

# VIDEO

# MARKETING

# for B2B

*10 Best Practices  
Every Marketer  
Should Know and Use*



Although written content is an effective way to promote your B2B company online, video is the [new kid on the B2B marketing block](#). Ever since viral videos became the norm for B2C brands, B2B businesses have taken notice and begun to utilize the full potential of visual content such as video.

In 2015, [54 percent of senior executives](#) said they share work-related videos with their co-workers at least once a week. And for 59 percent, video is their preferred medium if both text and video are available on the same topic.

These numbers come as no surprise—the [power of visual storytelling](#) has long been a strength of content marketing. 90 percent of the information people receive daily is visual. Simply put, we are much better equipped for processing visual information quickly. More precisely, our brains perceive it 60,000 times faster than text. So it's only logical that video is the top choice for consuming information not only for entertainment, but also for work and training.

## B2B Content Marketing Tactic Usage



Source: Content Marketing Institute

Yes, video content is faster to process. But it's also more emotionally engaging. That's why [76 percent of B2B marketers have included video in their content marketing tactics](#), and another [58 percent believe video is effective for B2B marketing](#).

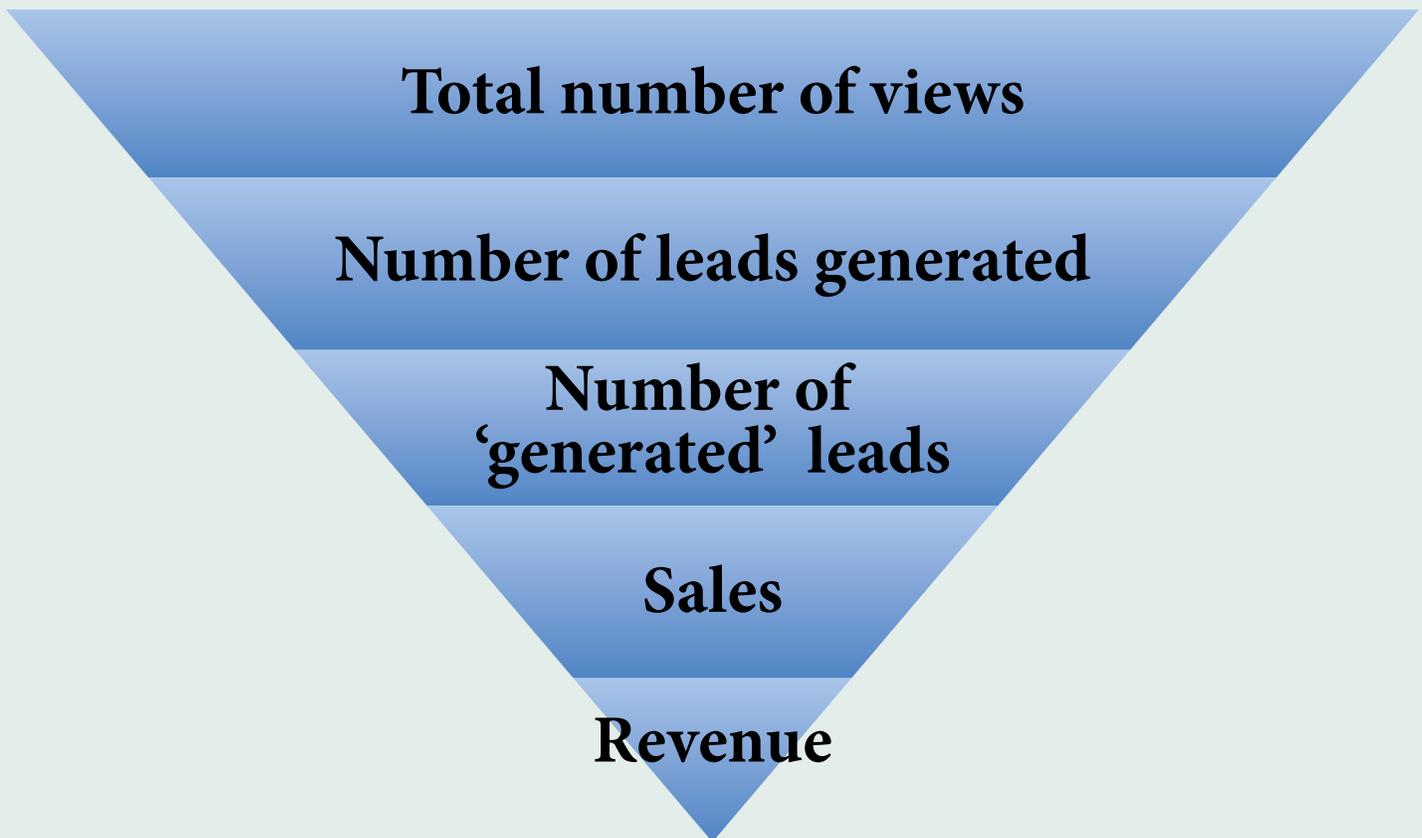
But to make the most of video marketing, your B2B company needs to be prepared to take on the challenges that come with it. How do you get your audience to click "play"? Let's take a look at the top 10 best practices for your B2B video marketing efforts.

