



5 Essential Ingredients for B2B Video Success

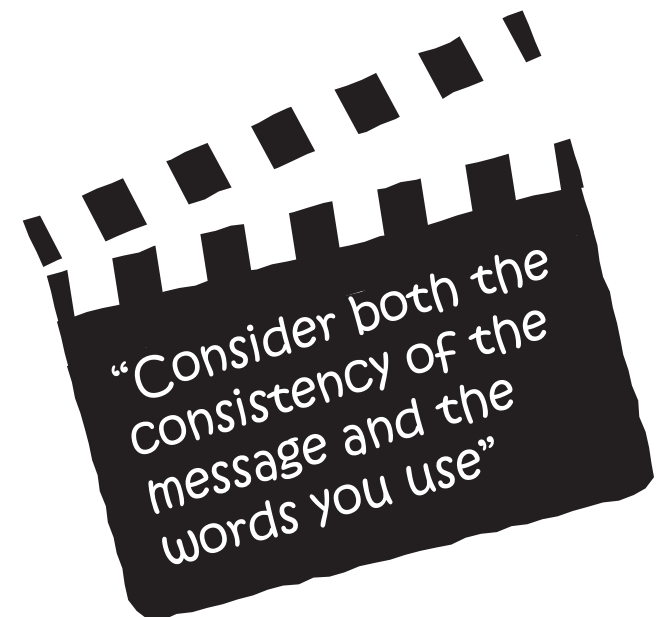
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Introduction

When you have a blockbuster budget and millions of loyal fans you'd expect marketing videos to have glitz Hollywood style. But what if you are marketing to engineers or other technical decision makers and your budget is, well let's just say, not quite blockbuster scale?

Follow these five keys to producing videos that will be on budget and move the needle with prospects.

1. Keep it simple
2. Share a compelling story
3. Include a keen call to action
4. Delight the viewer
5. Feature a clever twist



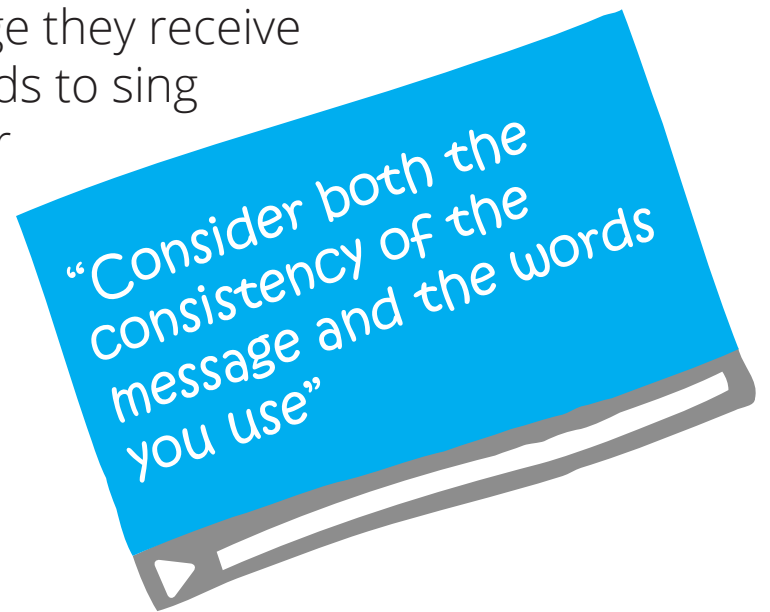


1. Keep it Simple

Typically, if you're producing a video, you're investing time and resources into the project because you want to produce a business outcome: an increase in sales, an increase in registrations for your event, or some other measurable goal. In other words, your goal is to change what your prospect Knows, Thinks or Does. To do this, what you say and how you say it needs to resonate with them.

Consider both the consistency of the message and the words you use.

