



# The Tech Marketer's Guide to Video Marketing



## Tech Marketing in the Age of Video

An image says more than a thousand words - and a video more than a thousand pieces of marketing material.

Today's tech marketers understand the importance of video: other than a live personal interaction, nothing tells a story, informs, and communicates better than a video. Video is compelling, engaging, and unique, which makes it **a great asset for disruptive tech vendors** who often have to explain new, disruptive products and solutions to clients.

**86% of marketers say video has helped them generate new leads.\***

But using video can be pricey and time-consuming, and, if not planned and executed correctly, get lost in a wealth of digital content or even worse, create a negative impression.

This eBook will give you some insight into video best practices and how to use video for **awareness** and **growth**.

\*Video Marketing Statistics 2022, Wyzowl



81%

of marketers say video has helped them directly increase sales.\*

\*Video Marketing Statistics 2022, Wyzowl



## Why Should I Use Video?

Video is a powerful tool for storytelling. It's an effective way to connect with people and build a more satisfying relationship between you and your audience.

Here are some key statistics that prove that video is an important part of your marketing strategy:

- Video usage has **increased 32%** since the start of the pandemic
- Video is the **fourth most important channel** for reaching customers behind email, websites, and social media
- **96% of people** have watched an **explainer video** to learn more about a product or service\*
- **86% of marketers** say video has helped them generate **leads**\*

\*Video Marketing Statistics 2022, Wyzowl



## The Advantages of Video

### Video encourages social sharing

Video is the must-have content to increase engagement and brand awareness on social. Even platforms like Facebook and LinkedIn have gone "video first" and organically favor video content.

### Video improves SEO

A web page with an embedded video can appear in search engines with a link, a description, and a video. This can draw more attention to the result and potentially gain more clicks.

### Video can help Sales

Video can be a tool for your sales team throughout the entire customer buying journey. It increases engagement, and backend analytics can help salespeople to qualify and prioritize cold leads.

## Tech Buyers and Video

Tech Buyers use video for many professional reasons.

A 2019 IDG Customer Engagement Study found the **most common reasons** your customers consume video:

- 51% How-to
- 51% In-depth product review
- 36% Webcast/pre-recorded web show
- 35% Industry research/tech analyst reports
- 30% Interviews with industry experts
- 29% Tech news/live event coverage



## How Do I Get Started with Video?

Video is one of the fastest-growing and most versatile content types and one of the most difficult to manage effectively. Video content is easy to create but harder to find, share, and deliver. A **video content strategy** should address not only the cost to create, manage, and distribute video, but also the creative elements to personalize and engage the customer in an immersive experience.

80% of tech marketers now create and use video in their marketing mix, according to a 2020 research report from the Content Marketing Institute. With this huge offering, any ill-planned and positioned video content will get lost.

A well-planned tech marketing video can use storytelling, data visualization, humor, animation, or visual effects, among others, to create a **powerful, lasting impact.**



35%

of tech buyers use video to consume industry research and tech analyst reports.\*

\*IDG 2019 Customer Engagement Study

## A Strategy for Success

Creating a compelling video can be costly and take up time. Before starting to create video content, look at your **overall content strategy**. What are the messages, the key themes, the topics that most engage your target audience? Then decide if video fits into the whole portfolio of content.

It is also important to take into account the **context**, the "when, where, how, and why" of the next best action to serve the customer. For example, creating an explainer video for filling out a change of address form is completely different to using a live video chat. The context and complexity of the task determine whether a one-way or two-way video conversation is the better choice.

Then, think about your **message**: what's the story, how do you want to tell it, what showcases our brand's uniqueness best? And keep in mind that for a B2B audience, you want to create video that is **timely** and **respectful of peoples' time** - get straight to the point and don't waste time on a lengthy introduction.

**"Every industry has the opportunity to use video to educate, persuade, and communicate with its customers."**

**Marci Maddox, Research Vice President, IDC Digital Experience Strategies**

## How and Where to Incorporate Video

A successful video strategy will follow one or more of the following adoption paths for video content:

- By use case (e.g. customer education)
- By form/format (e.g. virtual events)
- By feature function (e.g. video player or streaming)

**Video can be used in areas other than marketing.** For example, teams can take traditional web forms and embed them within video and then measure which form the customer prefers.

Other types of **data analysis** will uncover which videos are watched more than others and gain insight into the most valuable sections. Video analysis can also influence **customer engagement scores**, tie back to **campaign metrics** (e.g. lead nurture), or **sales activity**.



## 5 Steps to a Successful Video Marketing Strategy

### 1. Define your audience

Knowing who you market to is the key to a successful campaign. Use available data to identify your target audience and create personas to express clearly who you have in mind when creating your video.

### 2. Set a timeline and budget for your video

Video production can be time-consuming and expensive. That's why it's important to create a clear timeline for every step of the process and plan for occasional delays.

### 3. Choose the best platform to host your video

Before you start creating your video, think about where you will be hosting it and research platform-specific requirements.

### 4. Develop messaging and choose the right type of video format

Your messaging should always be tailored to both personas and the platform. For example, longer videos work well on YouTube, while other social media channels like Instagram prefer short-form content.

### 5. Decide which metrics you will track and what success looks like

Before you start production, you have to be clear about what success will look like. Use metrics like view count, play rate, click-through rate, and social sharing and comments to see if your video resonated with your audience.





Need some inspiration? We've collected the 15 best types of marketing videos for your B2B video campaign.

## The 15 Most Commonly Used Video Formats for B2B

- ☑ Explainer videos
- ☑ Video ads and promotions
- ☑ Editorial
- ☑ Infographics
- ☑ Sales videos
- ☑ Launch videos
- ☑ Social media videos
- ☑ Testimonials
- ☑ Video ads
- ☑ Product demos
- ☑ Customer Service videos
- ☑ Thought leadership videos
- ☑ Event recap
- ☑ Live video
- ☑ Tutorial/how-to videos

## Places to Publish Your B2B Video Content

### Host it

Popular hosting solutions include:

- YouTube
- Vimeo
- Brightcove

### Stream it

Live-streaming options are plenty now. Most allow you to save a video stream for re-use. Some include:

- Facebook Live
- LinkedIn Live
- Instagram
- TikTok

### Post it

Embed your videos and clips in related blog posts, PDFs, ads, your website, and of course on social channels.

Your distribution channel should be chosen depending on audience and your presence on the channel. For example, hosting your video on your YouTube page that rarely sees traction can bring worse results than hosting it on social media.



Video content can be used in many different settings and is an effective tool for lead gen and reputation building. Third-party video content, such as analyst videos, can further enhance reputation and create credibility.

Because video assets require a new set of skills and technology, IDC advises technology vendors to start small, gain adoption with a compelling use case, and measure video usage within larger digital transformation and customer experience initiatives.



Custom-built to meet disruptive technology vendor's needs for data and research, IDC's Emerging Vendor Solutions offer:

- Analyst-made content to jumpstart your lead generation and validation efforts
- A wealth of published data and research in the area that means the most to your company
- Access to a diverse set of IDC expert analysts and their advice

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