



MARKETER'S GUIDE TO THE

Evolution & Growth of Video in B2B



SCROLL DOWN

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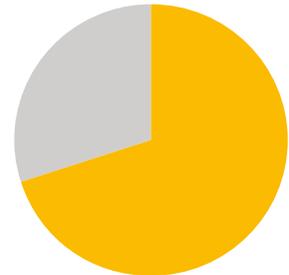
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INTRODUCTION

In the digital world, it's easier than ever to reach your customers but harder than ever to attract their attention. Which is why the use of video in B2B marketing has grown so explosively over the past five years; from being a desirable but expensive asset in the marketing mix, video has become the 'go to' tool for all B2B marketers seeking to engage with customers at every stage of the buying cycle.

But video is evolving. The new demographic of decision makers, the influence of social media and the arrival of new and disruptive technologies provides fresh opportunities for innovation and profit.

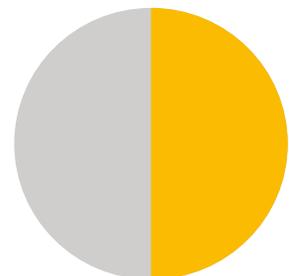


The number of B2B buyers watching video before making a decision has doubled to 70% in 2 years

THE RISE OF VIDEO IN B2B

B2B video was traditionally produced for exhibitions, conferences and sales events. There, it was considered impolite for an audience member to get up and leave during an event, so videos were unashamedly long (often over 10 minutes) and crammed with as many messages as possible. However, the B2B video dynamic changed with the rise of YouTube and mobile video.

With digital leading the way it quickly became apparent that the old style B2B videos were too long for the on-line audience. So, as mobile video consumption took off and as B2B decision makers have become younger and more receptive to digital channels, B2B videos became ever shorter and more focussed. According to research from Google, today over 70% of B2B buyers and researchers are watching video throughout their path to purchase.



Almost half of B2B buyers watched 30 minutes of business related video before making a decision

70%

70% of B2B buyers and researchers are watching videos throughout their path to purchase

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B2B VIDEO 2017

In 2017 B2B video audiences are more discerning. It is no longer enough simply to have a talking head video to drive a marketing campaign; B2B video now needs to be well produced, informative and enjoyable to watch. It needs to be promoted on key social media channels to drive viewing figures and it needs to form part of a carefully structured video journey that will generate interest and nurture this interest through to a purchasing decision.

Good B2B video is now very sophisticated – not simply in the way it is produced, but in the thought process that is applied to communicating complex sales propositions into interesting bite sized videos. To get the best results, successful B2B marketers are now balancing their investment between the development of their video messaging strategy with the production budget of the video itself.

INTO THE FUTURE - VR & 360 VIDEO

Whilst B2B video has come a long way in 10 years, few companies have succeeded in realising its full potential. Most B2B YouTube channels remain overcrowded and unstructured; many organisations are failing to promote their videos through social media (which has become key means of engaging younger decision makers) and marketers remain over-cautious in their approach to the use of comedy and drama as a means of engagement.

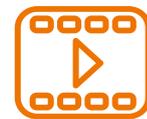
However, the real game changer is the arrival of Virtual Reality (VR) and 360° video.

VR is powerful because the audience engagement is so intense and can be extended well beyond the 3-minute typical maximum for a video. With VR, an audience can really experience life AFTER they have made their purchasing decision in a way that video could never hope to achieve. But an audience will not casually engage in a B2B VR experience, it requires a powerful video journey to create that desire. Does this mean that video will become even more important in B2B marketing? The signs are that it will...