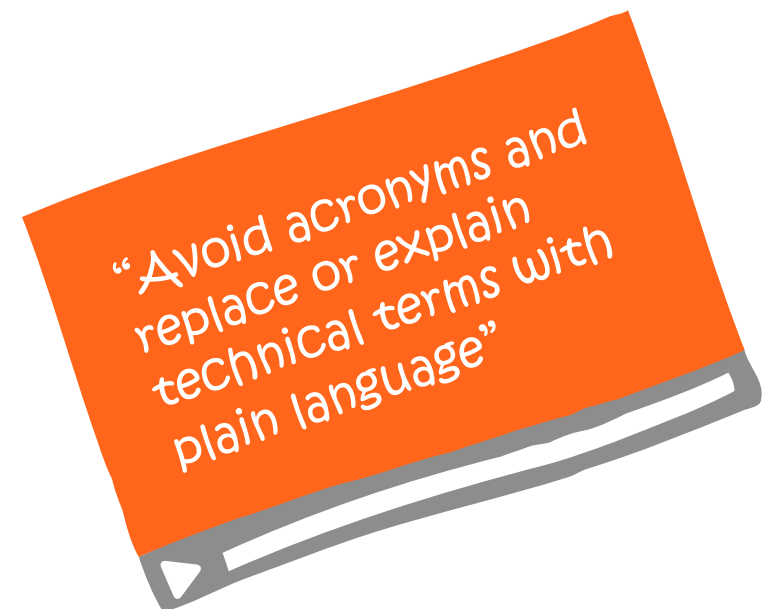
Whether a prospect, customer or partner visits your webpage or social media properties, calls into your facility, reads your marketing collateral or interacts with anyone in your firm, the message they receive should be the same every time. Everyone needs to sing from the same songbook. Descriptions of your service or product need to be consistent. Doing so ensures that video collateral aligns with your other marketing assets and ultimately that everything supports your corporate goals.



The words you choose to use are important as well. In technical, B2B environments the sales cycle can take months or years, and some influencers may or may not be technical – so the script needs to be understandable to a wide range of viewers. The words you use should be familiar, straightforward and jargon free – yes even in a technical industry.

TIP: To ensure your video is easily consumed in bite sized chunks, avoid acronyms and replace or explain technical terms with plain language.

Follow this first guideline of Keeping It Simple and you'll be on course to effectively leveraging the most powerful medium online.







2. A Compelling Story

Hollywood Tears

Hollywood block bluster stories are made compelling by adding tearjerker scenes or involving characters in intense, smash' em up action. Directors are skilled at drawing out emotion in the audience.

Why do they do this? The more the audience becomes emotionally involved in the story, the more memorable the movie.

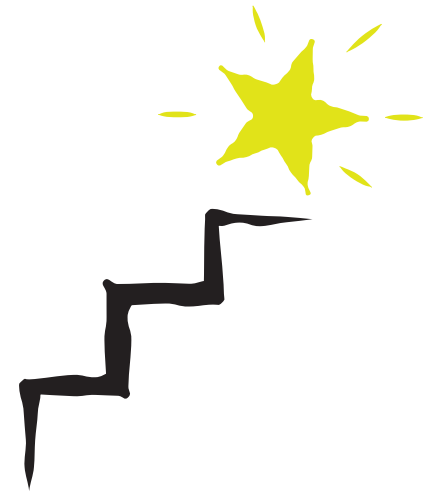


The More Pain the Better

To create a greater level of engagement with your next B2B video, try focusing on generating engagement by addressing the prospect's pain. A prospect will only start truly listening to you once they feel that you understand their unique challenges. And we're not just talking surface pain, but deep, ugly pain that permeates downstream processes, erodes profit, increases waste, kills productivity or reduces credibility.

Steps to Success

Start by developing the persona of the key influencers the video is intended to appeal to. Outline in detail the demographics, psychographics and any other information that helps paint the picture of your prospect. After all, it's about them, not your company. Once you understand the prospect's story, only then can you begin to develop a script – a compelling story – focused on their point of view.

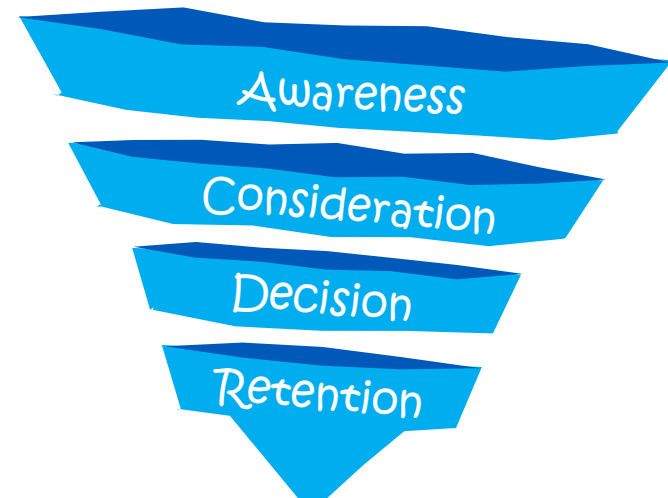




3. A Keen Call to Action

The third key ingredient in every B2B video is engaging your viewer with a keen call to action. To make this work, you need to understand where your prospects' is in the sales process. If you have done your homework and planned carefully at the onset, you will have mapped out the sales process and identified any gaps in education or product knowledge that could influence your prospects' decision making process. For each of those gaps you would have identified the best content to fill that need and the format your content would have to take to appeal to your audience (video, white paper, case study, etc). Using this Advantis approach ensures that you are nurturing the needs of prospects at each step as they come closer to making their investment.

