

# A Pipeline Win-Win: Leverage Video to Drive Leads and Increase Conversions

The discussion will begin at 2:00 PM ET. You can listen to the video using computer speakers or headphones. Please submit any questions you have and we'll do our best to address them during the Q&A session.

**PRESENTER**



**Lauren McHugh**

Senior Product  
Marketing Manager

**Brightcove**

**MODERATOR**



**Marissa Coslov**

Vice President

**Insider Intelligence**

*Sponsored content presented by*

**BRIGHTCOVE**<sup>®</sup>

# A PIPELINE WIN-WIN:

**LEVERAGE VIDEO TO DRIVE LEADS  
AND INCREASE CONVERSIONS**



# AGENDA

**WEDNESDAY**  
MARCH 10, 2021

- ▶ Video trends to watch in 2021
- ▶ Using video throughout the marketing funnel
- ▶ Why marketers are thinking outside the box
- ▶ Q&A

# LAUREN MCHUGH

Sr. Product Marketing Manager, Brightcove



- ▶ 10+ years product marketing experience
- ▶ Dashboard enthusiast
- ▶ Horse owner
- ▶ Food lover

# 2021 VIDEO TRENDS

VIDEO ACROSS THE ENTERPRISE



# 6,220

## YEARS' WORTH OF ENTERPRISE VIDEO STREAMED IN 2020

[Global Video Index Year in Review](#)



# INCREASES ACROSS THE BOARD

Data from the Brightcove Global Video Index shows

104%

increase in **corporate communication** video views

59%

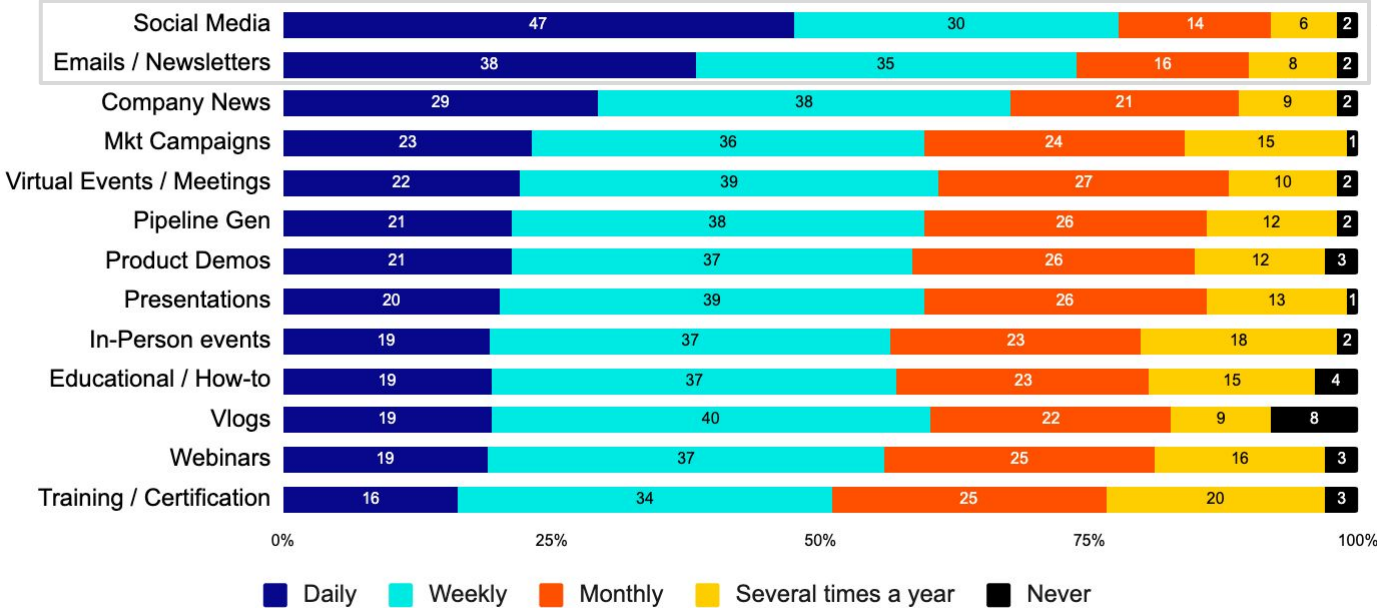
increase in **marketing** video views

79%

increase in **retail** video views

# DAILY USE OF VIDEO

## Frequency incorporate video into company's external communications



CMO-level executives claim to use social media, emails/newsletters, and virtual events/meetings daily, more often than other respondents in other positions

