THE MODERN MARKETER'S GUIDE TO GETTING THE MOST OUT OF VIDEO

vidyard

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03 | FROM STATIC TO STRATEGIC: YOUR VIDEO'S METRICS MATTER

More than a white paper, a blog post, an ebook, or even an infographic, video makes a distinct impact with your potential customers.

Far from a trend, it's a game changer. It's the big kahuna.

Why?

Video tugs on heart strings. It elicits potent emotions. It makes people laugh – heck, it makes people *feel*. And when people feel connected to your brand they want to engage, they want to share, and they're more likely to do business with you.

With all of its emotional punch, video marketing has quickly become the best way to tell your company's story, offer unexpected value, and convert. In fact, as Unruly found, enjoyment of a brand video increases purchase intent by 97% and brand association by 139%.

But, you instinctively know all of this already; it's the reason you find the play button so irresistible in your social feeds. Play buttons are simply part of your daily routine now, and part of your customer's too. So much so that video is not a 'nice-to-have' option anymore, it's an expectation in today's digital landscape. That's why you and 70% of B2B marketers have already started using it in your content marketing mix.

The only problem is that even though you're experimenting with video marketing, you have no idea whether it's really working. Yep, we're on to you.

When asked about how your last brand video performed, you likely still cite your total view count, but this is not actionable information. As marketers are discovering, you need tools to identify viewers and prove your video's influence on the bottom line to justify your investment in the medium.

Luckily, this is possible when you use purposeful video in strategic, measurable ways.

When you combine video analytics with your marketing automation platform (MAP), you track not only who's watching (and their associated attention span) directly within individual contact records, but this information drives improved lead scoring and ultimately helps you generate more marketing qualified leads, faster. Basically, you'll automate the process for discovering who's hot and who's not, all based on your video content.
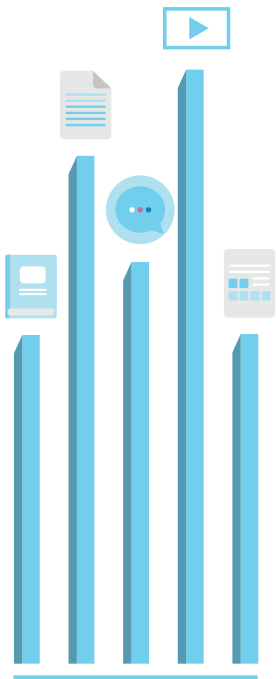
In this guide we'll take a very practical look at:

- What it means to narrowcast your video message (and why you'll want to do this)

- How to implement purposeful, **measurable** video marketing

- Ways to use video throughout the funnel

- Connecting video data to your MAP to identify & nurture your hottest opportunities, and

- The metrics you need to become a successful video marketer

When you're through, you'll have all the info and inspiration you need to start using your video assets to their full potential.

The future belongs to brands that tell incredible stories with video.

Let's make sure you can compete, shall we?

05 | NARROWCASTING: WHY THE RICHES ARE IN THE NICHES

As a modern marketer, you've definitely heard about the importance of brand storytelling.

Everyone wants to transform their sales pitch into a beautiful masterpiece set to an enchanting Fiona Apple score à la Chipotle's smash hit Scarecrow video; it's the stuff of marketers' dreams. (And don't even get us started on what happens if you mention the word "viral"!)

But when your brand isn't as sexy as say, Red Bull or Old Spice, how do you craft an interesting narrative and – as a lot of B2B marketers are wondering – how do you compete with the performance of the video pros?

Well, to start, it's all about your objectives. (Oh, and it's definitely not about going viral).

Let's face it, you're different

Your B2B company has a completely different audience than a major B2C brand and requires a different video strategy.

A lot of marketers release a video and get discouraged when they don't get millions of viral views. This is a naive approach to marketing because, in reality, you can only secure millions of views if you have an audience with millions of people in it to begin with.

Nike can create videos that millions of people watch because technically anybody who can put on shoes is a potential customer. They can brand pure entertainment and rely on a cinematic shot of someone looking fierce on a golf course. You...not so much.

While a B2B brand has a harder time developing videos for widespread reach, this is actually nothing to be discouraged about. Not everyone out there needs your B2B solution or ser-

vice, but it doesn't mean your videos can't be impressive.

Why you need to narrowcast

Contrary to the popular misconception, you're not aiming to broadcast the next Super Bowl commercial. Instead, you'll want to narrowcast your brand message and focus on building the best video possible to entice your target audience. **The more specific your video is, speaking to a narrow niche, the better it will perform when it comes to conversion because it won't be burdened by unqualified views, or those who have no interest in your offering.**

If you narrowcast a targeted message that capitalizes on the pain points of your ideal prospect, your video will retain viewers who are actually interested in what you do and they'll likely have the budget to spend on your offering. In other words, you'll attract and maintain the leads worth following up with.
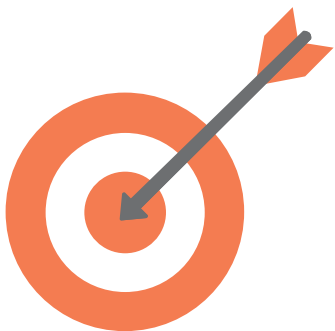
*Remember: Clicking on video examples may take you away from the guide. Click "back" in your browser to return.


Your target customer

Everybody Else

Examples of narrowcasting

The first step to narrowcasting is understanding your niche. Even if your content isn't interesting to anyone outside of your niche, if you know your target, you've got your focus. The next step is finding a creative way to package up your video concept to appeal to your niche.

B2B company Taulia is a particularly good example of this approach.

Taulia is a leading cloud-based supplier financing company (just about as B2B as you can get), but their marketers have found a way to use entertaining video concepts to engage their core audience. The company produced a series of videos spoofing Direct TV's award-winning 'Get rid of Cable' ad campaign, for example.

Even though their videos discuss procure-to-pay financing topics that don't necessarily appeal to the masses, they've found a way to keep things fun for those who matter to the company. Check out their video on eInvoicing!
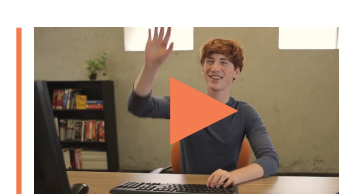
You'll notice that even if you don't understand any financing terms, you still love the concept because the format is designed to be entertaining. If you do understand the jargon as part of the target market, you love the piece even more because you got a laugh and it's relevant to what you do everyday. Pretty clever, hey?

