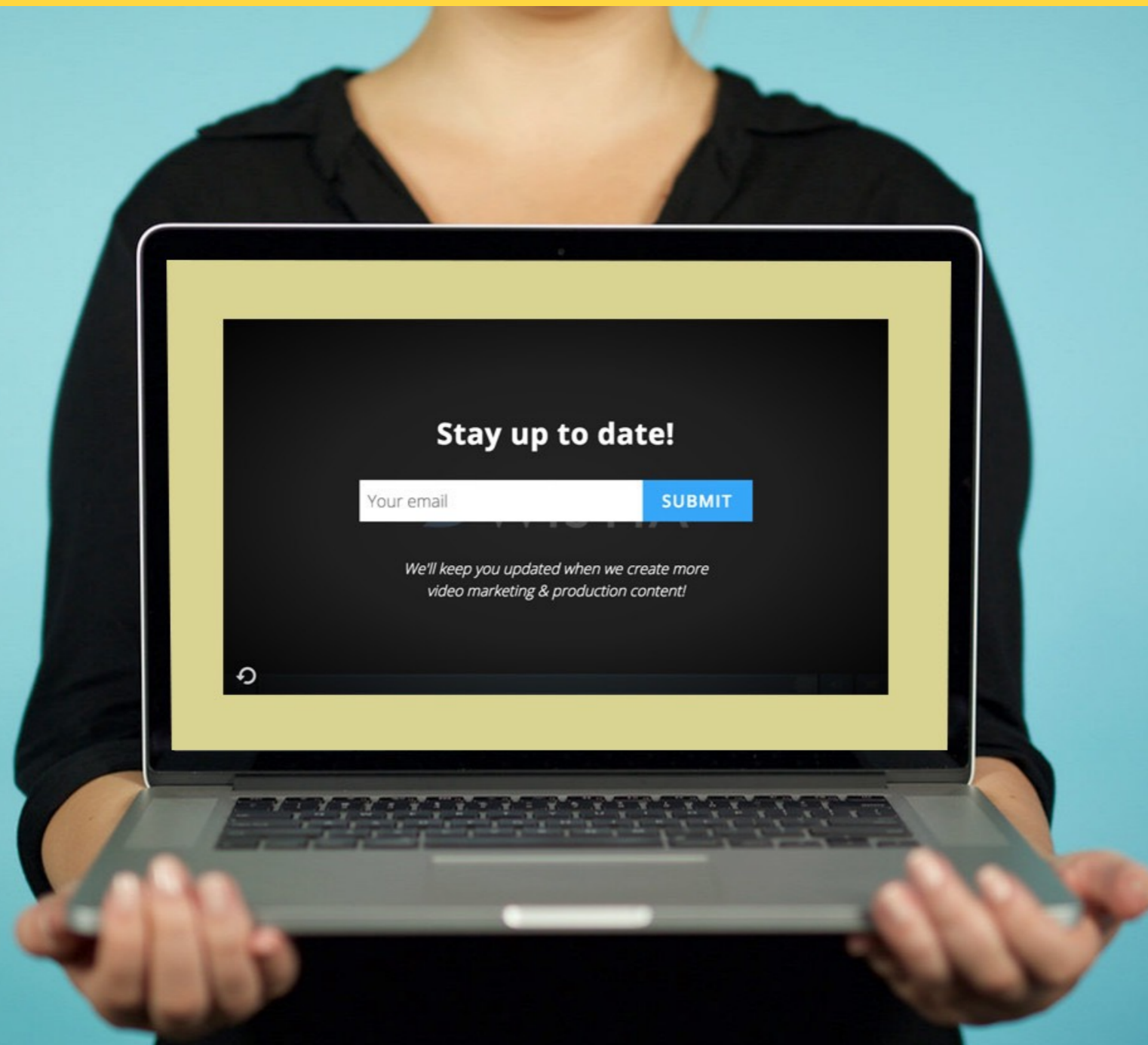


Video + Marketing Automation : A match made in Heaven



Why Video!

It's probably no surprise to you that video is one of the most preferred content formats. Just look back at how you spent your day online – chances are that you watched at least one video.

How could you resist that play button?

And you're not alone: Cisco predicts that nearly 80% of all internet traffic will be video (2019).

However, consumer desire isn't the only thing video has going for it today.

In fact, the real value is hidden the video's performance aka the viewing data.

- What section of your video is the most popular?
- Where are people pausing?
- Is there a section where people are viewing a section repeatedly?

What is Marketing Automation?

You may have already integrated other content with your marketing automation platform so that you can track downloads and lead generation— but are you using video?

For example, if Gary visited your website last week, watched the entirety of your explainer video & viewed two customer testimonial videos all the way through.

