

White Paper

You Don't Need a Marketing Video

You Need a Video Marketing Strategy

Do Your Marketing Videos Deliver Maximum ROI?

According to the Content Marketing Institute, 79% of marketers say that they use video as a key component of their content marketing and 72% say their top priority is producing more engaging content¹. But what do marketers get in return for video investments?

Research from the Aberdeen Group shows that marketers who use video strategically see significantly better returns than those who use video sparingly or not at all. Aberdeen surveyed 255 marketers to find the Best-in-Class performers, comprised of the top 20% in website traffic growth, conversion, and change in marketing's contribution to revenue. These top performers had an average of 65% better website conversion rates while reducing their cost per lead (CPL) by 19%, resulting in a 65% improvement in the number of deals closed².

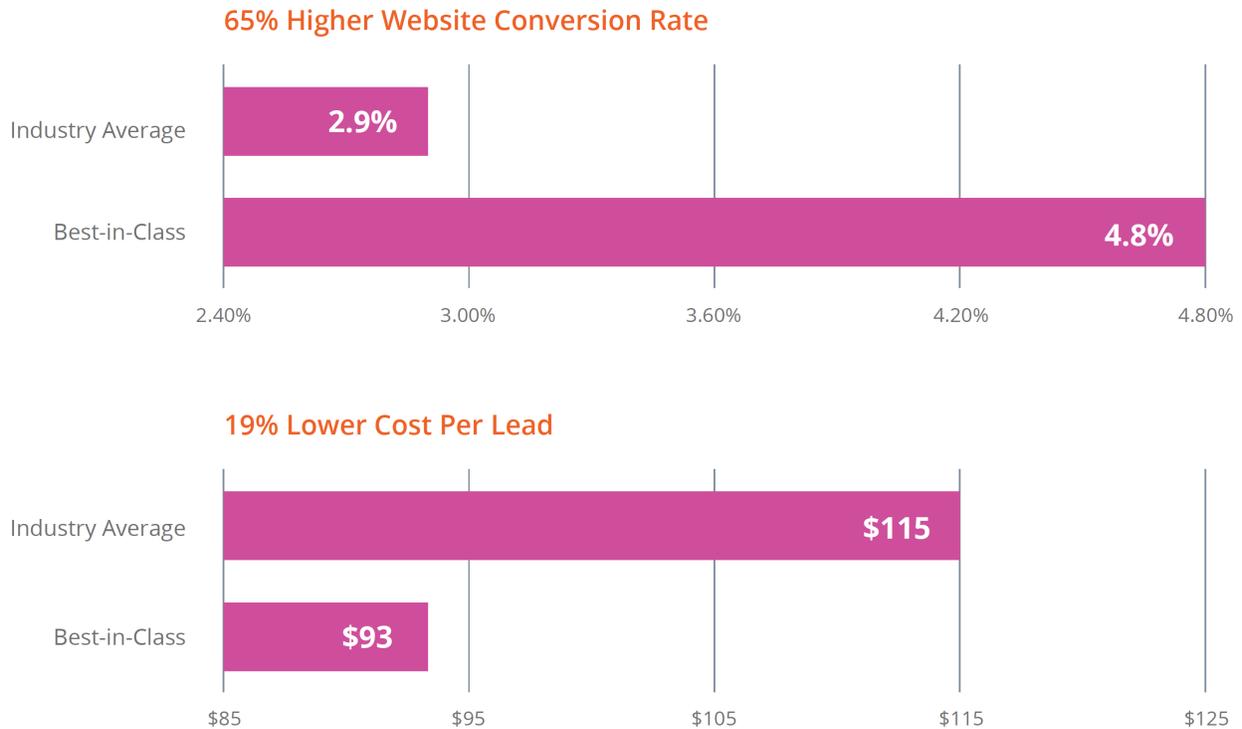


Figure 1: Aberdeen marketing survey results highlighting the difference between the average industry performance and those best-in-class³

Video Marketing Strategy

A well-designed and executed video marketing strategy is the key to delivering these types of results. But how do you actually plan and execute a video marketing strategy? Let's look at some common elements of an effective strategy.

Marketing Channels

Effective marketers tend to use video across virtually all of their marketing channels. A common tactic is to continually look for ways to repurpose existing videos to maximize ROI. Long form videos like in-depth product demos that were originally targeted for your company website can be edited down into short sizzle reels that make great conversation starters on your social

channels. Webinar recordings with noted speakers can be cut down into bite-sized chunks that can be seeded into integrated campaigns or shared via social media. Short form videos like customer testimonials or animated infographics can be chained together into a narrative that plays well on your website or you can use the individual assets as change-of-pace elements for a webinar.

Short-form Versus Long-Form Video

It is important to understand when to use short-form versus long form video. Knowing when to use short-form or long-form video depends largely upon your delivery channel.

Mobile viewers gravitate to short-form while large screen viewers (PCs, set-top devices, TVs) are far more likely to watch long-form pieces. Screen sizes, network bandwidth constraints, and the chaotic nature of viewing a video while on-the-go are factors that drive mobile viewers to short-form content. But many marketers make the fatal mistake of thinking that short-form video design can be the same as long-form.

