



2021 STATE OF VIDEO MARKETING

**B2B MARKETERS DOUBLE DOWN ON DIGITAL CHANNELS
& METRICS TO CREATE ENGAGING VIDEO CONTENT**



Introduction

In a digital-first B2B industry, video and interactive content is playing a major role in engaging buyers, especially in the awareness stages of the journey. In fact, ***Demand Gen Report's (DGR) 2021 Content Preference Survey*** showed that 46% of buyers reported engaging with video and interactive content in the early- and mid-stages of their purchasing process.

However, due to the rapid influx of video/audio content, video marketing has become oversaturated. According to Nelson Duffie, CEO of **Smart Content Marketing LLC.**, many video marketing strategies are superficial, with most marketers not harnessing their video content's full potential.

"We've found that people have no clue how to properly leverage video," Duffie explained. "What's happened in the last three years is that people know they need video, and we see a lot of it out there because anyone today can pick up an iPhone and record something. That's okay, except for the fact that marketers often just throw something together, fling it up online and hope they get a response to it. The quality of the content tends to be subpar, which is why most video content today gets minimal, if any, reaction from desired parties."

To combat this, B2B marketers are reevaluating their video marketing strategies and looking at new metrics and channels to measure ROI and create more engaging, relevant video content in multiple channels. In addition, marketers are implementing videos in their day-to-day marketing and sales interactions for more personalized buying experiences.



This report will explore how marketers are approaching video content in 2021 and restructuring their digital strategies with video to build stronger buyer experiences. Other topics of discussion include:

- New metrics marketers are measuring to determine the impact of video performance on ROI;
- How marketers are transforming video content to engage prospects and accounts for both internal and social channels; and
- The transition of podcasts from audio-only to video-centric;
- How the Covid-19 pandemic strengthened the case for video communications; and
- The power of 1:1 and embedded video messages in various content formats to enhance buyer-seller conversations.

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LINDSAY TJEPKEMA, CASTED



Optimizing Video Content Through Content Hubs, Streaming Services

DGR's 2021 **Channel/Partner Marketing Benchmark Survey** showed that more than 53% of marketers used video content to engage buyers and partners in various channels. To do this effectively, marketers are taking advantage of websites, social media platforms and streaming service offerings to optimize their video marketing and reach more audiences.

“With audio and video content, if your creative thinking is limited to simply capturing rich conversations, you’re really selling yourself short and leaving so much value on the table,” said Lindsay Tjepkema, CEO of **Casted**. “You have to think about what happens AFTER you publish that content. How else are you going to use it? How will other members of your marketing team use it across other channels? How will your sales team use it in deals? How else will your audience want to consume that conversation? That’s where the real value lies and the real return on your effort is found.”

For many organizations, this takes the form of video libraries. For example, Lindsey Schmidt, a Video Marketing & Sales Consultant from inbound marketing content consultancy **IMPACT**, explained that companies are transforming their websites into content hubs, driving website traffic with videos that engage buyers based on their interests and needs. For IMPACT, this takes the form of **IMPACT Plus**, which serves inbound and content marketing courses that engage its clients with best practices around content building.

“Companies used to be really focused on getting a small number of videos that were super creative but didn’t really influence a lot about the buying process, which didn’t really do anything for anyone,” said Schmidt. “For us, IMPACT Plus has courses from most of our trainers, keynotes and event recordings in our platform, engaging our users while giving them the tools to manage their own content independently.”



Interestingly, some companies are even developing streaming services that provide engaging videos for both marketers and buyers to learn from, taking a cue from B2C companies like Disney+ and Netflix. Salesforce recently announced the upcoming launch of **Salesforce+**, while Terminus teased its **TTV offering on Twitter**.

Online video platform **Brightcove** also integrated with event platform **Bizzabo** to offer video streaming services for its hybrid and virtual events, providing engaging live or on-demand keynotes and sessions for attendees for audiences to watch anytime, anywhere.

The streaming-service strategy also allows companies to share on-demand video content in multiple channels simultaneously. For example, content planning software provider **MarketMuse** recycles its recorded software training sessions as sharable videos in Facebook groups and Slack communities, allowing the company to increase brand awareness with multiple audiences through relevant, repurposed videos.

“It’s truly about expertise and thought leadership,” said Jeff Coyle, Co-Founder and Chief Strategy Officer at MarketMuse. “Prospects need to understand how you have ongoing value, and informative video has been very successful in communicating that.”