STATS TO WATCH



The number of B2B buyers and researchers watching video throughout their path to purchase has increased 52% in two years



According to the latest data from YouTube, over 895K hours of B2B videos were watched in 2014



The top three types of promotion videos in the B2B sector are explainers, testimonials / case studies and product 'how-to's'

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FIVE YEARS OF EVOLUTION

There have been interesting shifts in B2B in the past four or five years. Businesses are seeing increasingly how valuable emerging technologies are becoming, with dedicated teams and allocated budgets for things like 360 video and virtual reality. Here, we explore the rise and rise of these technologies from a B2B marketing context:



2014

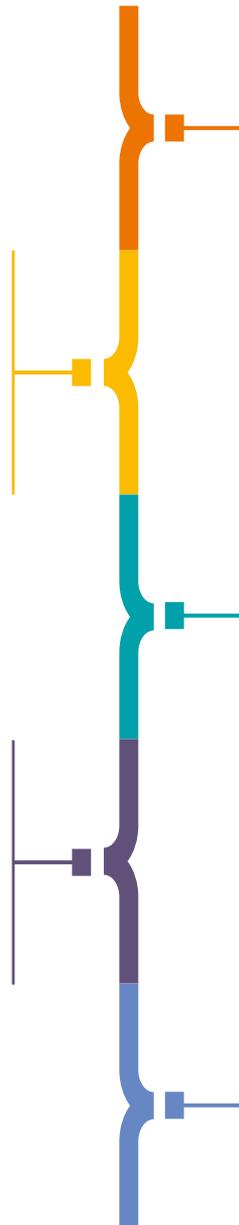
B2B RESEARCH FAVOURS VIDEO:

Do people really watch videos that relate to their job? According to data from the Content Marketing Institute 2014 is the year B2B video made an impact. More than a third of B2B marketers (35%) plan to use video in their marketing plan, and 48% of B2B buyers are already viewing video content on a smartphone.

2016

VR ENTERS THE MAINSTREAM:

Having remained an emergent technology of uncertain value, VR made the headlines in 2016, with Samsung demonstrating to attendees of the Mobile World Congress the potential for modern smartphones to use the technology. B2B video production steadily turns its head towards the power of VR, with 67% of B2B marketers surveyed by Freely confirming event marketing to be their best strategy; an arena where VR excels.



2013

MOBILE FUELS VIDEO DOMINANCE:

Mobile continues its meteoric rise in importance, being recognized ever-more as a critical element of the B2B path to purchase. Mobile users in 2013 are found to be three times more likely to view video content when compared to desktop users, with 67% favouring Google and YouTube for research.

2015

VIDEO VITAL TO SUCCESS:

The Web Video Marketing Council publish the 2015 B2B Video Content Marketing survey, polling over 350 B2B marketing, management and agency professionals on the efficacy of B2B video content. 96% of B2B organisations are found to use video content marketing, with 41% planning to increase spend that year.

2017

INNOVATION FLOURISHES:

Video is predicted to take 74% of all traffic on the internet by the end of the year. B2B decision makers are watching more video content for longer, with 79% of tech decision-makers surveyed by IDG claiming that a lack of video content from a vendor during research negatively affects their impression of the company.