While Google defines short-form video as 10 minutes or less, many marketers feel that short-form video consumed on mobile devices should be less than 3 minutes long, it should be easily absorbed without audio, and text should be kept to a minimum⁴. There is an argument to be made that true short-form video is closer to Vine's 6 second⁵ or Instagram's 15 second limits⁶, although designing effective video campaigns using these applications requires a very different mind-set and most marketers have yet to fully embrace the ultra-short video format in their marketing strategies. However, there are some examples of these marketing tactics. A large computer manufacturer used a series of 5 six-second Vines targeting Millennials to launch a new convertible laptop and then turned the Vines into a 30 second TV ad⁷.

Go Live!

Live video brings a sense of excitement, connection, and immediacy in ways that video on-demand cannot match. Live video can be interactive, with many video platforms offering tight integration with social tools and chat functionality. It can even be newsworthy. Ask anyone who watched the livestream of Steve Jobs at the Apple launch event for the MacBook Air. Years later, people still remember the moment he pulled the MacBook Air out of the envelope and the buzz it generated throughout the tech industry⁸. Comparing the effort involved in pulling a massive number of people into a live video session to filling an auditorium, live video offers significant ROI.

Events like product launches, news conferences, and panel discussions can easily reach thousands or even millions of viewers live. Many conferences have adopted live video streaming for keynote sessions, capturing millions of viewers. More and more companies are broadcasting Investor Day events to provide investors and the financial community with a more connected experience⁹.

Another aspect of live video is the potential for attracting massive audiences even as the event occurs. Video providers like IBM Cloud Video are offering placement capabilities that serve the live video in an ad unit on targeted websites, providing an in-the-moment dynamic for high-profile events and speakers that can draw huge audiences. Called LiveAd, Mazda used this capability

to draw 100 times more viewers to their live auto show launch compared to performance in the previous year.

“Using LiveAd and using IBM Cloud Video, we’re able to reach beyond the 300 press people sitting in the event with us. We’re now able to reach over 390,000.”

-Michael Garant, Manager, Digital Marketing, Mazda¹⁰

Produce your own video in house. Nobody can tell your story better than you. Outsourcing the creation of your video may seem like a good alternative and you’ll want to have a good production vendor in your contact list, but to generate the volume of content that many marketing organizations require and do so in a cost-effective manner, you typically need to do it yourself.

While a lot of marketers still see video production as a daunting task, a growing number of organizations have built the skillsets and capabilities needed to become accomplished video producers. Many organizations are producing hundreds or even thousands of hours of video content every year that helps build brand, educate customers, and sell products and services.

Integrate Your Video Campaigns

Integrate your video campaigns with your marketing automation system and leverage analytics. One of the biggest barriers to understanding how videos are actually performing is the inability of some organizations to track and measure their use. Tracking video assets in a marketing automation solution is a no-brainer. Video, like any marketing asset, must be managed and measured to validate that 1) you are using the assets effectively and 2) you can tie their use to specific campaigns and measurable goals. But measuring a video's impact can be difficult.

With assets like emails and written content pieces, we focus on click-throughs and downloads but video has to be experienced. Measurements like viewing times and completion rates help us determine how prospects and customers absorb our video content and what effect it can have on buying behavior. As a result, the analytics supplied by your video platform provider are critical. Content marketing budgets are increasingly tied to campaign and asset performance, so knowing how your current crop of assets perform can impact the quantity and quality of what you’ll be producing in the future.

IBM Cloud Video is enhancing traditional analytics capabilities and [incorporating artificial intelligence](#) into its video offerings. The future of understanding the success of video content and its impact on the overall customer experience is right around the corner.

Conclusion

An effective video marketing strategy can make the difference between best-in-class returns and disappointing results. Approaching your use of video holistically and using it throughout virtually all marketing channels will increase the value and impact of your assets. Knowing when and where to use short and long form video will help you reach your target audience more effectively and balance story-telling with quick attention-getting touches. Live video can add a much needed element of passion, connection, and timeliness that is often missing in our more traditional webinar activities. The ability to produce your own content gives you more flexibility and helps contain costs while enabling you to ramp up your content generation efforts. And validating that your video is more fully integrated with your marketing automation tools can help enable you to better quantify your results and focus your efforts on the stuff that works. The combination of these factors will help you to compete more effectively and drive significant improvements in traffic, conversions, and revenue while helping reducing your cost-per-lead.

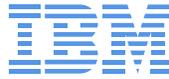
Find out more by visiting: <https://www.ibm.com/cloud-computing/solutions/video/marketing>

About IBM Cloud Video Unit

Created in January 2016, IBM Cloud Video brings together innovations from IBM's R&D labs with the cloud video platform capabilities of Clearleap and Ustream. Through the unit, IBM delivers a powerful portfolio of video services that spans open API development, digital and visual analytics, simplified management and consistent delivery across global industries. IBM Cloud Video supports top media and enterprise companies with reliable video on-demand and streaming services.

For more information on IBM Cloud Video, please visit www.ibm.com/cloud-computing/solutions/video.

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