

USING VIDEO WITH
**MARKETING
AUTOMATION**



GENERATE, NURTURE + QUALIFY NEW LEADS THROUGH VIDEO

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INTRODUCTION

Marketing automation has been around for years, and video has been around even longer. But using these two tools together is uncharted territory for many businesses. You probably have some questions.

What comes first, the video or the automation? How does each part assist the other? How do I set this up?

Sound familiar?

If you're reading this guide, chances are you already know how important video is to your marketing strategy. By combining video and marketing automation, you'll be able to take your video marketing to the next level by sending the right video, to the right lead, at the right time.

WHAT IS MARKETING AUTOMATION?



Marketing automation (also called lead nurturing) is one of the fastest growing areas of digital marketing. It's an important channel to optimize to help you grow your business.

Don't take our word for it...



COMPANIES THAT EXCEL AT
LEAD NURTURING GENERATE

50%

MORE SALES-READY
LEADS AT A

33%

LOWER COST

SOURCE:
FORRESTER RESEARCH (VIA PARDOT)

THAT'S PRETTY IMPRESSIVE.

IT STARTS WITH SETTING GOALS



We can't talk about video marketing automation strategies, techniques, or examples without understanding our goals first.

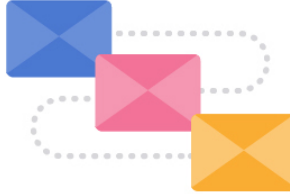
Where you start depends on your marketing priorities, and the state of your business.

GOAL SETTING WITH VIDEO



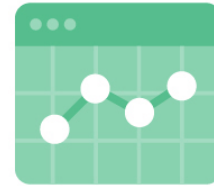
Lead Generation

Adding a form to your videos to collect email addresses. Either at the beginning, during, or the end.



Lead Nurturing

Linking to relevant video content in your email follow-up to leads.

