How to Use Video Marketing to Drive More Value for Your Clients



Al Biedrzycki
Channel Marketer
HubSpot Partner Team
@albiedrzycki



Kristen Craft
Director of BizDev
Wistia
@thecrafty



Eric Baum
CEO
Bluleadz
@Eric_Baum



Dee Dee de Kenessey
Partner Program Manager
Wistia
@deeedeekc



HOUSEKEEPING

1 Webinar is being recorded

2 Slides will be available after the presentation

3 Ask questions using the GTW chat pane

4 Q&A will be at the end

AGENDA

- 1 Intros
- 2 Webinar Goals
- 3 Why Do Video Marketing?
- 4 How to Use Video Marketing to Drive Client Value
- 5 How to Sell Video Marketing to Your Clients
- 6 Video Marketing Walkthrough
- 7 How Do I Charge for Video Services?
- 8 Next Steps / Q&A

1 INTRODUCTIONS

YOUR HOSTS



Al Biedrzycki
Channel Marketer
HubSpot Partner Team
@albiedrzycki



Kristen Craft
Director of BizDev
Wistia
@thecrafty



Eric Baum
CEO
Bluleadz
@Eric_Baum



Dee Dee de Kenessey
Partner Program Manager
Wistia
@deedeedkc



2 GOALS

Understand Video Marketing and Its Benefits



Learn Specific Use Cases

Discover Strategies for Selling Video Marketing to a Client



Learn How to Use the HubSpot-Wistia Integration

Showing All 14 Interactions

August

- 1 Property Change
- 2 Wistia Views
- 1 Form Submission
- 2 Events
- 3 Website Visits
- 1 List Membership

🚩


Became a **Lead**

Sun Aug 25, 2013 at 8:54pm

📺

Watched [Free Account Thank You - Final](#) on your page.

[Hide Thumbnail and Heatmap](#) - Sun Aug 25, 2013 at 8:54pm



0:10

0:20


0:30

100%

📺

Watched [Customize: Pre-Launch](#) on your page.

[Hide Thumbnail and Heatmap](#) - Mon Aug 5, 2013 at 7:33am



0:15

0:30

0:45

1:00

100%

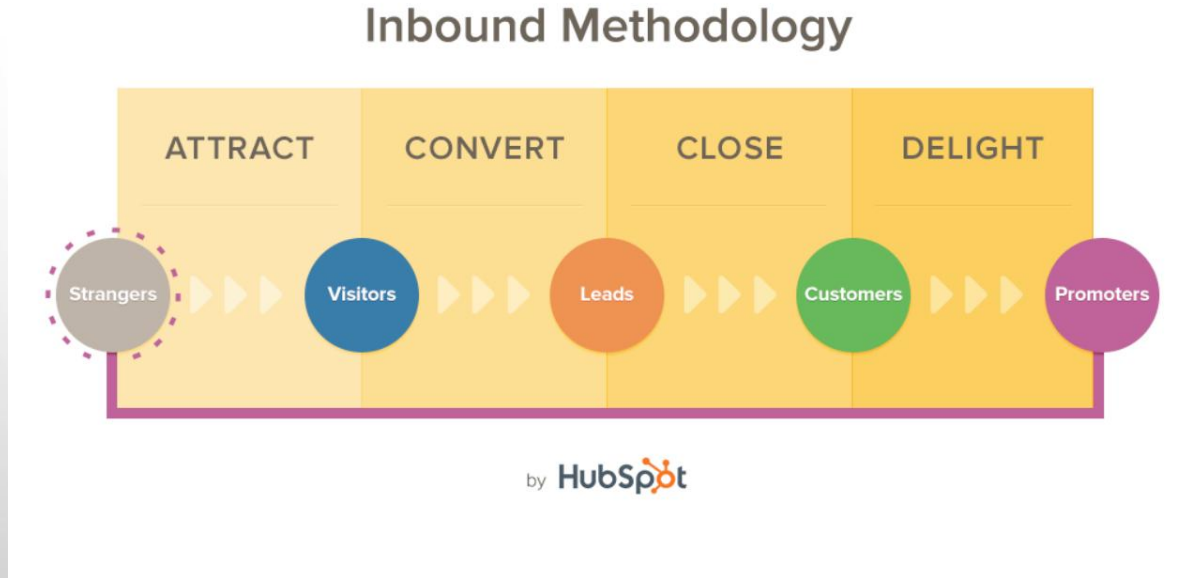
[Show all 10 interactions from August](#)

3 WHY DO VIDEO MARKETING?

Video Marketing

Using video to drive traffic, increase conversions, and nurture prospects - while measuring video performance.

