VIDEO FIRST

Transform Your Channels
into Video Marketing Engines

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TOOLS AND STRATEGIES THAT DRIVE RESULTS

The modern path to making a purchase doesn't just play cleanly from start to end like a movie. Instead, it pauses, rewinds, and fast-forwards unpredictably as customers navigate the complexity of omnichannel buying, with an endless array of options and choices to take in. Not only this, but audiences are constantly moving across platforms and channels as part of a proliferating media mix. And with cookies on the way out, marketers face new data challenges.

Did we mention it's also a really competitive time for brands? If you want to press play on your revenue results, you need to transform your video marketing strategy accordingly.

Data is clear: Both B2B buyers and consumers worldwide view and engage with video to inform their decisions. Research found that a whopping 95% of B2B buyers say video plays an important role in moving forward with a purchase. Meanwhile, 85% of consumers between the ages of 18–34 report they've purchased a product or service after viewing a video.

Needless to say, no matter the nature of your business, video is vital to its future. But creating great content is only half the battle. **Leveraging video across all marketing channels and measuring results is just as important as having the right video when it comes to achieving maximum ROI.**

If you're just getting started on video marketing, or looking to take a step back and reset, you've come to the right place. Whether you are a CMO at the helm of your marketing team or a practitioner executing tactics day-to-day, this guide will serve as your blueprint for building a strategic video marketing engine from the ground up. Everyone on your marketing team can play a role in bringing this video-first vision to life, and you will find various functional plans and best practices laid out in the pages ahead.

READY TO GET GOING?

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ARE YOU A CONTENT MARKETER/ VIDEO PRODUCER?

Content marketers take pride in their versatile ability to wear multiple hats. Creators and organizers of a company's marketing video assets are often among the roles assumed.

If your company hasn't yet made the investment in video production, don't feel overwhelmed. From scrappy to lavish, video marketing can be done on any budget. And the good news is that **you likely have a wealth of video content at your disposal already, including:**

▶ Excerpts and cuts from recent webinars or virtual events

▶ Internal subject matter experts who can share insights on video via their phone cameras

▶ Repurposed recordings of sales demos or customer trainings

Content teams with dedicated video producers, or budgets to outsource for specialists, may already have a library of quality video assets, but this is not a prerequisite for success. It's okay to start small. Not every marketing video has to be a Hollywood-level production. Use what you have available as you get the ball rolling. What's most important is simply taking the step to start building.

Once you have a set of video assets lined up, it's time to begin marketing the content. As any modern practitioner knows, that means more than simply firing your videos out into the world; it means planning, managing, measuring, analyzing, and optimizing.

Here's how to start the journey:

IDENTIFY YOUR VIDEO ASSETS

If your video marketing function grew organically, your organization's videos are probably stored in multiple places, including ones you may not even know about. You may have videos on multiple cloud storage solutions, in DAM or MAM systems, and even on individual personal hard drives. These videos may be compressed or uncompressed, in an endless variety of resolutions.

The first step in creating a smarter video marketing strategy, then, is to consolidate your videos into a single source of truth.

When all your video assets are referenced in a central location, anyone on your go-to-market teams should be able to access the most up-to-date version of whichever video they need. Customizable user permissions make it even easier to ensure internal users are only being shown videos relevant to their team. And when these assets are properly labeled and tagged, teams can find and use more videos, which ultimately increases engagement with their target audience.

HOW A CONSOLIDATED VIDEO LIBRARY SERVES THE WHOLE GTM TEAM

As the central team that owns content creation, you know how many requests will come your way from across the organization for both net-new content and cuts or revisions of existing assets to fit a new need. A consolidated video library can help content marketers better serve these requests, eventually allowing these cross-functional teams to self-serve and find the appropriate video assets for themselves. This makes for a scalable and more efficient video-first marketing strategy.

The digital campaign team might need three videos on the same product for a content syndication campaign aimed at driving top-of-funnel interest.

The social team might need the best-performing video that contains a mention of two specific products — and it's going up on Twitter, so it has to be 512MB or smaller with an aspect ratio between 1:3 and 3:1.

The web team might need to find a shorter version of a video that sits on the home page so they can move website visitors to the next page faster.

The field marketing team might need to find a recording of a live stream from this morning so they can make a new clip for a meeting with a prospective client this afternoon.

Internal comms might need to find the most recent version of a product roadmap for their presentation during an all-hands meeting.