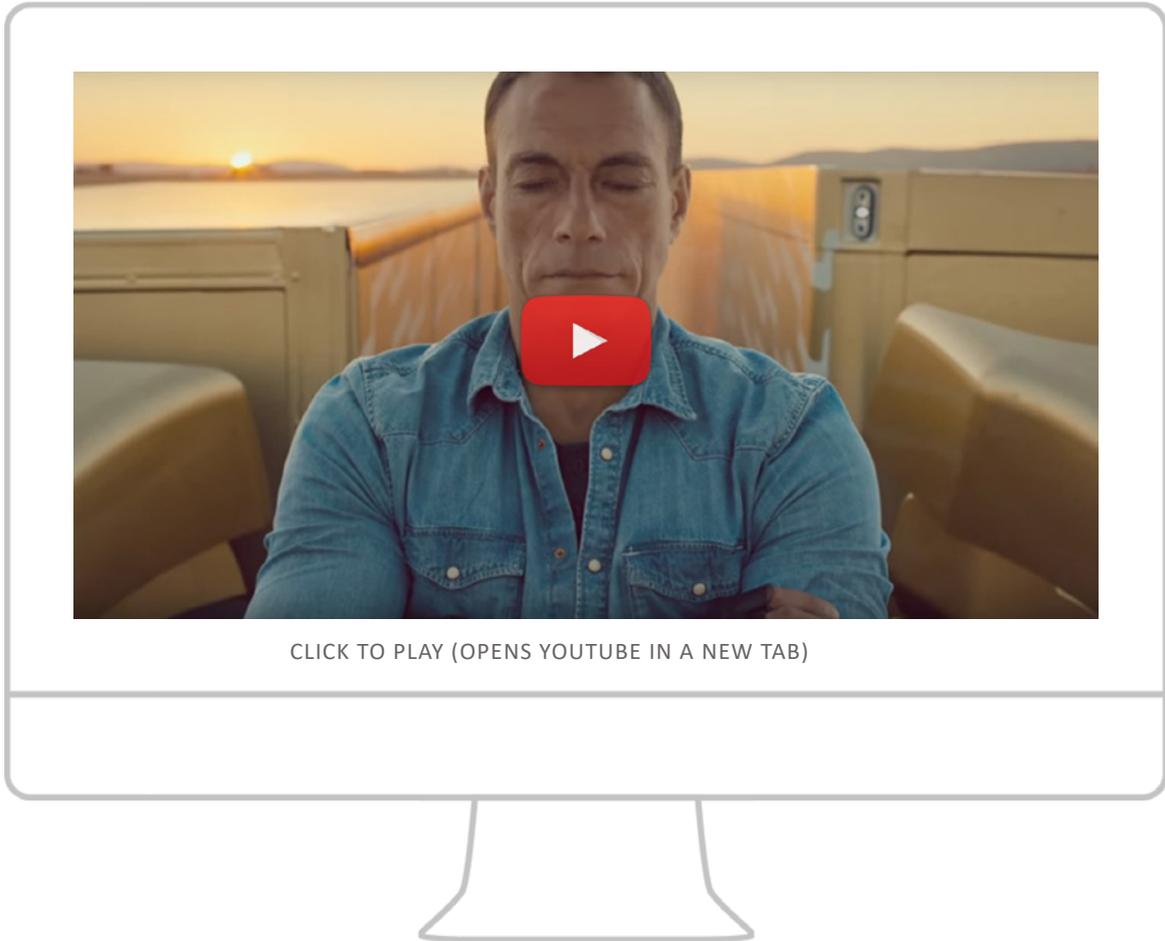
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FIVE GREAT B2B VIDEO EXAMPLES

1/5: Volvo Trucks and the Epic Split Feat



VOLVO TRUCKS

THE EPIC SPLIT FEAT:

Brilliant, innovative, captivating... you run out of superlatives with this one. Who says a video selling heavy goods vehicles can't go viral. This one has achieved more than 86 million views on YouTube so far.

(We love the fact the trucks are going backwards!)

STATS TO WATCH



YouTube has over a billion users, almost one third of people on the internet.
(Source: YouTube)