HubSpot's Inbound Methodology



Attract Traffic: Educational videos

Videos That Drive Traffic

By: [Rand Fishkin](#)January 15th, 2016

Content Marketing Tips for B2B Organizations - Whiteboard Friday

Content | [Whiteboard Friday](#)

B2B companies face different challenges than B2C companies. From which stages you target in the funnel to how you measure your success to the team you end up selling to, content marketing can be a horse of a different color when you're business-to-business. In this week's Whiteboard Friday, Rand shares his tips for successful content marketing when you're a B2B.



The video player shows a man (Rand Fishkin) standing in front of a whiteboard. The whiteboard is titled "Content Marketing Tips for B2B Organizations". It contains several handwritten notes and diagrams. A large "B2B" logo is overlaid on the video. The video player has a progress bar at the bottom showing 14:17 and an "Embed" button.

Use video in
blog posts.

Videos That Drive Traffic

Use video on
website pages.



[PRODUCTS](#) [PRICING](#) [WHY ZENDESK](#) [DEMO](#) [CUSTOMERS](#)



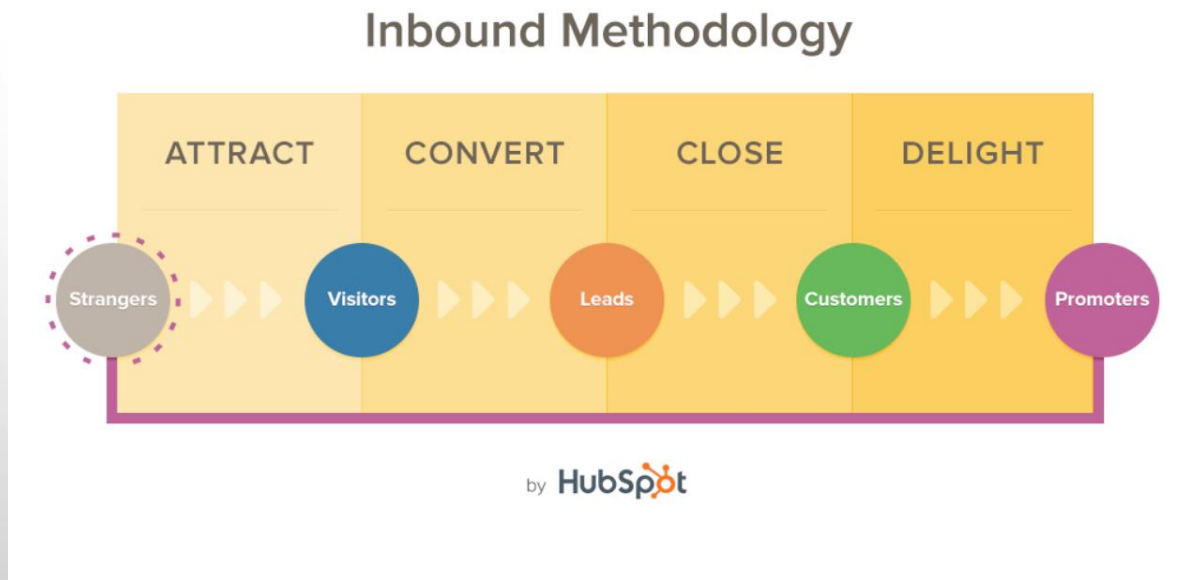
Meet the star of Zendesk's new video

If you've seen the videos from our newest campaign, you've probably noticed the recurring appearance of a strange yet somewhat endearing character. CommunicaTRON (C-TRON for short) is the latest addition to our ...