## #1. Build a Strategy for Long-Term Success

One-hit wonders can happen when you experiment with video. But if you want to build your B2B brand through video, [a detailed, targeted video marketing strategy is essential](#). Of equal importance is to track relevant metrics and monitor how your video campaigns are performing.

Besides adding structure, a video strategy helps you define your goals. The best strategies give in-depth details about your target audiences, so that the messages within your videos are tailored to address their pain points.

Your video marketing strategy serves another vital function for your B2B marketing: It should ensure that any campaign you launch is aligned with your overall branding and visual identity.



Source: Content Marketing Institute

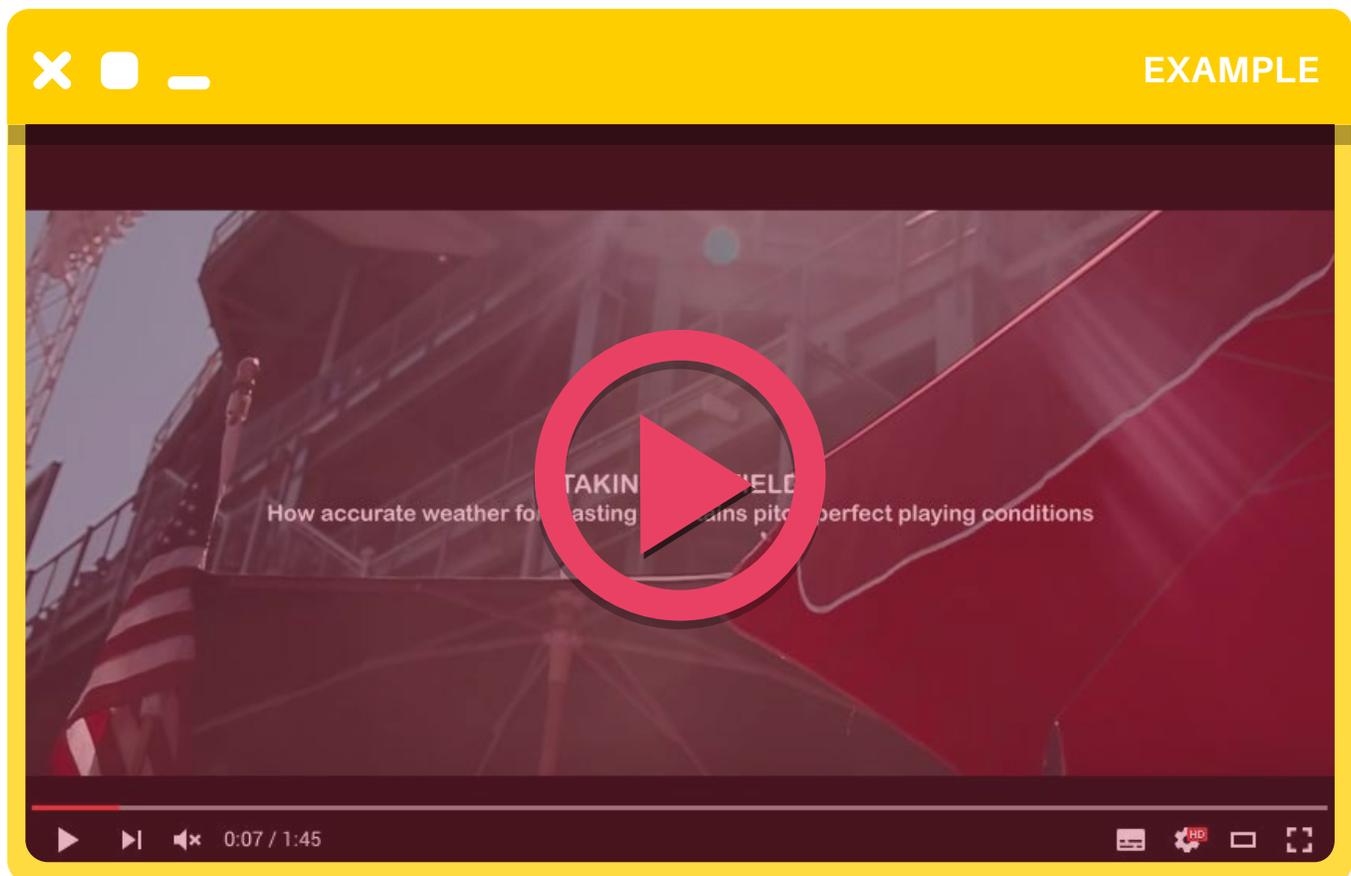
Decide from the start how you'll track the success of your videos. Your [strategy is the place to define the metrics](#) you'll follow to keep an eye on how well your videos are performing.