Another company narrowcasting particularly well is Cvent. Providing online software for event management and web surveys, here's an example of their video work. While the concept is entertaining, it appeals to marketing event managers in particular because they can relate to the scenario.


How to Narrowcast

Here's a few practical ways you can make your own highly targeted video concepts for B2B.

Focus on observable utility

Why do Apple product videos featuring Jony Ive work so well? They show you the sleek product in action with use cases that you find appealing as part of their massive target market. It's your job to replicate this exciting feeling for your niche by showcasing how you can help. The trick is to use a video concept your specific buyer personas will love.

Cvent does this really well in a video called "Don't be a Meetings Dinosaur". While the content is broadly entertaining, their target audience of event managers recognize the specialized terms and scenarios and immediately understand how Cvent could help them become standout employees.
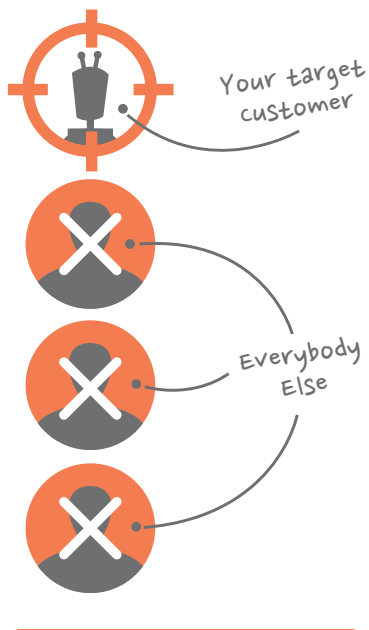
* Remember: Clicking on video examples may take you away from the guide. Click "back" in your browser to return.
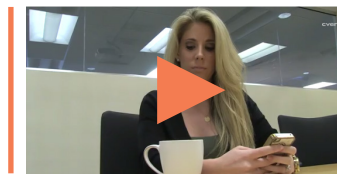
The lesson

Weave your target market's everyday scenarios into your videos. Even if this means you're making a video about the boardroom, infuse some comedy like Cvent and showcase exactly how your brand helps. Watch out for being too feature or jargon heavy here. Cvent strikes the perfect balance.

Build your message around the "why" of your brand

While Nike, Red Bull, and Coca-Cola use branded entertainment, they also sell bigger stories around overarching themes. Coke doesn't just sell you a beverage, they sell happiness, community, and inclusion.

The best videos you create are the ones where you talk directly to your niche about why you do what you

do. Not what you sell, but the bigger story. Are you passionate about the environment? Are you all about helping people connect? Do you make technology exciting?

Find your overarching theme and then find a way to communicate that theme to your precise target.

Remember: Broad theme, narrow audience.

General Electric has mastered the narrowcasting approach with the following creative piece. Their video successfully communicates to their niche audience of B2B information technology professionals (who bring exciting tech to life everyday and may have children of their own), all the while speaking to the broader theme of imagination and inspired work.
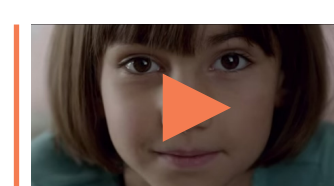
Parody an existing campaign

Just as Taulia spoofed Direct TV's famous ad campaign, you too can spoof popular ads. Just write the script to use language and scenarios your niche will understand, relate to, and appreciate. It doesn't have to be a parody of an existing ad either, you could spoof a genre or format like a fake movie trailer.

Hot Tip: When spoofing Saturday-Night-Live-style, remember that mega brands do have copyright, so be sure to change up your title and avoid the use of owned trademarks, logos, names, and music.

How do you know you've narrowcasted successfully?

When strangers to your brand can watch your video and identify the type of person or profession the video is designed to appeal to, you've nailed the narrowcasting approach.

08 | 6 STEPS TO A KILLER VIDEO MARKETING CAMPAIGN

As you know, the modern marketer faces a unique two-part challenge. First, you need creative brand content that will break through the noise and get noticed, and second – that content needs to be measurable.

The trick is to start using video as strategically as possible.

Everywhere you look these days brands are not only becoming more like media companies – churning out more and more videos – but they're telling video stories in bigger, more integrated ways. Companies like Coca-cola, Vodafone, and Cisco release videos as part of larger, themed campaigns with dedicated landing pages and related content components. You'll find their brand stories on decked-out landing pages and there are usually "extra" pieces of text-based or visual content that support the embedded video. All of the components contribute to a rich digital experience.

Based on some successful video marketing campaigns out there, here are the six steps you'll want to take to ensure you're building purposeful, measurable video marketing rather than random bursts of untrackable video action.

1. Tie your video to one clear call to action

One of the most important factors of your video marketing is what you want your content to accomplish. Before writing your script or shooting your content, determine exactly what you want your target audience to do when they complete your video.

Do you want your viewers to download your case study? Watch another related video? Subscribe to your blog? Prompt them directly with a clear call to action (CTA).

Even if it's as simple as directing your viewer's back to your website from YouTube with a CTA like, "View more videos at www.puppiesarecute.com",

your video should never simply fade to black. **Always attach your video concept to a clear action and don't start filming anything until you've figured out what this action will be.**

Hot Tip: Watch your pronouns!

According to Tim Ash, CEO of Site-Tuners.com, the pronoun you use in your call to action really matters. Unbounce and ContentVerve split tested two identical pages that varied only with their call to action at the bottom of the page. One page prompted visitors to "start *your* free 30-day trial period." The other used the words "start *my* free 30-day trial period." **The "my" pronoun resulted in 90% percent more clicks in an impressive increase.**

The lesson? Use "I" and "my" with compelling copy instead of using "you" and "your". Split test and see the difference.
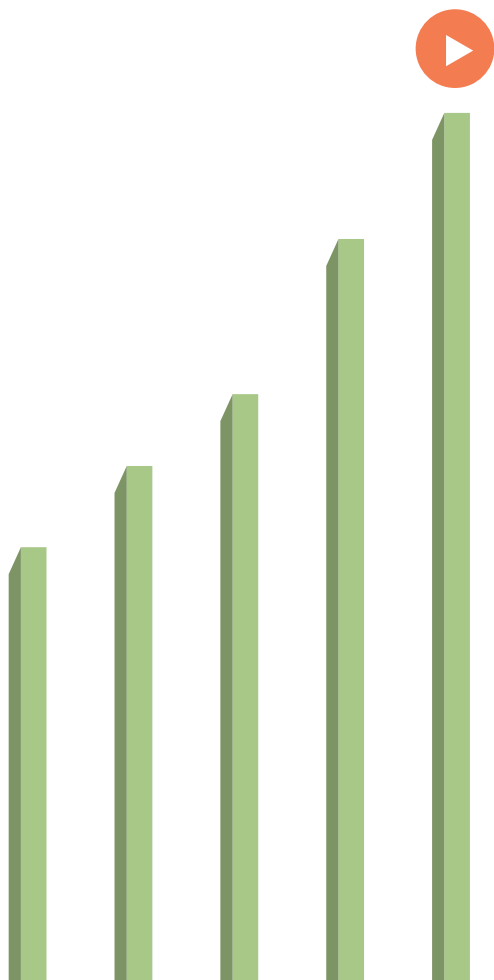
2. Determine how you'll measure your video's performance

Many marketers make videos for brand awareness, but as you make many videos and your budget increases, you'll want to make sure your videos are contributing to your sales pipeline and the bottom line.

