How to use Video + Marketo Engage to

Engage, Qualify & Convert Your Buyers

Adobe | **vidyard®**

Why Video?

It's probably no surprise to you that video is a preferred content medium. Just look back at how you spent your day online yesterday—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 by 2018. That's a significant majority!

But consumer desire isn't the only thing video has going for it today. In fact, when you pull back the curtain and dive into video's performance, an Oscarwinning show is delivered from every angle, helping more and more modern marketing teams hit their goals.

In this ebook, you'll learn:

- Why video is an important component of your marketing programs
- How to use video strategically for lead generation
- Why video and your marketing automation platform are a powerful combination
- How to lead score with video
- What video marketing metrics you must track to align with video goals and measure success

Top 5 reasons to love video marketing

Here are the top five reasons why video is worthy of a key spot in your content marketing and demand generation programs:

1. **Videod rives higher engagement and retention rates:** When it comes to attention spans, we've all drawn the short straw. Eight seconds short. That's how long you have to capture your audience's attention. Which means you should be picky when it comes to the content you're serving to your audience. Video is a great content medium to capture that attention because, according to Invodo, **65%** of viewers watch more than three-fourths of each video consumed, notably higher than textbased content.

2. **Video is the winning medium in driving conversions:** We're going to go out on a limb here and say that there's a pretty good chance that one of your major content goals is to drive leads to sales. Video can help here too—sometimes even more than any other content medium, depending on your business and audience. But don't just take our word for it, **70%** of marketers say video is the most effective means to driving conversions. Product videos alone can increase purchase intent by up to **85%**.

3. **Video improves the results of other content assets and marketing channels:** Videos are powerful stand-alone content assets, but they can also do well in a supporting role. In fact, adding video to the promotion of your other content assets can boost their performance.

4. **You can gainincredible insight into consumption behaviors and purchase intent:** Your marketing automation platform may have told you that a potential customer downloaded your latest ebook on improving client happiness with great technical support. Cha-ching! But wait, what did she do after that? Did she read it? Did she print it off and use it as a coaster for her freshly brewed coffee? Or did she re-read the part about the timing of a return support call over and over? You're not sure, are you?

The Impact of Video On Common Mediums

Adding video to email creates 2-3 times as many click-throughs.
(Forrester)

Adding video to your website can increase the chance of a front page Google result by 53 times.
(Forrester)

Adding video to a landing page can increase conversion by 80%.
(Eyeview Digital)

Adding video to your social mix means audiences are 10 times more likely to engage and share your post.
(Content Marketing Institute)

5. **Brands have easier access to video now than ever before:** Buyers expect video content and continue to increase the time spent consuming videos. In fact, according to Cisco, **nearly 80%** of internet traffic will be video-based by 2018. Lucky for marketers, technology has adapted to provide less-expensive alternatives for companies looking to meet these consumption cravings on their own. Long gone are the days of $50K production budgets for every video produced. Here are the major technological advances that make this possible:

Accessible tools for recording and editing: That smartphone by your side is actually a quality, 1080p recording device. And the cost of other recording devices such as GoPros, webcams, tablets, or even digital cameras has come down in recent years. Even editing tools are becoming more and more affordable.

Online production: There are now a plethora of online video production tools like Vidyard Studio, GoAnimate, and Camtasia, which help you to create a professional video without even leaving your desk.

Hosting & distribution: The barriers to distribution are also disappearing. Today, you can easily share videos across public networks like YouTube, Vimeo, Facebook, and Vine. You can also target videos towards a specific audience on your website, embed them in email marketing campaigns, or even keep them private for internal use. While managing all of these different channels may seem daunting at first, a video marketing platform can make it happen in a snap.

Video marketing platforms: These platforms (which are different than hosting platforms) are on the rise. Video Marketing Platforms offer marketers the insights they need to constantly improve the performance of their videos, maximize audience engagement and conversion, identify individual viewers and track their viewing history, and turn that visibility into stellar, and more importantly—measurable—ROI.