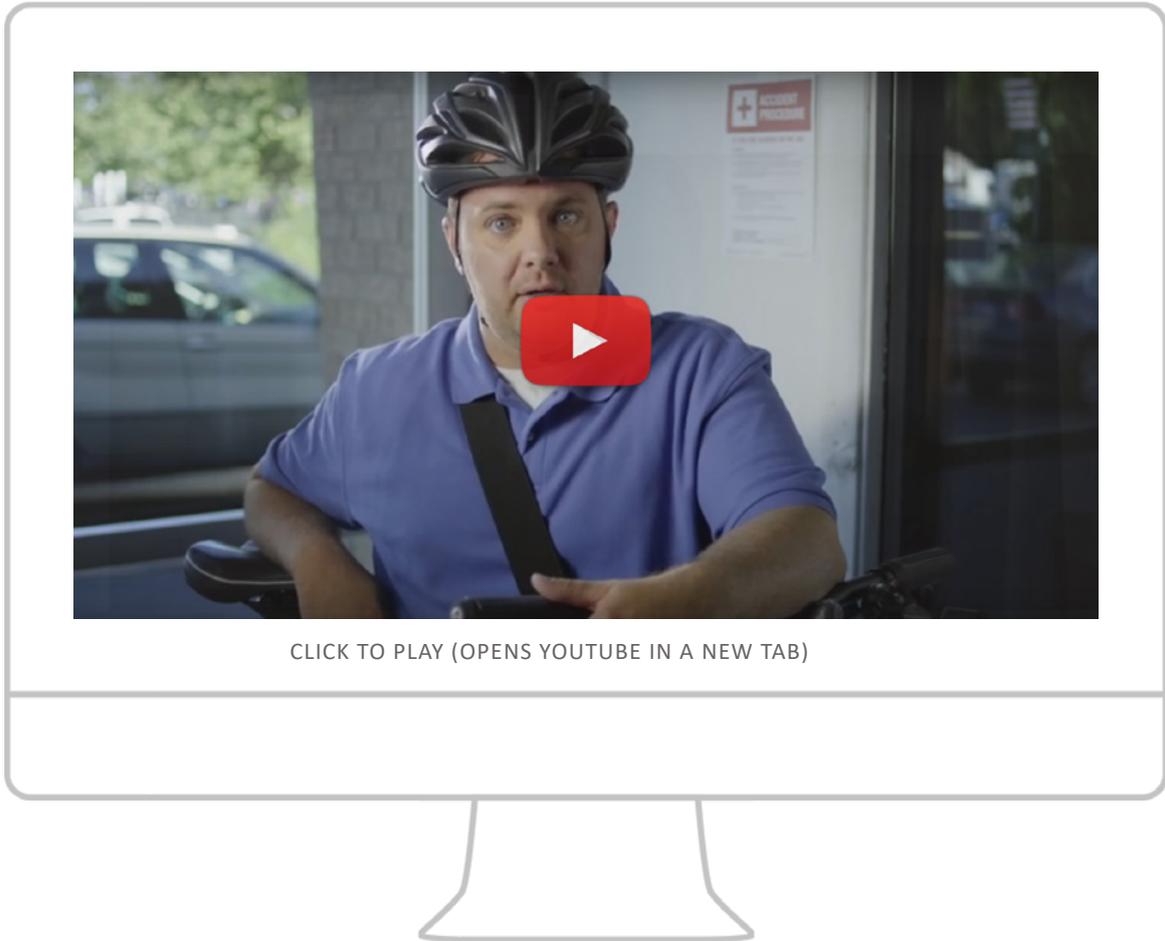
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FIVE GREAT B2B VIDEO EXAMPLES

2/5: Sophos: You Are an I.T. Hero



SOPHOS LABS

You Are an I.T. Hero:

Funny, well produced and engaging. OK this one isn't that recent, but it still stands out three years on. It is exceptionally well scripted and delivers a serious message in a memorable way. So, comedy can work!

STATS TO WATCH



Online video will account for more than 80% of all consumer internet traffic by 2020.
(Source: Cisco)