You need to know exactly what you expect from your video content and how you'll determine if a particular asset was successful.

That said, **make a list of about two to three quantifiable objectives you want your video to achieve. For example, you could aim to:**

- Collect X amount of leads with a particular piece of video content
- Maintain the attention span of over 60% of your target audience watching right until the end of each video

- Have X amount of leads follow through with your CTA
- Increase your click through rate by X% for nurture campaigns by using video in email

Determining your content goals before crafting your video is the most proactive way to ensure your videos are purposeful and support your marketing objectives.

3. Craft a compelling story

While not every video you make will need a narrative, we've found that video magic starts when you **elicit a specific emotional response** with your content **to drive a specific action** – like filling out a form, or signing up for a demo. Good storytelling jumpstarts the emotions that lead to action.

Laughter works as an emotional driver, but fear, excitement or greed are also great motivators.

If you aim to evoke anxiety to drive action, for example, your video might be about a software add-on your prospect doesn't have (i.e. "Oh no! I'm missing this critical feature! My competitors will crush me!"). Using the pain points of your audience, you can get viewers to take action (i.e. "Yes, sign me up for a demo!").

Take a look at how Cisco gets you to identify with poor connectivity issues in their video 'Braveheart in the Office'.
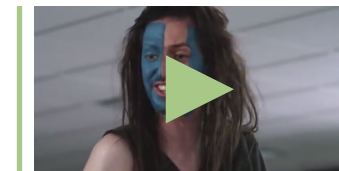
By using pain points you can relate to, Cisco takes advantage of your frustration with your unreliable network to suggest theirs as a solution.

Leaving you laughing at the now empowered "braveheart", you're ultimately left with hope and a reminder that your network issues could be solved just as easily. Overall, a good way to prompt you to try something new for fear of continued suffering.

Overall, **when planning your video, start by identifying the feeling you want your audience to walk away with and how your story will create that emotional response** leading into your calls to action.
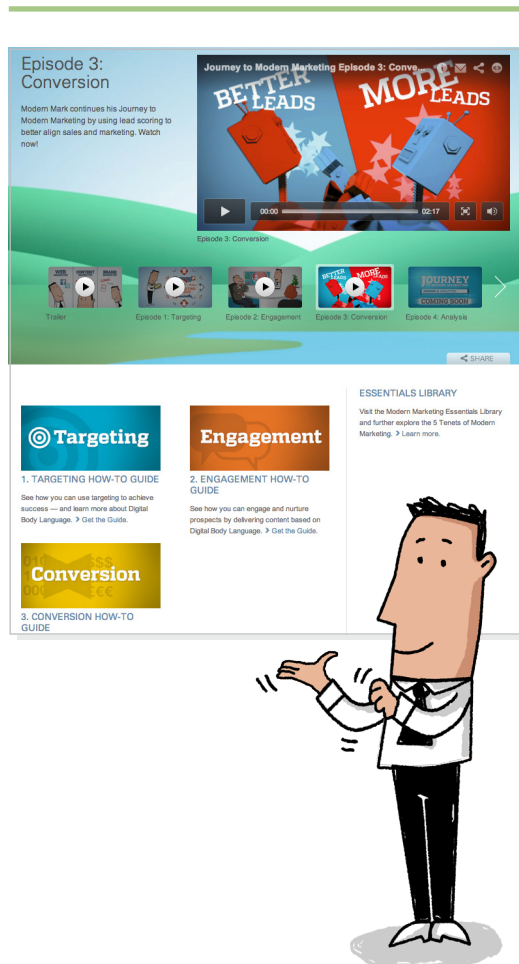
4. Build a dedicated landing page and make video the star

When embedding video on your website, it's important to consider visual impact. If you've built out a whole video story – or you have more than one video to display – you'll likely want a dedicated campaign landing page. The landing page can feature related text-based content (guides, articles, white papers), and everything can revolve around your eye-catching videos.

This is what Oracle Marketing Cloud did with their 'Journey to Modern Marketing' campaign. Here you'll see that the guides, social components, and promotion for the blog all live on a landing page where video is clearly the star.

An integrated campaign to support the "The 5 Tenets of Modern Marketing", this campaign's contents spanned across all digital channels, and Oracle Marketing Cloud used

video as the main way to support educational assets. The story of "Modern Mark's Journey to Modern Marketing" is packaged up into six videos in total: One for each tenet, and a trailer video was shared via social media and the company's blog to excite the audience about the upcoming content.

The use of video as a featured component in a multi-channel campaign helped to drive interest and awareness to the five tenets. **This resulted in the campaign experiencing a 120% increase in engagement, and an 85% increase in attribution to the creation of marketing qualified leads (MQLs).** While the intent of the content was to support increased prospects, it also supported significant and repeated engagement with current customers. The use of "reciprocal" content (featuring an ungated video with gated follow up content) provided lead scoring and interest qualification opportunities for prioritized follow-up.