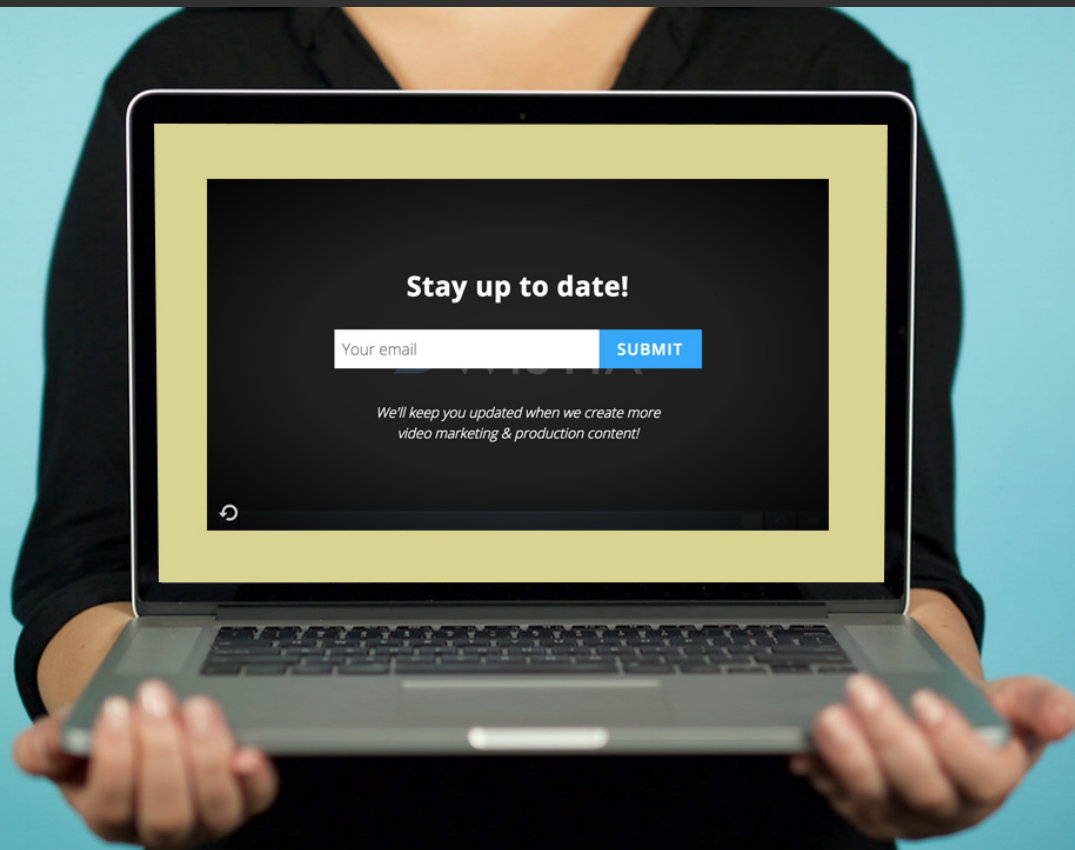


Lead Scoring

Grading your leads based on them engaging with certain video content.



VIDEO IS A POWERFUL LEAD GENERATION TOOL.



GENERATING NEW LEADS FROM VIDEO

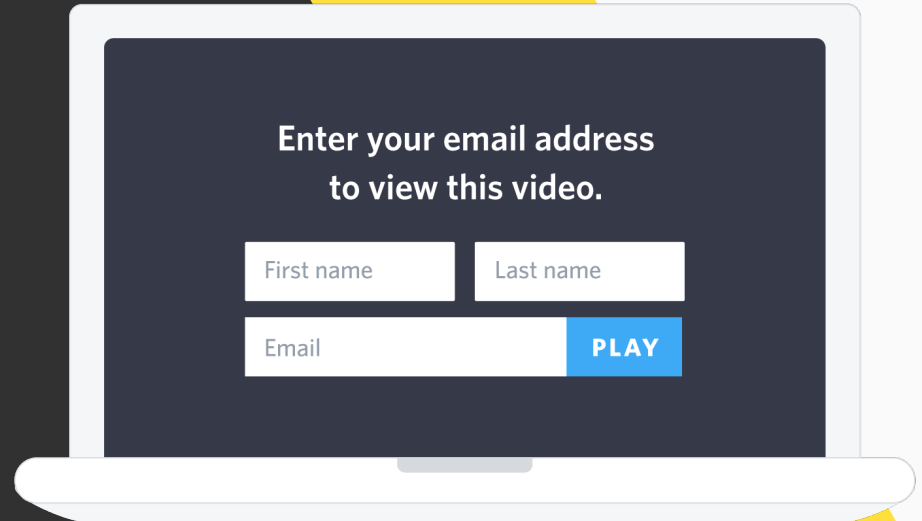


Using videos with forms in them convert at 16%.

That means for every 100 video plays, the video generates 16 new leads.

Videos with a form within the first 20% of the video received a 43% conversion rate.

Any time you collect an email, it will be added as a new contact in your Marketing Automation tool, so you can keep all your leads in one place.



NURTURING LEADS WITH VIDEO

Email plays a major role in lead nurturing, and video performs really well in email.

Using a video thumbnail instead of a plain image resulted in a **300% lift in click-through rates!**

The results were so compelling that we moved to using video thumbnails in our emails whenever we can.



But fear not! [In our upcoming webinar](#), we'll have video and inbound marketing experts show you how to expand your current inbound marketing retainers with video marketing services, all without skipping a beat across your existing campaigns.



If you can't make it to next week's webinar, no sweat! We will send a recording out to everyone who registers.