## #2. Choose the Customer-Centric Approach

If you take a step back and consider the basics of your company's marketing approach, you'll probably find that your customers are interested in what you offer as long as it solves a problem that's troubling them. With this in mind, the best way to get people to watch your videos is to showcase problem-solving tactics in a creative, engaging way.

In order to stand out from the crowd, you'll need to produce video content that's unique. But making sure it's as customer-centric as possible is equally important. Gone are the days when marketing was just about your brand. Today, [your customers expect a personalized approach that focuses on them](#). And this approach should be reflected in your B2B video marketing.

Executing [customer-centric visual storytelling](#) means embracing empathy and highlighting what your company helps others achieve. Sharing your brand's successes is also meaningful, but the main goal is to make your target audience feel like they run the show.



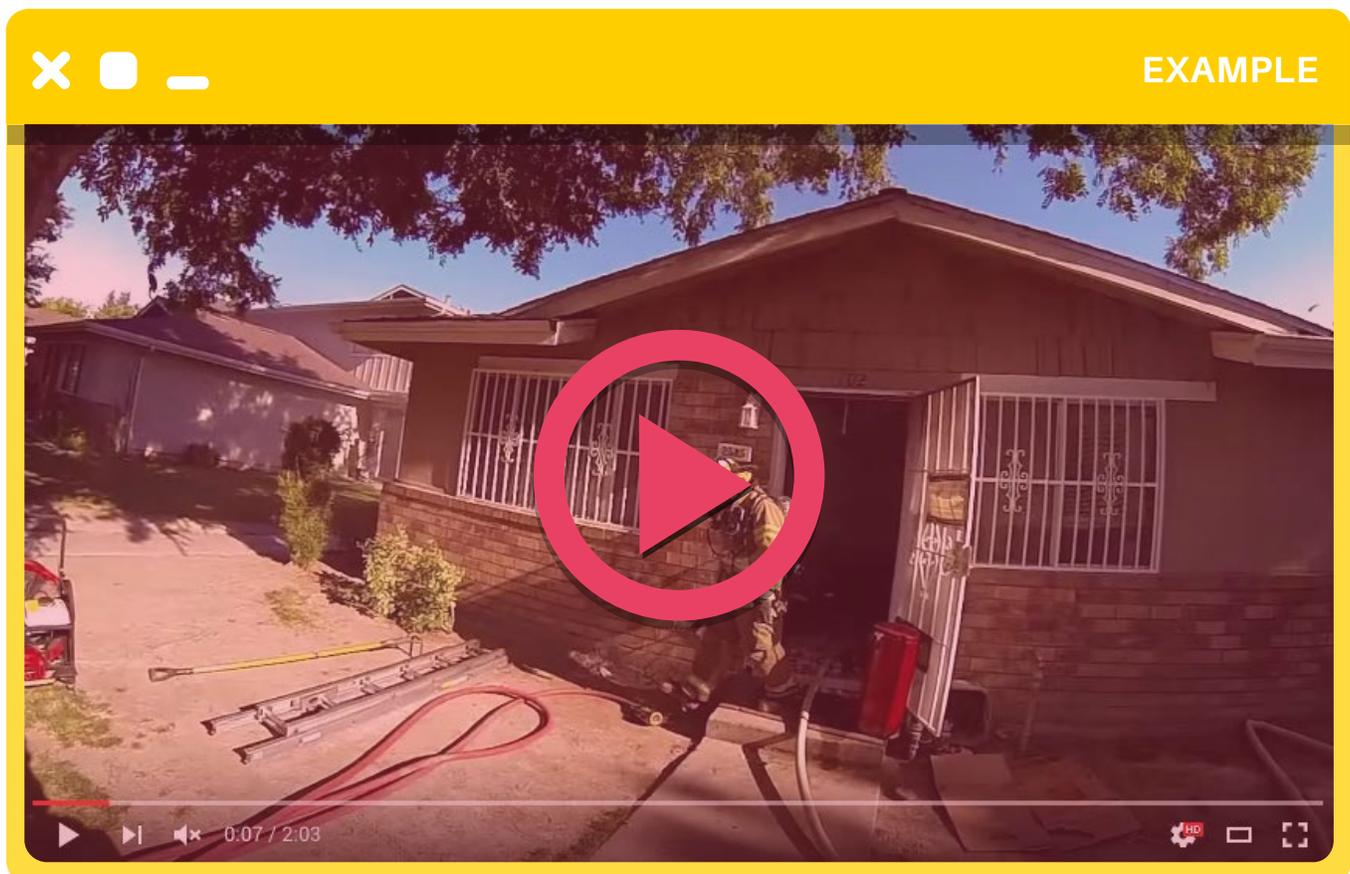
*Customer story about how Schneider Electric's weather forecasting technology helps solve a daily problem on the fields of the Boston Red Sox's Fenway Park.*

### #3. Create Emotional Connections

Visual storytelling is an intricate art with many unwritten rules. But regardless of what your end goal might be, creating emotional connections with your audience should be a top priority. In the case of B2B marketing, emotional relatability serves a crucial function, because video content is more emotionally evocative and impactful for your viewers than text.

[Forging brand loyalty](#) is also key. It's time to let go of the rigid idea that each marketing effort of your B2B company should be solely focused on bringing in sales. In fact, videos can boost your audience's emotional connection with your company, [as GoPro's success illustrates](#). In the long run, this will mean more loyal customers, as well as increased sales and a more recognizable brand.

There are a number of storytelling methods you can employ to make your brand's narrative resonate, including telling stories that are both relatable and personal, as well as using striking video footage and carefully pairing copy to go with it.



