



in 2018 . . .

How to Stand Out with B2B Video in 2018 . . .

How to





According to Aberdeen Group, companies that use video marketing grow their revenue

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49%

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faster than those that don't.

## PRESS PLAY: B2B VIDEO IS HERE TO STAY

**For too long, video marketing has belonged to the realm of B2C. No more.**

The evidence is clear: this type of content must be an integral part of any go-forward B2B strategy. And that's great news, because video opens up a whole new world of creative ways to reach and engage audiences. It's no coincidence the word "play" is so closely associated with this medium: it's fun!

If you want to be more imaginative and inventive with your marketing campaigns,

you've found the perfect opportunity. Professional audiences have sadly grown accustomed to dry informational content. This is your chance to wow them.

In the coming pages, we'll explain why B2B video is blowing up, how to create something great on any budget, and which metrics are worth tracking.

So venture forth, and let's make something great. Quiet on the set!





# SCENE SELECTION



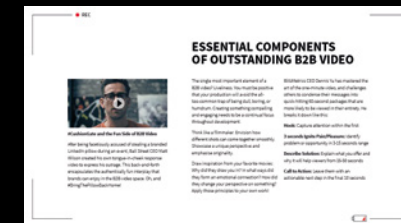
**SCENE 3** Best Practices for Creating Awesome B2B Video



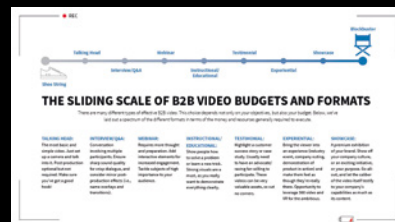
**SCENE 4** Which B2B Video Metrics to Track



**SCENE 5** B2B Video Equipment and Software



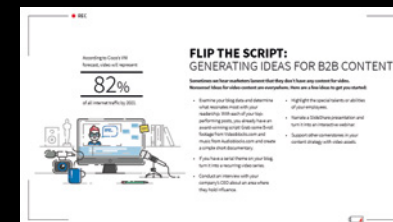
**SCENE 6** Essential Components of Outstanding B2B Video



**SCENE 7** The Sliding Scale of B2B Video Budgets and Formats



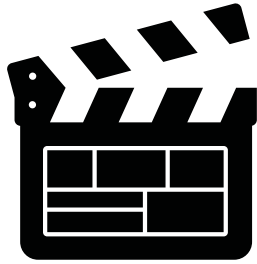
**SCENE 8** Examples of Great B2B Video in Action



**SCENE 9** Generating Ideas for B2B Video Content



**SCENE 10** Promoting Your B2B Video on LinkedIn



# BEST PRACTICES FOR CREATING AWESOME B2B VIDEO

Video affords content creators tons of freedom and flexibility, which is one of the best aspects. But there are some universal guidelines to maximising your effectiveness with this tactic.

**Optimal Length:** The general guideline for top-of-funnel videos is 30-90 seconds. From Mid funnel on, the content can lengthen. 10 minutes is considered the informal cut off point for video.\*

**Video Titles:** Make a value promise and back it up. Ask a question and answer it. Tell audience which problem you'll solve.

**Captions/Subtitles:** Include them if you can. Up to 85% of social media videos are played with no sound.

**Call to Action:** Leave viewers with a next step. Invite them to visit your website, learn more on your blog, or watch another video.

**Promotion:** Make sure to use the word "Video" in promotional posts or emails, as it can vastly increase CTR.



## CUTTING ROOM FLOOR: WHAT **NOT** TO DO

Avoid these 5 mistakes that frequently cause people to stop viewing videos:

- Low-res picture quality
- Too slow to get to the point
- Overly long runtime
- Poor sound quality or over-reliant on sound
- No personal/emotional connection

\* Jon Spenceley, former Content and Social Media Manager at Vidyard.







# 70%

of B2B marketers think that video is more effective than any other form of content when converting qualified leads, per Content Marketing Institute's B2B Content Marketing 2016 Benchmarks, Budgets, and Trends - North America.