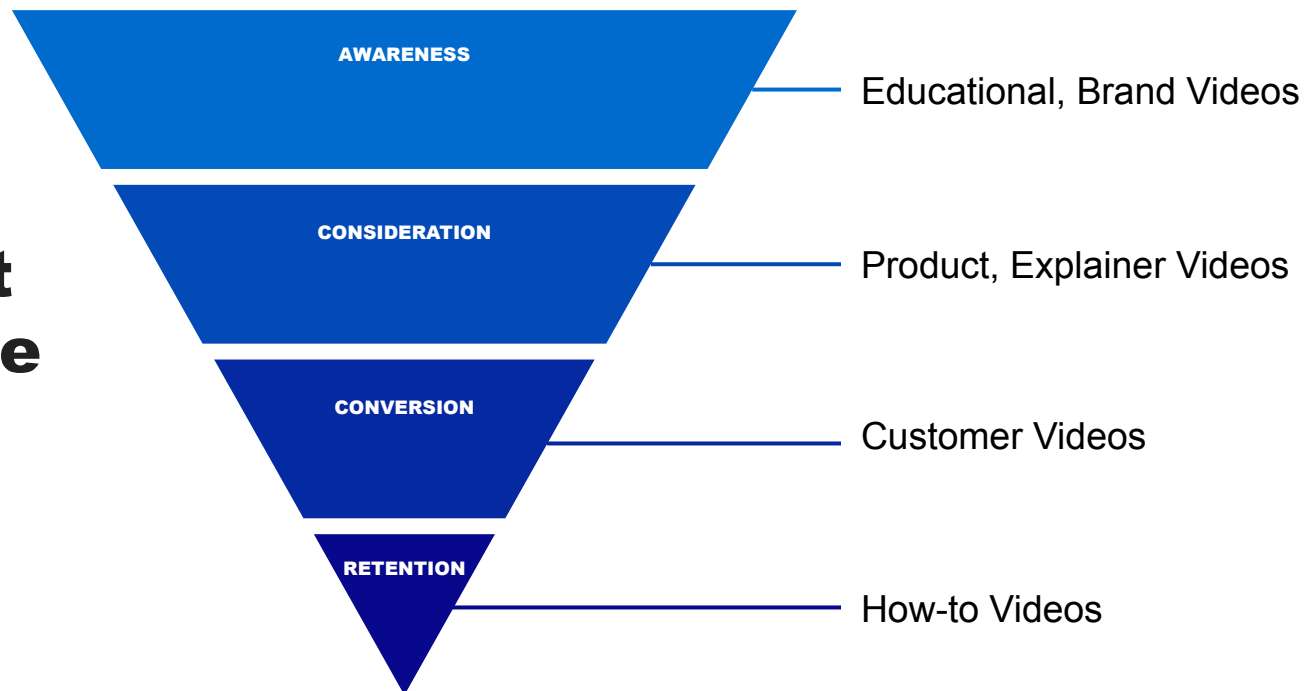


# **TAKE VIDEO FURTHER**

**ALIGN WITH THE MARKETING FUNNEL**

# TAKE VIDEO FURTHER

**Creating videos that align with the different stages of the marketing funnel**



# AWARENESS

Benefits-driven, emotion-engaging, action-oriented videos.

▶ **Video Types:**

- Explainer
- Educational
- Brand

▶ **Key Metrics:**

Video views are critical to track at this point



***Personal Recommendation:***

MailShrimp by MailChimp

# BRAND AWARENESS



SEEK knew they had to become more than just a job posting site. They were very transactional in many ways and needed to evolve to be more.

SEEK shifted focus from how-to type videos to creating stronger human connections and saw great success.