The customer marketing team might need to find all of their tutorial videos so they can rebuild the customer portal.

The PR team might need quick access to a sizzle reel to include in their press package for the latest product release.

HOW TO AUDIT AND MIGRATE YOUR VIDEO
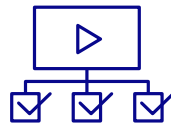
Asset inventory

In order to know what to transfer into the new system, you will need to know what you have. Take an inventory of every video, thumbnail, proxy, project file, and any other related assets your company uses in video campaigns.

Asset audit

Once you have the full list of your assets, perform an audit to ensure that anything you are migrating is still useful to your company. During this process, capture as much information as possible about where, when, and how each asset was used. The resulting performance data will provide a complete picture of an asset's usefulness, which will help inform how it is categorized in the taxonomy and tagging process. Advanced auditing tools will help you quickly identify and delete low-performing video content.

If the migration project is on a tight timeline due to an acquisition or company rebrand, create prioritization groups and categorize each asset into the appropriate group. This will help ensure the most important files are in place as quickly as possible to help expedite the launch of the new brand or system.

Taxonomy and tagging

Video is a communications cornerstone for just about every team in your company. Some videos will be used by multiple teams. Regardless of how many times and on how many channels a video is published, the organizational structure of your video storage system needs to make every video easily findable for those who need it.

The first step in organizing your videos is to establish a file taxonomy. This taxonomy will dictate how and where each video file should be categorized, so there will be little or no confusion around where to put the videos you have as well as any new videos your company will produce in the future. This will also make it easier to find a particular video in your library.

The other way to help users find the video they're looking for is with thorough tagging. Even the most descriptively named video files will not always convey the depth of information contained in that video. Tagging helps users find videos they may not realize are relevant to the campaign they are setting up, giving them more options to reach potential customers. When employing a platform like Brightcove, tags allow advanced features like smart playlists to automatically find all videos with a certain tag and any new videos that are added later.

When it comes time to analyze performance, the platform can generate a report based on the data from videos with a specific tag.

THE FIRST STEP IN ORGANIZING YOUR VIDEOS IS TO ESTABLISH A FILE TAXONOMY. THIS TAXONOMY WILL DICTATE HOW AND WHERE EACH VIDEO FILE SHOULD BE CATEGORIZED.
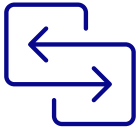
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Asset migration

A video communications platform like Brightcove will offer more options for finding and migrating video than the time-consuming traditional drag-and-drop method:

- ▶ Pull-based retrieval allows you to pull source files and all associated metadata from HTTP/HTTPS, S3, and FTP systems, then automatically transcode each file into a collection of formats that can be distributed to any channel. This can also help you standardize the uploading process by forcing certain data fields to be filled out before uploading can proceed.

- ▶ Media RSS capabilities enable continuous ingestion monitoring, where you can set up a feed of assets that is refreshed in constant intervals, grabbing the latest content your systems and teams publish.

- ▶ Integrations for faster transfers create push-based workflows to ingest bulk assets at high levels of upload speed.

Brightcove offers customized ingestion workflows built to your company's specifications for frictionless implementation. With this capability, you can upload not just a couple or a few dozen videos at a time, but hundreds, allowing you to more efficiently upload your entire video asset library.
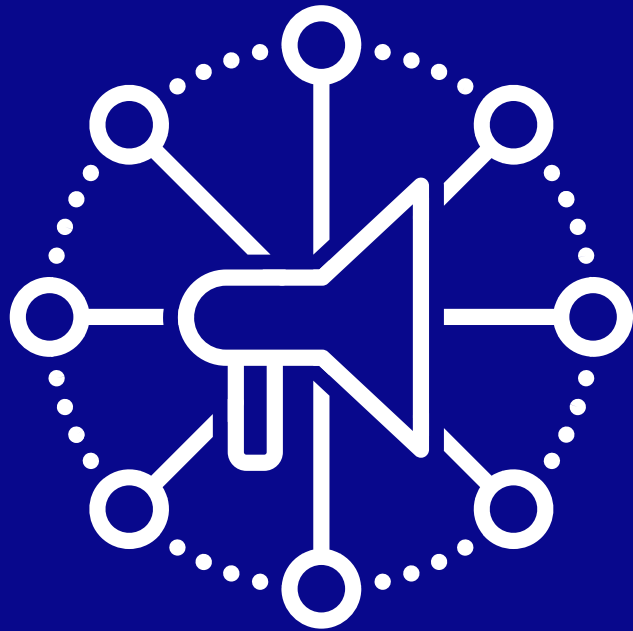
ARE YOU A DIGITAL CAMPAIGN MANAGER?