By mapping specific and targeted content to your prospect's discovery process, you will create pieces of collateral that intentionally connect and steer your prospect in the right direction. You will also have clear insight into the most appropriate call to action.

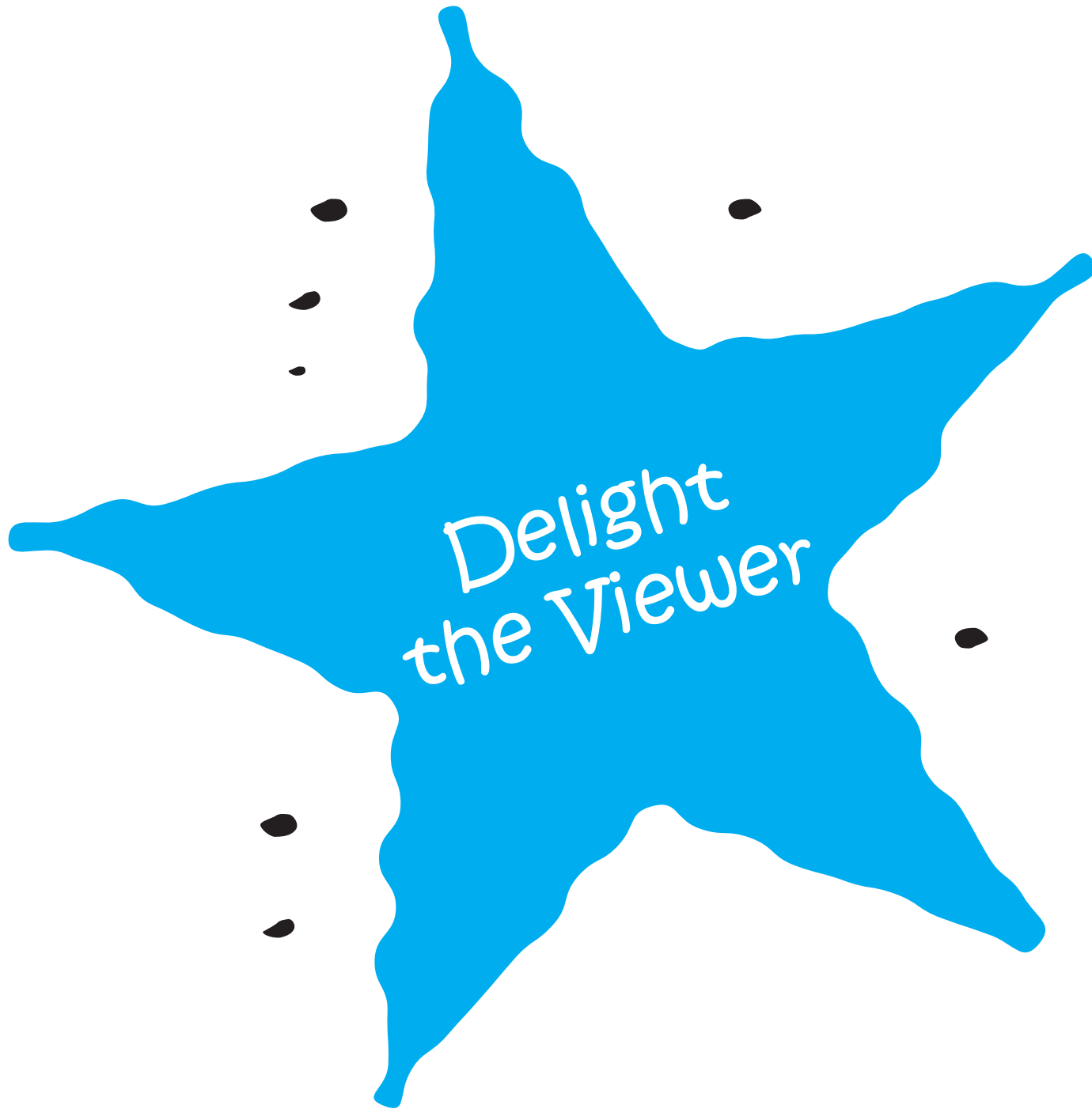


Inviting prospects to visit your website at the end of a video may drive some traffic, but conversion will be low since they are greeted with a general landing page. It is far better to direct them to a specific page that compliments the content they just consumed in your video. Perhaps it's an invitation to download a more in-depth piece about the technology powering your solution or an automatic form inviting the viewer to schedule a demo. What content would best fit and does it currently exist in your marketing arsenal or will you have to develop it?

