

White Paper

## ***Boost your B2B Video Marketing***



**Pic Company Limited**

# What's the hype about online video marketing?

In this white paper, you will see why 41% of B2B companies increased their video marketing expenditure last year. We will also share the four key marketing advantages companies have gained over their competitors and a couple of leading research on the latest online video marketing trends and its impact.

Online video is like primary fuel for a business. It is accessible anywhere, anytime and can easily go viral, making it an attractive and powerful alternative to other marketing tools like emails which uses text. At the same time, it can enhance text-based marketing tools.

However, outsourcing the production of a video can be extremely costly. In this paper, we will debunk the myth that in-house video production is of poor quality and costly.

I hope you find it useful and consider implementing online video marketing for your business.

Kathy Lo  
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## INTRODUCTION

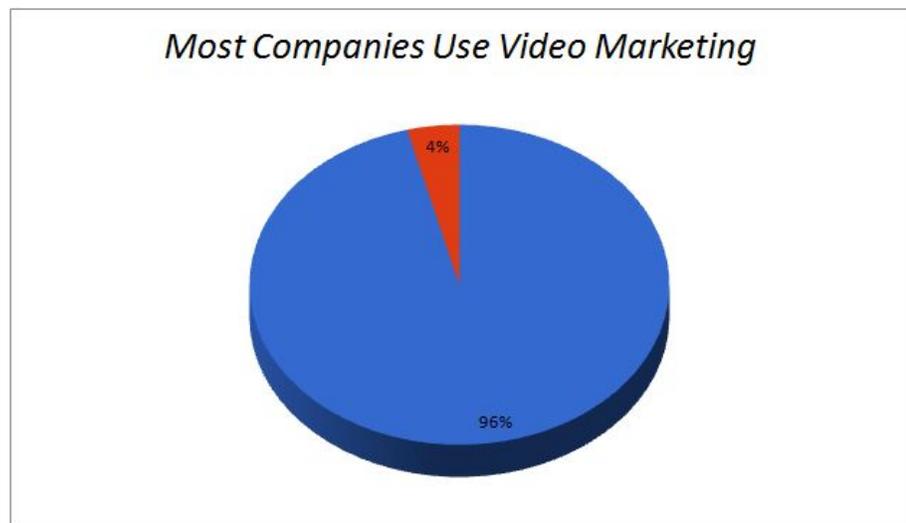
Video appeals to various capacities of the human brain. It makes use of sound and visuals and even text to connect the viewer and the product or company. So it is no surprise that videos leave a deeper and longer impression on the viewer.

### The Phenomenon of Video marketing

Without doubt, video marketing is gaining traction in the B2B industry. Statistics on B2B video content marketing released by Web Video Marketing Council in October last year were astounding.

Almost all or 96% of B2B businesses were engaged in video marketing, 94% were involved in the decision-making process and 73% said video positively impacted marketing results.

This survey involved interviewing more than 350 B2B marketing, agency and management professionals in the industry and showed how video content marketing was deployed by the vast majority of B2B companies for their online marketing and communications activities.



## Endless Benefits of video marketing

### 1) Creates brand awareness, trust and reliability

With online video, customers will be able to watch it 24/7 from any part of the globe and at any time zone. Your reach of potential customers will increase exponentially. Video can convey your message better than text by leaving a deeper impression compared to other forms of communication. It also requires less input from the viewer.

### 2) Promotes products and services

Allows for a face-to-face engagement, enhances and develops trust and identity with your company brand and products. Visuals create lots of opportunities to showcase the company's products and services.

### 3) Increases website traffic and SEO results

When a video enters the internet space, your searchable footprint increases and will be easily detected by other search engines like google, Yahoo, Bing and even YouTube. According to Aberdeen Group's research, "video users enjoy 41% more web traffic from search than marketers who do not use video."

#### 4) Enhances company's other print marketing campaigns

A video can exploit your other print marketing campaigns like email, advertisement and newsletter. For example, it increases your email clicks when reader goes through your email or newsletter. When the video is on YouTube, a link embedded with the video allows the viewer to go straight to your company website or print campaigns and can even lead to leaving a contact for your newsletter or white paper.