Video is a powerful tool for creating demand in today's market. Whether you are on a regional field team or running global campaigns, having your videos organized in a centralized location helps you develop targeted demand gen campaigns fueled by video content.

Define your goals

One of the major strengths of video is its versatility. Video is well suited to engage audiences at every stage of the buyer journey. But not every video works for every buyer stage – or for every channel. Be sure the content you select and the channel where it will be published both match up to the specific goal you're trying to achieve.

Position each video with a purpose in the buyer's journey

Video is unparalleled in its ability to convey a complex message quickly and compellingly. But the value it generates is only achieved when the viewer takes the next step in the buying process.

This is a crucial consideration no matter where the video is being published. If your goal is to bring viewers from a social media channel to a product page on your website, make sure a link to that product page exists either in the social media post itself or as the link in your bio. If your goal is to move a viewer from a video on your front page to a lead gen form, take advantage of more advanced interactive features like in-video call-to-action links.

VIDEO THROUGHOUT THE BUYER JOURNEY

Awareness. Video on external channels is the best way to start when building brand awareness. For example, a weekly video series can generate attention and grow your audience on social media. The more content you publish on these channels, the more it will be shared. The more it is shared, the more audience growth and engagement you will get. Be sure to always make it easy for prospects to get from external channels to your website or another branded channel.

Consideration. A livestream of a speech at a trade event can position your CEO as a thought leader. Streaming this on a landing page with a branded player will make a seamless experience for visitors to your website, and interactive features will quickly guide them to the next stage in their journey.

Conversion. When leads are ready to become customers, video is a compelling way to inspire action on purchasing a product or service. A product demo can answer any questions your audience may have quickly and thoroughly, and testimonial videos are a great way to validate your brand.

Retention. Taking care of customers doesn't stop after the purchase is made. It's important to have high-quality customer onboarding videos, provide on-demand training, and make a personal connection with video announcements.

EMAIL AND VIDEO

Email marketing is the one digital campaign channel that you own. It allows you to go directly to your customer rather than having them come to you.

There is no simple way to embed a video into an email, which presents a challenge. However, you can still use email to guide your audience to a specific video. Here's how:

1. Make it clear there is a video in the email in the subject line. You can use an emoji with a play button, or even just clearly state "New Video" with a value proposition to encourage opens.
2. Create a clickable thumbnail image that matches your video content.
3. Include a play button in the image, to make it clear a click will start a video.
4. Link the image to a landing page with the video set to autoplay.

Now the user has gone from their inbox to your website, is watching your video, and is ready for the next step.

A major advantage of including video in your email campaign in this way is the depth of analytics it can produce. In a normal email campaign, the best insights you can hope to generate are open rate and click-through rate. With the seamless addition of a video landing page and interactive player features, you can capture a robust understanding of viewer engagement and sentiment.

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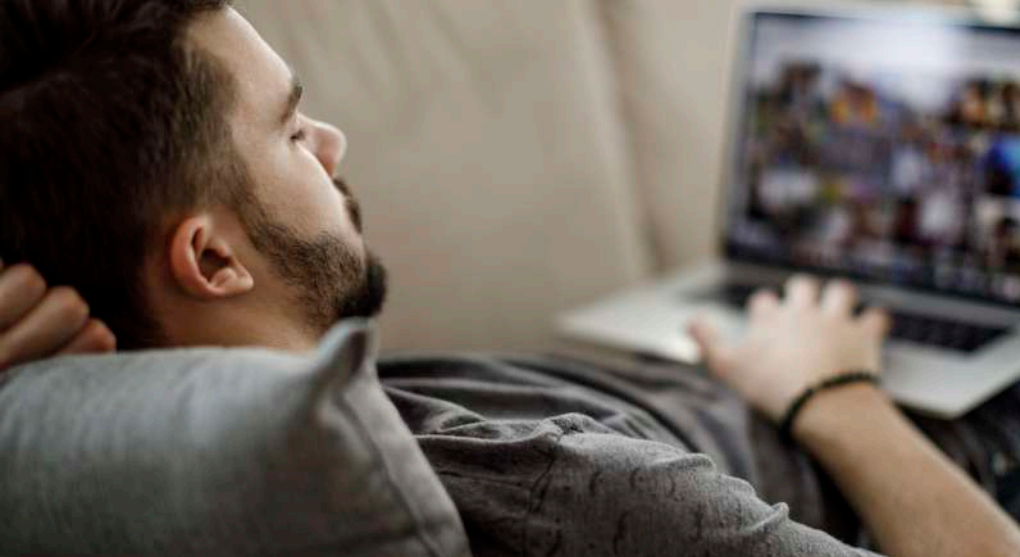
BENEFITS OF A BRANDED STREAMING SERVICE