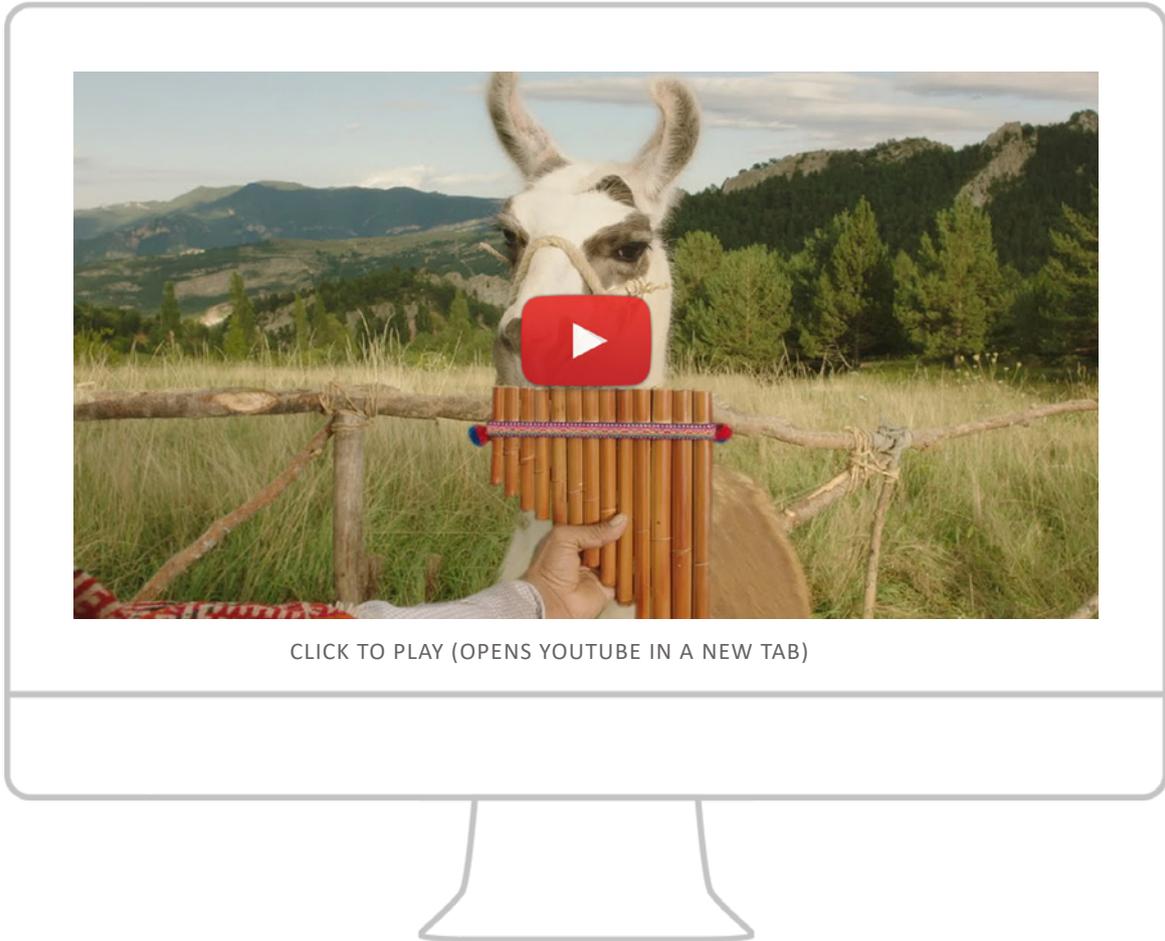
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FIVE GREAT B2B VIDEO EXAMPLES

3/5: Schneider Electric: Llama Superstar



SCHNEIDER ELECTRIC

Llama Superstar:

Bravo to the team that sold this idea to Schneider Electric – this is a brave creative to propose when you look at their other B2B videos. But it works and Schneider’s decision to run with the idea has been rewarded by more than 700,000 YouTube views!

