



**VIDEO:** The #1 Thing B2B Businesses MUST  
Incorporate into their Marketing Strategy in 2019  
April 29, 2019

# Table of Contents

1

Why Video?

2

Three Types of  
Video Content

3

Creating Videos  
that Resonate

4

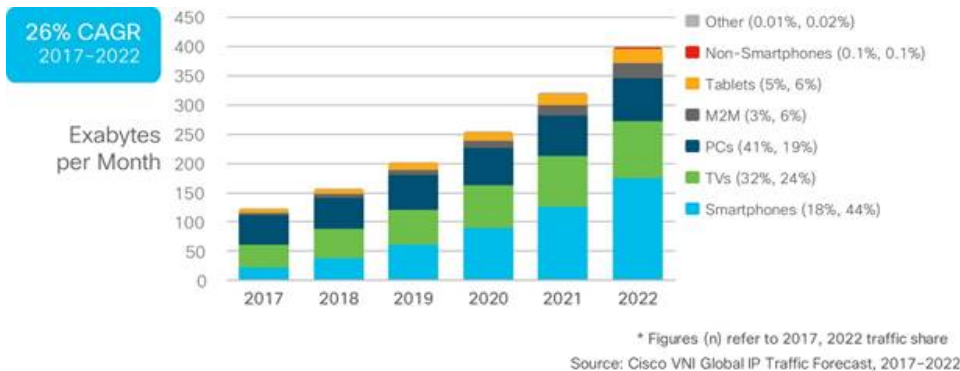
B2B Video  
Promotion

# Why video? Here are three solid reasons.

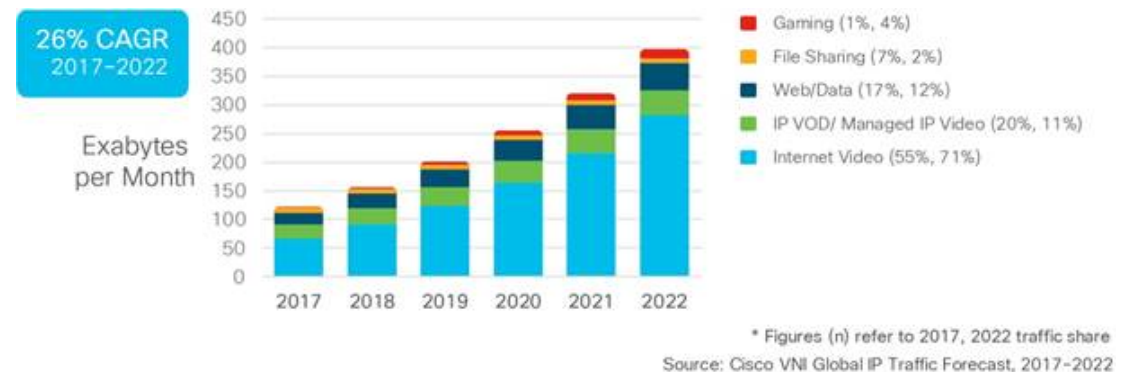
## 1. Video is the bulk of Internet traffic - and growing.

- Video will represent over 80% of Internet traffic by 2022.
- YouTube has more than 2 billion monthly users (Q4 2018) and the number of channels with more than 1 million subscribers has nearly doubled in the last year.
- More video content is uploaded in 30 days today, than the major U.S. TV networks created in 30 years.

### a. Majority of traffic will come from smartphones.



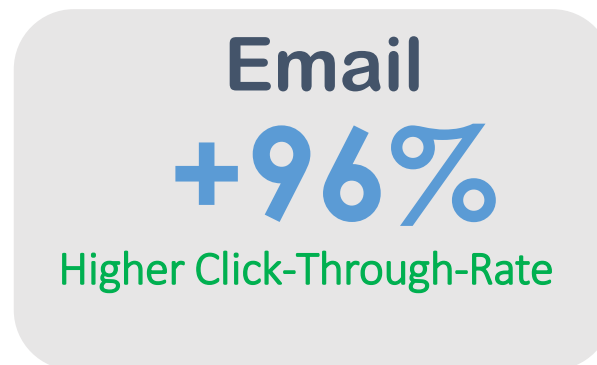
### b. Internet Video & IP VOD will represent 82% of traffic.



# Why video? Here are three solid reasons.

## 2. Video drives brand awareness, lead gen and customer engagement.

- Video drives a 2-3X (158%) increase in organic traffic from search engines
- Users spend 88% more time on a website that contains video.
- Emails with video receive 96% higher CTRs.
- Views of branded video content increased 258% on Facebook and 99% on YouTube in 2018.
- Social video generates 1,200% more shares than text and images combined.