Video for lead generation

Videos don't always have to exhibit flashy, fluffy content. On the contrary, video is actually capable of a lot more. In fact, with the use of email gates and calls-toaction (CTAs), it's a prime medium for lead generation! Let's dive into each of these methods to learn how to build your lead flow.

In-video gating

We're all familiar with the concept of gating assets, asking for lead information before offering a highvalue asset. Some gates are simple—they may only ask for an email address, while others are more complex, requesting name, company, email, and phone number. Either way, the concept is the same: someone who was once a stranger is now a known, viable prospect. The acquisition of this contact information means you can now start conversing with them through an email, nurture program, or maybe even a sales call.

Video gating works in the same way as the textbased content you're familiar with. Generally used on high-value video content like webinars, these gates ask for contact information before the video can be watched.

Example of In-Video Gating

Please enter your e-mail to view this video
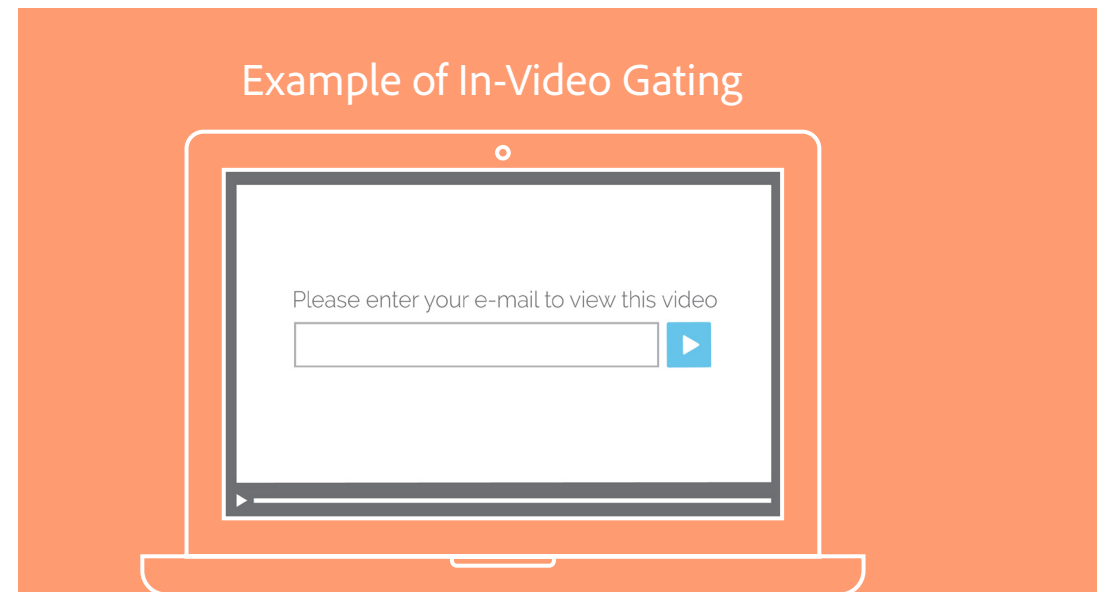
CTAs

You're probably already putting calls-to-action to use throughout your website. Why? Because you've been taught that if you don't ask, you won't get. And video is no different. Uploading a video to your site and letting the screen fade to black is a big no-no and a massive missed opportunity.

If a buyer made it to the end of the video, you'll want to capture that interest and/or direct her toward the next logical step. Video CTAs generally come in three forms:

1. **Annotations:** An annotation is a way to add text and links over the top of your videos on YouTube. You can have them conveniently pop up at any point during the video. Use annotations to get viewers to subscribe to your channel, or link them to other video content you want them to view.

2. **Pop-out CTAs:** Annotations are limited in design, so if you want more creative control over your video CTAs, try using a pop-out CTA or form that encourages further action and collects contact information.