STATS TO WATCH



One minute of video is worth 1.8 million words.
(Source: Forrester Research)

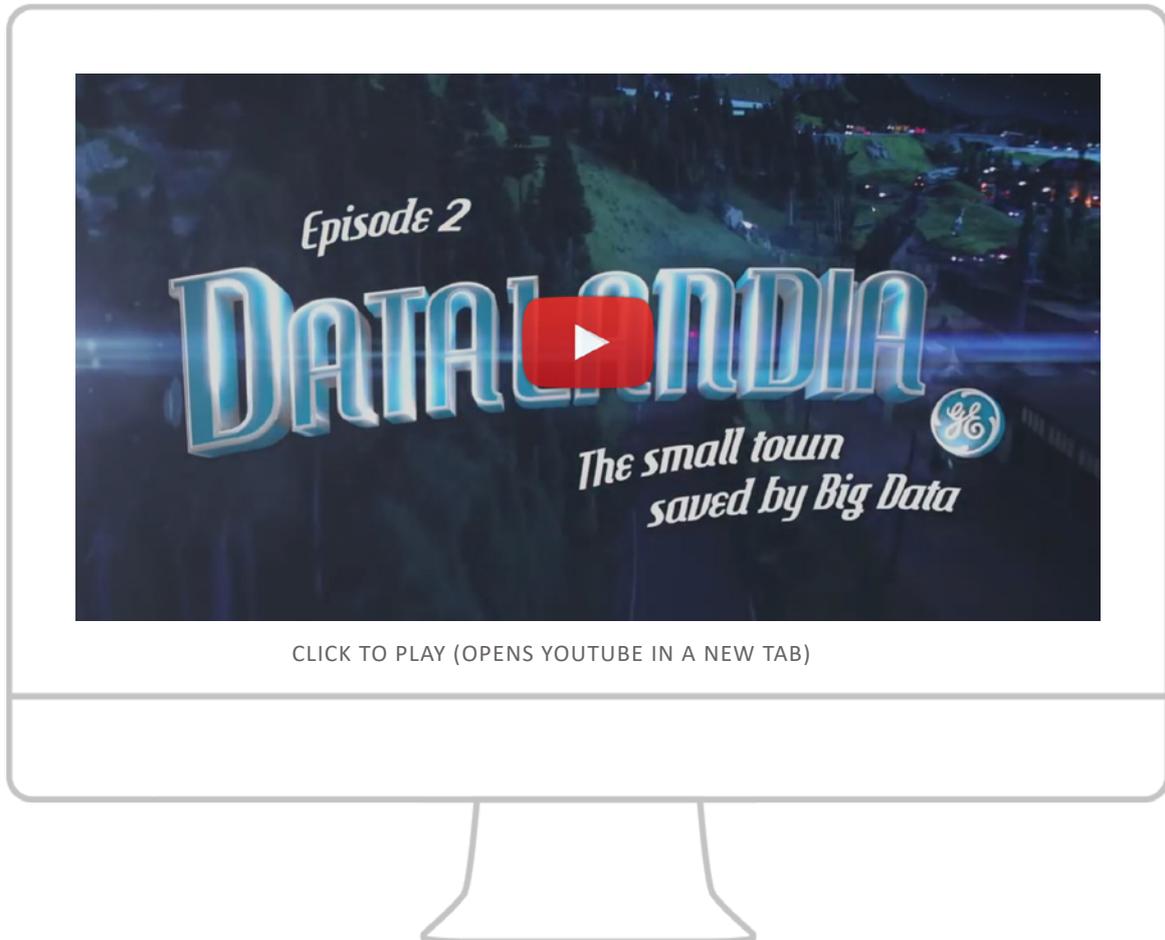
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FIVE GREAT B2B VIDEO EXAMPLES

4/5: General Electric: Invasion of the Cattle Snatchers



GENERAL ELECTRIC

Invasion of the Cattle Snatchers:

Second in the series of Datalandia videos from General Electric and our favourite. Fantastic creativity and a tongue-in-cheek voiceover make you to watch through what is essentially a commercial for IOT.