What if your video content was the destination instead of the advertisement? A dedicated, always-on branded streaming channel can help you attract and retain viewers. This channel allows you to package your videos in a central location that viewers can subscribe to, just as they would any other streaming service.

Maybe your CEO is a thought leader in your industry and has a prolific speaking schedule that has resulted in a multitude of recorded talks. Packaging these and offering them on your own streaming service will allow viewers to binge your content whenever and wherever they want — live or on demand.

The data generated from how viewers interact with your streaming service can be used to inform future demand gen campaigns and guide your content development.

Marketing Automation Platform (MAP) integration
Integration with your Marketing Automation Platform, Google Analytics, Customer Relationship Management (CRM), or other business intelligence tools will allow your video campaign to automatically trigger all sorts of marketing actions based on user behavior. Whether it's moving an engaged viewer into an email nurture campaign, adding them to a list for an exclusive event invite, running social media remarketing campaigns, or even kicking leads over to your biz dev team for a personalized follow-up phone call, integrating your data with systems you already use can put video at the center of your entire lead gen operation.

Personalize before, during, and after
Email marketing tools excel at personalization. You can take advantage of this when setting up campaigns that include video by personalizing which video is included based on segment. Instead of sending the same product video to all, one way you could segment your email list by novice, intermediate, and advanced users. Each segment would receive a video tailored to their level of knowledge, which will help them stay engaged and won't send them on a frustrating search for the information they actually need.

If your list isn't segmented in this fashion, interactive video (explored more deeply later) offers features like selectable video chapters and video branching, helping users guide themselves to the right level of knowledge.

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MEASURING CAMPAIGN PERFORMANCE

There are two categories of metrics most video marketers should track:

Aggregate metrics. These tell you about the performance of a particular video. This data is most useful for understanding campaign performance at a high level to identify opportunities for optimization or investment shifts.

Viewer metrics. These tell you about the behavior of viewers across their journey. This data is most useful for targeting follow-up nurture content for specific leads and prioritizing opportunities based on interactions with video content. Viewer metrics can only be accessed with a CRM integration in place.

Measuring video engagement is similar to measuring engagement with a written piece of content, except video marketers are able to go much deeper. Metrics like play rate and Engagement Score provide insight about how much of the content users are consuming, at either an individual or aggregate level. You wouldn't be able to accurately measure how many paragraphs of an article someone read — much less which paragraphs.

To take full advantage of these capabilities, you'll want to equip your team with tools to track analytics on everything from video views to individual engagement. Gather this information in one central dashboard, empowering data-driven decisions for program optimization and lead nurturing.

A good place to start is with the list of metrics included in the accompanying sidebar, but make sure any metrics you track can be quantified and will be relevant to those receiving the performance report.

Use campaign data to pivot and optimize
No matter how good your video is, not every campaign will be a hit every time. As you check in on your video's performance, you may discover that it's not performing as intended.

With a platform like Brightcove, you can access robust video analytics tools indicating which parts of a video are engaging viewers and which aren't — enabling you to then act on that insight.

For example, if most viewers drop off after 7 seconds but those who make it that far finish the video, you might use that data to edit the video accordingly and republish.

You can do this within Brightcove using a full suite of tools that allow you to track performance and reupload a new version when necessary — all without interrupting the campaign. The new and improved version of the video with these new insights implemented will replace the old version in the video library, ensuring that no one uses the obsolete version in future campaigns. This is a major advantage in using an online video platform as opposed to a third-party channel such as YouTube; the latter does not allow you to update videos once published.

Use personalized data to advance prospects in the funnel
While aggregated metrics are very useful for campaign optimizations, tapping into personalized viewer metrics is where the rubber meets the road for business development.

When a user arrives at your website or landing page, they are represented as an anonymous visitor. But if they fill out a form at some point, you can attach an actual identity to the user. From there, you can collect key granular insights, with powerful applications.

