

An Online Video Toolkit for B2B Marketers

How B2B marketers can best utilise online video content for
their digital marketing campaigns.



Contents:

1. Introduction
2. Why online video is relevant to B2B
3. Developing a content strategy
4. Types of video content
5. A word about cost
6. Developing your video
7. Distribution strategy
8. Tracking and measuring
9. Summary

1. Introduction

Online video is a popular and persuasive channel that can deliver significant ROI – and the B2B sector should be taking better advantage of it.

Just take a look at these comScore figures for November 2010 alone:

- 34.7 million UK internet users watched over 6 billion videos – in 964 million viewing sessions
- 23 million of those users watched 527 million video ads.

Whether they're consumers or in business, huge numbers of people enjoy online video and invest time seeking it out.

And it's never been easier (or cheaper) to reach them – YouTube became a more popular search engine than Yahoo! as early as 2008. It now serves well over two billion videos daily.

B2B online video marketing growth:

Online video has grown rapidly - and B2C marketers have embraced the medium with greater voracity than most of their B2B counterparts.

But that's changing. Research commissioned by Google for its *2011 B2B Marketing Outlook* report found that business-to-business use of both mobile and online video is about to surge.

- 35% of B2B marketers already using online video will increase their budgets in 2011
- 13% of companies not presently using online video for marketing will adopt it

Online video in the B2B sector is a rapidly developing market, and it offers savvy advertisers, media planners and similar professionals significant new opportunities – especially if they know how to get strategy, content and distribution right.

This toolkit has been written by the IAB's B2B Council to help B2B marketers identify how they can make the most from this growing channel as part of a wider digital strategy.

2. Why online video is relevant to B2B

Online video has numerous benefits for B2B marketing. These are just three:

1. It's persuasive

People who view video on websites are 64% more likely to buy
(comScore, August 2010)

Video in email marketing can increase click-through rates by over 96%
(Implix 2010 Email Marketing Trends Survey)

2. It can reach a huge audience

Cisco predicts video will increase from 30% of online traffic to 90% by 2013
(Cisco, 2010)

Properly-optimised video increases the chance of a front-page Google result by 53 times
(Cisco, 2010)

3. It's highly influential

59% of senior executives prefer to watch video instead of reading text, if both are available on the same web page
(Forbes Insight, December 2010)

80% of executives are watching more online video than a year ago
(Forbes Insight, December 2010)

Not only does online video have reach, influence and persuasiveness, its versatility is well suited to the B2B world. As video engages and stimulates different senses, it's perfect for conveying complex information simply.

Video can also give a business credibility, inspire confidence and increase transparency – which is not only valuable for sales and lead generation, but for reaching suppliers, employees and prospective recruits.

Doing this effectively can contribute to the strength of a business's brand, direction and reputation – which in turn generates (and safeguards) sales.

So it's vital to get the content strategy right.

We'll cover this in more detail in the next section.

3. Developing a content strategy

When a business decides to incorporate online video into the marketing mix, it needs to understand how to use it.

Video is such a rich and flexible format that it can be utilised to help deliver:

Sales - of products or services – directly through advertisements, and indirectly by the other factors listed below

Lead generation – winning over future customers and clients

Customer retention – giving clients good reasons to stay with the business

Increased conversions – more click-through on the business's website

SEO – using optimised video to attract more visitors via search

Reputation management – addressing criticism before or after it happens

Education – showing stakeholders how a business can solve their problems

Transparency – sharing business information with interested audiences

Personality – the human side of a business and its people

Corporate Social Responsibility (CSR) – what a company is doing in local, national and global communities

Internal management – internal business communication and information sharing

Recruitment – attracting people with the right skills to help the business prosper

Due to its fluid nature, video can achieve a number of goals at once – for example, a video intended to showcase a company's CSR could easily contain elements of reputation management, education, corporate transparency and could certainly be developed as an advertisement.

Using video throughout the B2B customer lifecycle can help to drive brand awareness. Used at each stage it can help convert prospects into clients and introduce new products to existing buyers.

Only when a business is clear about the aims of its content strategy can it identify the stakeholders it wants to communicate with – vital for creating the most suitable content and formats to reach them.