STATS TO WATCH



Using the word video in an email subject line boosts open rates by 19%.
(Source: Syndcast)

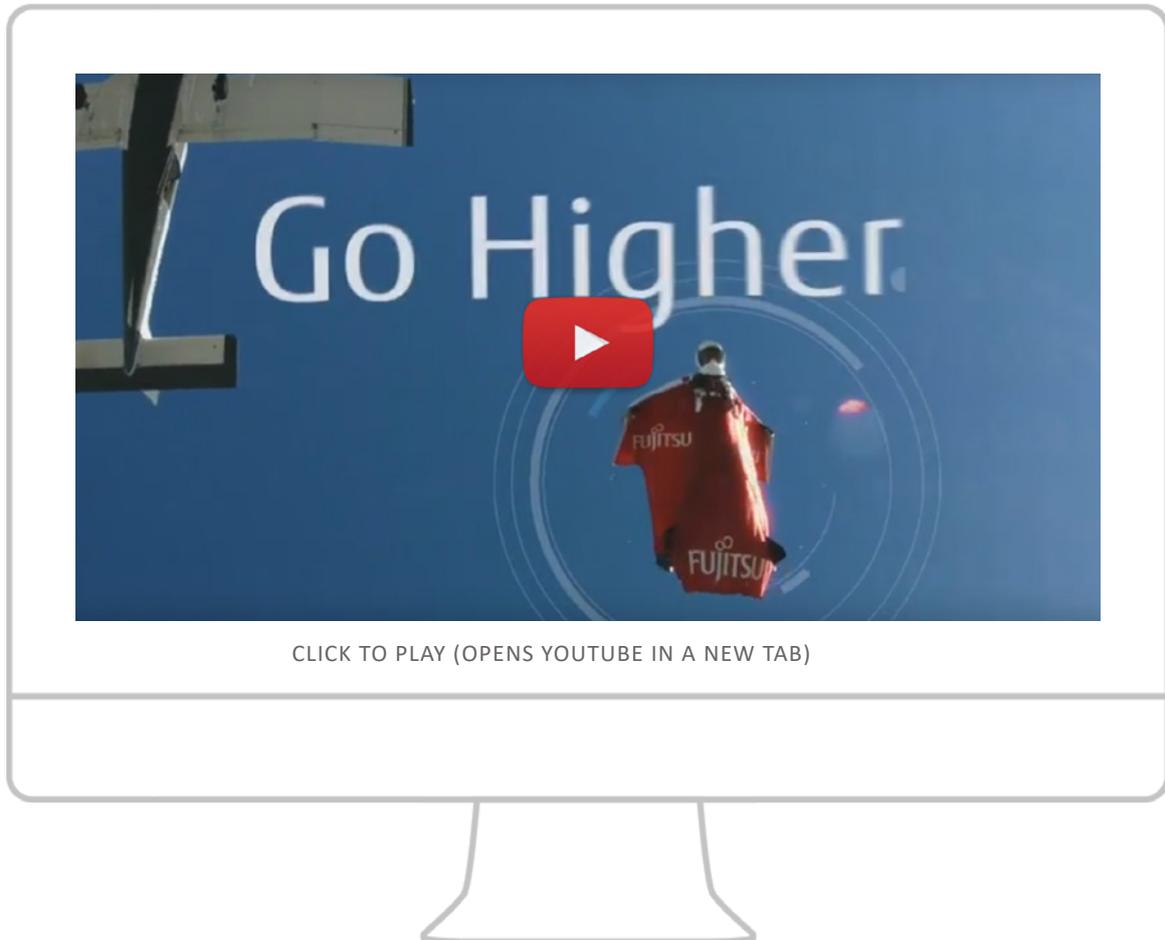
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FIVE GREAT B2B VIDEO EXAMPLES

5/5: Fujitsu: Release Your Ambition



FUJITSU

Release Your Ambition:

OK, this is actually one of our most recent videos. Fujitsu took the bold decision to sponsor the Project Cirrus World Record attempt which we covered. It gave us armfuls of eye catching footage to produce this short promo with the wing-suit pilot acting as a metaphor for Fujitsu's clients' ambitions.

STATS TO WATCH



Incorporating video into a company's landing page can increase conversions by 80% or more.
(Source: EyeView Digital)

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