Beyond this, Gary consumes 80% of the webinar. This makes him a highly qualified lead.

Video + Marketing Automation

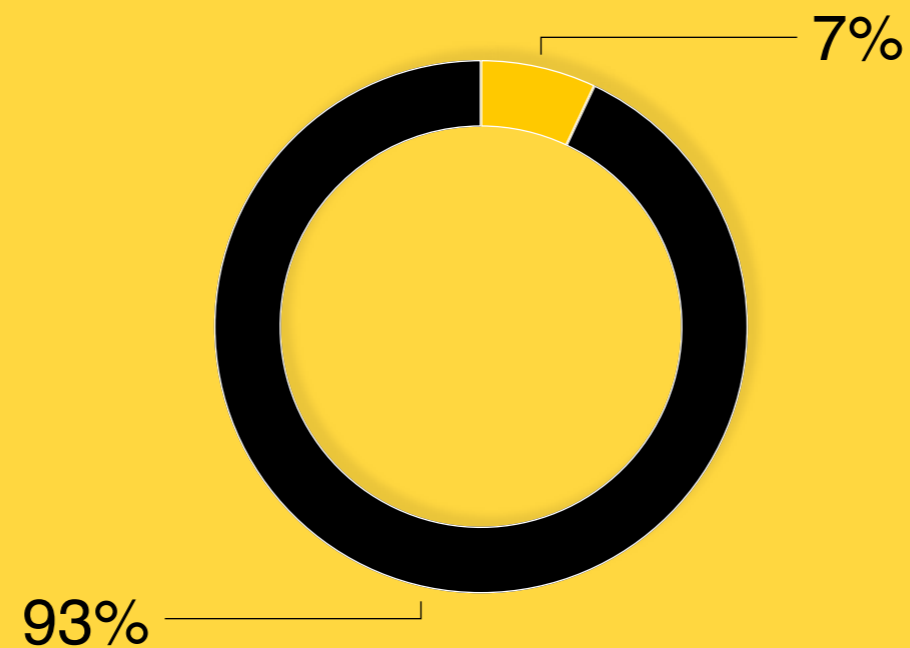
By integrating video data into your marketing automation platform, you can gain insight into the viewing behaviour of an individual lead that can guide lead qualification and indicate purchase intent.

You can track which topics are buyers interested in, how much of each video they've watched, and even if they've re-watched certain components.



“Recording individuals’ video engagement helps us to score prospects more appropriately, understand potential customers’ needs, and target specific content based on areas of interest.”

– Alex Dias Business Systems Analyst, Mimecast



Hold On... I Can Identify and Track Who's Watching My Videos? 🤔

If you want to track the viewing activities of individual prospects, hosting your videos on YouTube just isn't going to cut it.

A modern Video Marketing Platform (VMP) enables you to host all of your videos in the cloud and customise the playback experience with email gates and CTAs.

By combining video viewing data and your marketing automation platform, you can identify more hot leads in an expedited fashion and provide your sales team with the insights they need to convert more prospects.