Did Sally watch 90% of your product video? She is likely ready for a conversation with sales, and the rep knows they can skip their core spiel because Sally is already familiar. Did Joe drop off after 5 seconds of the same video? Consider segmenting him into a different group for further nurturing and education.

You can tie video performance metrics back to revenue through a CRM integration. This will enable you to determine how engaging with a video led certain customers to make a purchase. The higher the lifetime value of those customers, the more revenue you were able to drive through video touch points.

COMMONLY USED VIDEO MARKETING METRICS

Impressions. How many users had the video on their screen, including as an ad, regardless of whether they watched it.

View count. How many times the video has been watched.

Audience engagement. Engagement Score is a calculation based on the views recorded for each 100th of the video, helping you understand engagement with video content in a granular and apples-to-apples way.

Click-through rate. How many times an in-video link was clicked compared to the number of users who visited the page.

Play rate. Total video views based on the number of times the video was loaded. If you have a page with a video on it and that page is viewed 100 times, and viewers watch the video on 40 of those page views, the video will have a 40% play rate.

Total watch time. This adds up every second of video watch time, including partial plays and multiple viewings.

Average view duration. This combines the total watch time and play rate metrics to determine how far the average viewer gets into your video before stopping.

ARE YOU A
SOCIAL MEDIA MANAGER?

The good news for social media managers is that **video continues to increase its dominance over the algorithms of each social channel.** These platforms and your audience both want videos — all you have to do is provide relevant and entertaining content.

eMarketer has reported that since the pandemic, average time spent with **social video grew from 28 minutes to 38 minutes in 2022.** This figure is expected to keep rising in the years ahead.

There are several ways an enterprise-level video communications platform can make it easier to incorporate video into your social media strategy.

1. **All of your video content is in one place.** Having centralized video content is an automatic win for any social team, negating the common need to hunt down content for posts instead of focusing on actual social strategy.

2. **Integrations with the tools you use and the networks you manage.** Social media professionals know how important it is to have a single tool to distribute content across social media networks. Brightcove integrates directly with social platforms and/or your social media management tools. This makes it easier, quicker, and more efficient to get video content out into the world.

3. **Auto-publish your videos to streamline posting.** If you know what topics perform best on particular social networks, you can create rules within Brightcove so that when new videos are added to the system with specific metatags, they will auto-publish to predefined social networks.

4. **Clipping to make video social-first.** While your library might be filled with longform webinars or video-on-demand from different events, social media feeds crave snackable content. You can clip videos within the platform to create a more social-appropriate video asset to share with your audiences.

5. **Add captions in one system, with a single step.** We all know that audio-off is oftentimes the way that users interact with video content on social media. When that is the case, you don't want them scrolling past your content, so captions and subtitles are a requirement for social video. Leading tools offer the ability to automatically generate and add captions to your videos.

6. **Measurement beyond what walled gardens give you.** Any good social media manager knows that tracking performance of content on social networks is limited to what the Facebooks, Twitters, TikToks, and LinkedIns of the world will give. These are walled gardens, so you are beholden to their metrics and what they want you to see. But if you distribute from a platform like Brightcove, you will have access to a single dashboard that gives a high-level overview of video performance on all social media accounts. This includes views, but also social engagements such as likes, shares, and retweets. You can even see the top five social destinations where your video performed best to understand what is happening across social networks in one single view.

Social media is the place to build brand awareness, engagement, and community through your video content. The eventual goal is to use each social channel to drive users back to your website or other owned channels. By adopting the six systems and practices above, you will be well on your way.

ARE YOU A
WEB MANAGER?

As we move ever closer to a cookieless future, it's important to have a marketing strategy and website infrastructure that encourages visitors to entrust you with first-party data.

Your website is the central hub where all your marketing campaigns eventually lead potential customers. This is where you can capture lead data, provide detailed product information, and convert curious viewers into loyal customers. There are many ways to use video on your website to drive conversions, but the best video strategies all have a few things in common.

Videos should be used throughout the website experience to support existing copy and collateral on the page. This will engage audiences throughout the web experience and give them the option to read, watch, or do both if they wish.

Here are some examples of video across the web that web managers should consider:

Do you have product videos on your product pages? This can be a product demo or a sleek product sizzle reel that gives a 30-second look into what the product does.

Do you have videos on product detail pages of your e-commerce website? Video can help online shoppers get a better look and feel for the product they are buying through your site. For instance, they could watch a video that outlines the specs of a new coffeemaker, or shows how a dress falls and looks on an actual person. For high-consideration purchases, video also builds confidence and makes it easier for consumers to feel good about their shopping decision.