On-site video increases traffic **200-300%**



HubSpot's Inbound Methodology



Convert Leads: Educational, promotional and product videos

Videos That Increase Lead Conversion

LIVE WEBINAR: HOW TO USE VIDEO MARKETING TO DRIVE MORE CLIENT VALUE

Learn from video and inbound marketing experts on how to sell and deliver video marketing services to your existing clients and future prospects.



Webinar Details:

Date: January 19 2016

Time: 12PM EST*

Duration: 1 Hour (Includes Q&A)

As a marketing agency, clients frequently ask you about video creation to supplement their latest product launch, announcement, or creative vision. While videos are an excellent way to drive even

Register Now

FIRST NAME*

DeeDee

LAST NAME*


de Kenessey

EMAIL ADDRESS*

deedee@wistia.com

REGISTER NOW!

Use video on
landing pages.

A photograph of a wind farm on a grassy hill. In the foreground, a large white wind turbine with three blades is prominent. The blades are white, and the tower is also white. The name 'Vestas' is visible on the nacelle. In the background, several other wind turbines are scattered across the rolling hills. The sky is a clear, vibrant blue with some wispy white clouds. The overall scene is bright and sunny.

Using video on landing pages can
increase conversions by

80%

Source: [Eyeviewdigital.com](https://www.eyevindigital.com)

Videos That Increase Lead Conversion

Watch Our Video Today!

Why is your Product Cost such a mystery? Learn how a broken-down, structural approach to cost can help your company not only **reduce your product cost**, but even create new revenue streams.

- Learn why many optimization initiatives fail (and how you can avoid making these same mistakes)
- Discover the most effective approach for PCO that you can use
- See real world examples of how PCO can **reverse** poor revenue and high costs

**Enter your email address
to access the rest of this video.**

PLAY

For more information, we encourage you to download our Case Study on how, through a structured, broken-down approach to cost, B-WI was able to execute targeted **Product Cost Optimization** and produce results.

Download our latest Case Study on how B-WI's approach to PCO helped a company achieve tangible results:

First Name *

Last Name *

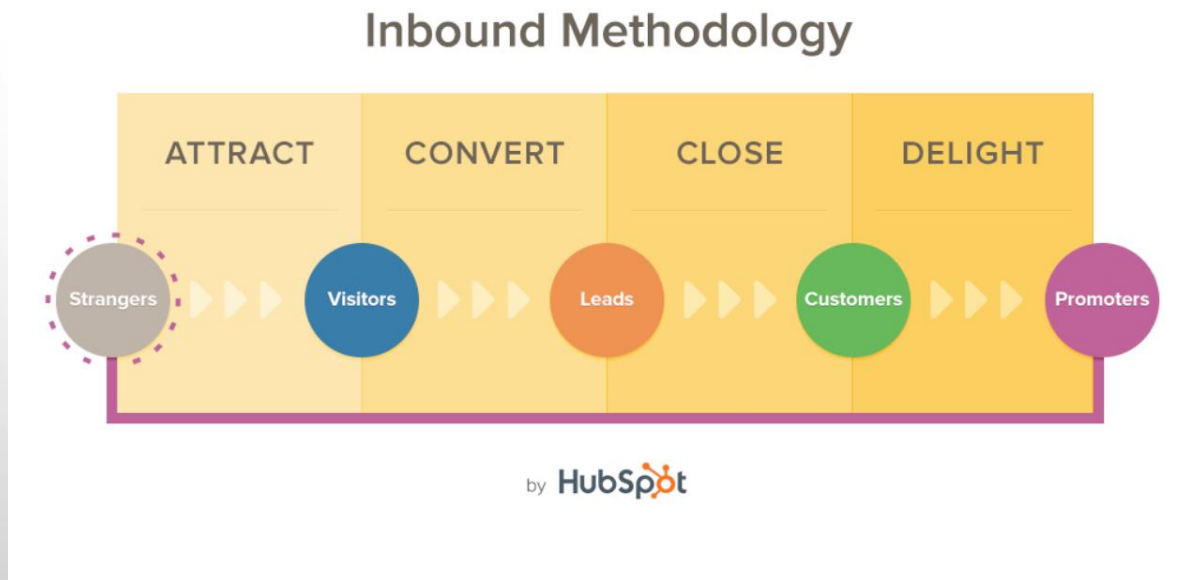
Email

Company Name *

Download Now

Gate
your videos.