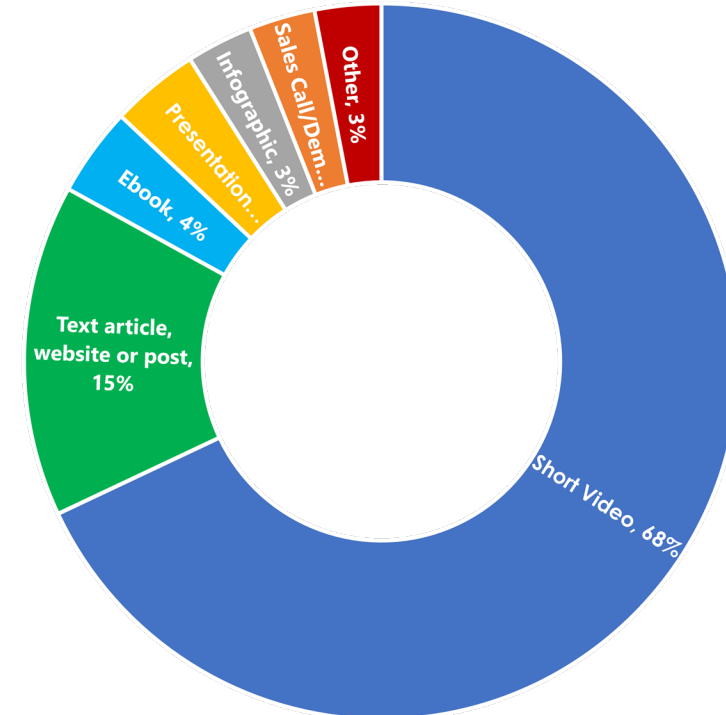
Sources: Hubspot, "16 Video Marketing Statistics to Inform Your 2019 Strategy"; Wordstream Blog, "37 Staggering Video Marketing Statistics for 2019"; Wyzowl, "State of Video Marketing 2019 Survey".

# Why video? Here are three solid reasons.

## 3. Customers not only want it, they expect it.

- 68% of customers prefer to learn about a product or service through video.
- 91% have watched an explainer video in the past year.
- 64% of Internet users are more likely to buy a product/service online after watching a video.
- 87% of customers said they'd like to see more video from brands in 2019.

What is your most preferred method to learn about a product or service?



As a result of these trends, **70%** of marketers plan to use video in 2019, **82%** plan to spend **MORE** on video, and **50%** plan to incorporate live video (the latest trend on social).

Sources: Hubspot, "16 Video Marketing Statistics to Inform Your 2019 Strategy"; Wordstream Blog, "37 Staggering Video Marketing Statistics for 2019"; Wyzowl, "State of Video Marketing 2019 Survey".

# There are three types of video content – what YouTube calls the “Triple H” strategy.

	<b><u>H</u>elp Videos</b>	<b><u>H</u>ub Videos</b>	<b><u>H</u>ero Videos</b>
<b>What are they?</b>	Content designed to answer questions related to your company or product/service	Content people value and want to receive, designed to build a relationship with your customer	Content that will grab people's attention or “wow” them, campaign-driven, promoted
<b>When do you post them?</b>	Any time	Episodic	A few times a year
<b>What are some examples?</b>	How-to, Explainer Video, Interview, Testimonial	Video blog (vlog), Webinar, Weekly show	Product launch video, brand campaign