Can a video asset be used on your site's press room to supplement a new press release? This can be a short clip of your executive speaking about the announcement that is embedded into the press release, or you can even do a full press release in video format.

Do you have a searchable video library where website visitors can access all of your videos and search for topics that interest them? This can be part of your company's existing resource center, or even a how-to library of product videos. In an era where people want everything on-demand at their convenience, offering the ability to stream your content across a variety of devices through your own branded platform – much like a media company – is the path to a winning experience. Making past webinars or livestreams available on demand is also a great way to extract more value from those assets.

Do you have an upcoming event for your audience to sign up to attend? A video on the event page can clearly explain the value proposition or give an overview of the agenda.

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INTEGRATING WITH A CMS

If you want a scalable video-first web strategy, we don't recommend downloading large files and manually uploading them. This process is too slow and laborious. Further, it would also mean that your analytics for video performance aren't consolidated. **You want to be able to see how a video performs on the web, social, and in other campaigns in one centralized place. If you just upload the video directly to your content management system (CMS), you will have siloed metrics.**

Rather, publishing videos to your website, whether it's just a single video on a page or in a library format, is easier when your video communications platform is integrated with your CMS. When you have these systems synced up, there are a lot of benefits for your web team.

With such a setup in place, using Brightcove's feature set as an example, web managers can easily:

▶ Add new videos.

▶ Replace a video with a new version without having to unpublish. Once updated in Brightcove, it will automatically update everywhere it's been published.

▶ Update metadata for videos, such as the title, description, and tags.

▶ Delete videos.

▶ Create playlists.

▶ Change the videos in a playlist.

▶ Delete playlists.

▶ Create video players.

▶ Modify video player properties, such as dimensions or styling.

▶ Add special functionality to video players through plugins.

▶ Publish single videos or playlists.

▶ Access analytics data on video loads, views, play-rates, engagement, etc.

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BRAND THE PLAYER

Video on your website needs to look like it belongs there. Embedding videos from third-party video hosts can look sloppy and off-brand — or worse, they could feature clickable ads to your competitor. Solutions like Brightcove allow you to bring your branding to every aspect of the player, providing a complete brand experience for the viewer.

USE INTERACTIVE FEATURES

Sure, your video is beautiful and compelling. But if the viewer is just watching it, you risk losing them to a world of distractions. One sure way to keep their attention is to engage them with interactive features. If they have to wait 45 seconds to get to the part that's important to them, that's 45 opportunities for them to get bored and find what they're looking for elsewhere. Instead, you could add chapters to make scanning sections easier. Or if your video is full of products, include add-to-cart buttons so the viewer can literally shop as they watch.

If you're using video for lead generation, you can start with a promotional video that includes interactive features allowing prospects to specify their interests and then schedule a product demo from within the video. No clunky, multi-step process needed to request a demo — in fact, no stopping the video at all.

The scenarios for implementing interactive features for videos on your website are endless. **Here are some more examples of interactive functionality that can drive business results:**

- ▶ Clickable calls to action within the video.
- ▶ Personalized content within the video.
- ▶ Content from external sources accessible directly within the video.
- ▶ Sentiment capture during and after the viewing experience.
- ▶ Chapter markers to help viewers jump to relevant sections quickly.
- ▶ Branching to allow users to chart their own path through your video.
- ▶ Quizzes that allow you to gather valuable viewer feedback instantly.

PACKAGE RELATED VIDEOS USING PLAYLISTS

The power of video lies in how much it can say in a short amount of time. But sometimes one video just can't cover everything a viewer wants to see. When you have multiple related videos, it is a good idea to package them on your website into playlists. In Brightcove, you can create playlists manually or even automatically through smart playlists.

Manual playlists allow you to curate videos that play in a specific order based on whatever criteria make sense for your business goals and your viewers. For instance, if you have a series of do-it-yourself videos that each explain one step of a process, it's important that they appear together and in a specific order. You don't want a viewer installing the kitchen sink before they turn off the water main, of course. And you don't want them to get a video on patching concrete in the middle of their kitchen remodel playlist.

However, there are plenty of circumstances in which automated playlists can keep a viewer engaged with relevant content. Smart playlists gather videos together automatically based on preset parameters (like your taxonomy and tags we discussed earlier on).