HubSpot's Inbound Methodology



Close Customers: Educational + product videos, “Video Voicemails”

Using the word “video” in email subject lines
boosts open rates by

19%

and click-through rates by

65%



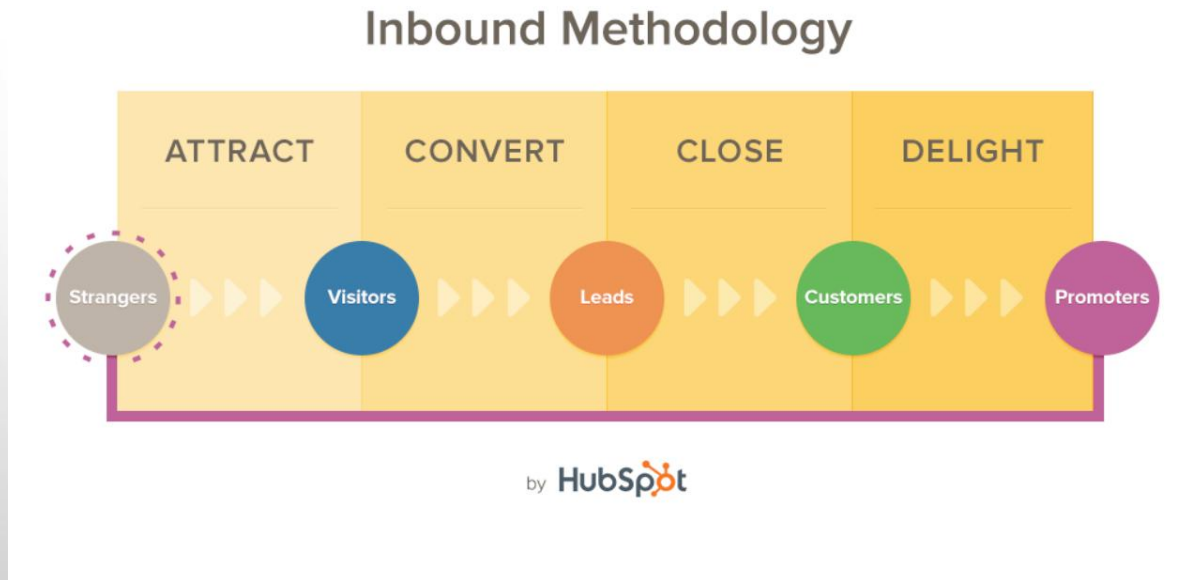
Source: Syndacast, 2015



Videos That Nurture Prospects



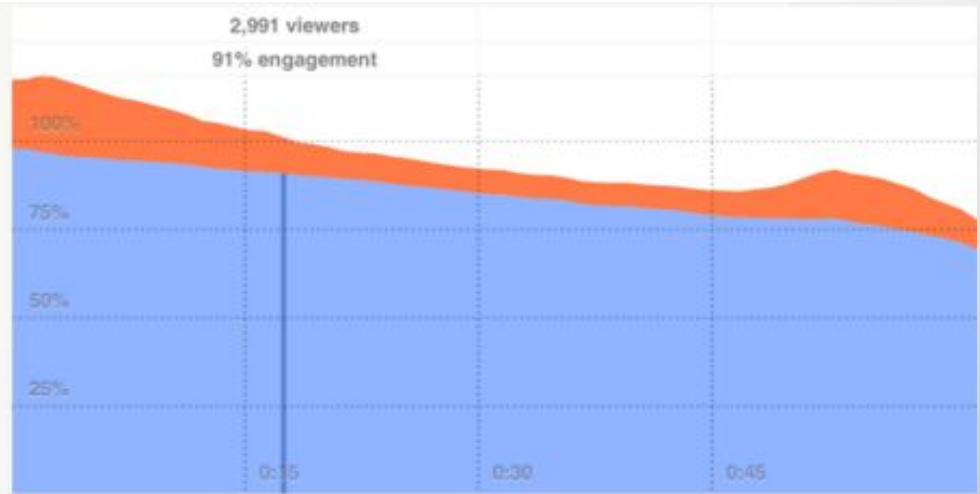
HubSpot's Inbound Methodology



Delight Promoters: Use analytics to improve videos

Measure video performance.

