



Making Enterprise Video Work for Channel Sales and Marketing

By David F. Carr

Channel Partners™

Making Enterprise Video Work for Channel Sales and Marketing

By David F. Carr



MAY 2017 | US\$25 | S190517

Channel Partners™

Table of Contents

Not Just a Pretty Interface	<u>4</u>
Types of Marketing and Sales Videos	<u>5</u>
Capitalizing on Social Video	<u>7</u>
Video in the Sales and Marketing Workflow	<u>9</u>

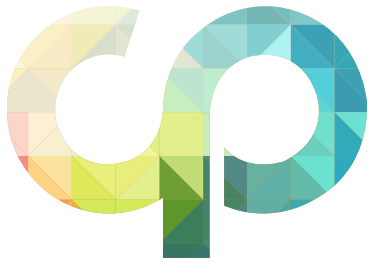
About the Author



DAVID F. CARR is a writer, editor, web consultant and student of digital business. He is a former InformationWeek editor-at-large, a blogger for Forbes, and the author of “Social Collaboration for Dummies.” He served as chief evangelist for Redbooth’s cloud-based collaboration software and has consulted with RingCentral since its acquisition of the Glip team collaboration tool. Carr led InformationWeek’s coverage of social business and collaboration technologies and served as the social business track chair for the Enterprise 2.0/E2 conference series. Previously, he served as technology editor for Baseline Magazine and Internet World magazine.

 [linkedin.com/in/davidfcarr](https://www.linkedin.com/in/davidfcarr)

 [@davidfcarr](https://twitter.com/davidfcarr)



Making Enterprise Video Work for Channel Sales and Marketing

VIDEO COMMANDS ATTENTION, SOMETHING SALES AND MARKETING TEAMS CAN'T GET ENOUGH OF.

Forrester Research says online retailers see nearly triple the conversion rates on product pages that have video, versus pages that don't. And the impact isn't limited to the consumer world: Business-to-business software company CaseComplete saw a 23 percent increase in conversions within two weeks of launching a home page explainer video, [according to Explainify](#), which produced the animated tutorial.

This trend is only intensifying as video consumption on mobile phones and within social networks increases. Cisco [projects](#) IP video traffic will be 82 percent of all consumer internet traffic by 2020, up from 70 percent in 2015.

Besides demanding plenty of bandwidth for not only viewing but uploading, the proliferation of video increases the competition for the limited attention of buyers. As in any effort, some organizations are bound to use video much more effectively than others — and that divide will more and more separate winners from losers.

For partners, equipping customers with the means to engage their clients with video is a valuable and unique service. And, your own marketing team will benefit from this expertise.

Not Just a Pretty Interface

From a B2B or B2C sales and marketing perspective, effective video demands more than great production values and audience reach.

For example, integration with CRM systems and marketing automation platforms such as Marketo or Hubspot becomes important when organizations want to know who exactly they have reached and how much of that person's attention they have captured — whether the customer watched the whole video, most of it or only a few seconds. The ability to decipher and share these metrics are among the reasons enterprise-class online video platforms retain their market share, despite the easy availability of social media publishing through Facebook and YouTube. Social networks mine the video viewership habits of members for their own purposes but provide only summary-level audience metrics to the publishers of that content.

As Forrester advised in an October [report on online video platforms for marketing and sales](#), “YouTube is a distribution channel, but it shouldn't be the heart of your video strategy.”

The report identifies Brightcove, Vidyard and Kaltura as leaders in helping enterprises catalog and publish video content through multiple distribution channels, while collecting as much detailed viewer information as possible.

To be clear, the ability to publish to YouTube, Facebook and other social networks is an important feature of every marketing-oriented video platform because the reach of those networks is so great. The question is whether the video on company-owned web properties should be embedded using the YouTube player or a video platform over which the enterprise has more control. For example, if an enterprise video player is used on a lead capture page viewed in response to a marketing email, marketers can track how many people clicked through to that page and viewed the video (in whole or in part), as well as whether or not they filled out a form requesting more information.

Although this Report focuses on sales and marketing applications of video, some enterprises look for a video platform they can also apply to internal uses, such as CEO Town Hall events or corporate training videos. Gartner, in a [Magic Quadrant report](#) focused on internal uses of video, also mentions Brightcove and Kaltura as leaders but adds MediaPlatform, VBrick and Panopto, with no mention of Vidyard (which is exclusively focused on sales and marketing).

The opportunity for the channel is to guide enterprises to a video production and technology strategy that will meet a variety of these requirements.