For example, if you are a financial services company and want to create a playlist that contains all videos related to a specific credit card offering, simply tag each relevant video with "Credit Card" to include it in the playlist. Or if you are a travel agency, you can tag videos by destination and create playlists for each destination you service. One big advantage to this method of playlist curation is that any future videos with the associated tag will automatically be added to the playlist.
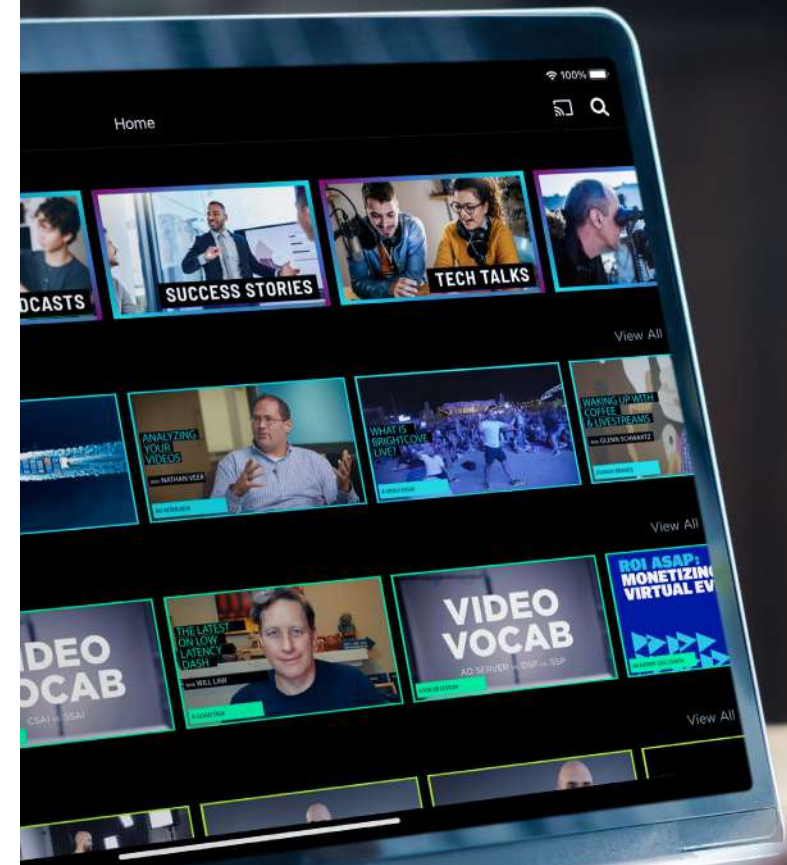
Video on a landing page can increase conversion rates by up to

86%

CREATING LANDING PAGES THAT CONVERT

While a compelling video is an effective way to engage and motivate your audience — according to Tech Jury, video on a landing page can increase conversion rates by up to 86% — it's important to remember that the content of the video is not the only consideration. When designing your landing page, keep these best practices in mind:

▶ **The video should be above the fold.** The longer it takes a user to find the video, the more likely they are to click away.

▶ **The page and the player itself should be responsive** so the viewer has the best viewing experience no matter what device they're using.

▶ **To maximize conversions, consider adding accessibility features** like captioning and multiple language tracks.

▶ **Make sure the video you choose aligns with the goal of the page.** For example, don't put a teaser video on a landing page that promises in-depth detail.

▶ **If the call to action on the page is "click to watch," make sure autoplay is disabled** otherwise, you won't be able to track conversions on that page.

▶ **Include a clickable call-to-action directly within the video.** This can minimize the effort between consideration and action.

OPTIMIZING YOUR VIDEOS FOR DISCOVERY IN SEARCH

A final but critical consideration when publishing video on the web is to apply principles of search engine optimization in order to maximize the chances of relevant searchers coming across it.

Here are a few video SEO best practices to keep in mind as you prep video content to go live:

▶ Resist the urge to stuff keywords into your title or meta description. Google's algorithm values "writing for people," meaning descriptions that clearly and accurately portray what the video is about.

▶ With that said, there are certain words and phrases you can use in the title and description — such as "video," "how-to," "show," "interview," "review," etc. – that can help Google recognize video content and serve video thumbnails prominently in search results. Placing your video near the top of the page will also help get it indexed properly.

▶ Make sure you choose a compelling thumbnail that piques the interest of a viewer. This leads to higher user engagement and better SEO results.