Interactive videos enable users to consume content right from within the video itself. To learn more visit www.advantiscomm.com/interactive-video

The key takeaway? Make every video support your sales process and help the viewer along in their discovery process by serving up a compelling and clear call to action.



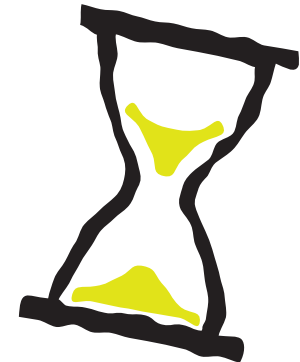


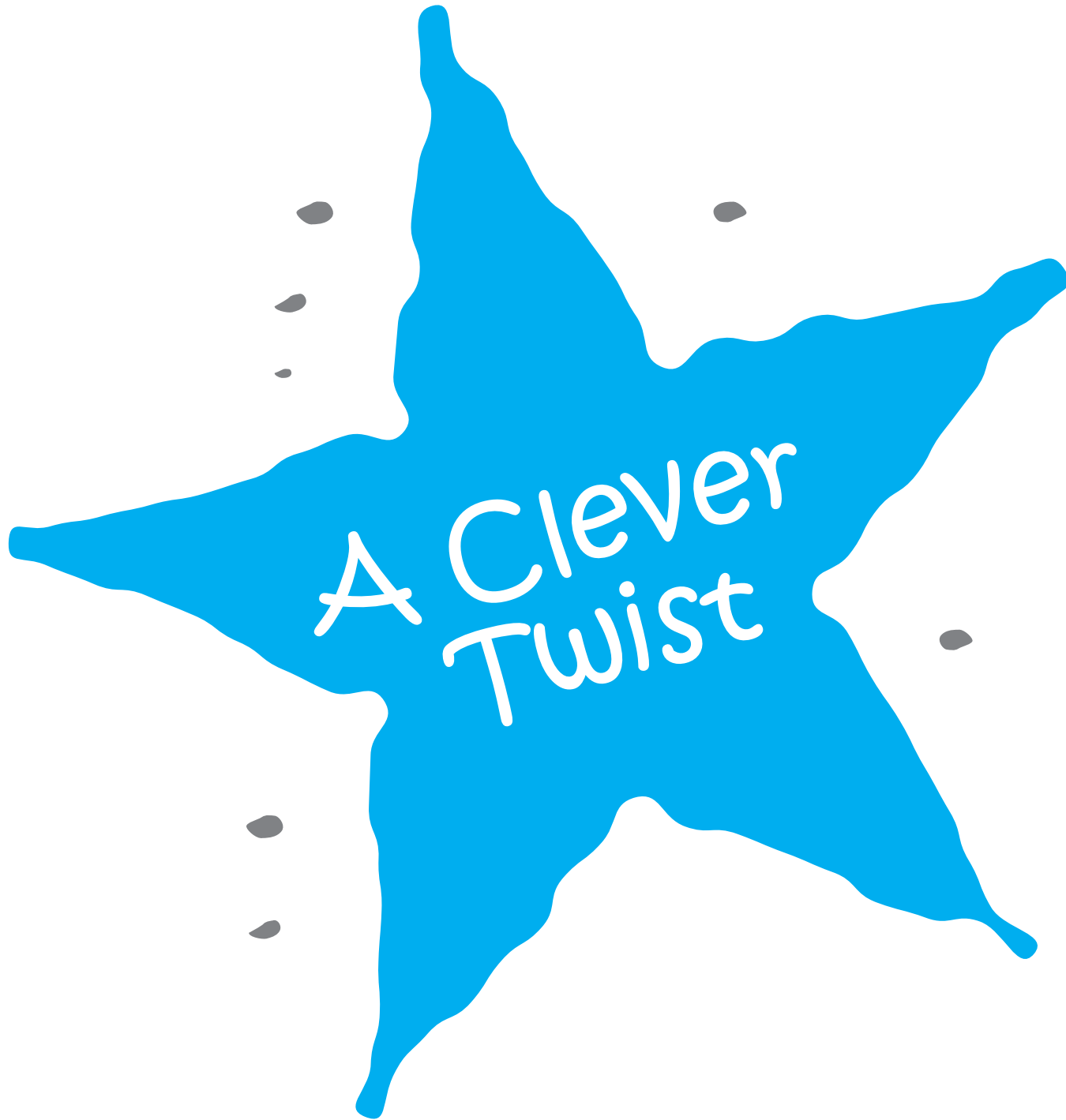
4. Delight the Viewer

Marketers sometimes underestimate the effort it takes to produce a video that is delightful to watch. For instance, if you are featuring speakers in your video, you need to spend time ensuring that the final product has clear audio, great lighting that compliments the person on screen, and an attractive backdrop (or at the very least one that isn't distracting!).