3. **End-of-video CTAs:** Don't let your video fade to black. End-of-video CTAs are essentially the same as pop-out CTAs in their ultimate goal, but they show up at the end of your video inside the player window. Utilize these to direct a viewer towards your desired next step or try embedding a contact form and offering a download in return. Vidyard used a split test to determine whether adding a call-to-action to the end of their home page video would affect how prospective customers signed up for trial accounts. The findings? Viewers who received the CTA at the end of the video converted to trials at a rate of 21% versus 1% of viewers who didn't get the CTA. That's a huge difference! The simple yet effective inclusion of an end-of-video CTA will clearly make an impact on your company's marketing efforts.

Example of
Pop-out CTA

Check us out and
start today!

GET STARTED
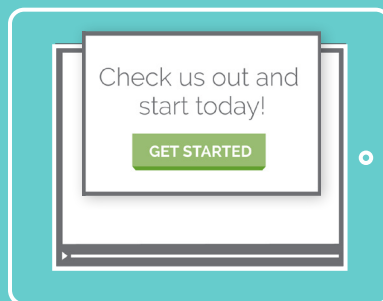
Example of
End-of-Video
CTA

Check us out and
start today!

GET STARTED
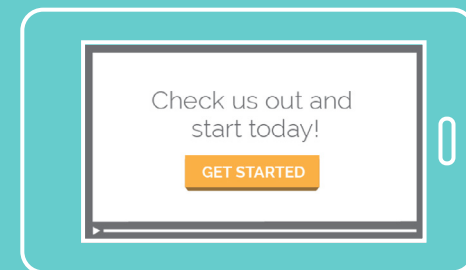
Video and your marketing automation platform

Marketing automation is a process used by marketers in an effort to simplify, automate, and personalize the marketing process. In other words, marketing automation uses technology to identify prospects and help move them through your sales funnel.

When a prospect enters your site and interacts with certain marketing content, they are giving you clues about what aspects of your product or service they're interested in. Watching a webinar, downloading an ebook, reading a blog post, and visiting your pricing page are all indications of a potentially interested buyer at a certain stage of the buying journey.

Marketing automation helps you send your prospects and customers the right message at the right time.

Why add video?

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? Given that Invodo reports that 93% of marketers use video, there's ample opportunity to discover buyer interest based on

video consumption behaviors. For example, if Jeremy visited your website last week, watched the entirety of your explainer video, viewed two customer testimonial videos all the way through, and then consumed 87% of a recent webinar, you'd probably infer that Jeremy is a highly qualified lead.

But you'd only be able to determine this if you track video viewing behavior.

By integrating video data into your marketing automation platform, you can gain insight into the viewing behavior of an individual lead that can guide lead qualification and indicate purchase intent. You can track which topics buyers are interested in, how much of each video they've watched, and even if they've re-watched certain components.

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) will enable you to host all of your videos in the cloud and customize the playback experience with email gates and CTAs. A VMP will also allow you to track your individual viewers and push their viewing data into lead records in your marketing automation platform.

How does it work?

When an unregistered visitor, like Jeremy, first lands on your website, he is assigned a tracking code by the video player. This allows you to start tracking his viewing actions even before he provides any identifying contact information. As he watches videos on your main website or campaign landing pages, these activities are tracked.

When he ultimately provides his contact information, a profile is created for him in your marketing automation platform, where all future video viewing behavior is tracked. His lead score, or the potential of him converting, is then adjusted accordingly. And based on this number, he'll either be sent over

to sales or continue in a nurture program where you can serve him content that's relevant to his interests (based on previous activities you tracked).

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.
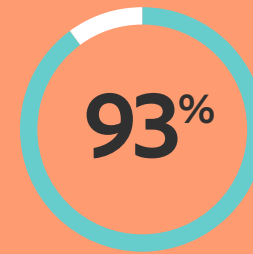
What's not to love?

"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

According to invodo **93%** of marketers use video.

Strategic opportunities

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

- **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-up:** Create automatedprograms in your marketing automation platform that can immediately email a contact following her completion of a video. You can align the content of the email to the topic of the video to ensure you are providing buyers with next steps that are relevant to their interests. You can even customize what's sent based on how much of the video they've actually completed.

