

The Tech Marketer's Guide to B2B Video

LinkedIn

A letter from a tech marketer

“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
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Take an audience first-approach to video

- 1 Analyse your customer journey**
What content do your customers want from you at each stage? What do you want them to do next?
- 2 Set out your marketing strategy**
Which medium is best suited to delivering that content at each stage?
- 3 Establish your metrics**
How will you know if your content has succeeded?
- 4 Create your content**
When video is the right choice, what sort of video should it be?
- 5 Target your content**
Combine your understanding of your audience with the targeting capabilities of the delivery platform to make sure the right people see the right content at the right time.
- 6 Optimise your campaign**
Watch the data, see what's working, tweak what's not.

Is B2B tech just too complicated and boring for effective video content?

This guide proves that the below are myths and video works throughout the tech buying journey.

Myth #1:

“Our product is complicated and we can’t do it justice in a short video”

Video should never be thought of in isolation. Instead, think about your customers’ journey. You don’t need to tell them everything about your company and its products or services at any point; you just need to tell them enough to get them to the next step. Identify your message and decide on the best way of getting it across. If that’s a video, it only needs to convey one message, so no single video has to explain everything you do.

“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

“Businesses using social to reach their audience need to realise they are in the moments business. You only have a moment to capture the audience’s attention before they scroll past you and onto the next thing. So you need to produce content that is succinct and highly emotive, and the most powerful emotional trigger is your brand.”

Nathan Haines

MD, Element 26

Myth #2:

“Video is expensive”

Video used to be big-budget, but costs are coming down all the time. A promo clip shot on your phone can deliver great results if it’s right for the audience and where they are in the purchase process. That’s why it’s more important than ever to think about video in terms of the customer journey, because cost is no longer the problem; effectiveness is.

Too many companies spend all their money on one video, expecting it to do everything. As a result, it succeeds at nothing. It’s not focused – and is probably too long.

Focusing on the customer journey solves this problem. Because the cost of video has plummeted, you can now afford to make a number of videos, each addressing one single point in the journey. That means they’ll be more relevant, and because they’re focused on conveying a single message, they can be shorter too. So people will be more likely to watch them all the way through to the call to action, and to take that action.

Myth #3:

“There’s too much video for us to cut through”

Thinking from a customer journey perspective solves this problem too. If you understand what your audience needs at each touchpoint, you’re better equipped to capture their attention. You can make informed decisions about which format to use, and the creative approach required. And when video is the right format, your understanding will help you decide what type of video will work best and how long it should be. In the early attention phase, be funny or dramatic and don’t demand too much of their time at first. Later on in the consideration phase, or close to purchase, potential customers are more likely to respond to more detailed product information, to ideas about value, and to an authentic human face.



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 [Inkd.in/B2B-video](https://inkd.in/B2B-video)