Types of Marketing and Sales Videos

To understand the strengths of the different platforms, it helps to understand where they came from. For example, Brightcove was an early partner to broadcast networks and video production companies experimenting with internet streaming and online publishing of video. Panopto was originally a specialist in video-lecture capture for higher education, later expanding into corporate training applications as well as sales and marketing. MediaPlatform started with streaming of live events and today is also a strong platform for publishing replays of content originally broadcast via Cisco's WebEx or Microsoft's Skype for Business.

The right choice or choices for any enterprise will depend on the mix of types of video it employs and how it creates that content.

Vidyard started with a focus on gathering better metrics for corporate marketing videos, typically at the high-production-values end of the spectrum, and more recently introduced a product allowing salespeople to produce individualized selfie videos targeted at specific prospects. In all, Vidyard identifies [12 types of video content for B2B marketing](#).

12 Types of Video

There are different kinds of videos for each stage of the B2B customer experience life cycle.

	Function	Funnel Stage	Production Quality	Optimal Length	Distribution Channels
Explainers	Provide a high-level overview of what problems you solve for customers	Awareness	High	2 minutes	Website
Promos	Promote marketing campaigns, product launches, events and other content assets	Awareness	High	1 minute	Website, email, social media
YouTube	Attract viewership on YouTube and drive conversions to your website	Awareness	High	1 minute	Website, email, social media, YouTube
Vlogs	Share video-based blog content for content marketing and SEO	Awareness	Medium	3 minutes	Website
Social	Drive engagement, brand awareness and sharing via social media	Awareness	High	1 minute	Social media
Webinars	Educate buyers and establish thought leadership via live and on-demand webinars	Awareness/ Consideration	Low	30 minutes	Website, email
Chalk Talks (or Whiteboards)	Offer buyers expert advice on very specific topics	Consideration	Low	3 minutes	Website, email, social media, YouTube
Product Demos	Show buyers product features and functionality	Consideration	Medium	3 minutes	Website
Customer Stories	Highlight real clients and the results you've helped them generate	Consideration/ Decision	Medium	3 minutes	Website, email, social media
Culture Capture	Showcase the culture, values and personality of your employees	Decision/ Retention	Low	2 minutes	Website, social media
Onboarding and How-To's	Improve customer satisfaction and operational efficiency	Retention	Low	3 minutes	Email, private
One-to-One Personal Messages	Enhance one-to-one communications throughout the customer life cycle	All stages	Low	1 minute	Email, private

Source: Vidyard

“The quality and expense you put into a video tend to correlate with the stages of buying,” says Tyler Lessard, vice president of marketing for Vidyard. That is, higher production values tend to be devoted to brand-awareness videos for publication to the company home page or in slick marketing campaigns. Later in the buying process, videos such as product tutorials and customer testimonials tend to be more important, and for those, slick production tends to be less important than the emotional connection of “real people talking,” Lessard says.

Video that comes across as authentic and casual can work well for publishing on social networks or an informal, community-oriented section of the company website, says Paul Casinelli, senior director of product marketing Brightcove, with a caveat: “You don’t want an authentic, low-production-value video on the home page.”

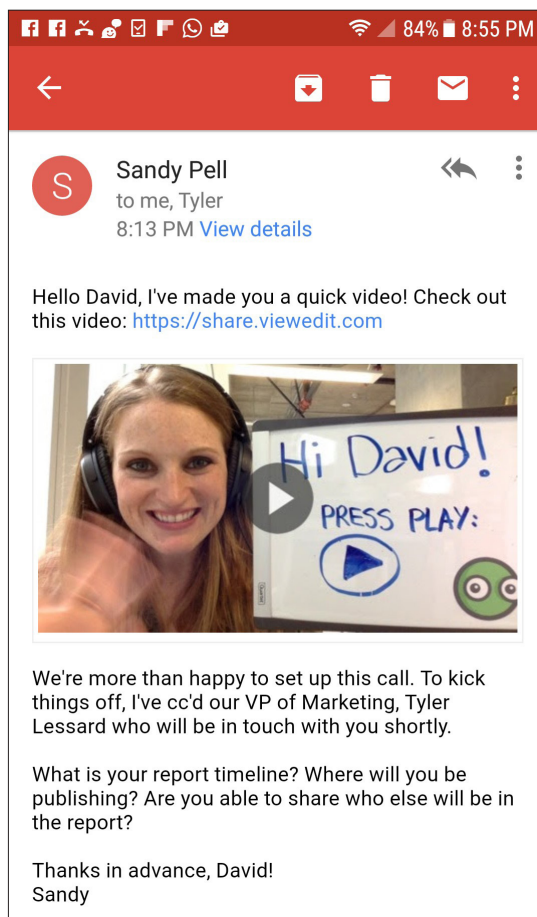
For high-production-value video, the amount an enterprise spends is limited only by its ambitions. But is it really necessary to hire Steven Spielberg and Industrial Light and Magic?