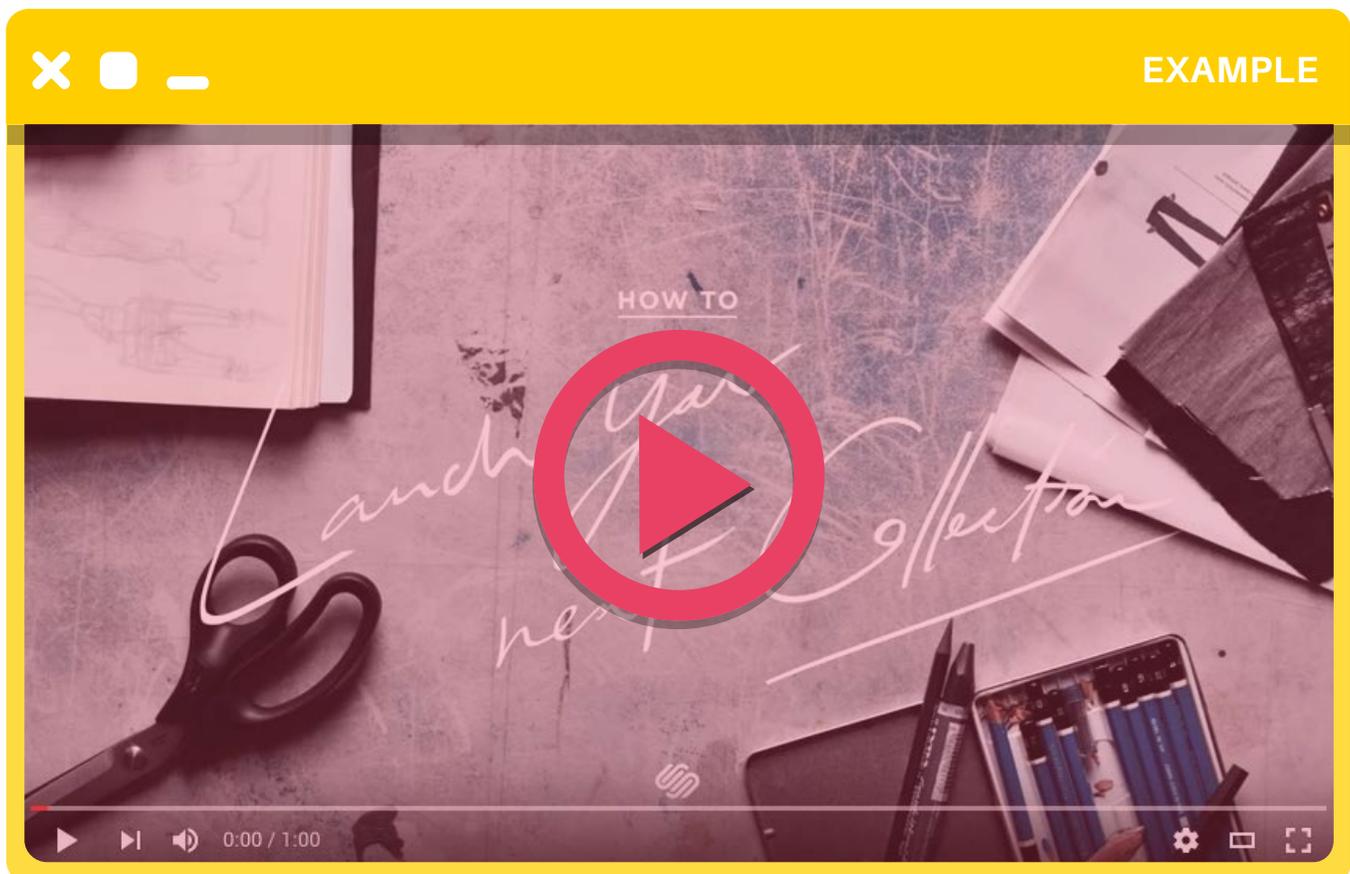
*GoPro video of a fireman rescuing a kitten.*

## #4. Give Viewers a First-Hand Experience

What makes video such a powerful medium is its ability to immerse viewers in the story being told. [If you can't be somewhere, watching a video is the next best option](#)—it generates the feeling that you're still participating and getting a first-hand experience.

With video, the opportunities to produce indelible experiences for your audience are limitless. Customer interviews and testimonials have been the go-to for many brands for directly conveying what people think about a brand and how they experience their products or services.

But you don't need to stick to those two formats alone. Explore other ideas such as "day in the life of..." videos that follow an employee or a customer. Or how about shooting a short film that shows a behind-the-scenes look at a production location or your offices? You can even create it from a first-person point of view by using a GoPro or put a personal spin on educational videos—check out Squarespace's tutorial for some inspiration.

