

The Tech Marketer's Guide to B2B Video

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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
LinkedIn Marketing Solutions EMEA

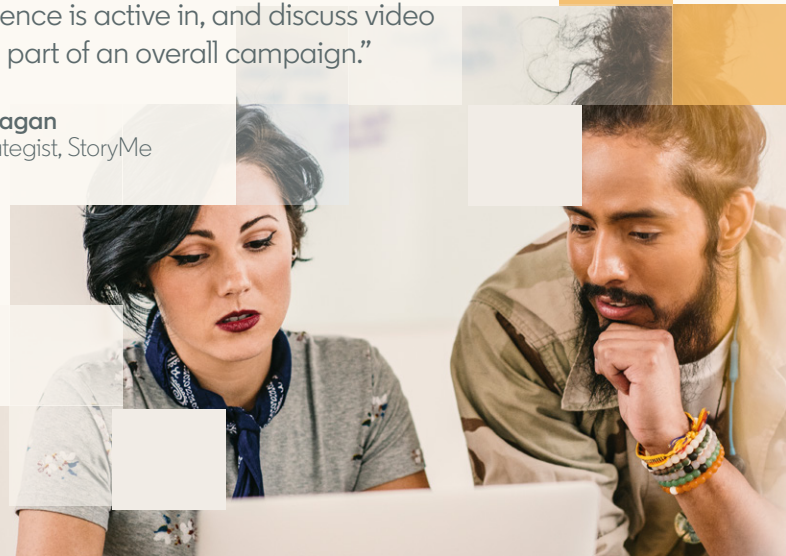
A tech marketer's role is to communicate solutions to our audiences' most frustrating problems – video is the perfect format for bringing those solutions to life. It's not just possible to make video work for B2B tech, it's essential.

Start with your audience

It's not about starting with video – start with your customers and your goals. When you know what your prospective customers want at each touchpoint, you can decide whether video is the best tool for the job, and which type of video will work best.

“We always start with the audience and the company's goals, and tackle those goals one at a time. Then we look at what channels the audience is active in, and discuss video ideas as part of an overall campaign.”

Jordan Hagan
Video Strategist, StoryMe



Create one video for each touchpoint

It's not one video – it's one video for each point you want to make or message you want to convey.

When a business fails to understand they should be producing numerous videos they begin to place all the ROI criteria on one asset. That's a lot of pressure on that video – especially one that's too long because it's trying to do too much. When that video budget is spread across six assets, the chances of success increase significantly.

Nathan Haines
MD, Element 26



See video as part of an integrated marketing campaign

It's not a video strategy – it's a marketing strategy, and video is one of the tactics within that.

Quantity doesn't always equal quality

It's not about quantity – it doesn't matter how many people saw your video. What matters is whether they were the right people, and what they did next.

Don't think of video in a silo, but as part of an integrated campaign. Creating a video is just the tip of the iceberg.

Tessa Barron
Senior Director, Brand & Communications, ON24

“There are certain times when branding makes sense, but it can make your videos start to feel like ads. People don't want to be marketed to, and they'll tune out. Our product launches should feel like Drift, but a video of someone talking – it's okay to do that from anywhere.”

Dave Gerhardt
VP of Marketing, Drift



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://www.linkedin.com/company/inkd)