Analyze play rate and engagement.



SUMMARY

EXPLANATION

5.1K

loads

4.2K

visitors

74%

play rate

3.3K

plays

48.1

hours watched

85%

avg engagement

Understand your audience.

See how each viewer interacts with your content.



4

**HOW TO USE
VIDEO MARKETING
TO DRIVE CLIENT VALUE**



Drive Traffic

Drive Traffic: FrankCrum

[Home](#)[Services](#)[Why Outsource HR?](#)[Resources](#)[About Us](#)[Contact](#)[Login](#)

Resources for Business Owners



Drive Traffic: FrankCrum

The Importance of Having a Strong Support System in Business

Posted by [FrankCrum](#) on Nov 18, 2015 10:00:00 AM



Client: FrankCrum

Goal: Build online presence, expertise as a thought leader, and trust with visitors

Strategy: Use video to engage people in a more personal way and showcase knowledge

Results: Thousands of views in the first month and high engagement rates

Capture Leads



Capture Leads: Mocana

MOCANA

IOT SECURITY

ATLAS PLATFORM

MOCANA
ATLASTM
PLATFORM

Driving Mobile App Usage


[LEARN MORE](#)

MOCANA
SECURITY
OF THINGS

Secure IoT Applications & Devices

[LEARN MORE](#)


Capture Leads: Mocana




IOT SECURITY

ATLAS PLATFORM


VIDEOS AND PODCASTS



Driving Usage of Enterprise Mobile Apps at Scale: 5 Considerations



IT Harvest Interview with Mocana's John Aisien



Life in the Mobile Enterprise - Ep. 1: Secure Usage of Enterprise Apps

Client: Mocana

Goal: Stay connect with visitors and convert them into leads

Strategy: Collect email addresses from videos and feed them into HubSpot lists

Results: High conversion rate (62%) from turnstile

Surprises: Really high average engagement rate for a 1 hour video (15%)



Nurture Prospects

Nurture Prospects: Barry-Wehmiller International



Nurture Prospects: Barry-Wehmiller International

Watch Our Video Today!

Why is your Product Cost such a mystery? Learn how a broken-down, structural approach to cost can help your company not only **reduce your product cost**, but even create new revenue streams.

- Learn why many optimization initiatives fail (and how you can avoid making these same mistakes)
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PLAY

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Download our latest Case Study on how B-WI's approach to PCO helped a company achieve tangible results:

First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Email	Company Name *
<input type="text"/>	<input type="text"/>
<input type="button" value="Download Now"/>	

Client: Barry-Wehmiller International

Goal: Make their services easier to understand

Strategy: Added the informational video (Product Cost Optimization) to lead nurturing campaign and case study landing page so people would quickly understand this service

Results: Better conversion rates for landing page compared to having no video

Time Per Video: 8 hours



Close Deals

Close Deals: Bluleadz



Agency: Bluleadz

Goal: Bring on new clients

Strategy: Use video make a personal connection and differentiate themselves

Results: 77% close rate and increased trust up from 60% without video - increase of 28%

Surprises: High play rate

Time Per Video: 1.5-2 hours



Hire Great People

Hire Great People: Bluleadz



Become An Inbound Marketing Professional

Be at the cutting edge of the marketing world!

If you want to be a part of the digital marketing world then we may be the home you have been looking for. Bluleadz is a pioneer in the inbound marketing field and a fun place to work. We are looking for smart, passionate, and creative team members to help with website design, content creation, inbound marketing management and sales.

Do you want to see your ideas put into action right away? Do you want to have fun while you work? Do you want to have unlimited growth potential? If you do and you think you have what it takes to be awesome then talk to us about

Meet The Bluleadz Team



Hire Great People: Bluleadz



Agency: Bluleadz

Goal: Showcase their culture so that they hire the best/right people

Strategy: Introduce employees and share their values. Make the offer in a video.