Video marketing lessons learned from the Oracle Marketing Cloud team:

- Social media continues to be a very important channel for engagement/MQL contribution

- A multi-channel approach to engagement is effective in unifying the audience experience

- Video is a great engagement tool to provide entry points to other channels

- Video formatted in a series is a helpful means of generating interest around the "Journey" content concept, and helps keep audiences stay engaged to progress their learning.
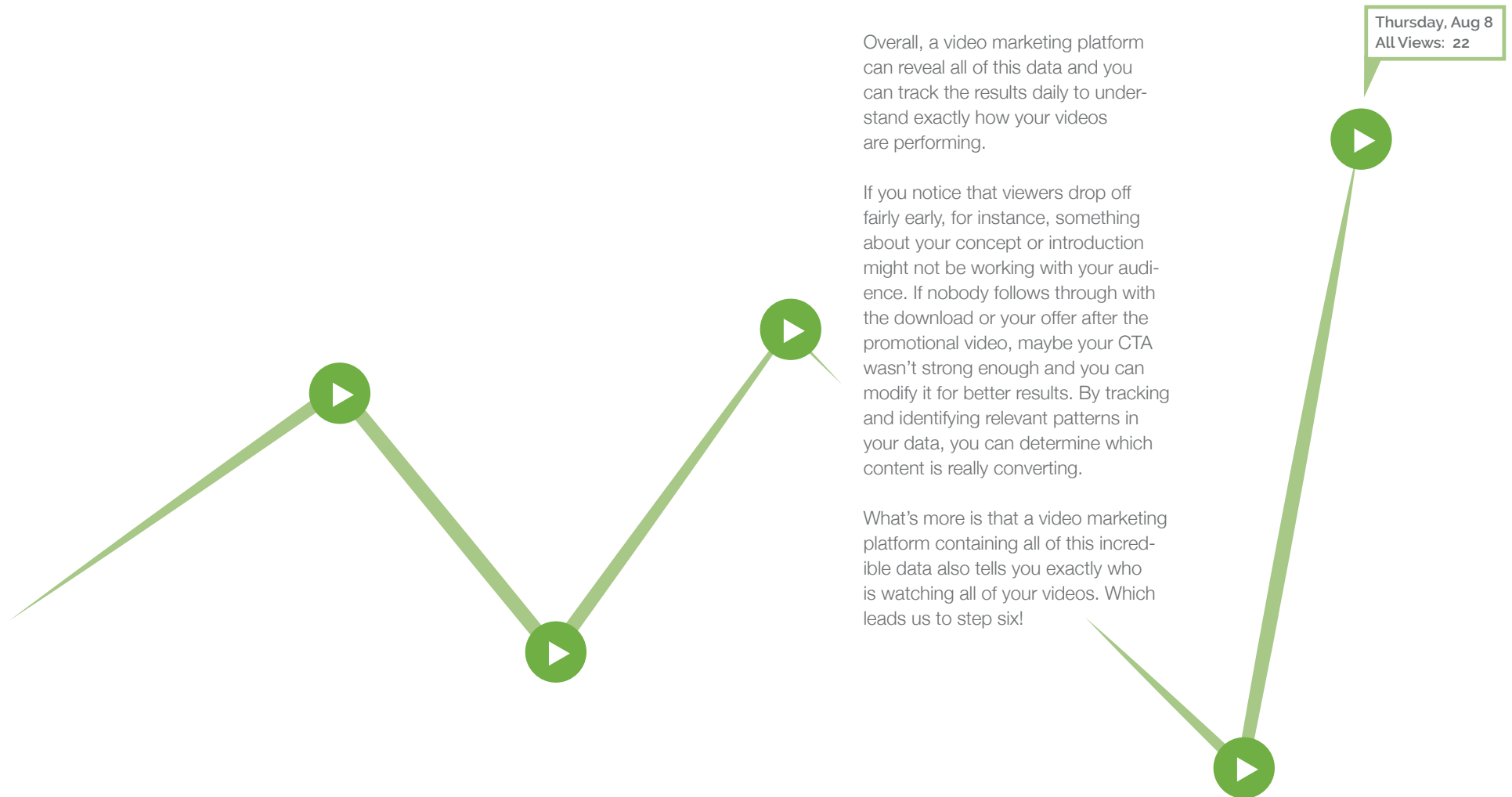
5. Track quantifiable video data

After connecting your video to clear goals, and releasing your content, look to video analytics to understand your performance.

Returning to the video goals you set up in step two, you should **track the following metrics for your campaign on a daily basis for a set period of time** (be it two weeks or longer):

Video 1

Video 2

Video 3
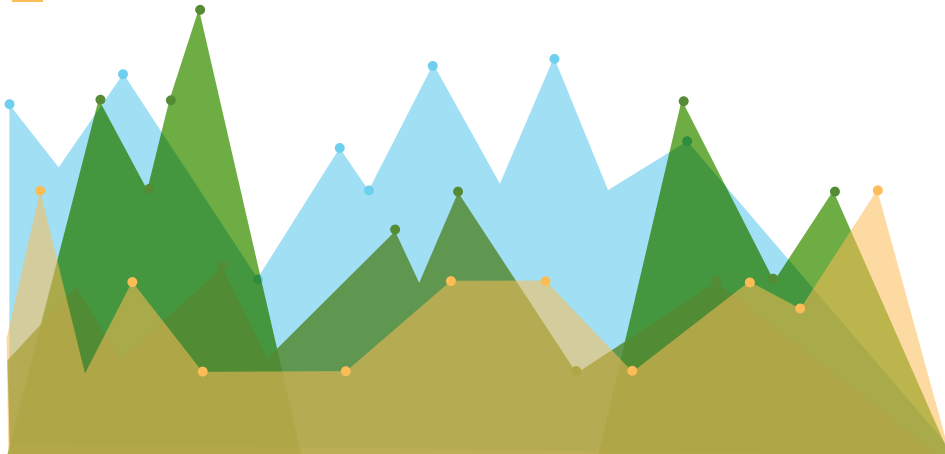
- Average time spent on your dedicated landing page

- The click through rate on the landing page (what percentage of viewers clicked 'play')

- The video's attention span rate (What percentage of viewers watch all the way through and when do viewers typically drop off?)

- The percentage of those who follow through with your end-of-video call to action

- The total amount of your video content leads consume (how many videos do individual leads watch in a day? A month? A week?)

- Which specific videos (or combos of videos) did converted leads watch?

- Click through rates on video thumbnails: Split test thumbnail images and identify which entices your audience to click and watch.

- Device type: What type of device are your viewers using to consume your video content? Consuming video on mobile is quite a bit different than on a desktop and this can influence how you package content. You'll want to **make sure campaigns are optimized for mobile** if that's where your audience hangs out.

- Geographic Location: Is your content relevant to the geographic demographic from which most of your viewers are watching?

Thursday, Aug 8
All Views: 22

Overall, a video marketing platform can reveal all of this data and you can track the results daily to understand exactly how your videos are performing.

If you notice that viewers drop off fairly early, for instance, something about your concept or introduction might not be working with your audience. If nobody follows through with the download or your offer after the promotional video, maybe your CTA wasn't strong enough and you can modify it for better results. By tracking and identifying relevant patterns in your data, you can determine which content is really converting.

