

The Top 10 Ways Video Can Improve B2B Marketing ROI

This white paper explores practical ways any B2B marketer can integrate video into online and social media campaigns to achieve more effective branding and ROI.

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How many times have you watched an online video to get a quick overview of a company or to see a product demo? Cisco predicts that by 2014, 91 percent of all Web traffic will be video views. It's commonly reported that more than 24 hours' worth of video content is being uploaded to YouTube every minute.

The Internet is fast turning into a giant video channel. This is true in the B2B market, as more and more buyers are looking for quick information but are reluctant to click through dry Web pages and sales copy.

A recent BtoB magazine article said, "Online video has, in a relatively short period, become [essential] for b2b companies that want to market their products and services online, as viewing online video content via the Web and other digital devices becomes second nature for b2b buyers."

What is your strategy to reach these video-hungry potential customers? Are you relying on the same old white papers, banners and e-mails? They're proven marketing tools, but if you're not integrating video into them, you may be missing an opportunity to reach a growing segment of your target market.

Video is most effective when it acts in concert with your other online efforts. For example, if you've had success with white papers that people can download as PDFs, why not try a video white paper? Or if you've been extending your brand into Facebook and Twitter, you can create a YouTube video channel and direct your social traffic to it.



Creating a YouTube video channel and directing traffic to it can help a company market effectively.

The top 10 uses of B2B video

B2B marketers are constantly innovating with new applications of video. The following list offers some ideas for your own marketing — whether you're a video veteran, or investigating it for the first time.

- 1. Product/service demo.** A demonstration or product tour video can help pre-qualify prospects that might otherwise take up your staff's time if they don't turn out to be serious inquiries.
- 2. Company overview.** The "About Us" page is often the first impression potential customers have beyond your home page. Posting a video here can hook prospects better than a long scroll of corporate history.
- 3. Training and how-to.** As your company grows, video is an effective and efficient way to standardize new-employee training. Training new customers how to use or install your product can be just as valuable.
- 4. Customer testimonials.** There's no more powerful marketing tool than happy customers willing to voice their opinions to the world. Your credibility skyrockets when well-known companies take the time to be your personal advocates.
- 5. Video webcasts.** By dragging your webinar speakers from behind their PowerPoint slides into the camera, the audience will form a stronger bond with them, often resulting in greater engagement and more leads.
- 6. Messages from the CEO.** If your leader is a figurehead in the industry (or needs to become one), personal videos can catapult his or her personal stock and put a face on your company's image.
- 7. Video news releases.** When embedded in a keyword-rich press release,

Cisco forecasts global Web traffic to quadruple by 2014. Video will be the primary driver, accounting for 91 percent of traffic by 2014.

these VNRs increase the likelihood of a media interview. Many bloggers who post press releases will draw more attention to video releases.

- 8. Video banner ads.** These are gaining steam with advertisers on consumer sites and are an excellent way to make your banners stand out (when approved by your media outlet, of course).
- 9. Video display in trade show booth.** Since many passersby at exhibitions check you out from a distance, a looping video is a less intrusive way to invite them to come forward, and it often communicates more effectively than traditional techniques.
- 10. Video slide show.** You can turn simple snapshots from a recent event into a fast-moving, emotional review of the highlights.

So why don't you give video a try? The new custom media division at NetWorld Alliance is ready to show you more. Send an e-mail to me at tomh@networldalliance.com, and I'll connect you with one of our producers. You might be surprised how affordable it is, and how fast the turnaround can be.

Online video is a trend unfolding before our eyes —don't miss the freshest thing to hit B2B marketing since the Web itself.