- **Lead Scoring:** Additionally, you can use video viewing data as criteria in your lead scoring program. 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. We will go into much more detail on lead scoring in the next section.

- **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. Is she focused on a specific product? Solution? Industry?)

  - The level of engagement she displays (e.g. Did she watch all videos to the end, or did she 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?)

Lead Scoring with Video

You've already seen how leaving video off of your radar could mean missing out on valuable buyer insights and engagement opportunities. Another critical aspect of including video as part of your overall marketing strategy is ensuring that video plays a role in how you are evaluating the quality of your leads—AKA lead scoring!

What Is Lead Scoring?

Lead scoring is the act of assigning scores to leads based on the perceived value that lead represents for the organization. The score is used to guide marketing and sales' interactions with buyers. The higher the lead score, the more likely the lead is to find value in your service or offering, the more likely he is to convert, and the better the opportunity is for sales to engage this prospect.

Generally, the actual score is often broken into two categories:

1. **Explicit Characteristics**: These are the 'hard facts' about your prospects, mainly demographic and firmographic criteria like the size of the company, the industry, the prospect's position at the company, his location, etc.

2. **Implicit Characteristics**: These are the more subjective attributes, such as a prospect's interest in your products. They are often measured by a buyer's digital interactions and behavior. Both marketing and sales should collaborate on the appropriate value to assign each explicit and implicit characteristic. Attributes that indicate a greater likelihood of a prospect converting to a customer receive higher scores than others.

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Adding Video to the Score

This all makes sense, but what about video? How do you add that into your lead scoring strategy? Without video in your lead score, viewing behavior that's indicative of buyers' interests is overlooked when identifying quality leads. And you might be missing out on some key opportunities.

But it's about more than just whether or not a prospect has watched a video. There are three components of video viewing behavior that impact video lead scoring: the topic of the video, the percentage consumed of the video, and the total amount of time spent watching the video. Let's illustrate these with an example. Picture yourself running a company called: "Swift Writers", a franchised business that teaches a patented course on writing marketing copy that converts. As a marketer at Swift Writers, your job is to find new opportunities for franchisees.

These opportunities might be in the form of one of these two buyers:

Buyer A (Jenny) has watched three videos on your site over the past few days:

1. An explainer: "What is Swift Writers?"
2. A thought leader interview: "The Science Behind Copy that Converts"
3. A webinar: "Making the Most of YourbWriting Abilities"

Buyer B (Brent), on the other hand, has watched these three:

1. A how-to video: "How to Create More Clickable Copy"
2. A product video: "How to Apply for Your Own Swift Writers Franchise"
3. A pricing video: "What's the Real Cost of a Swift Writers Franchise?"

Who
When

"**Integration is key. Integrating your video viewing data with your marketing automation platform provides a wealth of knowledge on individual leads, giving you real-time insight into who's watching your videos, when and for how long.**"

Adele Cavanagh
Marketing Automation Manager, Dynatrace

Based on this behavior, you'll be able to deduce pertinent information about both buyers' purchase intention with these three methods of lead scoring:

1. Topic-Based
2. Percentage-Based
3. Volume-Based

Topic-based

Topic-based lead scoring identifies which topics your buyers are interested in. This helps you to customize their marketing journey with more content that's aligned with their interests. Topic-based scoring also helps sales have more meaningful conversations when they know what Buyer A or B is interested in it.