Best,

Angie & The [Partner](#) Team

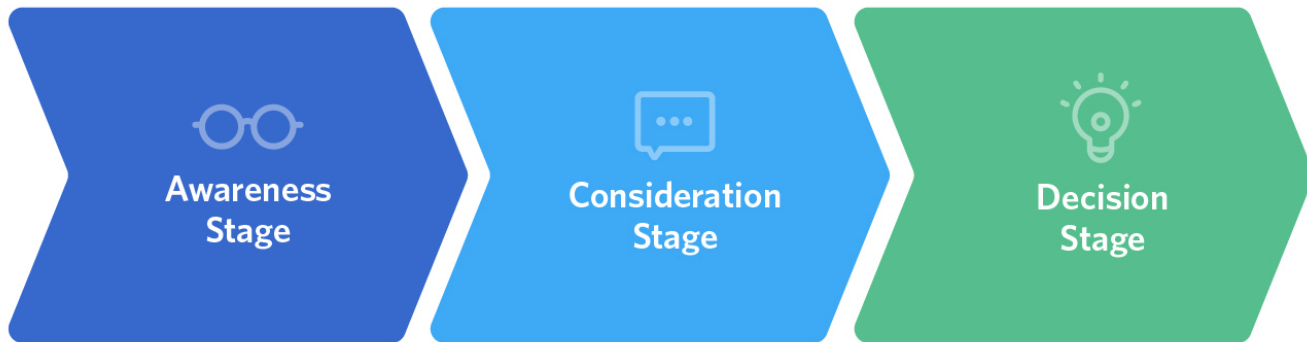


Angela O'Dowd
Channel Marketing

Every lead in your email database is at a different stage. Naturally, some are further along (and closer to making a purchase) than others.

For example, someone who downloaded a free educational guide probably isn't interested in your demo video yet. However, a lead who downloaded your company brochure probably is thinking a bit more about your actual product.

How should you organize and prioritize these leads so you can show them the right content?



SUCCESSFUL VIDEO MARKETING

BEST PRACTICES

1. Centre it Around the Story, Not The Sale

There is a heap of sales clutter on the Internet that is actively annoying and repelling your customers. Don't let your brand be that guy – instead, your video should be centred around the story and not the sale. Remember: the same rules that apply for written content marketing apply for video marketing – concentrate on the value you're providing for your customers.

2. Make it the Best 10 Seconds Ever

One fifth of your viewers will click away from a video within 10 seconds or less. Short and to the point. Get right to the grit of the tale and manage expectations from the outset (within the first 5 to 10 seconds). Try sparking your audience's curiosity by asking questions and using teasers to hook their attention right away. Your video should immediately convey its value and answer that “why should I watch it?” question that will be on your audience's mind.

3. Lighten Up. Stop Being So Boring!

Encourage your video creators to be creative and take risks. Think your B2B audience can't handle humour? Don't feel constrained by what's gone before you in your industry and don't try to emulate your competitor's stiff tone and drowsy script. Stand out and take a chance on being funny.

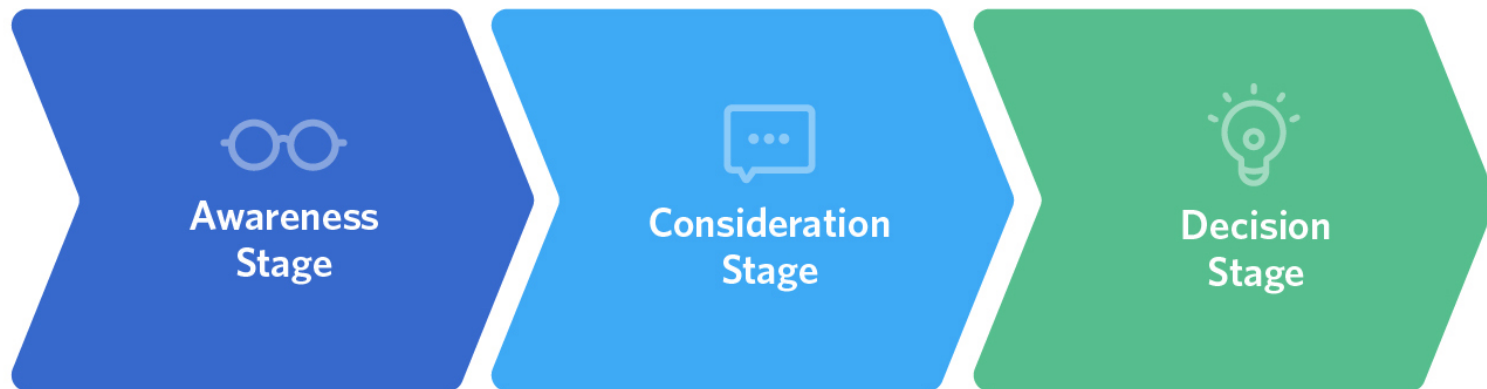
4. Optimise for Search – Tag it Up

The first thing you should do to derive the maximum SEO value from your video (before you upload your video to any sharing sites) is to host it on your own domain. It's important to enable embedding on your video as this will help you increase the likelihood of receiving inbound marketing links. Ensure that your videos are tagged with relevant keywords and fully explained with fleshed out descriptions and unique titles. Keep this rule in mind: if it has a box, it has a purpose – Google needs you to fill it out to help you rank.