Life can't be better than this? 😊



Strategic Opportunities

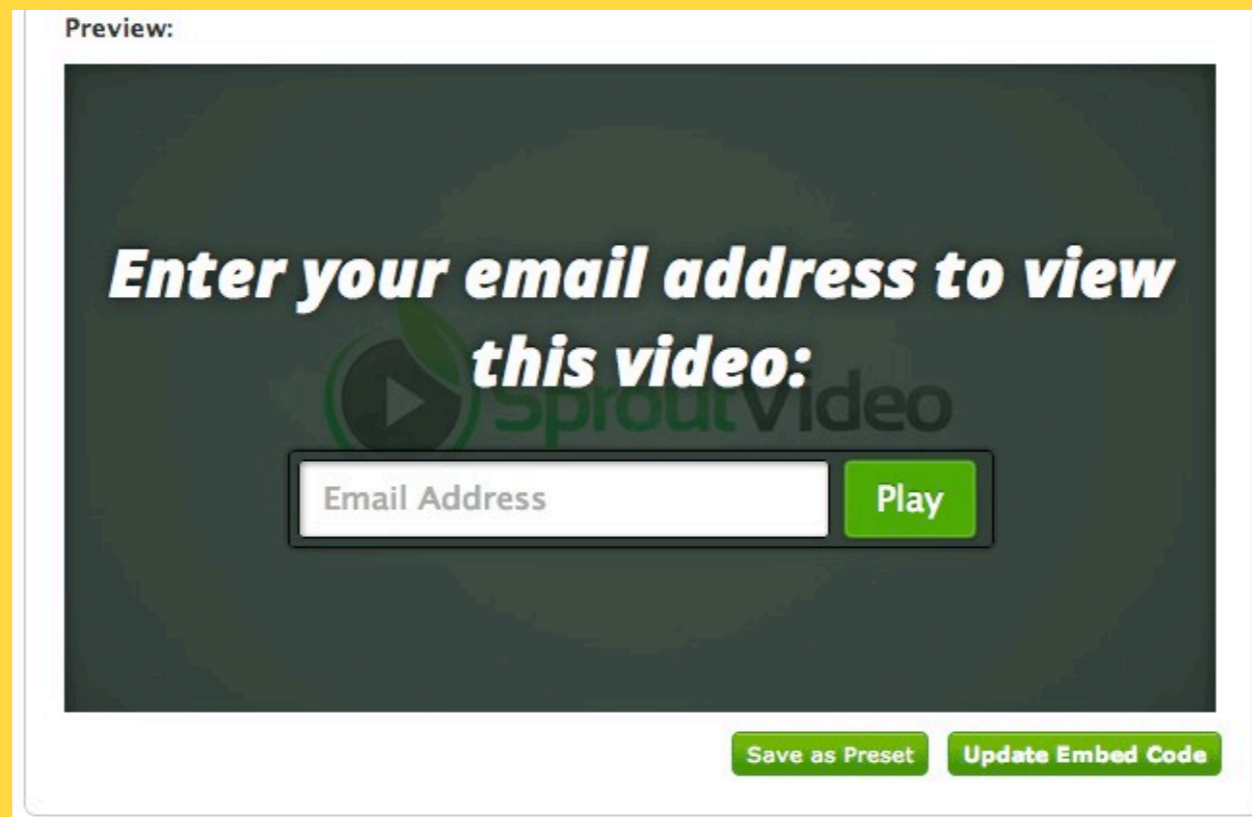
Having video viewing data directly within your marketing automation platform presents the following opportunities:

- Lead Capture
- Automated Follow-up
- Lead Scoring
- Contact Segmentation
 - Solution Focussed or Industry
 - Level of engagement
 - Level of Interest



Lead Capture

Use a simple email gate at the start of videos that are targeted at buyers further down the funnel to generate new contacts that can then be synced to your marketing automation platform.



Automated Follow-ups

As soon as the viewer finishes watching a video, we can send an email that takes him/her ahead on the journey.

Based on the topic of the video we can align the content of the email.

We can also decide which mail to send depending on how much of the video they've actually completed.

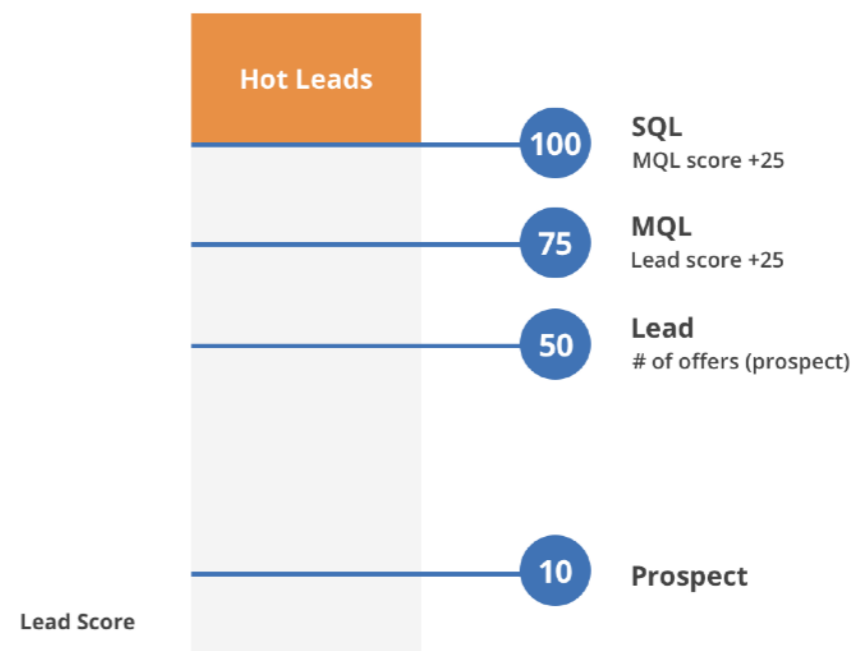


Lead Scoring

Lead scoring is the act of assigning scores to leads based on the perceived value that lead represents for the organization. Video viewing data can be used as criteria for lead scoring.

This means you'll be able to identify buyers as highly qualified and pass them on to sales instead of letting them fall through the cracks.

The higher the lead score, the more likely he is to convert, and the better the opportunity is for sales to engage this prospect.