Video	Points	Jenny	Brent
Explainer	+4	✔	
Thought leader interview	+5	✔	
How-to video	+7		✔
Webinar	+10	✔	
Product video	+12		✔
Pricing video	+15		✔
Total Topic-based Lead Score		19	34
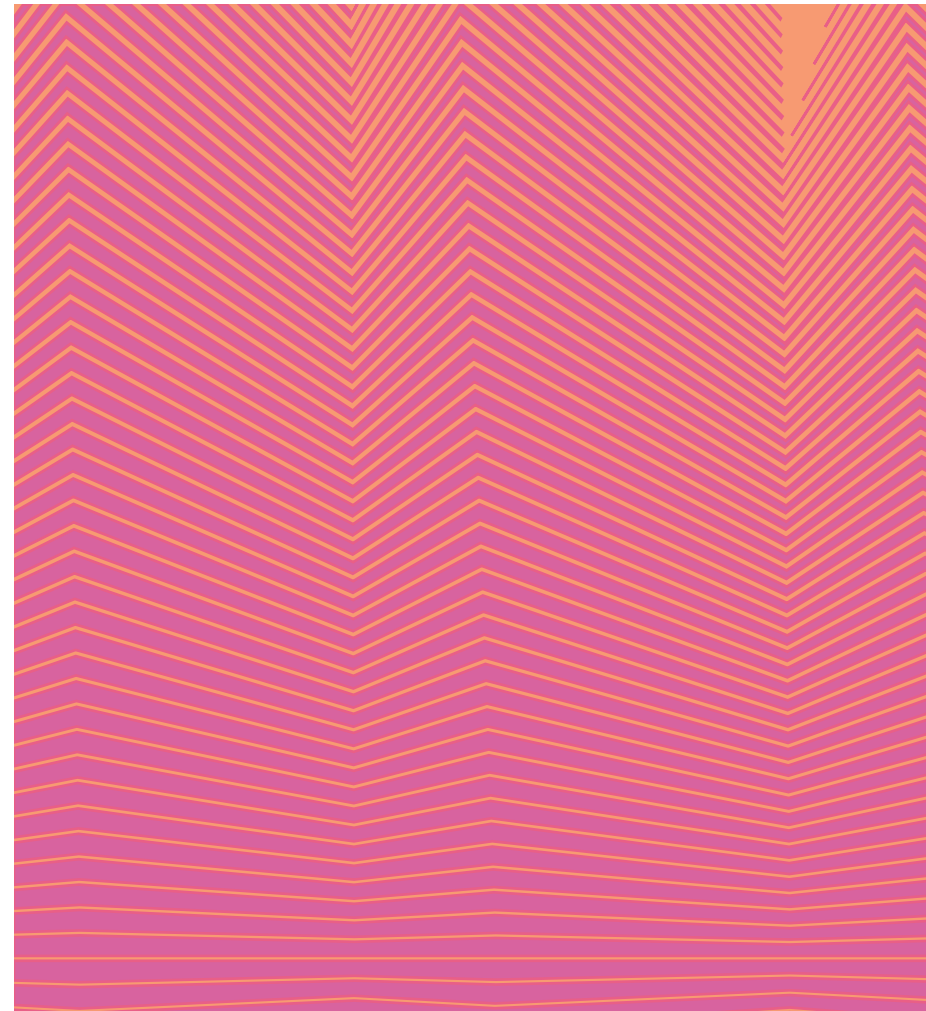
Percentage-based

Percentage-based lead scoring looks at the amount of a video a prospect has consumed.

This is an extremely important metric since someone who simply clicks play on, say, a bottom-of-the-funnel webinar, but doesn't watch more than the intro, shouldn't really be scored as high as someone who watches it all the way through. At Swift Writers, your model might look something like this:

See below for both buyers' consumption of the videos they clicked play on and how they would be scored according to your model.

Video	Clicked Play	Viewed >50%	Viewed >90%
Explainer	+1	+2	+3
Thought leader interview	+1	+3	+8
How-to video	+1	+3	+8
Product video	+1	+5	+20
Pricing video	+1	+5	+12
Webinar	+1	+8	+17

Video	Jenny	Pts	Brent	Pts
Explainer	Viewed >90%	+5		
Thought leader interview	Clicked Play	+1		
How-to video			Viewed >50%	+3
Product video			Viewed >90%	+12
Pricing video			Clicked Play	+1
Webinar	Viewed >90%	+20		
Total Percentage-based Lead Score		26		16

Volume-based

Volume-based lead scoring looks at the aggregate amount of video minutes consumed. If you only consider the topics of videos viewed or the percentage of each one consumed, you'll miss out on the total amount of time a lead is spending consuming your content, which is a strong indication of interest Swift Writers measures volume like this:

When you compile all video viewing behavior for both buyers, their video lead scores are 65 and 53, respectively. So...who's the better lead?