Probably not. HubSpot and Wistia offer a thorough guide to [creating an inexpensive in-house video studio](#), using equipment as basic as an iPhone and supplies from Home Depot or moderately more sophisticated gear. There are plenty of steps in between, such as hiring a local video production firm or a digital agency with video expertise. Animated explainer or chalk talk videos can be easier and less expensive to make look good than video with executives or actors appearing on camera.

Even if an authentic, informal video style is the best match for the enterprise’s purposes, attention to lighting, composition and audio quality can make a huge difference. Audio in particular is easy to get wrong with cheap equipment, and audience members who can’t hear a message clearly are unlikely to pay attention to it.

Capitalizing on Social Video

The social platforms for online video may not be sufficient, in and of themselves, for enterprise needs, but they are still very important for any business that wants to achieve a broad reach. The greater control an enterprise video platform gives over content on your own website is only useful if you can get people to come to your website. When you publish video on a social network, you are going where the audience is, rather than expecting them to come to you. These strategies need not be mutually exclusive: You can publish a short teaser video to Facebook, Twitter or YouTube with a link directing people to your own website for the full version.



A Vidyard personalized video

Each platform has its own quirks. For example, just as tweets are limited to 140 characters, video on Twitter is limited to 2 minutes and 20 seconds, and even shorter videos may be more effective on a social network that values brevity.

The Facebook Live video format is particularly interesting, generating about three times as much engagement (measured by comments and likes) as other video. Where Facebook video uploads are generally limited to 45 minutes, a Facebook Live session can last up to four hours and later becomes available for replay.

It's All in the Edit

- There's a reason directors make big bucks. When filming, watch for camera jitter — smartphone-compatible tripods are an inexpensive investment. Listen for background noise, and make sure the background itself isn't distracting. Watch for backlighting from windows and cluttered shelves.
- Then, ensure the length matches the attention span of your target audience. An in-depth tutorial on YouTube's video editor [is here](#).
- Exporting large files to YouTube takes some bandwidth; ensure customers have cable connections able to support their video programs.

If you want to do anything more sophisticated than streaming from a smartphone, you must work with one of Facebook's [Live Video Solutions API partners](#). Note that none of the companies mentioned above are on that list, although cloud-based videoconferencing players such as BlueJeans Network are in the mix along with a number of video production and streaming companies. An API connection is required if you want to broadcast using professional video equipment or share the feed from a multiparty videoconference.

Using a smartphone to share man-in-the-street interviews from a company event could be a great way of creating an authentic connection with your online audience. On the other hand, broadcasting the CEO's keynote would call for a more professional touch.

YouTube Live, meanwhile, is the latest incarnation of what used to be called Hangouts on Air. Originally part of the Google+ social network, this version of Hangouts video chat is best known as a free platform for creating video webinars that can include several on-air participants. YouTube Live broadcasts can be produced via a desktop user interface or with professional broadcast software via APIs. The YouTube Live mobile apps for broadcasting from your phone are a more recent addition.

Live video broadcast on Facebook or YouTube later becomes available for replay on those platforms, and the replay views can easily outnumber live views. The video content can also be downloaded, edited, repurposed and republished elsewhere.

Video in the Sales and Marketing Workflow

The classic visualization of how marketing turns into sales is the funnel, with the broadest part of the funnel representing awareness marketing (first, they must know your product exists) and successively narrower parts of the funnel representing the prospects who seriously consider buying, those who become customers and, better yet, advocates who tell everyone they meet how great your product is.

Starting with television advertising, video has always laid a strong claim to the top of the funnel, the stage of creating brand and product awareness. That will always be important because, without it, many potential customers will never make it to the narrower parts of the funnel. But video is increasingly important at every stage of marketing, particularly for complex products that require significant customer education. As technology in the home becomes more elaborate, that will apply just as much to smart appliances as it does to enterprise technology products.

Getting the script and production values of a video right is only one element of success. Just as important will be making video an integrated part of the CRM and marketing automation workflow. Marketers need access to video content for every sort of campaign, and salespeople need easy access to clips they can share with prospects, personalize, or produce themselves. That is where the greatest opportunities for consulting, customization and integration lie.

Related Report



[5 Tips for Better Videoconferencing](#)

From UCaaS providers to Microsoft to Cisco's new Spark Board, a range of suppliers are pushing to make video the new IM — instant and ubiquitous. Unfortunately, business users haven't caught up with how accessible video is or how to use it effectively. That can crimp sales. This Report outlines how to guide customers to the successful use of video calling and online meetings.