

# The Tech Marketer's Guide to B2B Video



“In our new guide for B2B tech marketers, you’ll discover how taking an audience-first approach can help you fit video into the tech buying journey in a way that fits our available budgets – and delivers against your most important objectives. Here’s some highlights.”



**Preethi Sundaram**

Head of Technology Marketing, LinkedIn Marketing Solutions EMEA

Creative-minded marketers are deploying video throughout the tech buying journey: creating compelling narratives, explaining product details, humanising brands and providing the reassurance that tech buyers need. Our role is to communicate solutions to our audiences’ most frustrating problems – and video is the perfect format for bringing those solutions to life.

## Stage 1: Awareness

### The set-up

Video is particularly powerful in the awareness phase, when you want to tell a story or evoke an emotional response. But for video to do its job properly, the story must be right too. The best brand videos – the ones made by Gillette, Airbnb or Nike, for example – don’t talk about products or services. They talk about how those products and services make you feel.

Adobe is a great example of a B2B tech brand with a number of complex propositions. But its top-of-the-funnel videos are celebrated for being funny and clever illustrations of the problems its products solve for clients. Then, further down the funnel, it uses targeted videos to talk to engaged prospects about what its products actually do.

In the awareness phase your videos should present viewers with a scenario that evokes a strong reaction. Create a connection with the audience with a shared frustration or problem, and address it in a light-hearted, entertaining way. These videos should be short enough to get your point across, without demanding too much of the audience's attention. They can be edits from your main video, or bespoke trailers. The main goal in the awareness phase is to drive viewers to your site to watch your main video or to find out more about your solution.



“Top-of-the-funnel awareness videos should be short and to the point. Most will be discovered off-site, so you want to quickly evoke emotion, educate or entertain, doing everything you can to draw them in and influence their next action. You might even need to inform them of pain points they don’t know they have.”

**Amber Long**  
VP, Content, PR & Social, gyro

## Stage 2: Consideration

# The change of plans

Bring in your product in the consideration phase, but give your company a human face too.

The B2B tech purchasing process typically involves a group of people with different information needs, so some consideration videos will need to introduce your product's features (for the technical people), while others should give a sense of what it's like to work with your company (for management types). Formats that work here include explainers, case studies, webinars, how-to videos and virtual tours. The challenge is to be authentic. If you use testimonials, for example, they need to overcome viewers' inbuilt cynicism about why

someone is praising your product.

Because audiences for consideration videos will be more tightly defined than those driving awareness, the videos themselves can be more targeted, and they can also be longer, because your audience has already engaged with you, and now wants more detail.

In this phase, measure how engaged your viewers are by looking at your engagement rate. This is the number of interactions your videos get (comments, likes, clicks, shares etc.) compared to the number of views. And look at your estimated cost per view (eCPV) to keep track of how hard your video budget is working.



“Video is a huge element in building trust. Seeing a real person – a real customer – in a case study really builds trust in your brand.”

**Christoffer Larsen**  
VP of Marketing, TwentyThree

## Stage 3: Decision

# The final push

In the decision phase, all communications are targeted to the potential customer. As a result, video hasn't traditionally been used. But it's increasingly being employed in a number of roles.

Videos can reassure prospective customers they're making the right decision through testimonials from existing customers. Welcome videos can introduce the company, give it a human face and demonstrate customer service. FAQ sessions and webinars can establish the expertise of the sales people who'll conclude the deal. And full-length product demonstrations

can begin the onboarding process for potential end users.

Once again, authenticity and trust-building are key here, because no matter how good your product or service is, people buy from people. So the stars of your decision phase videos will be your employees.

At the bottom of the funnel, if you're using lead generation forms with your videos, you should be keeping track of which ones generate the most leads, and the quality of those leads. If not, then measure click-through rates, and use that to understand your estimated cost per click (eCPC).

“People always think about video as top-of-the-funnel awareness ads, in the traditional TV sense, but that's not where the power of video is today. The customer journey has totally flipped and marketing is going all the way down to the decision phase. Customers are getting so much information on the web, so marketing is having to do a lot more to help sales and that's why deeper funnel content is so important.”

**Jordan Hagan**  
Video Strategist, StoryMe



In *The Tech Marketer's Guide to B2B Video* you'll discover lots more about fitting video into your tech marketing strategy.

 Read the full guide at  
[lnkd.in/B2B-video](https://lnkd.in/B2B-video)

**LinkedIn**