## B2B BOX OFFICE: WHICH METRICS TO TRACK

**Impressions:** Number of times that your video was seen. For video ads on LinkedIn, it's specifically when video ads are 50% on screen for at least one second.

**Views:** When your video plays for at least two continuous seconds, or a click on the CTA, whichever comes first.

**View-through rate:** Total views divided by total impressions times 100

**Completions:** The number of times your video was watched at 97-100% of its length.

**Completion Rate:** Completions divided by Views times 100

**Engagement Metrics:** There are various actions that can help you understand if your audience is engaging. While marketers normally always include staple social media actions such as likes, shares, and comments, you should consider these video-specific metrics such as:

- **Full-screen Plays:** When the user taps on the video, going to video view mode.
- **Skip:** This normally is used on pre-roll and mid-roll and denotes when a user intentionally hits a skip button to get past an ad. LinkedIn does not interrupt user experience with pre-roll or mid-roll, so skips are not relevant on LinkedIn.

# TOOLS OF THE TRADE: B2B VIDEO EQUIPMENT AND SOFTWARE

The No. 1 mistake companies make when it comes video marketing is believing it will be way harder than it is. They stall, they delay, they wait. And that is no good.

Truthfully, creating quality video is neither easy nor quick, but doesn't need to be a monumental undertaking. It's all about making a plan, assessing your needs, and getting to work. Over the next few pages, we'll lay out some of the core requirements for shooting a video under varying budgets and against varying objectives.

First, here's a look at the requisite equipment and software you will want to have on hand.



## Video Camera

The greater the investment, the higher the quality. An actual camcorder is great, but most modern smartphones are perfectly sufficient (just make sure you have a tripod accessory).



## Microphone

Critical for clearly recording voices and sounds. There are many reasonably priced options that can plug into your phone or camera, or be utilised wirelessly.



## Lighting

Unless you're blessed with excellent natural lighting in every setting where you plan to shoot, you'll want some extra illumination. LED panel lights can attach to your camera or be set up remotely.



## Editing Software

There are many different options depending on your needs, budget, and expertise. iMovie, Adobe Premiere and Final Cut Pro are among the industry standards. Camtasia is a simpler and less expensive solution, good for starters.



# ESSENTIAL COMPONENTS OF OUTSTANDING B2B VIDEO



## #CushionGate and the Fun Side of B2B Video

After being facetiously accused of stealing a branded LinkedIn pillow during an event, Ball Street CEO Matt Wilson created his own tongue-in-cheek response video to express his outrage. This back-and-forth encapsulates the authentically fun interplay that brands can enjoy in the B2B video space. Oh, and #BringThePillowBackHome!

The single most important element of a B2B video? Liveliness. You must be positive that your production will avoid the all-too-common trap of being dull, boring, or humdrum. Creating something compelling and engaging needs to be a continual focus throughout development.

Think like a filmmaker. Envision how different shots can come together smoothly. Showcase a unique perspective and emphasise originality.

Draw inspiration from your favorite movies: Why did they draw you in? In what ways did they form an emotional connection? How did they change your perspective on something? Apply those principles to your own work!

BlitzMetrics CEO Dennis Yu has mastered the art of the one-minute video, and challenges others to condense their messages into quick-hitting 60-second packages that are more likely to be viewed in their entirety. He breaks it down like this:

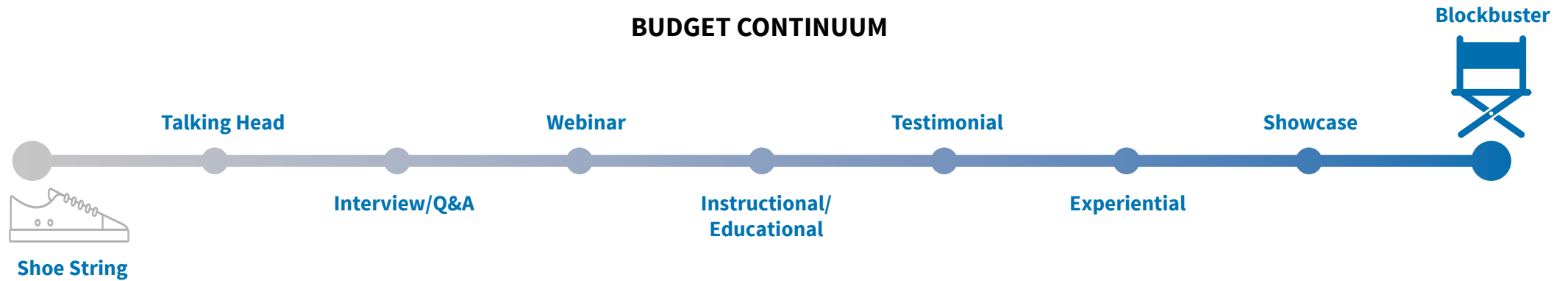
**Hook:** Capture attention within the first 3 seconds

**Ignite Pain/Pleasure:** Identify problem or opportunity in 3-15 seconds range

**Describe Solution:** Explain what you offer and why it will help viewers from 15-50 seconds

**Call to Action:** Leave them with an actionable next step in the final 10 seconds





# THE SLIDING SCALE OF B2B VIDEO BUDGETS AND FORMATS

There are many different types of effective B2B video. This choice depends not only on your objectives, but also your budget. Below, we've laid out a spectrum of the different formats in terms of the money and resources generally required to execute.

## TALKING HEAD:

The most basic and simple video. Just set up a camera and talk into it. Post-production optional but not required. Make sure you've got a good hook!

## INTERVIEW/Q&A:

Conversation involving multiple participants. Ensure sharp sound quality for crisp dialogue, and consider minor post-production effects (i.e., name overlays and transitions).

## WEBINAR:

Requires more thought and preparation. Add interactive elements for increased engagement. Tackle subjects of high importance to your audience.

## INSTRUCTIONAL/EDUCATIONAL:

Show people how to solve a problem or learn a new trick. Strong visuals are a must, as you really want to demonstrate everything clearly.

## TESTIMONIAL:

Highlight a customer success story or case study. Usually need to have an advocate/raving fan willing to participate. These videos can be very valuable assets, so cut no corners.

## EXPERIENTIAL:

Bring the viewer into an experience (industry event, company outing, demonstration of product in action) and make them feel as though they're really there. Opportunity to leverage 360 video and VR for the ambitious.

## SHOWCASE:

A premium exhibition of your brand. Show off your company culture, or an exciting initiative, or your purpose. Go all-out, and let the caliber of the video itself testify to your company's capabilities as much as its content.

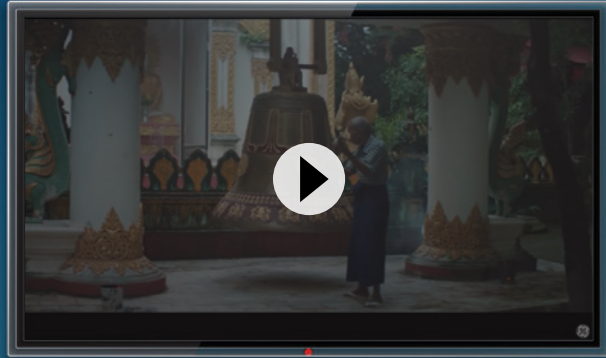




# MARKETING IN MOTION:

## EXAMPLES OF B2B VIDEO EXCELLENCE

Part of what makes video marketing great is that it allows people to see something for themselves, rather than simply reading or hearing about it. In that spirit, we've rounded up a few guiding examples of B2B video excellence to help inspire your efforts. These content creators all crushed it. By clicking the image thumbnails, you'll be able to view these videos on the web.



As part of its “Unimpossible Missions” series, **GE** utilizes the same technology that powers its subsea acoustic leak detector to challenge the notion that “you can’t unring a bell”.