With a clear video strategy, where video is deployed to deliver clear messages to specific stakeholders, and where it is used to compliment and reinforce wider marketing initiatives (see distribution strategies), video is a compelling tool that can add depth, and one which resonates easily with audiences.

Defining this also allows the business to make sure online video complements its content strategy in other channels, and to select the most appropriate forms of video distribution (see Distribution Strategies).

B2B Content Strategy Priorities

Remember: B2B marketers are focused on the bottom line. Most content strategies need to reflect this:

“B2B marketers are focused on both lower funnel (purchase) and higher funnel (brand awareness) objectives. But regardless, their focus is on driving the bottom line for their company. More than two-thirds (67 percent) of marketers indicate that revenue, lead quality, or lead volume is the most important metric for digital efforts.”

Google, 2011 B2B Marketing Outlook

4. Types of video content

After identifying purpose and audience, the next choice facing B2B marketers is what type of video content to develop. The four main options are:

- Pre/mid/post-roll content
- Syndicated content
- Live content
- Original, recorded content
- Interactive video content

The final decision should be made on effectiveness within the wider content strategy, but cost is likely to be a consideration in most cases.

Pre/mid/post-roll content

This is content that appears as an advertisement before, during or after a third party video, usually on channels such as YouTube or B2B websites.

The main advantage is that it's easy to use existing networks to speak to stakeholders. The main disadvantage is that the format is interruption marketing – it isn't the content that the viewer has *chosen* to see.

Syndicated content

Businesses can choose to publish syndicated content for a variety of reasons, including providing stakeholders with relevant industry news, increasing conversions on their own website and for customising (and monetising) with their own pre-, mid- or post-roll content.

Live content

Many businesses use their in-house expertise to reach stakeholders using live webinars or even satellite links. This has the advantage of being highly cost-effective – especially when reaching large numbers of people.

Live video

Live video sits on the cutting edge of online video delivery, often it is technically complex and can be expensive. However, when it is executed well it becomes an extremely powerful tool for businesses.

Live video offers businesses the chance to communicate in real time with audience members all over the world. Often audience members will be able to submit questions, follow slides and take part in live polls. This opportunity to communicate with high profile speakers and attend events which they cannot be at physically from the comfort of their home or desk is a huge draw for many business professionals and is often a driving force behind making content available live as opposed to on demand.

Formats for live events can range from a presentation with slides through to high production WebTV with multi camera setup and live interviews with high profile speakers from all over the world. As long as there

is budget available then the technology available allows businesses to continue to innovate through live broadcasting.

Live video can become an additional revenue stream for many businesses. Many businesses will gain sponsorship to run live events focused on a community they have created, others may generate and score leads through live events.

Original content

This is the broadest and most significant category – and the one with the biggest disparities in cost.

The available formats depend on whether a business chooses amateur or professional filming, user-contributed material or professionally scripted footage. But most of all they should be chosen on the basis of:

1. Relevance to chosen audience, and ability to achieve desired aims
2. Suitability for chosen distribution strategy

These are just some of the techniques that can be used successfully as part of B2B communications:

- Talking heads
- Voiceovers
- Video clips (including library footage)
- Sound effects
- Graphics
- Dialogue
- Still images
- Animation

And these are some of the formats they can be used to create:

- Product demonstrations
- Training videos
- Webinars
- Stakeholder interviews
- Interviews with experts
- Q&A sessions
- Executive summaries for white papers
- Event and conference filming
- Recruitment videos
- Roving reporter updates
- Previews of upcoming content
- Advertisements
- Customer/ client testimonials
- 'How to' videos
- Annual reports
- Product launches
- Board-level communications
- Feature-led programming
- Ad funded programming

Interactive video content

Interactive video is an overlay (usually flash) that allows the viewer to interact with the content. There are a number of reasons to apply interactivity not least because it allows the video to become measurable. It's best used when videos are created specifically to encourage interactivity and participation is invited. Its applications are for: research; training; polling; audience intelligence and feedback; sampling and direct response. A user of interactive video engages with the content and therefore the experience tends to be more memorable.

Case Study: Salesforce

Salesforce, the online CRM company, uses online video to educate and pitch its products to businesses.