▶ Video tags can be helpful for SEO performance, but only if your website has a video sitemap that exposes the tags to search engines. This requires development resources but can be a relatively simple process.
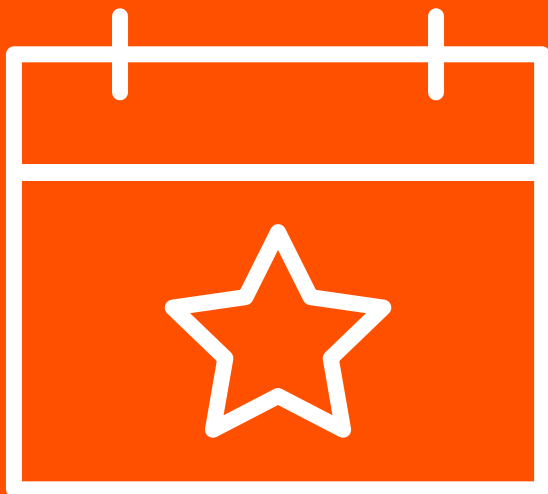
ARE YOU AN EVENT MARKETER?

The role of video in an event marketing strategy is fairly self-evident, especially in an age where virtual and hybrid events have become vastly more popular.

Livestreaming, live clipping, repackaging content, and experiential features are among the most exciting video opportunities available to event marketers.

LIVESTREAMS

If pre-recorded video is powerful, livestreams are supercharged. Nothing can compete with the sense of connection and authenticity of a livestream. The right video communications platform will have all the tools you need to stream to your audience from wherever you are.

A professional livestream is more than just a glorified webinar. Best-in-class livestream services have the capability to give your viewers a seamless branded experience before, during, and after the show.

To take full advantage of the in-the-moment feel of live video, you can deploy advanced interactivity features, like polls or quizzes, for communication that flows both ways in real time during the broadcast. These tools take viewers from passive observers to actively engaged participants, creating a connection between you and your audience that not even an in-person event can replicate.

LIVE CLIPPING

You don't need to wait until a livestream is over to start using the content it generates. Brightcove enables you to pull clips directly from the stream while it is still in progress. This tool can even be used to share near-real-time clips on social media or pull the best moments to help your production team create a highlight reel with a faster turnaround time. These clips should be used on social media but can also be implemented across channels to capture the best parts of the event with shorter, more digestible soundbites.

CREATE A TRUE EXPERIENCE

For all their benefits, virtual events can sometimes provide a diminished social experience for attendees compared to in-person gatherings. New tools and capabilities are serving to counteract this trade-off.

For example, Brightcove's Virtual Events platform can stream multiple live sessions, with an agenda-driven attendee schedule. You can also incorporate smaller interactive breakout rooms for focused group discussions. Additionally, moderated Q&A elements boost engagement and further help attendees shape the content.

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REPACKAGE LIVESTREAM CONTENT

The value of a livestream doesn't end when the show is over. Now what you have is a relevant, authentic piece of content that can be clipped, edited, remixed, and shared well into the future. Was your livestream a couple of hours long? Add chapter markers to help viewers find the exact moment they're looking for, or split it up into multiple videos and package them together as a playlist.

Did a panel discussion produce the best description of your company your CEO has ever given? Pull that out and save it to your video library as a standalone video that any department can use to strengthen future video assets. Or maybe a live-streamed product demo has all the information you need for a customer training

video, but it loses some of its steam on replay. Edit out the slow parts, add in some instructional text and screenshots, and you have a video that continues to create value for your customers.

To extract even more value from a signature event, Brightcove's solution gives you the ability to launch live linear channels, featuring a combination of on-demand videos and live feeds. This capability is perfect for running a continuous marketing stream in the months preceding and following an event to extend the life of the content, while also opening new opportunities for promotion and ad revenue.

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KNOW YOUR ROLE IN A SUCCESSFUL VIDEO MARKETING STRATEGY

Video marketing is here to stay, which means all marketers should be video marketers. No matter what channels your campaign will touch, video can be the most effective way to engage, educate, and activate your audience. And all teams across the organization have a part to play in bringing a video-first digital strategy to life.

Again: Having the right tools and strategies for your campaigns is just as important as having the right video. Consolidation and organization are the first steps, while advanced tactics like interactive features can bring you even closer to your marketing goals. Measuring consistently and intelligently will give you confidence you're on track to hit those goals.

Ready to bring your video storage, publishing, and analytics infrastructure into one platform? *See the Brightcove platform in action.*

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