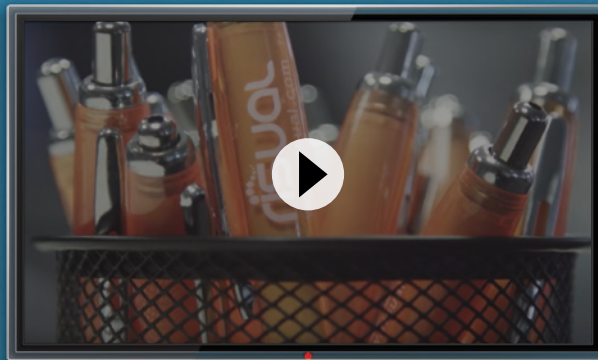
**Volvo Trucks** wanted to show off the stability and precision of its Dynamic Steering, so action star Jean-Claude Van Damme was enlisted for a rather unique stunt.



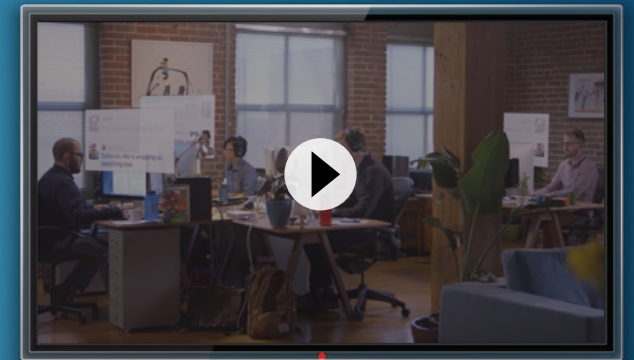
“This Is a Generic Brand Video.” **Dissolve** showcases the uses of its stock footage archive by using it to edit together a narrative about its offering.



Matt Heinz of **Heinz Marketing** sat down with LinkedIn’s Katrina Neal for a “Marketer-to-Marketer” conversation while at Content Marketing World 2017, providing insights to viewers while also boosting visibility of his company’s presence at the event.



IT consulting company **risual** provides a glimpse into its office culture and workforce while keeping things light with humor and self-deprecation.



This collaborative effort from **Slack** and **Sandwich Video** puts a fun spin on the customer testimonial, showing off the capabilities and personalities of both companies.

According to Cisco's VNI  
forecast, video will represent

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82%

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of all internet traffic by 2021.

# FLIP THE SCRIPT: GENERATING IDEAS FOR B2B CONTENT

**Sometimes we hear marketers lament that they don't have any content for video.**

**Nonsense! Ideas for video content are everywhere. Here are a few ideas to get you started:**

- Examine your blog data and determine what resonates most with your readership. With each of your top-performing posts, you already have an award-winning script! Grab some B-roll footage from Videoblocks.com and music from Audiodblocks.com and create a simple short documentary.
- Highlight the special talents or abilities of your employees.
- Narrate a presentation and turn it into an interactive webinar.
- Support other cornerstones in your content strategy with video assets.
- If you have a serial theme on your blog, turn it into a recurring video series.
- Conduct an interview with your company's CEO about an area where they hold influence.



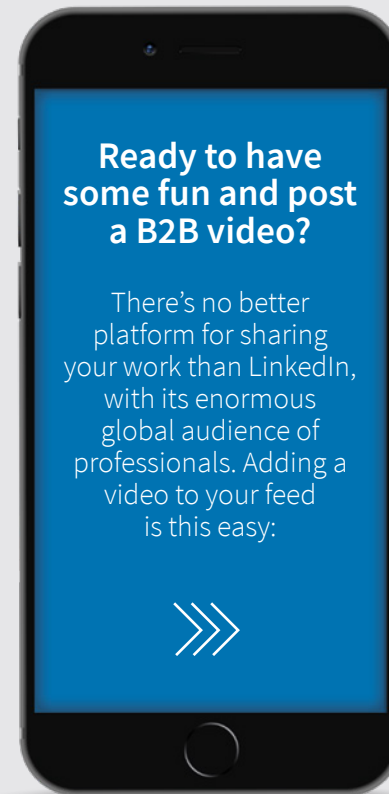
# PROMOTE LIKE A PRO:

## HOW TO AMPLIFY YOUR VIDEO CONTENT VIA COMPANY PAGES, MEMBER POSTS, AND PAID\*

Beyond the built-in contextual relevance, two trademark advantages that LinkedIn users will really appreciate about the video functionality:

- 1) Targeting.** Just like with other types of content, you can utilise advanced filtering parameters to ensure your videos are reaching the right audiences.
- 2) Reporting.** You'll be able to dig deep and see how people are interacting with your video, then make adjustments on the fly to continually improve your results.
- 3) Organic Reach.** The LinkedIn platform promotes the sharing of quality ideas. Whether you post video from your LinkedIn Profile, a Company Page, or via a Sponsored Video ad (now available), if LinkedIn members like it, your video will see a further boost in impressions and engagement.

\*Now available



### 10 VIDEO-CENTRIC MARKETERS TO FOLLOW ON LINKEDIN



Jeff Julian



Andrew Davis



Matt Wilson



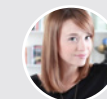
David Murdico



Jared Polin



Tim Washer



Amy Schmittauer  
Landino



Tyler Lessard

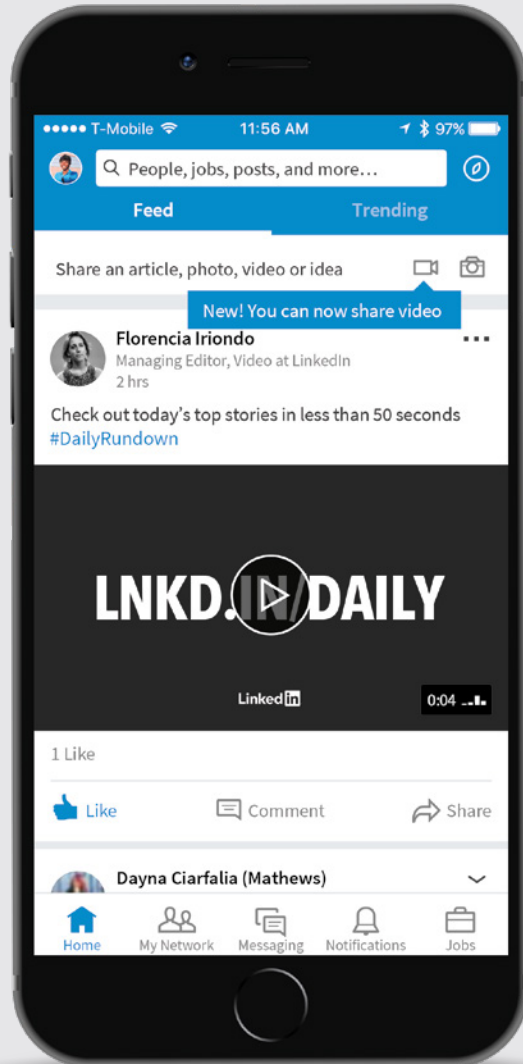


Owen Hemsath



Mark R. Robertson





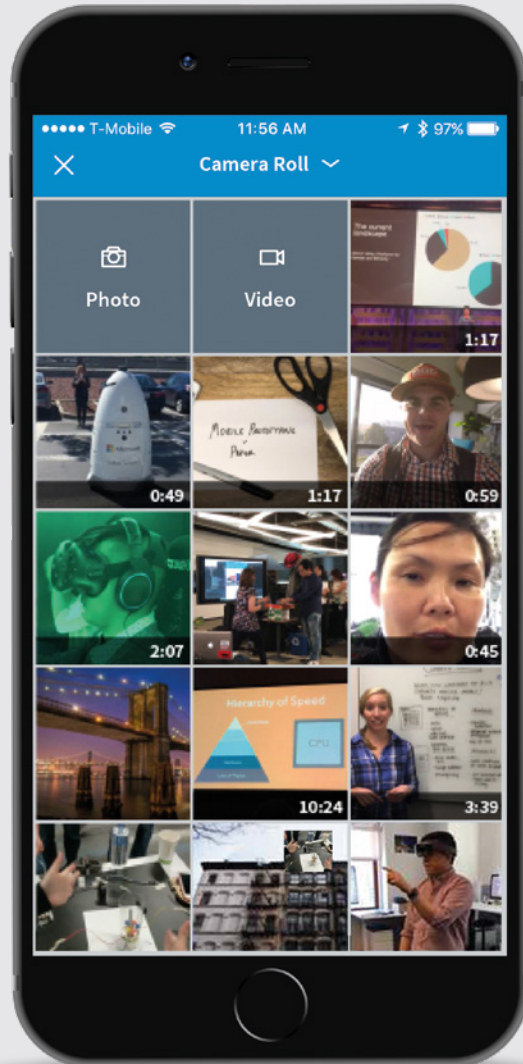
## POSTING NATIVE VIDEO FROM YOUR LINKEDIN PROFILE

### STEP 1

Tap video icon in share box.







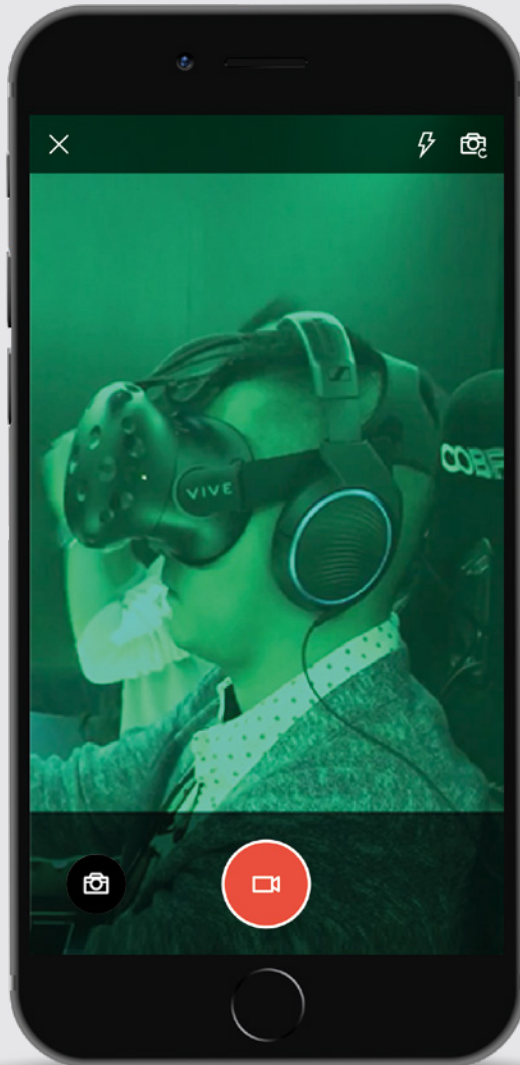
## POSTING NATIVE VIDEO FROM YOUR LINKEDIN PROFILE

### STEP 2

Tap video, or select a video from your camera roll to upload (you can preview the video before you share it).