Results: Increase in applicants, quality of applicants, yield rate for job offers, and excitement for the job

Surprises: New employee excitement about the bluleadz videos - sharing with mom!

5

HOW TO SELL VIDEO MARKETING TO YOUR CLIENTS

Video Marketing Stats

1. *Want to do more lead gen?*

Video drives 6-30% higher conversions, according to Zappos.

2. *Need to increase sales?*

Viewers who completed a product video were 15-25% more likely to convert than passive viewers, according to Wistia online ad testing.

3. *Want to extend your reach or build an audience?*

82% of users watch video on Twitter, according to Twitter.

4. *Looking to drive higher engagement?*

Using the word “video” in email subject lines boosts open rates by 19% and click-through rates by 65%, according to Syndacast.

No immediate pain point? No problem.

Sell on improving existing marketing activities.
Leverage your existing services to justify the value.

Sell on Existing Content Efforts

Tactic: Work with clients who already do webinars. Help them repurpose and gate old webinars for lead gen.



Objection Handling

- **I have no expertise with video or where to start**

Let your agency guide you. They can handle strategy and execution. Even if an agency doesn't produce video in-house, they can partner with others or use a service.

- **But How Much Will It Cost?**

Video can be very inexpensive - lighting can be set up for as little as \$100. But even a recorded webinar helps with lead gen.

- **What's the Return on Investment?**

Higher engagement and conversion rates. Better open rate and CTR with emails.

6

VIDEO MARKETING WALKTHROUGH

The HubSpot-Wistia Integration

See video heatmaps within your HubSpot account

Showing All 14 Interactions ▾

⚙ ▾

August

🚩 1 Property Change

📺 2 Wistia Views

📄 1 Form Submission

⚡ 2 Events

📄 3 Website Visits


📋 1 List Membership

🚩 Became a **Lead**

Sun Aug 25, 2013 at 8:54pm

📺 Watched **Free Account Thank You - Final** on your page.

[Hide Thumbnail and Heatmap](#) - Sun Aug 25, 2013 at 8:54pm



0:10


0:20

0:30

100%

📺 Watched **Customize: Pre-Launch** on your page.

[Hide Thumbnail and Heatmap](#) - Mon Aug 5, 2013 at 7:33am



0:15

0:30

0:45

1:00

100%

[Show all 10 interactions from August](#)


Organize lists, based on video views and % viewed

Lists Organize and segment your contacts [Tutorial](#)

What's the name of this list?

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 "2011 Recap ": 100% W...


 No filter [Refine](#)

[+ Add another rule](#)

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

[Save list](#)

Create alerts when people watch certain videos

 Ezra alert - Why pay for video hosting ⋮ Create List


[View all workflows](#)

Workflow details

[Edit workflow](#)

[Performance](#)

[History](#)

 Workflow settings

Ezra alert - Why pay for video hosting

Begin this workflow when...

- A smart list updates

1 First workflow step

- Send notification

Save workflow

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

102 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

ezra@wistia.com Why pay for video hosti...

Add step

Allocate points when people watch certain videos

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:

⚡ Event

Contact

has had event

Video "Analytics": 100% Watc...