Contact Segmentation

With viewing data available in your marketing automation platform, you can segment campaign lists based on:

- The topics of videos your buyer has viewed (e.g. are they focused on a specific product? Solution? Industry?)
- The level of engagement they display (e.g. Did she watch all videos to the end, or did they abandon them after a few seconds?)
- The timing of her video views (e.g. Is she actively watching several videos in a short time frame? Are her views all recent, or are they from six months ago?)

Goals for Video Marketing

Usually the goals depend on your marketing needs and opportunities present throughout the funnel.

Here are some of the key goals to look out for :

- Increasing Brand Awareness
- Driving Further Action
- Collecting More Leads
- Converting those Leads

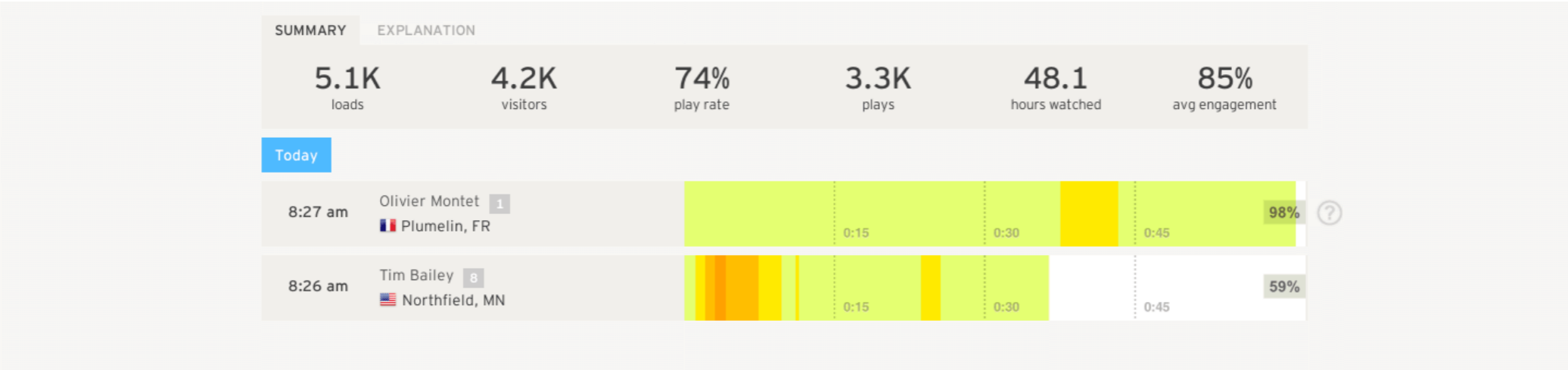


Brand Awareness

The best way to measure brand awareness is through engagement. Look at things like the number of views, shares, and likes.

Metrics:

- Number of video views
- Drop-off viewing rates at half, three quarters, and end of video
- Number of shares, likes, and comments
- Percent of viewers who shared, liked, or commented



Drive further Action

Since videos are so clickable, what better way to use them than to capture attention and direct it towards another high-value asset or experience online?

Use a video promo to promote downloads of a new guide or send customers to learn more about a new product.

Either way, if the purpose of the video is to drive further action, you should be tracking click-through rates. How many people are actually responding to your call-to-action?

Metrics:

- Number of click-throughs per video
- Percent of viewers who clicked through

Collect leads

Videos can be more than “starter content”, you can actually capture leads from right within a video itself. Whether it’s an email gate at the start of a video, a pop-out form in the middle, or a final form at the end, if your content’s worth it, you can capture new leads.

Don’t forget to compare videos to one another—a high performing video can act as a benchmark for future gated videos.

Metrics:

- Number of leads per video
- Percent of viewers converted to leads

Convert leads

Measure the impact of your video content on turning viewers into customers!

Are buyers who watch your videos eventually becoming won deals? How quickly? And how much are they contributing to the bottom line?

Metrics to Measure

- Number of leads closed from a particular video
- Average time to close from a video view
- Average deal size of those influenced by particular video
- First-touch and multi-touch attribution tracking in your marketing automation platform

How effective is your video?

How much time is the audience spending with your video?

Is your audience sticking till the end?

Indicates retention. Ideally 60%-80% of your viewers should be retained till the end in an ideal video.

OR

Are they dropping off after the first 10 seconds?

The video needs lot more work.

Conclusion

Video combined with Marketing Automation can result in faster deals closing, gives real time data that can be acted upon and improvised.

The best part is that the with the use of video your marketing funnel becomes sophisticated enough to understand your customers pain point and can deliver high value in a very personalised manner.

Want Video Marketing Insights delivered straight to your inbox?

Subscribe to the Synclarity blog for latest content on Inbound Marketing, Social, Paid, SEO and the future of online marketing.

Subscribe Now