What's more is that a video marketing platform containing all of this incredible data also tells you exactly who is watching all of your videos. Which leads us to step six!

"Thanks for watching our video on webinars. We think you'll like our other content too…"
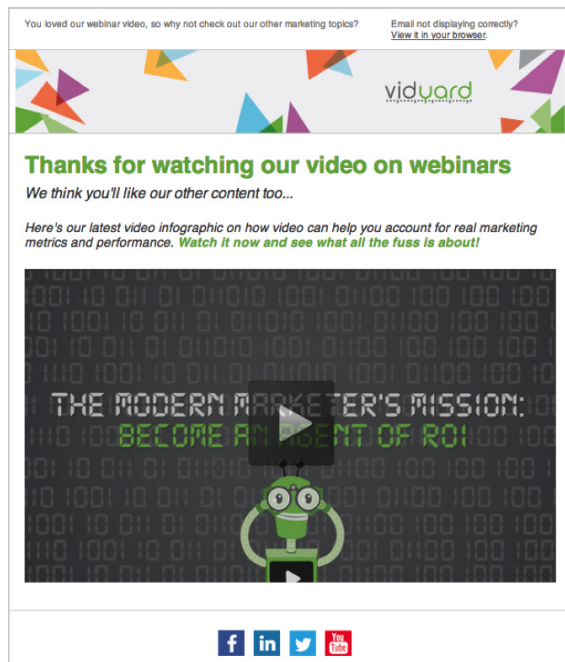
6. Follow up with those who really engaged

Finally, you'll want to organize timely follow up with those who engaged with your video. If your video engagement data is connected to your marketing automation platform, you'll be able to set triggers to notify you when leads watch a certain percentage of your video, or even send automated emails encouraging engaged leads to view more related content, connect with you on social channels, and more.
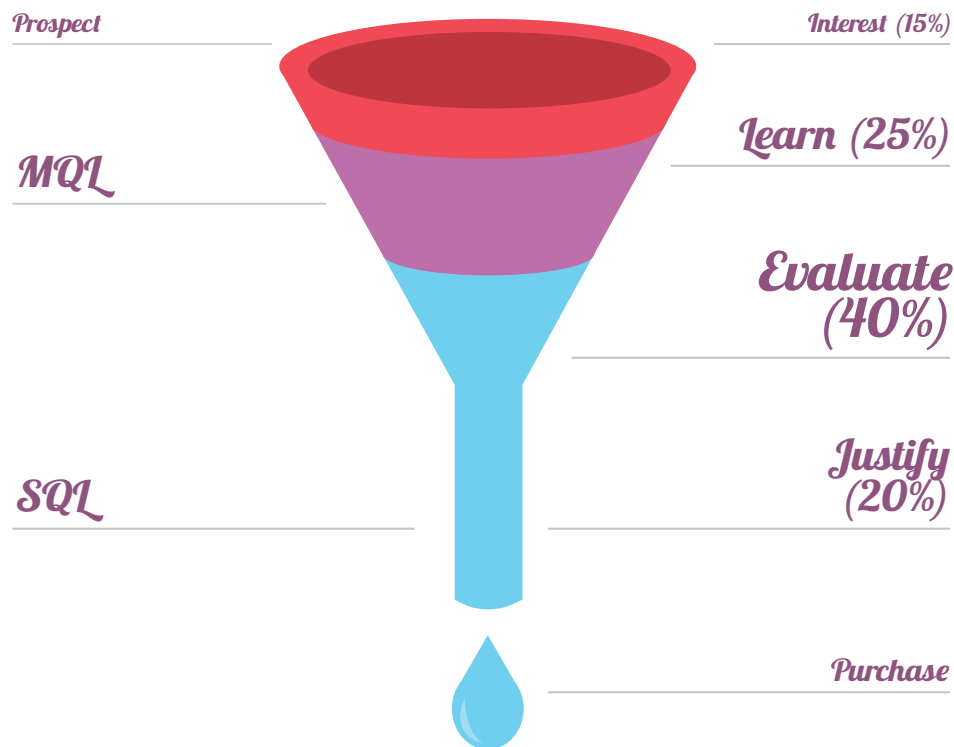
To your left is an example of an auto-responder email you could send to a prospect who watched your whole video, but didn't follow through with your end-of-video CTA or any other content.

By automating a suggestion like this right after prospects watch over 60% of a video on your site, engaged leads are likely to follow through and you gain mindshare by sending out the perfect, personalized message at the right time.

In fact, ClearFit (an employee screening software company) uses this exact automation method to nurture old or dead opportunities. After looking at their data, those who received their follow up nurture email converted at a rate of 0.29%, and those who clicked through and watched the included video converted at a rate of 6.5%. That's a 2144% increase – not too shabby!

Overall, use these six steps to run purposeful video campaigns and support major pillars of your brand messaging. If you find you're always discussing a certain customer pain point, or use the same pitch to describe your services, scale your message with a memorable video story and – most importantly – track your success with meaningful metrics.

15 | HOW TO USE VIDEO THROUGHOUT THE FUNNEL

Prospect   Interest (15%)

MQL   Learn (25%)

                                                  Evaluate (40%)

SQL   Justify (20%)

   Purchase

Alright, so you're fully onboard the video bus, but how many videos should you have on your site? What kinds of video do you need?

Video works to promote initial awareness of your brand with top-of-funnel explainer-type videos, sure, but an Aberdeen brief surveying marketing professionals found that 60% of best-in-class companies are now using video from initial awareness through to post-sale.

Because today's independent customer will go through over half of the buying process before ever interacting with sales, your best bet is to use video to mimic in-person interaction and guide your leads through their buying cycle as they make their way through your site.

The model to the left illustrates the percentage of different types of video you should aim to create for your funnel.

As you can see, only 15% of your content needs to be high-level, top-of-funnel content, whereas the majority of it should focus on guiding prospects through their research phase. This research part of the funnel is your opportunity to showcase expertise, usefulness, and prove that you're the one who can solve your potential buyer's problems.
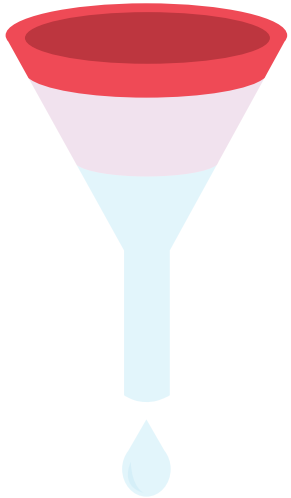
The interest stage (top of funnel)

During the attraction stage you're introducing strangers to your brand and there's no better way to do this than with engaging video content. It's not necessarily about your products at this point, it's about sparking interest and getting prospects to follow through to your website.

