



# Video Marketing Trends 2021 Report for B2B Software, SaaS, and Technology

Expert insights on using video to deliver value, boost conversions, and increase efficiency for the B2B software, SaaS, and technology industries.

# Welcome to the Video Marketing Trends 2021 Report for B2B Software, SaaS, and Technology.

Video has shown to be the easiest and most effective way to engage customers and drive them to take action. According to Hubspot,

**85% of consumers want to see more video content and that's why a video on a landing page can increase conversions by up to 80%. Additionally, 97% of marketers agree that video helps users gain a better understanding of their brand**

which easily makes it the best way to describe the value of technical and complex products to users that aren't tech-savvy. For these reasons, SaaS companies are relying on and investing in video content now more than ever as a part of their playbook to success in an increasingly online world.

**Video is no longer a nice to have, but a must-have for SaaS companies** looking to align with the modern buyer journey of self-service. As more companies shift their focus from high-touch sales methodologies to a self-servicing approach, while also transitioning into Product Led Growth models, video will be the catalyst needed to drive efficiency.

From brand awareness, to activation, to onboarding, and all the way down to client

retention, video is finding its place as the king of conversion for SaaS companies wanting to stay competitive in a crowded market.

As believers in all things video, we found it fitting to explore the current state of video in the SaaS industry in order to empower all SaaS companies to reach their full potential and find success in a market projected to be valued around \$220.21 billion by 2022.

From working with hundreds of SaaS companies, we've uncovered the essential trends defining how SaaS companies are creating and using video in 2020 and beyond.

## Let's get to it!



# How Video Supports the Trend of Buyer Self-Service

According to a survey conducted by Nuance Enterprise, **67% of people now prefer a self-service experience** instead of speaking to a company representative. Buyers want a unique journey of discovery with your product and video is the best tool to guide them through the process. More people than ever before are digesting content before they even think about reaching out to sales.

With video, SaaS and B2B software companies can target different personas at various stages of their funnel with the most relevant information. By always thinking about what a prospect wants to learn next, they can encourage prospects to keep moving through the funnel effectively.



Transitions between videos should be seamless and build momentum to the ultimate goal of converting the prospect into a customer. To accomplish this, many companies are shifting their approach in how they use CTAs. Requiring prospects to "contact sales" or "request a demo" is outdated and ineffective. These types of requests create unneeded friction in the buyer journey and take away from the self-service experience.

**CTAs should always move the viewer further into the buyer journey, and by directing them to the next relevant video, the momentum keeps building.**



“70% of B2B buyers view video before buying. It’s an integral part of the buyer journey.”

- Doug Sandlin, Chief Development Officer, VolunCharity

“Whenever our companies move from “Request a demo” to “Watch a demo video,” they see a massive lift in conversion to demo videos, and the demo videos that convert to calls lead to an overall higher sales volume.”

- Garrett Mehrguth, CEO, Directive

“Video is really important. It's going to become increasingly important for us because more of our work is becoming enterprise self-service. We will have customers learning on their own instead of getting training and support from our staff.”

- Matt Garrepy, Chief Digital Officer, Solodev/DigitalUs



# How SaaS, B2B Software, and Technology Companies Create Video Content

When it comes to video creation, companies have 2 main options: **Outsourced and In-House.** For companies focused on quality and a streamlined creation process from start to finish, they take the outsourced route. For companies willing to be scrappy and produce video on a budget, in-house creation might be a good fit. Though companies may save on costs with in-house creation, the overhead, time, and effort it takes might not be worth the hassle when compared to an investment in professionally crafted video.

## 1. Outsourced Video Creation:

Big companies, amazing brands, and leaders trust outsourced partners to bring new light to their products. They don't have time to make videos - they need to focus on their offerings and leave the mastery of video creation to the experts.