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JEFF COYLE, MARKETMUSE

A man and a woman are looking at a laptop screen together. The man is on the left, wearing glasses and a white shirt. The woman is on the right, with curly hair and a white shirt. They are both smiling and appear to be in a collaborative work environment. The background is slightly blurred, showing what looks like an office or meeting room.

Adopting New Metrics To Build Stronger Video Content

To create video content that thrives in these digital channels, marketers are taking a serious look at their video metrics to measure performance and gauge what's working — and what isn't — to better connect with buyers and prospects.

Smart Content Marketing's Duffle explained that watch time is a key metric for measuring video impact, as it helps determine where prospects stop watching. B2B buyers will spend more time watching high-quality videos if they speak directly to their needs, so Smart Content Marketing works with its clients to determine how their videos can drive results based on watch time and other KPI goals. The company itself uploads videos to video sharing platforms to track viewer watch time and re-edit content to improve retention rates.

“We upload a lot of our videos to these platforms to track metrics and see whether viewers watched the whole video,” said Duffle. “If a potential buyer or prospect is watching one of our videos, I want to know how much of it they actually saw. At what point did they bail out? If I do a remarketing or retargeting campaign, can I change the video so that I can get them to watch a little bit more? With today's digital video software, it's relatively simple to do, but you still need to keep testing and editing to achieve maximum results.”

Engagement metrics gathered from social media are another effective method for measuring video impact. Hannah Shain, Director of Marketing at **SmartBug Media**, explained that a good portion of video content is published and shared on social media platforms such as LinkedIn and Facebook, and those engagement metrics provide valuable information for measuring video impact.



SmartBug measures the engagement around its LinkedIn posts, tracking the number of likes, shares and comments to determine its videos' longevity and impact on buyers. The company then holds “post-mortem” analysis every three months to analyze its social metrics, attributing revenue and traffic to individual videos while uncovering new opportunities for engagement.

“It comes back to the social network,” said Shain. “How big was our impact or how much engagement are our social posts getting? Is it being reshared? Is it driving content back to our site? It starts to reflect back down to what our target audiences care about and helps us ensure our videos are aligned with that.”

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HANNAH SHAIN, SMARTBUG MEDIA

What The Lockdown Has Taught Us

By Jennifer Griffin Smith, Brightcove



As horrific as the pandemic has been in many ways, I want to encourage us to look for the lessons we have learned during the past 18 months. It has encouraged me to prioritize, to think about what is important and to use my time wisely. I ask myself: If in the future I think I might need to fly to Europe for one day for a meeting, will it really be necessary to make that impact on our financial budgets, our environment and my time? Or can I make that meeting successful by conducting it virtually, and still get to eat dinner with my young family?

While refocusing our values, the lockdown has also shaken up the practice of marketing. At the height of lockdown when families were concerned about their safety, prospective customers had no time or appetite for being marketed to. Just getting through the day managing remote employees, satisfying customers and dealing with family situations took more hours than available. For marketers, the tactics that had been successful prior to the lockdown were just untenable; B2B telemarketing, for example, doesn't work if there's no one in the office to take your call!

Connecting with people around the world in a new virtual way became a focus for everyone. Video emerged as the most powerful way to educate, engage and motivate. Along the way, we discovered that video is also a wonderful equalizer. No longer is the remote worker feeling like a second-class citizen on all-hands calls. Everyone's equal in a 100-person Zoom call when everyone is remote.



Post-Pandemic Marketing

Smart marketers will internalize these lessons and emerge from the pandemic with new, more effective approaches to their craft. Here are just a few examples of what post-pandemic marketing will look like:

VIRTUAL EVENTS

For decades, most marketing organizations have invested enormous time and resources into their big annual user conference — an in-person affair with dubious returns whose success is measured on attendee count. During the lockdown, however, many companies hosted virtual events with remarkable results, reaching much larger audiences. And the content can be more easily repurposed and monetized post-event.

One great example is one of the largest film, media and music festivals in North America, South by Southwest (SXSW). After having to cancel the in-person event in 2020, SXSW moved to an all-virtual event in 2021. SXSW Online 2021 allowed festivalgoers to dip into a diverse combination of prerecorded and live programming — hundreds of hours of content across five different channels that emulated iconic SXSW stages from years past. What SXSW recognized was the ability for people from a larger geographic area to consume content in several new ways.

We should not think that virtual events will go away and be replaced overnight with in-person events again. There will certainly be a need to have in-person events, but with so many companies now offering full remote options and consumers expecting to get access to content virtually, we must be prepared to not only continue these virtual events, but to think about how we scale, repurpose and expand these experiences.