In this stage content can range from funny videos you've made in your office, to serious thought leadership chats with your company's CEO. Aside from your initial explainer video, **the whole point in this attraction stage is to avoid speaking about your products, and instead show people the reason behind what you do.** Why should everyone buy into your brand message? What are you all about? In this stage use the following types of videos:

An Explainer video

Destined for the homepage of your website, an explainer should outline your value proposition. Keep this one short at less than three minutes.

Your "Why" Video

Illustrate your brand's overarching story about how you help customers do amazing things and – more importantly – why you bother. This video is different from your explainer in that it's more like Chipotle's Scarecrow. It doesn't necessarily feature your products, and explains the "why" rather than the "what".

Thought leadership interviews:

Capture one-on-one chats with your company's CEO and other VIPs or industry superstars. Content by influencers is widely shared and you can leverage leaders' social networks.
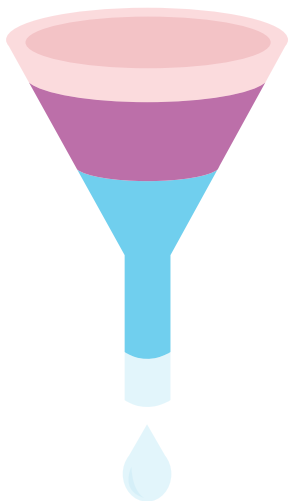
Event videos

Create fun top-of-funnel videos of your staff who are about to attend industry events and include these in nurture campaigns to your leads who may also be at a certain conference. By making fun videos with a call to action to meet you at the conference, you'll have a way to initiate in-person meetings prior to the event.

Fun videos showcasing company culture

Show off your quirky support staff, show us what your employee game night looks like, ultimately show us why we should care about you.

THE MODERN MARKETER'S GUIDE
TO GETTING THE MOST OUT OF VIDEO

HOW TO USE VIDEO THROUGHOUT THE FUNNEL

Learn
(how-to content stage)

Once leads are hanging out on your website based on your top-of-funnel videos, you'll have a chance to convert them into marketing qualified leads (MQLs) with long-form content addressing mid-funnel topics.

High level product overviews, how-to content, repurposed recorded webinars, and other educational pieces are all part of the strategy at this point. The Aberdeen Group found that best-in-class companies are using video during this stage to start initial conversations with prospects. Once converted to an MQL, try setting up a meeting or call by sending out a personalized video in an email to your lead. It's a dynamic way to show that you'll go the extra mile in contacting your future customers directly.

This stage is also the perfect time to use email-gating features on video content to collect customer contact info. In the attraction stage, custom-

ers might not view an 8-minute video, but now that they're on your website, a longer, email-gated demo on a landing page won't necessarily go amiss.

Great content for this stage includes:

How-to video libraries

Showcase your expertise with dedicated how-to topics on your website. How-to videos give you the upper hand when it comes to search.

Recorded webinar content

Record your webinars and break them down into chapters so that folks can find topics they need quickly.

Product tour videos

Give website visitors a high-level overview of your product offering and/or solutions. If you map your product out into four to five different videos, each one can lead into the next and you can gauge your prospect's interest based on how much of your content path they engage with.

Overall, educational content is the way to go in this phase. Aim to be useful.

Evaluate & justify

By this point you've established your credibility, gathered lead contact information from your helpful content, and now it's time to introduce materials designed for those considering or short listing your solution.

Videos to use to address this part of the funnel include:

- Detailed product demos
- Client testimonials
- Video case studies
- Videos showcasing how your solution integrates with other key products and services in your customers' ecosystems

17   VIDYARD & ORACLE MARKETING CLOUD
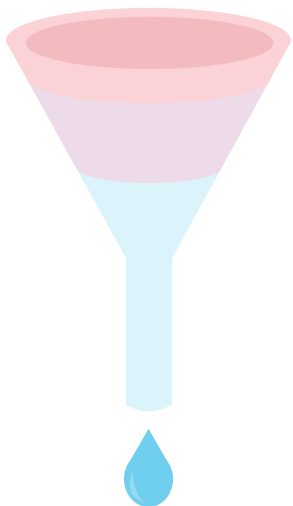
After sealin' the deal
(the extra post-sale stage)

Post-sale is about going above and beyond with video. If someone poses a frequently asked support question, for example, consider using the opportunity to create a video response mentioning the user to be shared on Facebook and Twitter. Let customers know their questions are appreciated, resolve the customer service item, and showcase your friendly support staff.

Once a customer has signed a deal, consider the effect of a thank you video from members of your team. Not only will your customer have a friendly group of faces to turn to with any implementation issues, but they'll know your company legitimately cares about them enough to make something personal.

Overall, as you use content to guide your viewers through their buying cycle, you'll find that it takes short fun videos to get their attention, useful mid-funnel videos to help them learn, and detailed product videos to show them you're the best solution for their needs.

If done right, video can be mapped to every stage of your funnel and help you close more business, faster.

9 Ways to Mine the Gold in Your Own Backyard

Consider the content you already
have that can be recycled or revived as a video:

1. Thought leadership commentary

2. Use case studies

3. Customer testimonials

4. Event presentations, talks, or expert panels

5. Survey data points (make a video infographic!)

6. Demos/product walkthroughs

7. Recorded webinar content split up into handy chapters

8. Interviews, video blogs and other segments integrated into email campaigns

9. Company announcements and internal video training programs

19 | VIDEO AND YOUR MAP: THE ULTIMATE SUPER FORCE

Marketing automation is focused on documenting and acting on a prospect's digital body language. As your prospects interact with emails, web pages, documents, and other digital content, you can gain incredible insight into their purchase intent and potential to convert.

Every meaningful interaction is another indication that your prospect is further engaging with your brand and may be close to making a purchase decision. So it's imperative that you can track these interactions and use them to drive your qualification processes.

As you invest more in great video content, shouldn't you make sure that you can track each time a prospect watches a video and leverage the data for lead qualification? Of course you should! After all, a prospect that comes to your site and watches five consecutive videos is just as hot, if not hotter, than someone who downloads an eBook. It's time to track and score your video views.

Why combine video data with your MAP?

Well for one thing, it's a powerful combo.