+

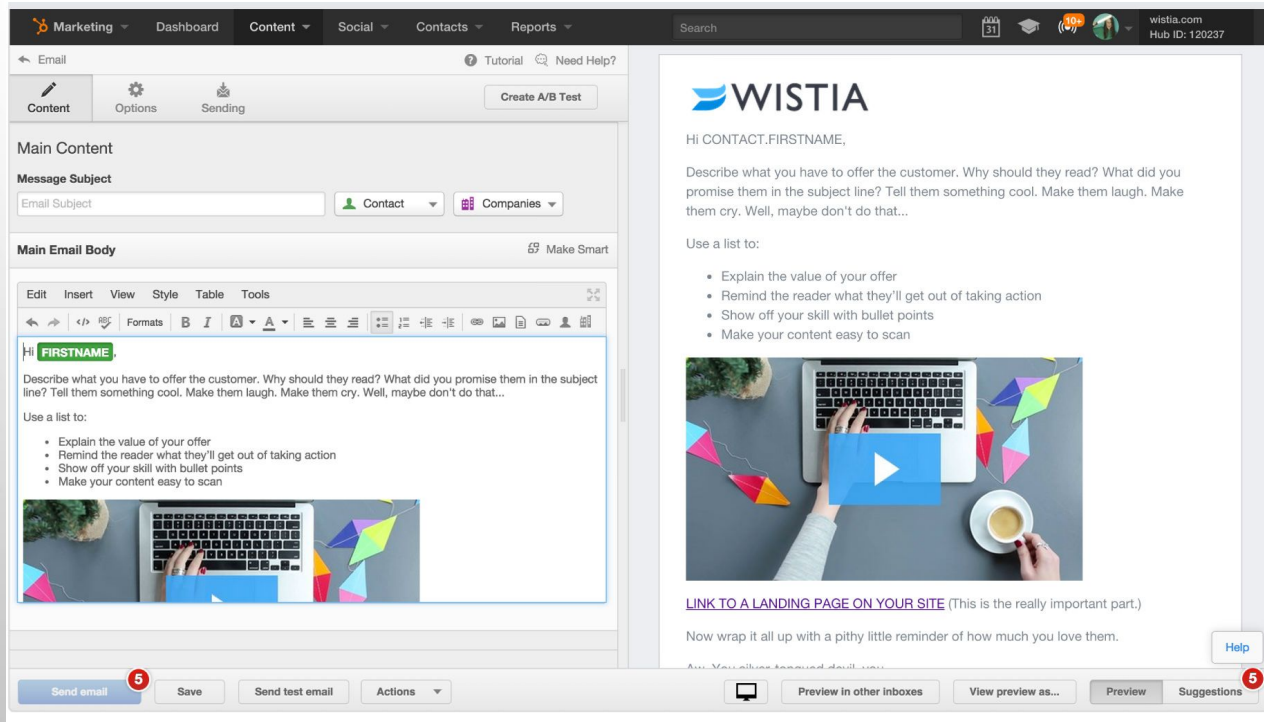
-

No filter [Refine](#)

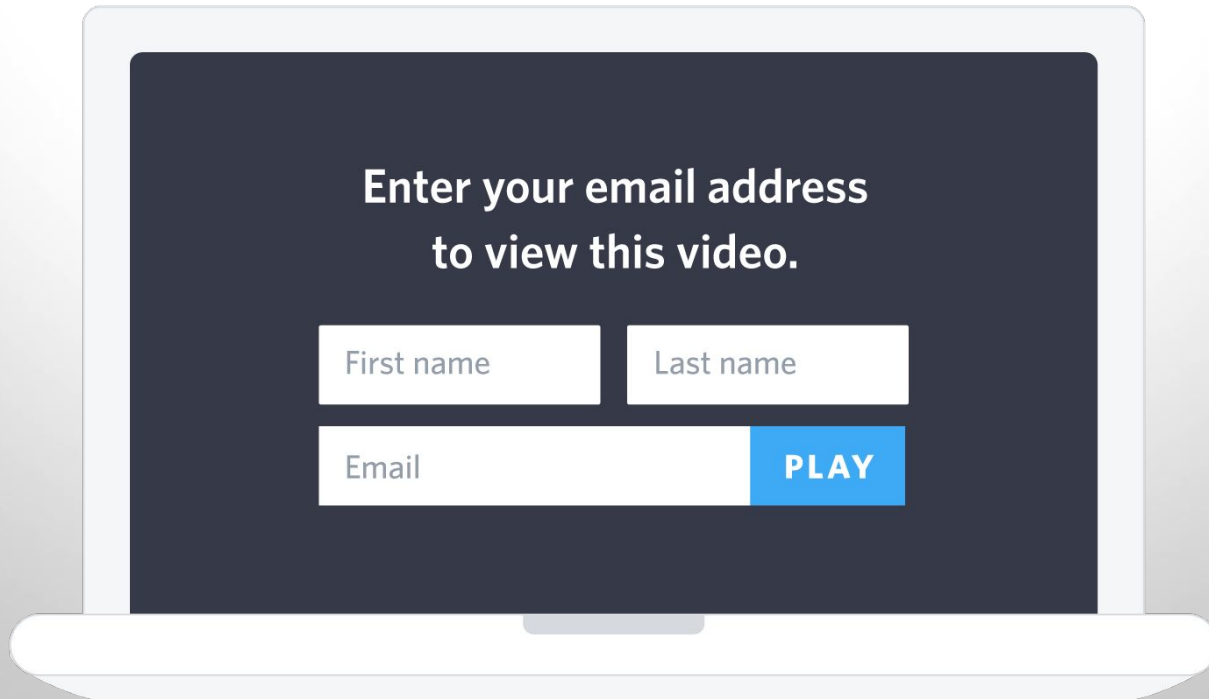
Rule Value:

