

VIDEO MARKETING

for B2B



Introduction

Although written content is one of the most effective ways to promote your B2B company, video has established itself as a viable option for B2B marketers. Ever since viral videos became the norm for B2C brands, B2B businesses have taken notice and begun to utilize the full potential of this engaging tactic.

Video has caught up with blogs and infographics and is often the primary form of media used in content strategy.

This development comes as no surprise—the power of visual storytelling has long been a strength of content marketing. In fact, 90 percent of the information people receive daily is visual.

We are better equipped for processing visual information quickly, as our brains perceive it 60,000 times faster than text. So, it's only logical that video is not only the preferred content format for personal consumption but also for educational and professional use as well.

While video content is easier to process, it's also more emotionally engaging than other content formats. This adds to the reasons why B2B marketers prefer the use of video in their content marketing tactics.

Video is an effective content marketing strategy. However, to make the most of video marketing, your B2B company must be prepared to take on the challenges that come with it. How do you get your audience to click *play*? Let's look at the top 10 best practices for successful B2B video marketing.



#1. Build a strategy for long-term success

Unfortunately, many organizations often produce videos that are one-hit wonders. But if you want to leverage the power of video to increase brand awareness, a detailed, targeted video marketing strategy is essential.

It is also equally important 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 plans 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 should also ensure that any campaign you launch is aligned with your overall brand and visual identity.

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 current problem they're facing. 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.

To stand out from the crowd, you need to produce unique, customer-centric video content. 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 are the star of the show.

#3. Use storytelling to create emotional connections

Visual storytelling is an intricate art with many unwritten rules. However, regardless of your end goal, creating emotional connections with your audience should be a top priority. In the case of B2B marketing, relatable narratives serve 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 campaign you produce should focus solely on driving sales. In fact, videos can boost your audience's emotional connection with your company. In the long run, this will mean more loyal customers, as well as increased sales and a more recognizable brand.

There are various 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.

#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, as it allows you to participate and witness something first-hand.

With video, the opportunities to produce indelible experiences for your audience are limitless. **Customer interviews** and **testimonials** are the go-to lower funnel formats for brands that are looking to directly convey their value proposition.

But you don't need to stick to those two formats. If you are looking for general brand awareness, you can explore other ideas such as "a day in the life of..." videos that follow an employee or a customer. Or try shooting a short film that shows a behind-the-scenes look at a production location or your headquarters. Get creative with the formats by creating first-person narratives or putting a personal spin on educational videos.

#5. Don't rule out humor

B2B marketers rarely leverage humor. However, 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.

It's not about how often you employ humor, 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. You can add an entertaining story or a humorous (even satirical) perspective to your videos to make what you're promoting more relatable.

#6. Master the call-to-action

Throughout the entire video production process, you must 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 look differently 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.

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

#7. Deliver the right type of video

Now that you have a grasp on the basics of video content, it's time to start thinking about style and length. Should your video be a short, bite-sized snippet? Or an in-depth, 10-minute production? Should it include heavily scripted scenes or animated explanations?

There's no correct answer to these questions: it all depends on your video marketing goals. The average marketing or brand story is a few minutes long, with a majority being under two minutes. Much depends on the channel through which video can be distributed. Many of the best performing videos are distributed via social and email channels, and so may not be longer than 30 seconds.

Employing videos or edits of varying lengths and formats might be the best approach. You can construct longer explanatory videos to showcase your products. Then, mix things up by making shorter brand-driven videos and ads, along with other kinds of branded narratives. Choosing the right option depends on what fits your marketing priorities best.



#8. Keep up your brand consistency

In addition to coming up with engaging ways to tell your brand's story, you must ensure that your branding is consistent. 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 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.

#9. Optimize videos for discovery

Video marketing isn't easy. There are numerous technicalities that you should consider before diving in, including SEO, which defines how your videos are presented and discovered online.

What are the basic rules for optimizing your videos? To start, include an optimized title, relevant keywords, and add tags and a full description where applicable. You can also upload a transcript or embed closed captions.

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 or similar video hosting sites, and of course, social media platforms.

Consider additional promotional tactics such as asking viewers to share the content, promoting it via influencers' social media accounts, and including it in your email newsletter campaigns. Just as you might with other types of content, offering free trials and other incentives may incentivize viewers to share it.

Conclusion

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

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

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