● REC 00:00:15:00

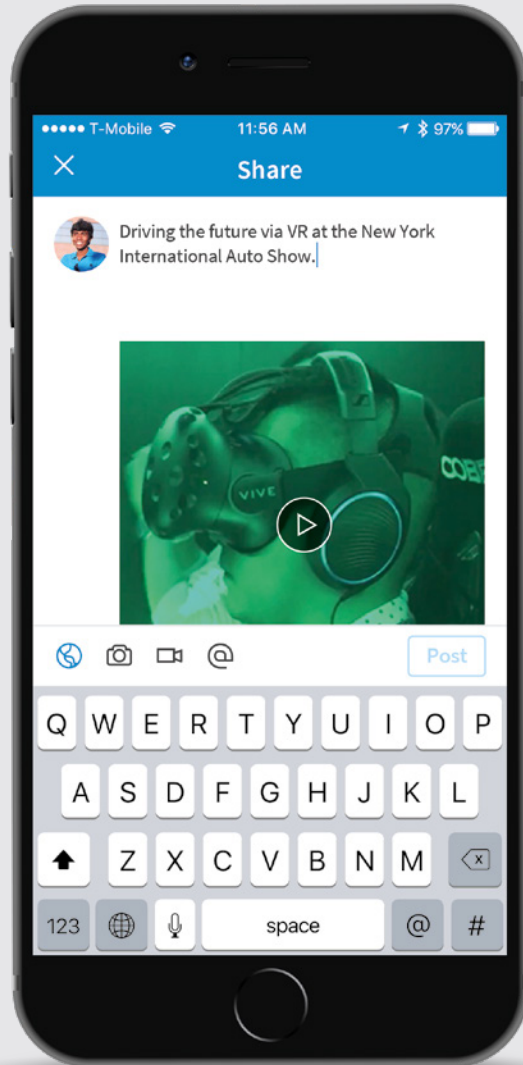


## POSTING NATIVE VIDEO FROM YOUR LINKEDIN PROFILE

### STEP 3

If you choose to record, you can do that right within the LinkedIn app (your video will automatically save to your camera roll).

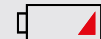


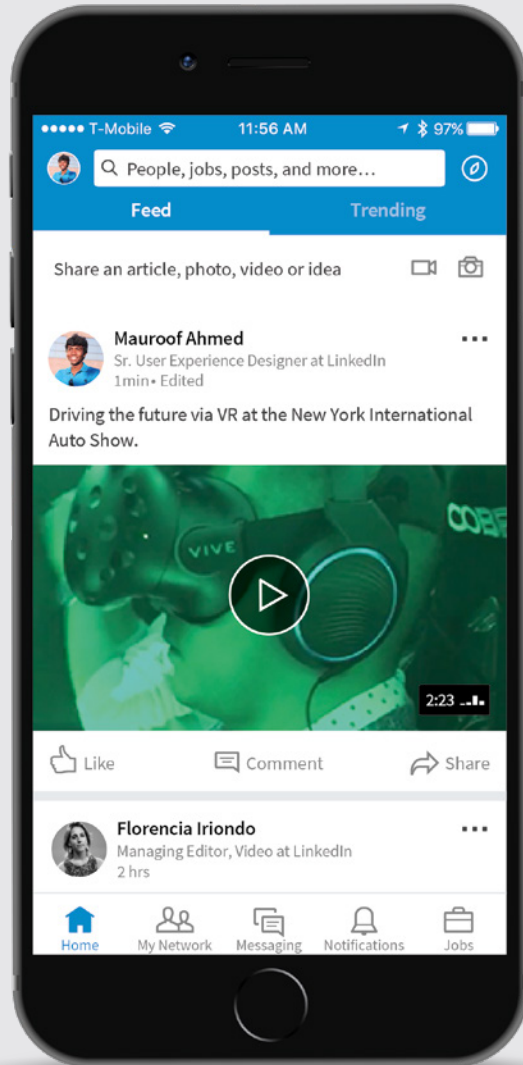


## POSTING NATIVE VIDEO FROM YOUR LINKEDIN PROFILE

### STEP 4

Add text to tell your viewers what the video is about, and tap Post.





## POSTING NATIVE VIDEO FROM YOUR LINKEDIN PROFILE

### STEP 5

Your video will be shared to your followers' feeds.



*The  
End*

**AVAILABLE NOW:** Increase your targeted reach on LinkedIn with Sponsored Video Content



Video ads are here to help you do B2B video right. Marketers and brands can leverage video for Sponsored Content to reach and engage the right audiences, the right way. For more information, go to [linkedin.com/videoads](https://www.linkedin.com/videoads)