Add

 10 points



Collect leads and pump them into specific lists in HubSpot



7

**HOW DO I CHARGE FOR
VIDEO SERVICES?**

Sample Video Services

Video Strategy: \$2500/month

- Running video lead gen campaigns
- Video promotion across channels
- Weekly reporting on video performance and video optimization work
- Guidance on making videos in-house or with external tools

Sample Video Services

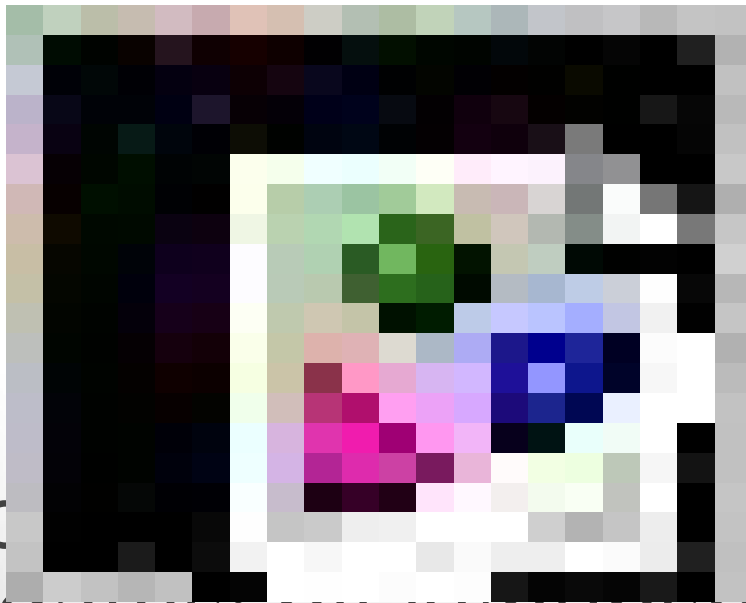
Video Production & Strategy: \$5k/month

- (strategy services listed previously)
- Video Production
 - Concepting, scripting, shooting, editing, posting
 - 2 TOFU videos (blog posts, FAQs, social)
 - 1 MOFU/BOFU videos for lead gen or conversion (thought leadership, product, pricing)

Wistia Pricing

<div>Free</div> <div>\$0 / month</div>	<div>Basic</div> <div>\$25 / month</div>	<div>Pro</div> <div>\$100 / month</div>	<div>Enterprise</div> <div>\$300 / month</div>
For businesses looking to test the water with video marketing	For businesses looking for reliable video hosting without any of the special sauce	For growing businesses looking to improve their online marketing and generate leads with video	For the big players and those looking to leverage video with a marketing automation platform
Wistia branding on player ?	Unbranded player ?	Advanced analytics with user tracking ?	Marketing automation platform integrations with HubSpot , Marketo , and Pardot
25 videos	100 videos	Email capture, annotations and calls to action ?	Your very own Wistian to help you succeed ?
		1000 videos	Unlimited videos
Get started	Start free trial	Start free trial	Start free trial

Wistia's Agency Partner Program



Launch your agency and join us!
Get updates: bit.ly/mubspotagency



RESOURCES / NEXT STEPS

Resources

- 1) Pitch Deck: bit.ly/wistia-pd
- 2) Video Examples: bit.ly/bluleadz-video
- 3) Wistia Partner Program Survey: bit.ly/hubspotagency
- 4) All Resources: <http://bit.ly/vmw-resources>

Next Steps

Wistia Consultation:
matc@wistia.com



QUESTIONS?



THANK YOU.