Video viewing data and detailed analytics captured within a video marketing platform reveal a lot about your prospect's digital body language, including when they are engaging, which content they are particularly interested in, and how frequently they are interacting with your video assets. Essentially, you can see which videos your prospects have watched, and how long the content held their attention for. You gain total visibility into how site visitors are interacting with your video content, and their attention span can reveal their product interests and overall purchase intent.

For example, if you notice that Nadia Valani, CMO at Enterprise Inc. has watched eight of your videos in their entirety, making her way from top-of-funnel pieces to educational demos about your product, it's safe to say

you have a new, highly engaged lead (booyah, am I right?).

While Nadia may have landed on your site as an unknown visitor, she had to enter her email address to access a mid-funnel video that piqued her interest, and – in the background – she was then created as a new contact in your MAP.

As Nadia makes her way through your website, watching more videos that pique her interest, her engagement data is simultaneously stored in her contact record in your MAP and she's racking up lead scoring points. Based on the volume and type of videos watched, Nadia's lead score increases, and you can see her entire video viewing activity directly in your marketing automation records.

Once Nadia's lead score reaches a certain threshold, you can set a trigger to send her contact details directly to Sales (including her full video viewing history for context), or you can automate follow up emails
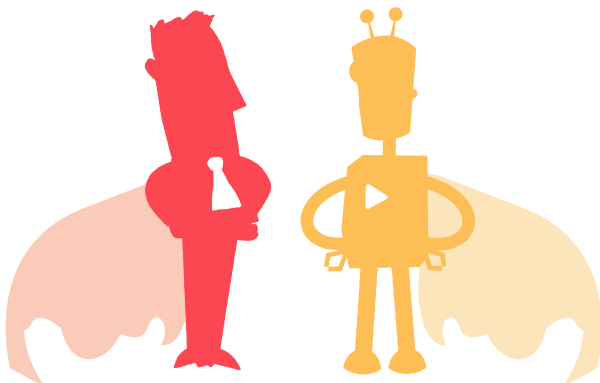
to your new lead based on the exact content you notice she's particularly interested in.

Imagine that as she leaves your site, back to her inbox, she encounters more of your brand content about the exact product she was watching videos about. Perhaps it's an FAQ video all about her exact interests. This type of immediate, contextual, personalized follow up is exactly the point of marketing automation and the impact is increased when you provide an engaging, quick video at the perfect moment.

All of this timely marketing is possible because you were able to take an unknown website visitor, educate them, capture their information, qualify their interest, and pass them to sales with rich information to follow-up with. But without integrating video viewing data into your lead scoring process, prospects like Nadia will slip away quietly.

A clever video and MAP combo is truly the modern marketers way to act on detailed video viewing data.

By combining video viewing data and your MAP, you can identify more hot leads in an expedited fashion and provide your sales team with the insights they need to convert more prospects.

Strategic opportunities

Having video viewing data directly within your MAP opens up the following opportunities:

Lead Capture

Use a simple email gate directly before your mid-funnel videos to generate new contacts that can then be synced to your MAP.

Automated Follow-up

Create automated programs that can immediately email a contact following their completion of a video. You can align the content of the email to the topic of the video to ensure you are providing prospects with next steps that are relevant to their interest.

Contact Segmentation

With viewing data available in your MAP, you can segment campaign lists based on:

- **The topics of videos the contact has viewed** (e.g. are they focused on a specific product? Solution? Industry?)

- **The level of engagement they display** (e.g. do they watch all videos to the end or do they typically abandon a video after five seconds)

- **The timing of their video views** (e.g. are they actively watching videos in a short time frame recently, or are the contact's views from six months ago)

Please enter your e-mail to view this video
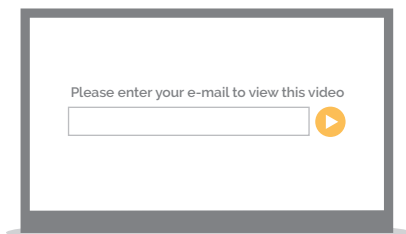
Lead Scoring

Additionally, much like segmentation, you can use video viewing data as a criteria in your lead scoring program. Here's a sample lead scoring model:

VIDEO CONTENT	STARTED VIDEO	VIEWED >50%	COMPLETED VIDEO
Early-funnel awareness video	10 Points	5 Points	15 Points
Mid-funnel video	25 Points	5 Points	25 Points
End-of-funnel video	50 Points	5 Points	30 Points

With this model, a lead score increases when a visitor clicks a play button, but watching more than 50% of a video has a bigger impact. Completing the video has a high impact on lead score because attention span is directly linked to a prospect's interest. Completing content that is more involved, such as a webinar or product demo, also contributes to a higher lead score. You can learn more about lead scoring based on video attention span in the next section of this guide.

Your Handy 5 Step Implementation Plan

To start using your video marketing in tandem with your marketing automation, you'll need to follow these five easy steps:

1. Integrate your platforms

Integration is as simple as plugging your MAP user credentials into your Video Marketing Platform. The rest takes care of itself and viewing data will immediately start to flow into your MAP.

2. Establish a video naming convention

This naming convention is ultimately used to filter viewing data in your MAP so you can sort by various categories. You'll want to include any criteria you want to segment with (e.g. topic, product, target audience, location video is used, etc.).

3. Publish your videos

Embed your brand videos on your website or in MAP-hosted landing pages. As your videos are viewed and shared across multiple destinations tracking will happen automatically, allowing you to see exactly which contacts are viewing videos.

4. Build filters

Build shared filters within Eloqua to isolate groups of contacts based on viewing data. For example, you can build filters for all contacts that have viewed at least 30 seconds of a video with a tile that contains 'Product A' in the last 30 days. You can then incorporate these filters into campaign segments and your lead scoring programs.

5. Automate Follow-up in Real-time

Create automated programs to send emails as soon as someone views your most popular video. To start you could create a segment that includes anyone who has watched 30 seconds

or more of your homepage explainer video. After they watch the video, you've already sent them an email introducing your company and providing links to other helpful material that can further educate the prospect and push them closer to the bottom of your funnel.

For more information on connecting your video marketing data to your MAP, see the setup guide on our integration with Eloqua.
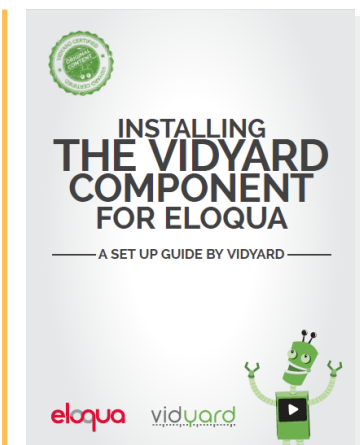
23 | LEAD SCORE LIKE A PRO WITH VIDEO

While most marketers are familiar with lead scoring, adoption of this technique is still slow. Lattice Engines reports in a survey that only 44% of companies are using lead scoring in their day-to-day marketing efforts. Although less than half of marketers have one implemented, a lead scoring model is an undoubtedly powerful way to segment incoming leads and ensure that your sales team prioritizes the most qualified opportunities.