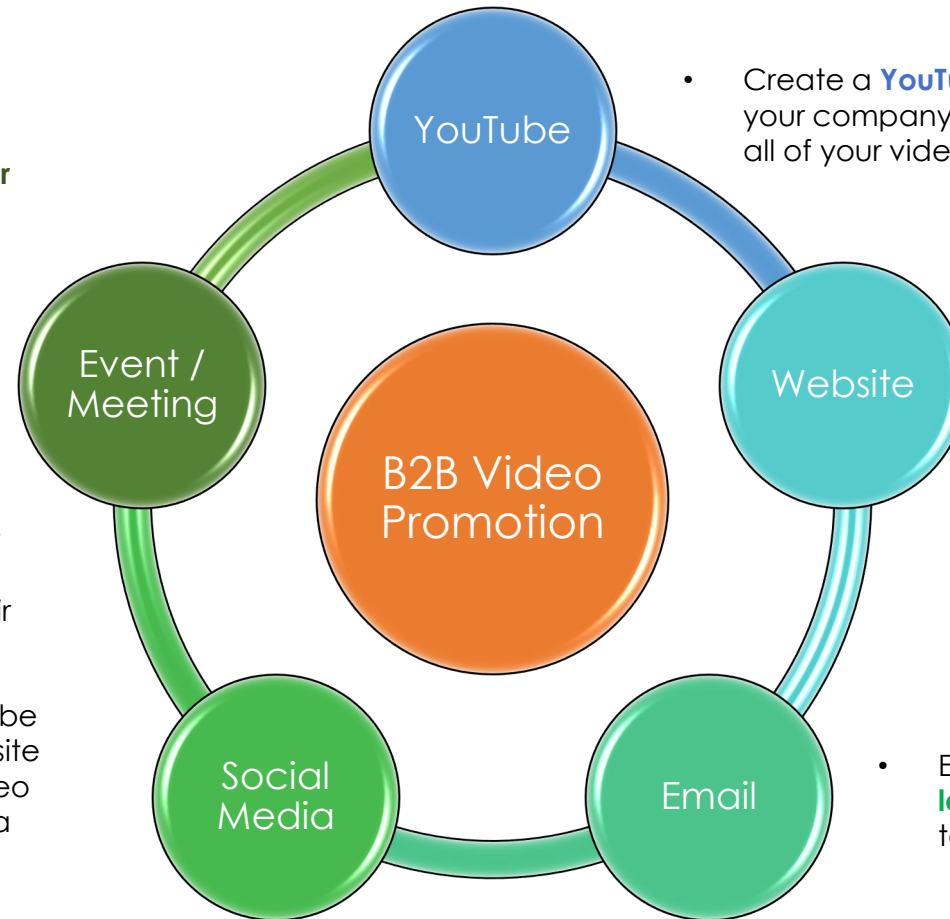
# How do you create a video that drives brand awareness? Here are six tips.

1. Have a **title** that draws people in – and use your keywords so it ranks on YouTube and Google search.
2. Create a great **thumbnail** (image that appears on the video before you click) - a person with a big smile looking right at the camera is always a winner.
3. 20% of people will exit your video after the first 10 seconds so make sure the **introduction** is attention-grabbing. It should have the same objective as your overall video: inspire, inform or entertain.
4. For SEO purposes, write a good **description** that is tagged with keywords – but don't keyword stuff, YouTube hates that - and might suspend your account for over-tagging.
5. Include a **call to action**. What do you want viewers to do after watching your video - visit your website or schedule a product demo? Tell them without being too salesy.
6. For **vlog** videos where you are speaking to your audience, here are 3 tips:
  - Viewers don't care about professional quality. They want to feel a **connection**. Be authentic, be funny, jot down some notes but don't script it out.
  - Have decent **lighting** so viewers can see and connect with you. TIP: Buy a "halo light" on Amazon – it's \$100 and makes all the difference in the world.
  - Inspire engagement by **asking questions** in your videos and having viewers post answers in the comments. Better yet, have them video their answers!

*Source: Small Biz Trends.com, "25 tips for creating great marketing videos", May 14, 2018.*

# Promote your videos where they are most likely to be seen and shared by your target audience.

- Video is an engaging way to promote your company or product/service at: **trade shows, conferences, hosted events and user trainings.**
- Don't forget about your other stakeholders – video can showcase your brand message at meetings with your **Board, shareholders, employees and senior executives.**
- Focus on **LinkedIn and Facebook** for B2B promotion
  - **Native video** – embed on their platform to maximize engagement
  - **Links** – to newly posted YouTube videos or videos on your website
  - **Campaign/Ad** – create a video campaign or ad to promote a product launch or new video asset



- Create a **YouTube channel** for your company and showcase all of your videos there

- **Home page / About Us / Career Page** – Company video, “From the CEO/Founder” video
- **Product/Services Pages** – explainer videos, how-to videos, demos, testimonial videos
- **Campaign Landing Pages**
- **Blog / News**– interviews, conference videos

- Embed a video about a **product launch** or **brand campaign**, or link to a landing page on your website

*Sources: Hubspot, “Video Distribution Checklist”, March 2019, WordStream Blog, “9 Ways to Promote Video Content”, March 2019.*



# About WIZ Advisors

Founded in 2017, WIZ Advisors LLC is a female-owned and operated marketing firm in Alexandria, VA. It provides a full suite of marketing solutions for small to mid-size B2B businesses looking to build their brand awareness, increase high quality leads, drive customer engagement and loyalty, and accelerate revenue. Unlike traditional agencies that use cookie cutter methods and templates to solve clients' pain points, WIZ Advisors employs a customer-centric, research-driven approach, focusing on each client's unique strengths and challenges, and delivering solutions that are tailored to their specific goals.

Learn more about us at: <https://wizadvisors.com>.



*WIZ Advisors LLC was awarded "Top Marketing Consultant" and "Top Content Agency" in Washington DC in 2019 by UpCity, the online marketplace that connects companies with proven digital marketing service providers and agencies. [CLICK HERE](#) to read the press release.*

Please reach out to WIZ Advisors with any questions -  
or to discuss your marketing needs.

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