## MEASURING IMPACT:

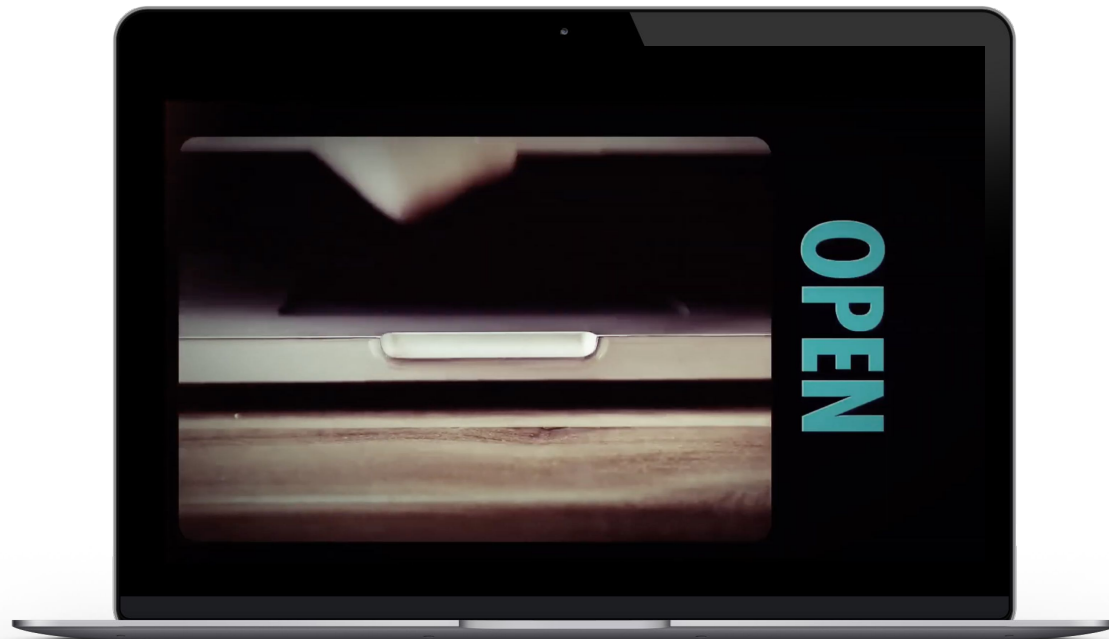
- ▶ **55%** higher brand impact of video for SEEK compared to other mediums
- ▶ **74%** view rate for “WorkaLOLics” playful video series
- ▶ **20,000 views** in just 2 days of SEEK social video, “What Recruiters Really Think”

# CONSIDERATION

Industry deep dive, problem solving.

- ▶ **Video Types:**
  - Solution overviews
  - Explainers
- ▶ **Key Metrics:**  
Percentage viewed - aka time spent watching

***Personal Recommendation:***  
#OpenWeStand GoDaddy



# ENGAGING PROSPECTS

After recognizing how limited Avanade's content-centric marketing approach really was, the company reformulated their digital plan, creating a user-focused video marketing strategy capable of targeting all parts of the customer journey.



## MEASURING IMPACT:

- ▶ **2X** website views
- ▶ Viewer engagement increased **4X**
- ▶ **4X** lower bounce rate

# CONVERSION

Lead generation, information gathering.

- ▶ **Video Types:**
  - Customer testimonials
- ▶ **Key Metrics:**  
Leads generated - who raised their hands

***Personal Recommendation:***

Land Rovers The Land of Landrovers



# LEAD GENERATION

Video is a rich storytelling tool and brings to life how we make a difference in their lives.

Marketing is working to reinforce and extend The Prince's Trust brand; the marketing team is making the most of Brightcove.