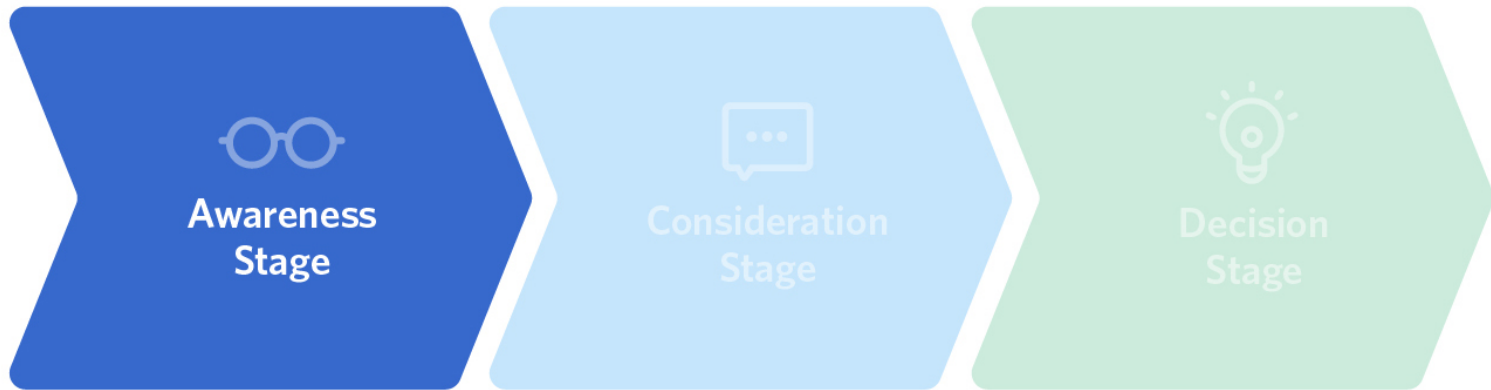
5. Educate & Prove Yourself

Did you know that 65% of your audience are visual learners? One of the most powerful methods you can use for video marketing is to educate your audience. Teach your customers how to use your product or service and provide useful tips on how to make the most of it. Or, create a webinar to showcase your industry knowledge, position your brand as a thought leader, add value to your consumers' lives and collect leads in the process.

NURTURING LEADS WITH VIDEO

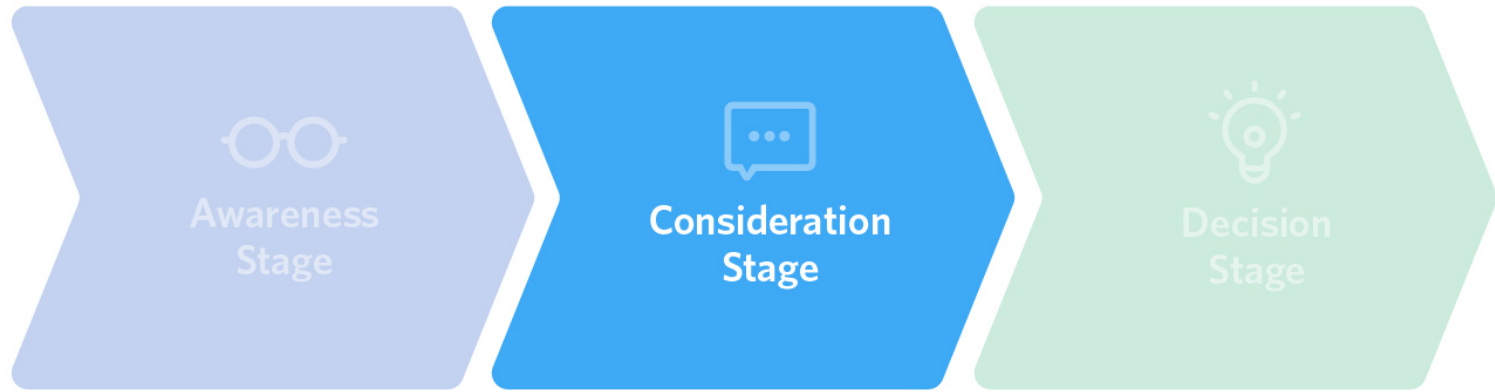


Map your lead nurturing videos to the buyer's journey.