Again, the Aberdeen research showed a "27% higher email click-through rates and 34% higher website conversion rates than their peers" when they try to create informative and entertaining videos.

***" 41%  
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"The engaging nature of video content does provide improved marketing campaign performance" said the report. (source: Pardon The Disruption: The Impact of Video marketing July 2015 by Andrew Moravick, Senior Research Associate, Marketing Effectiveness & Strategy. Aberdeen Group)

The benefits are numerous and many companies are eager to make use of it. According to the Web Video Marketing Council, in 2015, 41% of B2B companies increased their video marketing budgets while 43% are keeping their budget unchanged. 56% say they will produce more than 10 videos.

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## The Good News

Despite the numerous benefits of video marketing and the fact that online video has been a vehicle for business communication for many years, the Web Video Marketing Council found only 32% of respondents used video as part of their marketing tool for the past 2 years. This is good news because it indicates an enormous potential for more video marketing and it is not too late to start before the market becomes saturated.

## However, there is a Barrier?

On the other hand, this slow pick up rate could be an indication of a lack of in-house video production resources, a very real barrier to entry for businesses especially small and medium ones.

Thinking that to produce a marketing video in-house would need a big budget to purchase equipments like those for a Hollywood movie production is no longer valid. With developments in digital technology, it is now common for companies to produce high quality videos with low cost and expertise. The reason is simple. Many essential functions are automated and built-in the equipment. Video production used to be highly specialized but not anymore.

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With in-house video equipments, the cost of producing a video will fall as the same equipments will be used to produce a variety of videos for different applications like company branding, training, product and services demonstration, thought leadership and others. Many companies take advantage of this diminishing cost and it is no surprise then 56% of companies say they will produce more than 10 videos.

(Source: Web Video Marketing Council)

## You only need 4 things

The Camera, teleprompter, green screens and microphone.

**The camera** is the main piece of equipment for making the marketing video to showcase your services and products or enable you to make how-to videos to help buyers know more about the different features of your products in real-life applications. So, reliability and good video resolution to provide exceptional video images in low-light conditions and high optical zoom range are some of the more important features. This will come in handy when your company plans a live event with a huge a projection screen for the video. The better the resolution, the better it will look on big screen.



**The microphone** is vital and should be able to project sound or music clearly as it will give your video a professional quality. A shotgun microphone or a boom pole can help position your microphone in a group setting or an outdoor event. A wireless microphone would be useful if there is not enough staff around to help out in the production of the video. Bad audio can be detrimental and gives the impression of poor quality even if the visuals of the video are perfect.

**A green screen** is used as a backdrop to show the video image

of a human subject clearly made of green or blue to contrast human skin tones. With this you can even make use of technology to superimpose your subjects onto virtual backgrounds to create an atmosphere or setting that will help enhance your products and services.

A **teleprompter** is a device that prompts the person speaking into the video with a visual text, instead of cue cards. Usually placed below the lens of the camera for easy reading.



Each piece of equipment should be compatible with each other to become a customized in-house video kit.

## The future Is Already here

Cisco, a technology consultant, predicts consumer internet video traffic to increase from 64% in 2014 to surpass 80% by 2019. Interactive Advertising Bureau found that of the 300 brand marketers surveyed, two thirds are moving budgets away from television to online video.

**64%** (2014) → **80%** (2019)

Your company personnel knows the business best and will be able to showcase the business in a direct, engaging and personal

way. With an in-house video kit in place, all kinds of videos can be produced for any situation. For sales, presentation, training, social media, the list goes on.



Hope you found the White Paper useful with full of insights.

Online videos can really bring your business to higher grounds. But when customers watch a poor quality video, they are 62% more likely to have a negative perception of the brand. (source: Brightcove)

So it is of the utmost importance that your company offer good quality videos online and the good news is, producing good quality in-house video does not mean big budgets. But it does require an experienced supplier to ensure the most cost effective and most suitable equipments can be provided to cater to your business needs.

As you already know, we are suppliers of video equipments. We have been in the industry for more than 15 years and seen what video technology can do for our clients.

Do take a few moments to look at our company website, drop us an email or a phone call for a no-obligation chat.

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