

Video: The Must Have For Marketing

How to use video to gain insight, engage audiences anywhere and drive demand

An independent white paper

Executive Summary

Understanding your audience is key to effective marketing. This can be best achieved by having a single source of information that reflects what audience segments exist and how the audience is viewing and interacting with content.

In this document, we will be focusing on the role of marketing and how leveraging an Enterprise video solution can help engage markets and drive awareness and demand.

Video content – whether part of internal and external email campaigns or embedded in company websites or social platforms - allows marketing teams to engage employees and public audiences in a whole new and personalized way.

The key challenge for marketers in the ever changing digital marketplace is creating fresh and compelling video content and gaining insight on what content has an impact and what doesn't.

This document will discuss the value an Enterprise Video solution should offer for marketers including; providing a single video source to share internally, externally and socially, the ability to track video viewing, no matter where they are posted and expanding the reach of the content itself.

The Case For An Enterprise Solution

For those new to Enterprise Video, and for veterans of content creation, one of the key reasons to implement an enterprise video platform vs leveraging a public video service or patchwork of solutions is that it is designed to meet the video capture, management and distribution needs of the business. The best video solutions leverage the user experience of consumer video services and adapts it to be used within the enterprise.

Disadvantages of Public Video Portals

Public portals such as YouTube are great for publishing content from an individual or small production team looking to take their first steps into the content creation and digital marketing space.

However, for the Enterprise, these products just don't provide the security, flexibility, intelligence and scalability required. For example, with public portals it is difficult to track specific viewing habits such as user drop off for a specific piece of content, playback device or the locations of audience. These metrics are key for the marketing team to understand who their content should be marketed towards and to help define their strategy going forward.

A good enterprise video platform should allow for content creators to publish locally, retain feedback and then push externally, all while collating analytics in a single location.

Creating Video Campaigns

By using a single video platform for all video content, the marketing team will benefit from more effective content management capabilities as well as analytics built into these tools. Videos can be shared with smaller teams to provide feedback, restricted to access groups upon release and even shared externally while maintaining a connection to the original version.

Facilitating Content Review

One of the benefits of using a single source for both internal and external campaigns is that you can use employees as a gateway for content before it goes out into the public.

Content can be shared in stages to provide feedback and make any edits that might be identified. These stages can use a known user group, then the business as a whole and finally can be published or embedded in an external web page.

At each stage of this release process, content creators and marketing teams can enable comments and ratings to identify which videos are ready to be published to a public portal, and those that have sections of content that require editing first.

Improve Sharing

One of the ways to maintain the reach of public services such as Vimeo or Youtube but retain the valuable engagement metrics is to leverage sharing functionality found in enterprise video platforms.

The marketer can take an embed link for a video and paste it into a Sharepoint based intranet for example. This aids in sharing video content while maintaining intelligence on the video as the sharing code contains a connection back to the original portal.

Gain Engagement Insight

Audience engagement is a key criteria for both the content owners and those managing a video marketing campaign. Engagement statistics provide insight into, not only how much content was watched, but for how long, from what location and on what devices.

Video engagement data will reflect how long users watched the video, if they skipped ahead to parts they deemed interesting and at what time they were able watch the video during their day. Valuable information like this allows the marketing team to make choices needed to create the best content; for example a product update might be watched first thing, on laptops, for up to thirty minutes. However, explainer videos are largely consumed during commuting hours, offline and via mobile devices.

"The issues of 'retention and engagement' have risen to No. 2 in the minds of business leaders, second only to the challenge of building global leadership."

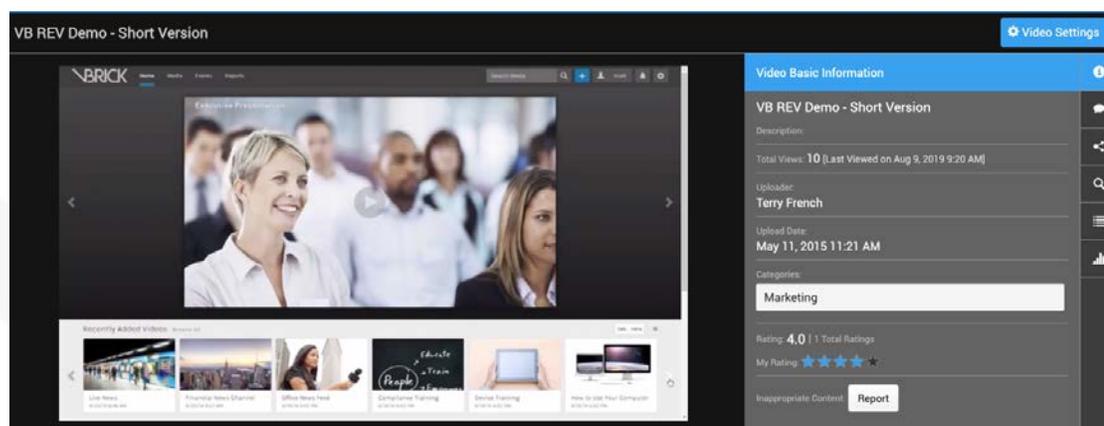
(Deloitte)

Improved Targeting

So, we know how users are watching content, from where and for how long but what about who specifically is watching?

By benefiting from underlying technology that tells us where a user is located and in some cases enforcing a login system that can connect to the corporate directory, the details of who is watching can be relayed back to the content creator.

This can be separated into groups, either by the teams that manage the company's authentication or by grouping users within the product themselves, creating distinct audience sectors such as "Market Segment A" or "United Kingdom Viewers". This allows marketing teams to identify who they are sending content too, what trends appear based on location and vacation, and even A/B testing for campaigns before they are released to a wider audience.



Increasing Reach

Understanding a user group and/or audience allows content creators to determine where videos are being watched and most importantly where they aren't.

Within business, one of the key reasons for this can be poor connectivity or a reliance on non-traditional hardware such as ipad's to complete their work. It is well established, for example, that some geographic markets tend to prefer Android devices to connect to local wifi to download content before starting their work day.

Mobile First

Both the consumer market and employees now expect more from video. A corporate video has to compete with these services for both features and quality.

With this also comes the expectancy that videos will play anywhere, on any device. As users migrate to using mobile devices, marketing teams have to accommodate for a slightly different customer journey. In this scenario short, bite size pieces of content that are available offline can be perfect for users to digest and expand the reach of content from being part of their working day to being consumed in the downtime, such as travelling.

Private vs Public Networks

After the content has been created and published to a central platform and shared further it's important to understand the last part of the journey: delivery.

The key to leveraging video as a marketing tool is to make sure the video can be watched anywhere, no matter the network issues. A good platform will offer a range of options for distribution, a great platform will create a network of choices already enabled, to utilize the best technology possible.

For a private network this can span multiple locations and offices, feeding back to technical teams on quality of service (QoS), enabling the teams to make tweaks to make sure the marketing message isn't overshadowed by technical issues.

For public consumption, utilizing a global content delivery network (CDN) allows the video to be played anywhere in the world.

Even with these two separate methods, retaining a single video, shared publicly and privately retains engagement information and QoS all in one place, so the content creators and the marketing teams know exactly how well their campaign is doing.

Conclusion

- ▶ Public video systems can cause your content to be shared in multiple locations without a single source of engagement data
- ▶ Internal user groups, not only provide great feedback but can also act as an A/B testing group
- ▶ Engagement data can drive strategy, inform on popular content and help create audience segmentation
- ▶ Expanding reach can increase audience numbers, focus on how users are watching and where