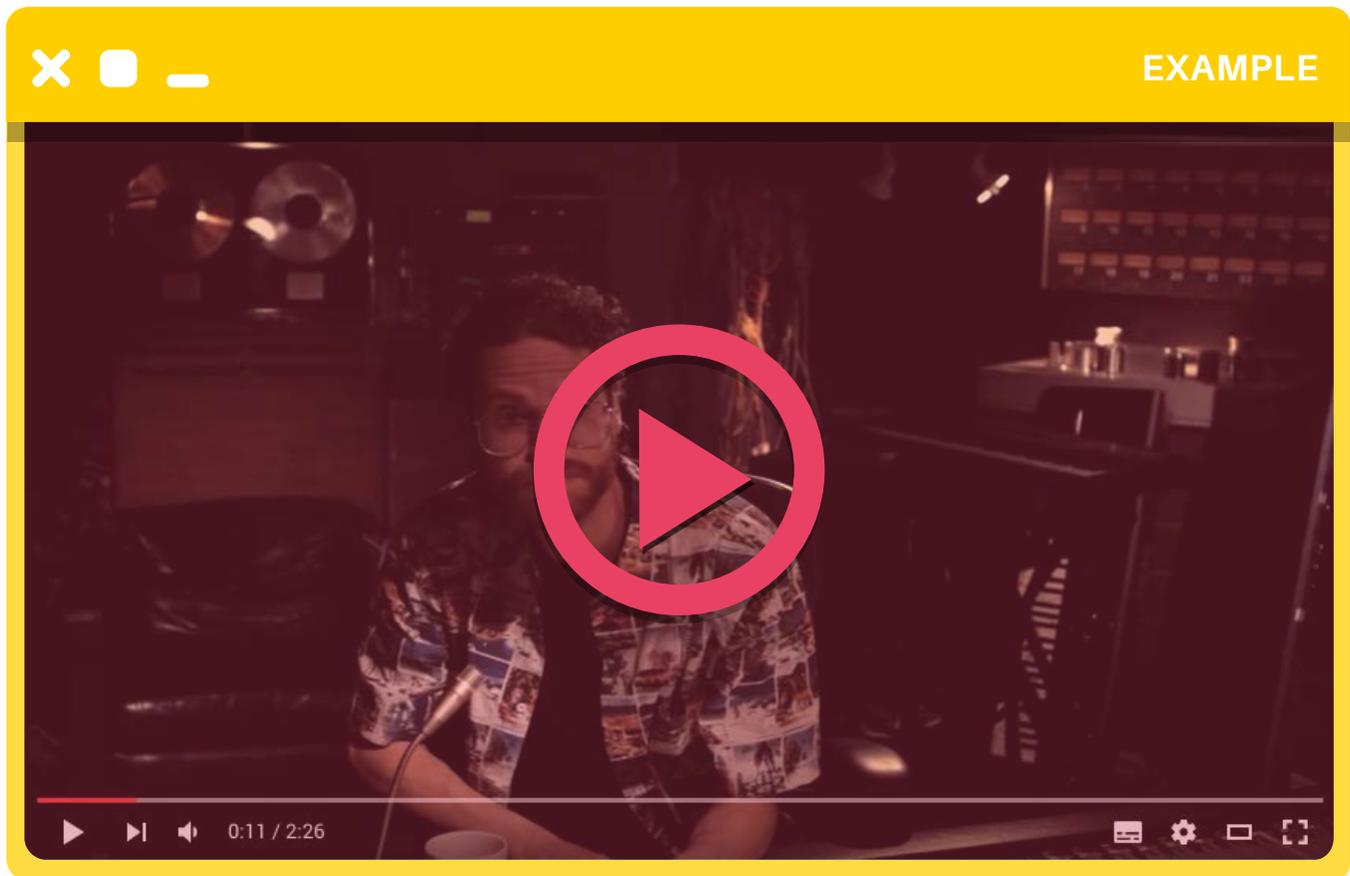


*Squarespace tutorial video on launching a new collection.*

## #5. Don't Rule Out Humor

When it comes to B2B marketing, humor is sparingly used. Yet video marketing is helping to reverse the misconception that B2B customers should be fed dry, straightforward content. After all, most people enjoy a good laugh: [47 percent of internet respondents to a Nielsen study said they find humorous ads to be the most effective.](#)

It's not about the quantity of humor you use, but rather the way you use it in your video marketing campaigns. You don't need to produce an entire comedy show to make your message stand out. But you can add an entertaining story or a humorous (even satirical) perspective to your videos to make what you're promoting more relatable.