Prince's Trust

## MEASURING IMPACT:

- ▶ Reached **24 million** people
- ▶ Generated **390,000 online views**
- ▶ **1,600 new supporters** signed up for the community
- ▶ Campaign records **78% completion rate**

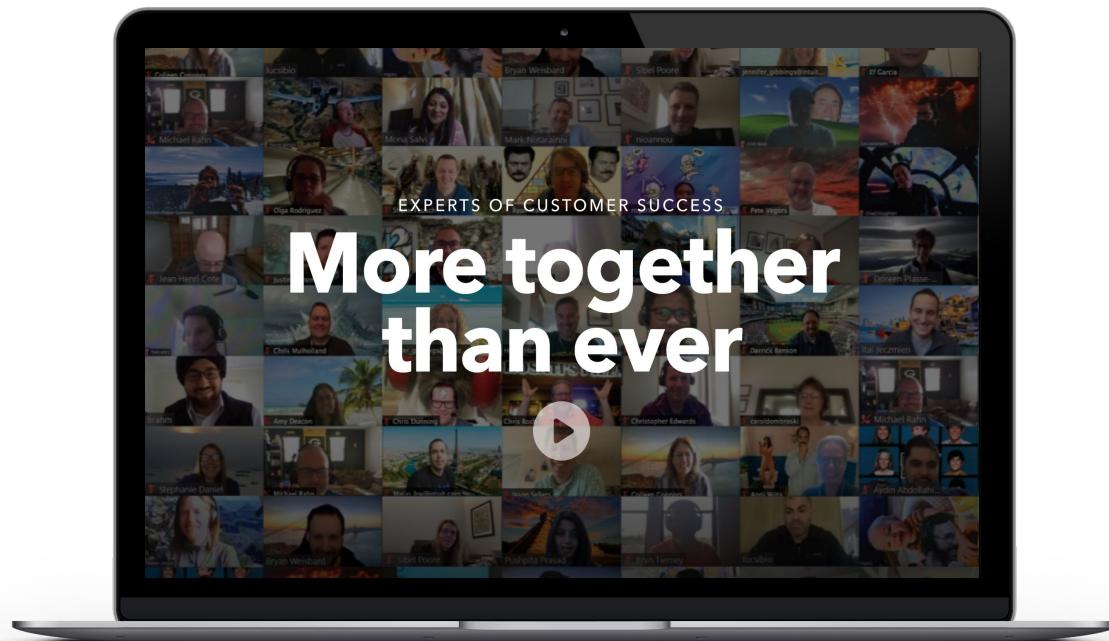


# RETENTION

Continued education, product evolution.

- ▶ **Video Types:**
  - Product how-to
  - Company culture
  - Seasonal content
- ▶ **Key Metrics:**
  - Viewing and engagement rates

***Personal Recommendation:***  
Intuit More together than ever



# CUSTOMER RETENTION

You've already done the work to attract customers; it is up to you to keep them.

Customers who understand the value your product brings to them are the ones who will stick around.



## MEASURING IMPACT:

- ▶ **Deep integrations** with Marketo are the beating heart of customer retention
- ▶ **150%** increase in average video viewing



**WE OPEN  
HEARTS AND  
CHANGE  
MINDS FOR  
THESE  
BRANDS**

**3M**



**YOOX**



**BRIGHTCOVE®**



**REAGroup®**

**Sotheby's**



**GoDaddy™**

**HubSpot**



**MASTERCLASS**



**K O S É**

**KraftHeinz**

**H&M**

**MARKETING COMMUNICATIONS**

# QUESTIONS?



**THANK  
YOU**

# Thanks for joining today's Tech-Talk Webinar!

You can register for upcoming Tech-Talk and Meet the Analyst Webinars at [emarketer.com/webinars](https://emarketer.com/webinars)

- March 11 | Reclaiming Opt-Outs and Unsubscribes: Re-Permissions, Contextual, and Just In-Time Consent
- March 16 | From Data to Activation: How to Empower an Insights-Driven Organization
- March 17 | United TV and Digital Measurement: Growing Your Brand's ROI with Today's Integrated Reporting
- March 18 | 5 Customer Experience Trends to Watch
- March 22 | Digital Transformation: Driving Opportunities for Women in the New Era
- March 23 | US Social Commerce: Marketing Strategies for Brands

Be sure to also check out eMarketer's "Behind the Numbers" podcast for daily, freewheeling conversations about the ways digital is transforming media, marketing, business and even life. Tune in: [emarketer.com/articles/topics/emarketer-podcast](https://emarketer.com/articles/topics/emarketer-podcast)

*Sponsored content presented by*

**BRIGHTCOVE®**