Proper lead scoring can also make a significant difference; as Stu Schmidt, Vice President of Solution Sales at Cisco Webex said at the Sales 2.0 Conference: "A 10% improvement in lead quality can result in a 40% improvement in sales productivity."

So, let's see how your video views can contribute to an enhanced lead scoring model!

The first step in building out your lead-scoring model is determining when a lead should be passed to sales. Marketing and sales coming to a joint agreement on the definitions of leads and opportunities based on score thresholds is critical. The lead scores are calculated by your marketing automation system. Here's an example of lead score thresholds:

LEAD SCORE	PRIORITY	ACTION
0-40	Interested	Nurturing/Drip Emails
41-60	Lead	Telemarketing/Email Campaigns
61+	Sales Qualified Lead	Direct Sales Outreach

How this score is built depends entirely on what your marketing and sales teams feel drives engagement. Having sales and marketing work together on these goals is important, as this sets the bar for when a lead is passed from marketing to sales.
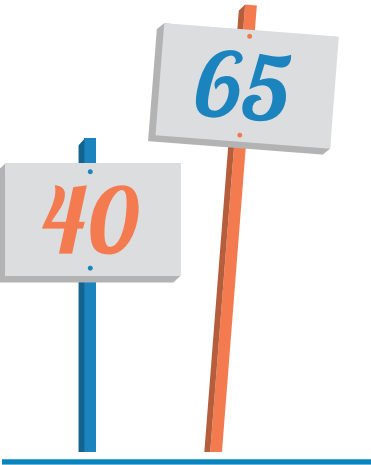
Here's an example of what lead scores could look like for some individuals based on their behavior and engagement with common marketing & sales activities:

BEHAVIOR	VISITOR 1	VISITOR 2
Visited Landing Page (+3 Points)	3	3
Watched Explainer Video (+8 Points)	8	0
Viewed Case Studies (+5 Points Each)	10	20
Viewed Pricing Page (+5 Points)	5	5
Opened Drip Email (+3 Points Each)	3	6
Attended Webinar (+10 Points)	10	10
TOTAL SCORE	39	44

In this example, Visitor 1 would fall under the Interested category, and would be funneled into a nurturing campaign of drip emails and marketing outreach, while Visitor 2 is qualified as a lead, and would be moved over to a telemarketing outreach, or a targeted email campaign.

While neither of these leads is interested enough to be sent directly to the sales team, additional interactions will contribute to their lead score and move them towards a higher level of qualification.

Adding video engagement data to the mix

The data you collect with a video marketing platform can be pumped directly into your MAP and this information can then be used to assist in scoring, segmenting, and nurturing your leads.

Here's a sample set of scoring rules for a small set of video content:

VIDEO CONTENT	STARTED VIDEO	VIEWED >50%	COMPLETED VIDEO
Intro Video	+1	+2	+5
Testimonials	+1	+3	+8
Product Explainer Video	+1	+6	+15
Webinar	+1	+6	+25

As a summary: the more involved the video and the more video content they consume straight to the end, the higher a prospect's interest, potential to convert, and thereby, lead score.

However, with the above lead scoring example, we have no time frame on engagement. This contact may have consumed all this video content over a matter of months. But what happens when a prospect consumes a large quantity of video content over a matter of hours?

Using video volume to your advantage

Many companies are adopting video testimonials and using video in their support and product education efforts, but marketing metrics traditionally only look at individual video results – not a lead's viewing behavior across all video assets.

With this in mind, you should adapt your lead scoring rules to look at how much video a lead has taken in during a time period, giving your sales team the power to follow up with leads when they are most engaged.

Here's an example of volume-based lead scoring rules:

PROSPECT HAS VIEWED	LAST 24HR	LAST 7 DAYS	LAST 14 DAYS
30 Minutes of Video	+10	+5	+2
2 Hours of Video	+14	+7	+3
6 Webinars	+20	+10	+4

If a prospect has viewed six webinars in the last 24 hours, most sales people would jump at the opportunity to talk to such an engaged lead. By building your lead scoring rules around your video assets, you give your sales team the opportunity to follow up with prospects when they are most engaged. A study by the Harvard Business Review found that sales teams who tried to contact potential customers within an hour of receiving an explicit inquiry were nearly seven times as likely to qualify the lead, yet only 37% of companies did so.

The bottom line

By using video viewership data to enhance your lead scoring model, you help drive quality leads to your sales team, and turn MQLs into SQLs more effectively and quickly. You'll become an automated, MQL generating machine!

28 | AND THAT'S A WRAP!

We've reached the end of this guide and it's our hope that you've learned a ton about using your video content more strategically.

Not only are you now equipped with the knowledge of specific metrics you should be tracking with each video you release, but you also understand the steps involved for creating a purposeful video campaign that can be measured based on quantifiable goals. A total video view count won't cut it for you anymore!

Even more importantly though, you've discovered the secret to generating more MQLs for your marketing pipe-line quickly and efficiently through the use of video data combined with your MAP. It's truly an incredible way to gain insight into your prospect's digital behaviour and purchase intent.

If this guide was just the info you were looking for, you can find plenty more video examples and inspiration on the Vidyard blog.

The Oracle Marketing Cloud blog, "It's All About Revenue", is perfect for your marketing automation fix, too.

Thanks for reading – now go forth and become a video marketing trailblazer already, sheesh.
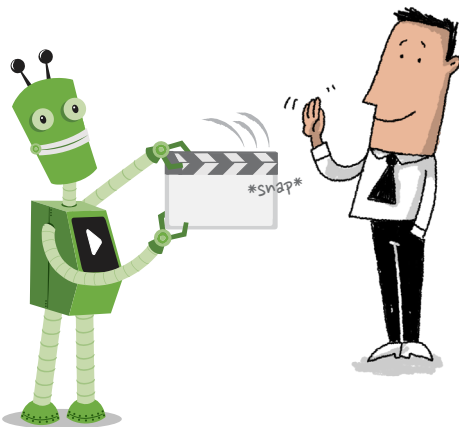
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