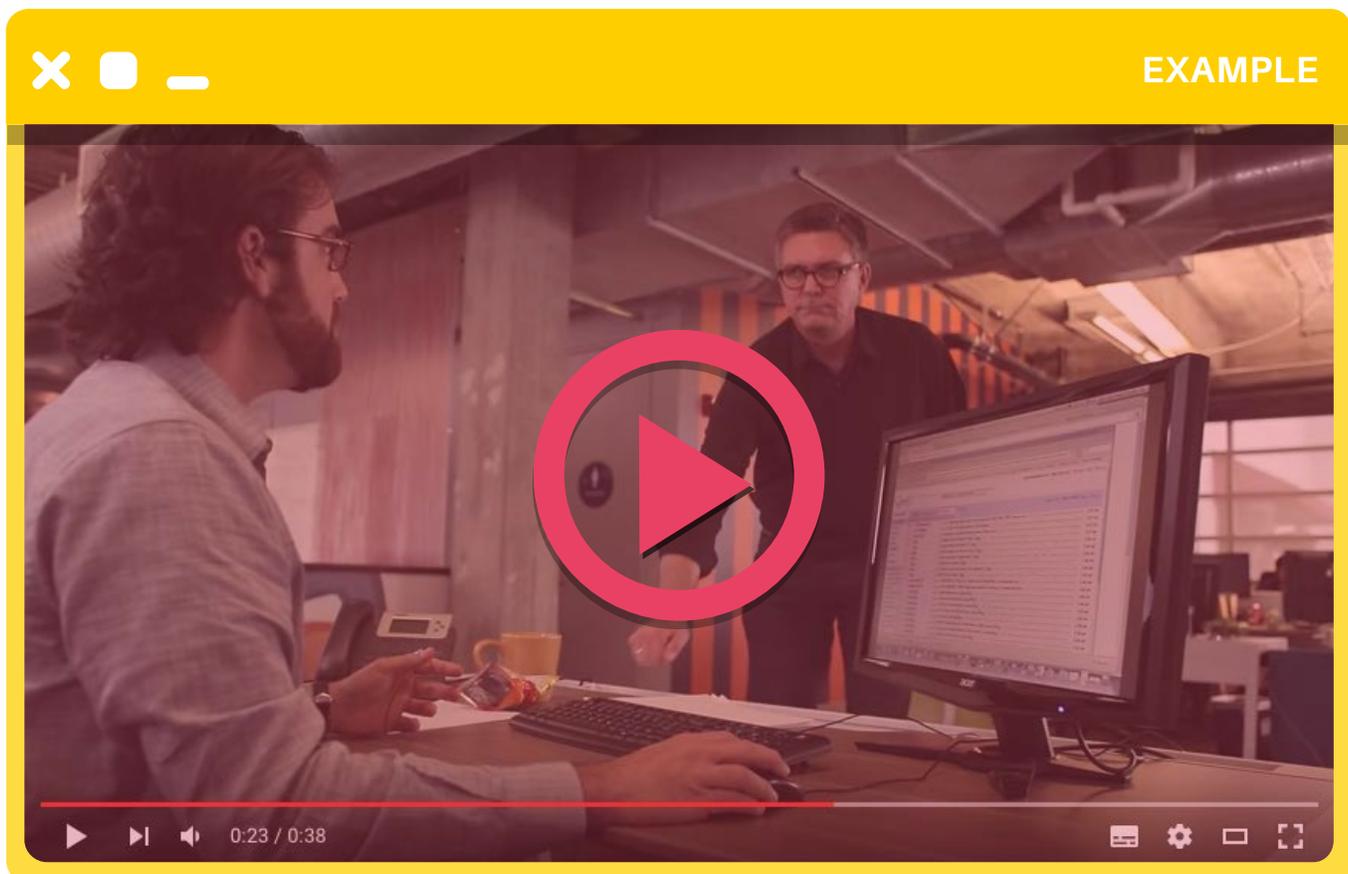
*Behind-the-scenes video of TomTom GPS recording the Darth Vader voice for their products.*

## #6. Master the Call-to-Action

Throughout the whole video production process, remind yourself of your video marketing goals. As long as you keep them in mind, you'll come up with a convincing video that clearly highlights your message. And writing a strong call-to-action to wrap up your video is the best way to capitalize on that message.

This final part of your video can take on different shapes depending on your target audience and the content of your message. Urge people to try out your product; subscribe to a newsletter; take part in a campaign, competition, or webinar; fill out a form; watch another video; or simply get to know your brand better by checking out your website.

The call-to-action is where you need persuasive copywriting the most during your video production process. It should be simple and straightforward, yet compelling and engaging. As with any marketing efforts, its ultimate purpose is to lead your viewers to take the next step down the marketing funnel.