One simple animation with a voiceover, 'What is Cloud Computing?' attracted almost half a million views on YouTube in the two years following February 2009.

Another Salesforce video, 'How to Use Online Video for B2B Marketing' explained what the company was trying to do.

"If the average video view is two minutes, that's roughly equivalent to 46 hyper-efficient sales reps on the phone."

Video for Salesforce is a cost effective way to reach potential clients – and increase its profits.

(Source: <http://youtu.be/ybVQ2bvxVac>)

Case Study: Investec Private Bank

Investec is a specialist bank and asset manager, with a significant number of corporate clients.

The bank uses video of Steve Heilbron, the bank's global head, plus experts on topics from wealth management to sport and media finance, to promote its business units and financial products.

The company responsible for filming and production, Blink, summarised the work:

"As part of revamping the company's overall look online, Investec Private Bank used filmed interviews with its front-line team to lift the content from the confines of a webpage, and to bring life and veracity to explorations of specific business areas. BLINK worked with members of the Private Bank marketing team to establish a style which was fresh and yet truly in keeping with the Investec brand and other communications - a style which we now expect to be the template for all future online video produced by the Private Bank."

Case Study: IDG Connect

IDG is a global technology lead and information provider.

It used interactive video to encourage users to download whitepaper products. Within a short film, the presenter introduces a series of vendor whitepapers to the viewer. The user is able to 'click for download' within the screen.

IDG has commissioned a number of these videos to date and is working with the production company to further explore the opportunity around interactive video.

5. Videos and costs

Although there's an enduring perception that video is a luxury option, it's becoming more affordable. Depending on the format, content and production values chosen, businesses can create an effective online video for under £1,000.

However, businesses opting for a more professional production can expect to pay from £3,000 upwards. The following costs are intended as a thumbnail guide.

Cost	Package
£3,000 - £10,000	Simple, professional video including techniques such as talking head/ graphics/ reportage. One day of shooting, two days of editing.
£10,000 - £20,000	More complex video requiring more people, equipment and time. Could include location shooting, studio work and more complex graphics.
£20,000+	High end commercial videos that could involve actors, presenters, graphics, library music, colour grading, library pictures and all other requirements for complex, high-impact footage.

6. Developing the video

As with any video production, the work undertaken on B2B videos takes place in three core phases.

1. **Pre-production.** The planning and preparation stage. This includes casting, sourcing equipment, finalising screenplay, setting dates, creating storyboards and more.
2. **Production.** This is the time spent actually filming.
3. **Post-production.** This is when the footage and soundtrack is edited, special effects are added and the final video takes shape.

Many businesses are reluctant to pay for pre-production, often because of a lack of understanding about what it involves. However, skimping on pre-production is often a poor commercial decision – the more time spent on preparation, the less time is generally spent on the much more expensive production and post-production stages.

TIP: Because video does such a good job in delivering 'personality' it's important not to project a negative one. That's why a proper brief, script and story board are essential even for simple talking heads videos.

7. Distribution strategy

The aim of any distribution strategy is to publish online video where the intended audience will see it.

Getting this right means businesses need to research carefully who their audiences are, and which online environments can be used to reach them – whether on the web, via mobile or in email.

Every B2B company is different, but some key channels to consider are:

The main corporate website – particularly the sections most relevant to the intended audience

Specific campaign websites – usually created as part of the wider content strategy

Email – including newsletter and update lists. Though some marketing technology businesses are developing the opportunity to allow video to play directly from the email, currently you can only view through a web link from your email which restricts the efficacy of video views.

Publisher sites – Publishers are now offering both content and distribution. They often partner up with production and content agencies and, with their own editorial resources, are able to produce programmes that meet both the sponsor's objectives and also the readers' need for valuable content. Good examples are: UBM's Built Environment group and its series of films around Sustainability in the Construction Trade produced in association with Dulux (<http://www.building.co.uk/duluxtrade>).

Another good example is The Register's cloud computing video series in association with Microsoft (http://www.theregister.co.uk/2011/06/15/iris_software_services_video_case_study/).