DEMOCRATIZING THE ARTS

Pro sports organizations have broadcast games into homes forever but pay-per-view for entertainers and artists is still in its infancy. Traditionally, you go to a concert for an exclusive experience. Covid-19 changed all that. At the very start of the pandemic, the Metropolitan Opera started streaming “encore” performances nightly from its extensive library. It was a marketing coup. These streams garnered more than 408 million total viewing minutes, and the number of paid subscribers to Met Opera on Demand more than doubled. The Metropolitan Opera’s virtual “At Home Gala,” streamed by Brightcove, featured more than 40 artists performing for an audience of more than 750,000 people from 150 countries.



INTEGRATION OF MARKETING TOOLS

As marketers, we have so many tools to manage and track our tactics and customer behavior, but even after all these years, we desperately need better integration for these systems. Every marketing group has different tools being used by different parts of the team. Content is hard to manage and track — particularly video content. And yet, video is a critical part of an effective content strategy, driving greater engagement across email campaigns, landing pages, product demos, brand stories and “v-commerce.” The video communications platform will increasingly become a core marketing platform, but the last thing we need is another tool for everyone to learn. What we do need is a central place to store, manage and analyze our content that ALSO delivers that content to all the tools our teams are already using, allowing video content to be served up to each user where they already are: Their website tools, social media tools, marketing automation tools and digital asset management tools.

A “TV CHANNEL” FOR EVERY ORGANIZATION

Enterprises need to break through a huge amount of digital noise to connect with customers and prospects. No one wants to read long papers or scroll through websites. Corporations need to act like media companies and combine technology with entertainment. The technology is here for you as a marketer to host your own Netflix-style streaming service built around your brand. Imagine transforming your tired home page into an array of video tiles with content, channels and journeys tailored to every type of visitor — employee, customer, prospect, investor, partner, analyst or journalist. Audience interaction with the channel home menu would spawn AI-driven watch-next recommendations that keep the viewer captivated. They could watch on any device, including their connected TVs. Imagine you are an automaker, and your AI tells you that pickup truck owners in certain countries often buy certain sedans as second vehicles. Show those truck owners the sizzle video of just the car they probably want next... automatically. See if they watch and follow up with those who do.

As marketers, we need to keep moving ahead or we’re falling behind. The proven way to move ahead is to learn from what works. The lockdown showed us that video works: It’s cost-effective, convenient, powerful, smart and fair to all workers. And combined with innovative technology, it opens a new world of digital marketing. With luck, the pandemic ends soon, but smart marketing is forever.



Leveraging Personalized, 1:1 Video Content To Enhance Buyer Conversations

The previously cited *2021 Content Preferences Survey* showed that 32% of buyers prefer content that is customized to their needs, which is an area that's easily supplemented by videos to promote personalized buyer conversations and enable 1:1 engagements.

IMPACT uses 1:1 videos in the introductory portion of its email outreach campaigns, introducing itself to new prospects with relevant information on how to build engaging content. This helps the company transform its channel outreach with more engaging, personalized videos that build stronger relationships.

“It’s one of the things that I fundamentally teach my clients – using 1:1 video to help build trust with your prospects,” said IMPACT’s Schmidt. “[1:1 videos] basically provide answers to all the questions your prospects ask before they have a conversation with you. You can also place all relevant information into one video for them and dig deeper into what they need specifically for more meaningful connections.”

Those personalized videos don’t stop at email outreach, though, as companies such as SmartBug Media are embedding videos into various other content formats, such as client contracts.

“We embed our videos onto the contracts that get sent out, and it walks our clients or prospects through the contract,” said Shain. “It’s used throughout the funnel, and we’ve got a whole library of repurposed videos that create brand new experiences for that client. I feel like it’s becoming more natural to receive a video in your inbox from a sales rep, and clients are willing to engage with that.”



Conclusion

Video marketing has evolved into a full-fledged digital engagement strategy, with many B2B organizations integrating video assets into their everyday marketing practices to maximize buyer engagement.

Organizations are sharing videos on various channels to maximize video impact and reach wider audiences. They have also adopted new metrics to measure the effectiveness of their video marketing content, allowing them to fine-tune their strategies and uncover new ways to implement personalized videos into their marketing initiatives.

“Video marketing has really been put through the wringer due to the pandemic, and we saw clear fatigue in engagement for video content,” Shain explained. “Knowing where your leads are and where your metrics will be really critical going forward. You also should feel empowered as a marketer to say, ‘I’m going to make a change’ and shift your video strategy accordingly. That will lead to successful video content and engagement.”

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