*Taulia's humorous take on early payment discounts ends with a succinct call-to-action.*

## #7. Deliver the Right Type of Video

Once you have a grasp of the basics of video content, the big questions about style and length come up. Should your videos be short, bite-sized snippets? Or in-depth, 10-minute explanations? Should they include heavily scripted scenes or animated explanations?

There's no single answer to these questions: it all depends on your video marketing campaign goals. [According to one survey, 47 percent of executives prefer videos that are between 3-5 minutes](#), while another 36 percent favor videos between 1-3 minutes.

In fact, a mixture of different types of videos might be the best approach. A good plan might be to construct longer explanatory videos to show how your product works. Then, mix things up by making shorter brand-driven videos and ads, along with a [number of other kinds of branded videos](#). Choosing the right option is all a matter of what best fits your marketing priorities.

The screenshot shows the Moz Blog interface. At the top, there's a navigation bar with 'MOZ' logo, 'Products', 'Blog', and 'About'. Below that, a search bar and links for 'Learn & Connect', 'Moz Pro', 'Moz Local', 'Free Tools', and 'Log in'. The main content area is titled 'Blogs' and features a 'Whiteboard Friday' section. Two articles are displayed side-by-side. The first article is 'All About App Search: Indexing, Ranking Factors, Universal Links, and More - Whiteboard Friday' by Tom Anthony. The second article is 'On-Page SEO in 2016: The 8 Principles for Success - Whiteboard Friday' by Rand Fishkin. A red magnifying glass is positioned over the video player area of the second article, indicating that this is the focus of the example.

Moz's Rand Fishkin runs the "Whiteboard Friday" video series, which teaches marketing and SEO skills.

## #8. Keep Up Your Brand Consistency

In addition to coming up with engaging ways to tell your brand's story, keep branding in mind when creating your company videos. An otherwise successful video will miss its target if it isn't rooted in your brand strategy and visual identity. That's why [brand consistency is critical to executing your B2B video marketing strategy](#).

A coherent brand identity is paramount for forging emotional connections with your audience and, ultimately, converting them into brand ambassadors. And in order to achieve that, your core brand values need to be aligned with how your videos look, the stories they tell, how they're told, and how they make your viewers feel.

The point is to avoid predictable and boring videos, and to ensure consistency that nurtures brand awareness and boosts the success of your videos.



Adidas' "There Will Be Haters" video showcases the brand's recognizable visual elements.

## #9. Optimize Videos for Discovery

Video marketing isn't easy, especially with numerous technicalities to consider before diving in, including [SEO, which defines how your videos are presented and published online](#).

What are the basic rules for [optimizing your videos](#)? To start with, include an optimized title, relevant keywords, and add tags and a full description if applicable. You can also upload a full transcript or embed closed captions. All of this text-based information can help direct traffic from your video to a landing page or your blog.

## #10. Get Your Video Seen

Even the best videos won't make a big splash if nobody watches them. Thus, [effective distribution efforts](#), paired with video optimization, are key to making your B2B marketing campaign a hit.

The best distribution channels include your own website and blog, as well as YouTube and similar video hosting sites. But you can share your video marketing campaigns on practically every major social media platform.

Consider additional promotional tactics such as asking viewers to share it, promoting it via influencers' blogs, and including it in your email newsletter campaigns. Just as you might with other types of content, offering free trials and other incentives can make your videos more shareable.

Videos can diversify and enliven your B2B marketing. Not only is telling a compelling narrative easier through video, but also it ensures your message is more human and relatable. And with a solid game plan in place, you can clearly track how that message is getting across.

Even though launching your video marketing strategy can be daunting, these 10 best practices will help you set your business on the right path to creating emotionally appealing and effective branded videos.



### Alexander Kesler Bio:

Alexander Kesler is a visionary B2B digital marketer and has been practicing in the fields of technology, software, education and digital security, among others, for over 15 years. As the Founder and President of inSegment, Alexander leads a team of digital marketing experts and specializes in the areas of B2B Lead Generation, Content Marketing & Syndication, SEO & Paid Search, Conversion Oriented Web Development, Programmatic Media Buying and Direct Response Marketing.

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