Case Study: Campden Media

Campden Media is a publisher in health and wealth markets whose clients wish to reach health professionals on one side and wealthy families on the other.

It introduced a video and content package for their clients on the health side. The aim was to allow drug companies to promote their drugs in an engaging and informative way to nursing and practice managers.

Campden Media has commissioned ten videos to date for the likes of: Janssen Cilag; Bayer and Pfizer. Each video has to reach an agreed number of completed plays as part of the deal. Video has now been developed for the financial side of the business with productions for: UBS; Northern Trust and Advent.

(Source: <http://youtu.be/ybVQ2bvXVac>)

YouTube - with over 2 billion views a day, this is a must – and the videos can be incorporated into other sites

Other video sharing sites - such as Vimeo

Social media - using networks such as Twitter and Facebook to reach a wider audience

Search - optimised video has a high chance of securing a first page search listing

Mobile - Compressing video into the smallest file size without losing quality is an issue which can compromise a good video.

When researching where its audience can be found, smart businesses think laterally. For example, certain business stakeholders can be targeted via leisure pursuits such as golf, racing or similar events.

8. Tracking and measuring

Tracking and measuring how and by whom your video content is viewed is essential to understanding your ROI as well as developing your content and distribution strategy to make your online videos more effective.

Online video analytics

General data captured about your video can include:

- How many unique users have viewed your video
- Which sites users who watched your video came from
- How many times your video has been embedded in other sites
- Location data about where your viewers are based

With the addition of a few lines of code or a plugin, you can customise your video player to track a broad range of actions on the part of viewers. These are referred to as key video metrics or KPIs and can include:

- If pre- or post-roll advertising caused the user to interrupt the video
- When the core content began
- How much of the video was watched and when it was interrupted
- Positive user actions – including pausing the video, clicking on a link and rewinding the video
- Negative user actions – including stopping the video before completion or fast-forwarding the video

Social media is playing a growing role in online video performance, with key indicators including how many times your video has been rated, commented on or shared through social media.

Insight beyond user interaction

Data such as where your video is displayed, how it uses advertising and even the video player it uses can be collected and analysed, offering additional insight into its performance.

Proprietary video analytics packages

Major ratings agencies such as Nielsen, comScore and Dynamic Logic all offer proprietary video analytics packages. Google, however, also offers free video analytics for all videos hosted on YouTube.

When choosing an analytics package, always consider what you want to measure. Sales may be important, but if a business is trying to reach other audiences then it will want to focus on other metrics – for example, how many potential investors watched a video or followed links to additional information.

9. Summary

Online video is growing in popularity within the B2B world. Yet, on the whole, B2B video use is not yet as sophisticated as in the B2C sector. This is changing, not least because there's a lot to learn from the B2C sector – and because the cost of video is more accessible than ever. This opens up significant opportunities for advertisers, account managers and others who want to help businesses use video effectively.

With so many stakeholders in the B2B environment, it's important to be clear from the outset what online video is being created for and what it's there to achieve. To do this, audience research is vital, both in devising appropriate content, and in making sure it is distributed in a way that reaches the intended audience.

Lastly, it's vital to measure what online video achieves, especially in a sector which has one main preoccupation – the bottom line.

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About the IAB

The Internet Advertising Bureau (IAB) is the trade association for digital advertising. With over 650 members it is run for the leading media owners and agencies in the UK internet industry. Online is an exciting and fast-growing medium and our job at the IAB is to work with members to ensure marketers can identify the best role for online and the emerging mobile market, helping them engage their customers and build their brands. Through the dissemination of research and the organisation of regular events, we aim to put digital on the agenda of every marketer in the UK, acting as an authoritative and objective source for all internet advertising issues whilst promoting industry-wide best practice.

About the IAB's B2B Council

The IAB's B2B council was set up to evangelise, educate and promote online marketing best practice to B2B marketing practitioners. To position the IAB as a thought leader in B2B online marketing and is well represented by B2B marketing specialists with representatives from AOL, Banner, Bright Talk, CBS, Concep, Ernst and Young, Financial Times, Google, Masius, McDonald Butler and Simply Business.

You can read more about the council here <http://www.iabuk.net/en/1/b2b.html>

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