Prospect Has Viewed	Last 24 hrs	Last 7 days	Last 14 days
10 mins of video	+10	+5	+2
30 mins of video	+14	+7	+3
2 hrs of video	+20	+10	+4

	Jenny	Brent
Topic-based Lead Score	19	34
Percentage-based Lead Score	26	16
Volume-based Lead Score	20	2
Total Percentage-based Lead Score	65	53

And for Buyer A and B's video consumption, their lead scores looks like this:

Prospect Has Viewed	Jenny	Pts	Brent	Pts
10 mins of video	In last 24 hrs	+10		
30 mins of video			Viewed In last 14 days	+3
2 hrs of video	In last 7 days	+10		
Total Percentage-based Lead Score		26		3

Using video analytics to understand performance and impact

Before determining which video analytics you'll use to measure performance, first you really need to understand your goals. How can you determine if your video's a success or not if you haven't defined success in the first place?

Of course, goals will differ depending on your digital marketing needs and the opportunities throughout your funnel. Here are some of the most common goals for videos:

- Increasing brand awareness
- Driving further action
- Collecting more leads
- Converting those leads

This section gives you an overview of which metrics you can track for each one of these goals.

Increase Brand Awareness

If you're trying to improve the reach of your brand, the best way to measure success is through engagement. Look at things like the number of views, shares, and likes. But remember, this is really only a measure of success for extremely high-level, top-offunnel content. More likely than not, you're going to want to incorporate these metrics with some of the others below.

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

Example of Pop-out CTA

Views   Shares   Likes   Comments

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? You can 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-toaction?

Metrics:

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

Collect More 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.

Looking for a place to use this? Try collecting leads on your promotional videos by adding a form at the end of a campaign video for buyers to input their information and download your high-value asset.

The metrics you'll want to keep track of here are the number of leads generated per video and the conversion percentage of those who clicked play on the video. And don't forget to compare videos to one another—a high performing video can act as abenchmark for future gated videos.

Metrics:

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

Convert Those Leads

It's the moment we all dream of and relentlessly pursue: driving leads to close. So 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:

- 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

Don't Forget to Evaluate Your Video Overall

Beyond reaching your higher-level marketing goals, you can also measure the effectiveness of video as a medium. The most important metric for this is attention span. In other words, are viewers abandoning your video after watching only 10% of it? Or are they sticking around and consuming the entirety of your visual masterpiece?

On an individual basis, the former might suggest that a lead isn't well qualified, but in aggregate, if viewers are dropping off early, it's likely an indication of opportunity for improvement. Generally, your videos should be retaining **60%** of viewers until the very end, and a high-performing video will retain **80%**.

AND...CUT!

From embarking on lead generation, integrating with your marketing automation platform, using video to lead score, and measuring video marketing performance, you now have the tools to press play on a video marketing strategy that engages and converts!

Adobe

Marketo, an Adobe company, offers the solution of choice for lead management and B2B marketing professionals seeking to transform customer experiences by engaging across every stage of complex buying journeys. Natively supporting both lead and account-based marketing strategies, Marketo Engage, as part of Adobe Experience Cloud, brings together marketing and sales in a comprehensive solution designed to orchestrate personalized experiences, optimize content, and measure business impact across every channel, from consideration to conversion and beyond. To learn more about Marketo Engage, the vast community of passionate marketers in the Marketing Nation, and Marketo's robust partner ecosystem, visit www.marketo.com.

vidyard®

Vidyard (Twitter: @Vidyard) is the industry's leading video marketing platform that helps marketers drive results and ROI with online video content. With Vidyard, customers can add video to their websites in minutes, get real-time analytics, syndicate video to social networks and YouTube, create calls to action, optimize search engine hits, capture leads, and brand their player skins all from one place. Vidyard integrates with key marketing automation and CRM tools to deliver user-level video engagement data, turning views into sales. For more information visit www.vidyard.com.