Production value that delights means the viewer is not straining to hear the audio over background noise or supplementary music. Another way to delight viewers is to avoid the talking head syndrome - adding breaks, text and imagery in a video makes for a far more interesting video!

Another mistake is trying to include too many messages: challenging the viewer to watch the video, listen to the speaker and read the text on screen – all at the same time – will cause them to miss key points. If the viewer has to put effort into figuring out your video, they will drop off well before the end.





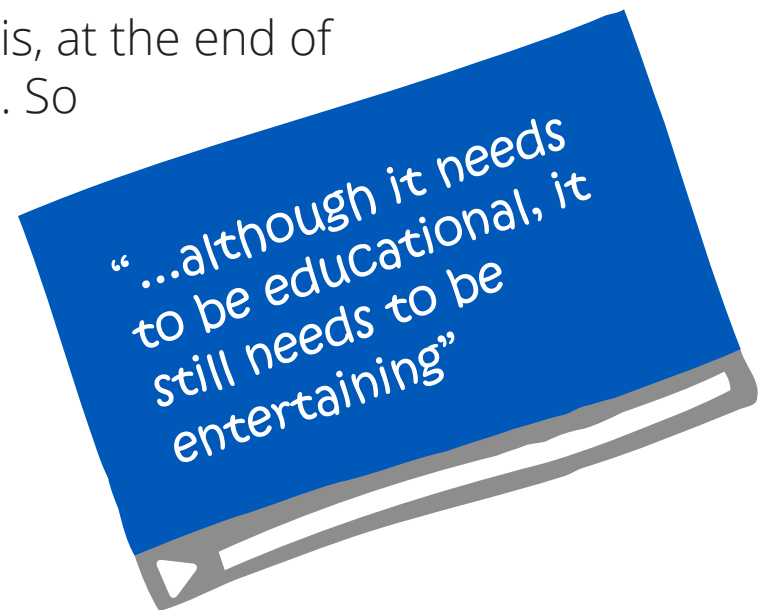
5. Feature a Clever Twist

When you think of B2B video, do you think Boring-to-Boring?

A typical challenge that many B2B organizations face when producing video is taking their complex subject matter and developing a story that is interesting, engaging and easy to digest.

You could argue that technical viewers are happy enough to watch the ‘meat’ of it – assets devoid of marketing frills and special effects — simple screencasts with voiceovers comes to mind, and this may be OK in some situations.

But regardless of how technical your industry is, at the end of the day it’s people who are viewing your video. So although it needs to be educational, it still needs to be entertaining.



And there will come a time when you the marketer will be asked to produce a video to launch a product, a process, or recruit new talent, and so on. And in all of these cases, you will be tasked with producing a video that differentiates your organization and wows your viewers.

But how do you do that? In addition to employing the tips we've already talked about, one of the most memorable ways of differentiating your video is to include a clever twist.

IBM took this approach when they produced the viral [A Boy and His Atom](http://www.research.ibm.com/articles/madewithatoms.shtml) video: www.research.ibm.com/articles/madewithatoms.shtml



Rather than take the traditional approach of interviewing their researchers about their cutting edge research, IBM produced a video showing their prowess with some of the tiniest particles on earth – a video that can only be viewed when magnified 100 million times. Taking a different perspective as this video introduces a clever twist – and makes it memorable.

Humour can also be used as a clever twist in B2B video. A single humorous video may not convert prospects in droves, but as every video should be incorporated into a wider corporate strategy, humorous video will help you increase shares and stand out.

A clever twist can also take the form of presenting your product or process creatively, via an animated explainer video like this one for example: youtu.be/T5uMh1lxLyM

Video is visual, and that means you can and should push the envelope.



Ready to Boost Your Marketing with Video?

The Advantis team fuses together communications, marketing and videography expertise to communicate your value & leadership. We minimize your risk because our visual marketing experts, seasoned communication professionals and experienced shooters and editors focus on planning and telling your story in the most effective way possible.

Our seasoned video team has:

- Won international film competitions
- Been interviewed by major daily newspapers on the evolution of corporate video
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