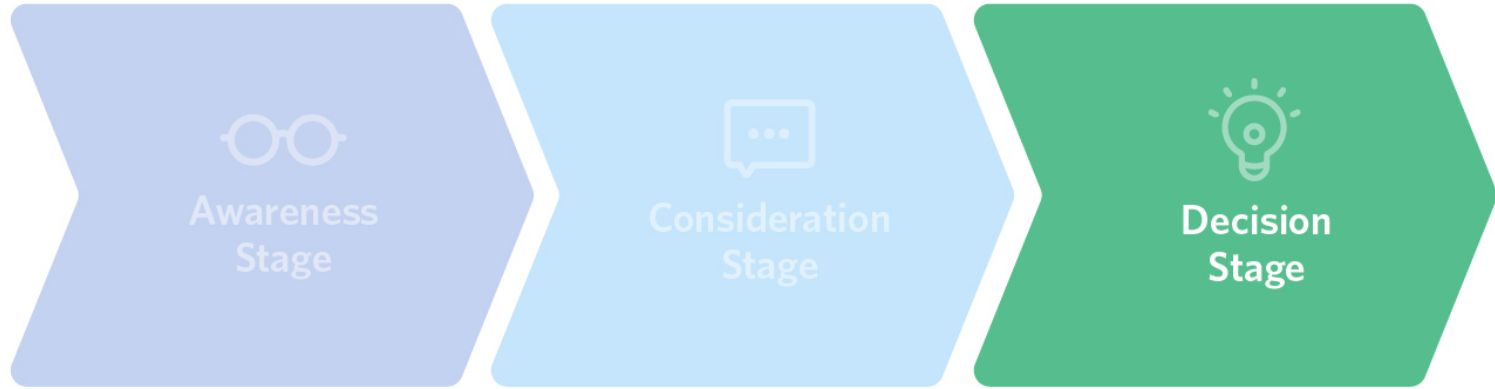
For leads in the awareness stage, use marketing automation to send related educational videos.

It's too soon to send these leads product videos, and relevant informational content will help your leads learn more and keep them connected to your company.



For leads in the consideration stage, send some company-related content. These leads are interested in solving a problem and are looking at a variety of potential solutions.

It's still too soon to send them in-depth video testimonials and case studies. However, a high-level video overview or product explainer might hit the spot.



For leads in the decision stage, use video in your marketing automation to push them towards making a purchase.

These leads are likely evaluating a short list of vendors. They're ready to buy something (from someone). Hit them with your sales enablement content to increase the chances they choose your product.

QUALIFYING EXISTING LEADS WITH VIDEO DATA



Now that we've covered the different stages of the buyer's journey and the pivotal role that video can play in your marketing automation, let's explore how you can use video data to qualify your existing leads.



1

Segment your contacts based on the videos they've watched.

See which videos your leads are watching, allowing you to better understand your customer acquisition funnel, work out which videos are helping drive conversions and craft more personalized follow up emails.

A thick yellow diagonal stripe runs from the bottom-left corner towards the top-right, crossing behind the number '2'.

2.

Consider video heat maps directly in contact pages.

Find out how much of a specific video your leads are watching and whether certain groups of users are engaging with your content.

WRAPPING UP

At this point, you know why marketing automation is so important. You understand why video is a great communication tool. You've seen how goals influence marketing automation, and how video can be incorporated into those goals.

By combining video with your marketing automation tools, you can foster deeper connections with your leads by not only addressing their pain points, but anticipating them based on the buyer's journey.

What are you waiting for? Start nurturing those leads!



ABOUT US

WSI is a digital marketing company with a strong international presence. Our Digital Marketing Consultants use their knowledge and expertise to make a difference for businesses all around the world.

Headquartered in Toronto, Canada, we also have offices in over 80 countries. We're a powerful network of marketers who strive to discover, analyze, build and implement digital solutions that win digital marketing awards and help businesses succeed online. Over the last 20 years, WSI has won multiple digital marketing awards for our solutions by adapting to the constantly shifting landscape of the Internet. We take pride in helping businesses make the most of the dollars they spend on digital marketing.

Ready to move ahead and discuss a project with a local Digital Marketing Consultant?
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