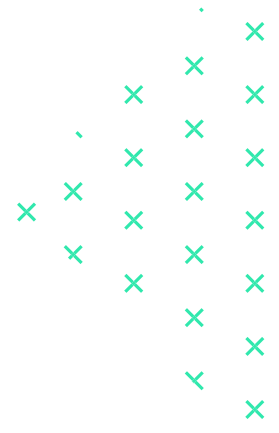
A quality video partner will take the time to understand a client's needs and how video will support their goals. With any video, the message needs to be captivating and on-brand. The addition of a third-party to refine this message and pair it with engaging visual elements can prove to be invaluable.

Companies work with video experts to create many types of video, but in many cases, the focus is on producing high-quality pillar content. These evergreen pieces need to be spectacular since they are meant to stay relevant into the foreseeable future. With a dedicated focus on excellence from a video partner, these videos become a powerful force for delivering a self-service experience.

**“External video agencies have the benefit of a larger, often more well-rounded team that’s produced a lot of videos. They know what they’re doing and it means they’re often better at estimating timelines and budgets.”**

- Mathew King, Video Production Manager, Vidyard





“Our clients know that high-quality video creation converts leads, closes business, and inspires the masses. Quality video production won't go away and there is no reason to position your brand for anything less than stellar quality and proper representation when working with an outsourced partner.”

- Derek Gerber

## 2. In-House Video Creation:

Since many companies are new to video, they have to be scrappy and learn as they go. For them, building video standards and processes are a must for consistency and reinforcing a brand.

The person or team put in charge of video can't be siloed and must work closely with all departments to understand where video is needed to support the buyer journey. This is a big undertaking and difficult to execute if a company is just getting started in video. Without the proper resources or support, many of these videos don't represent the brand effectively and become more of a headache than a useful asset.

Videos produced in-house can come in many forms including simple screen captures, basic interview recordings, product demos, and feature overviews. In some cases, companies prefer these less scripted videos since they believe it brings a sense of realness to the viewer.

### Challenges:

Scaling in-house video creation: Companies haven't adapted quickly enough to make their video creation process scalable. There's typically a slow delivery time because of a lack of general understanding and execution around video or lack of team members.

“The number of videos we've either conceptualized or scripted far exceeds the speed at which we can produce them.”

- Laura Smous, Sr. Director of Product Marketing, Adroll

# Types Of Videos SaaS, B2B Software, and Technology Companies Create

With many use cases for videos and a variety of goals you want to achieve with them, it's important to be aware of the types of effective videos you can create. Through our research and experience crafting hundreds of videos, we've nailed down the 4 most common types that SaaS and B2B software companies find success with. For an even deeper dive on the types of videos and creation processes below, head on over to our [webinar](#).



## Explainer Videos

Pillar content used to differentiate a brand and distill complex products or services down to an understandable level.

### Creation Process:

Typically executed by an outsourced team of strategic messaging and animation experts. After working closely with a client to understand their needs, the video partner takes the lead and makes it a **Frustration-Free™** process.



## Customer Onboarding Videos

A suite of videos designed to welcome customers and help them get familiar with a product in a scalable way.

### Creation Process:

First define the key areas of an onboarding experience and combine screen captures with audio instructions related to the relevant actions you want customers to take.



## Demo/Product Feature Videos

Videos designed to showcase your product in action and guide users on how to use it best.

### Creation Process:

Define the areas of your product you want to highlight or explain and either use animation or screen capture paired with voice recordings to craft video around these key areas.



## Client Testimonial Videos

Used to provide social proof around your product or service.

### Creation Process:

Reach out to satisfied customers and record their thoughts about how your software positively impacted their business. In many cases, these are shot and edited by video experts but can be handled in-house with basic equipment.

# How Video is Applied and Measured to Maximize Your Efforts

To achieve your video marketing goals, you must be strategic with your message, video length and how you plan to use a variety of videos to support your entire sales funnel. Furthermore, you need a process for tracking the success of your videos in order to measure ROI and understand where you can improve your efforts. Our recent [webinar](#) does a deep dive into these concepts and we've also condensed the key points below.

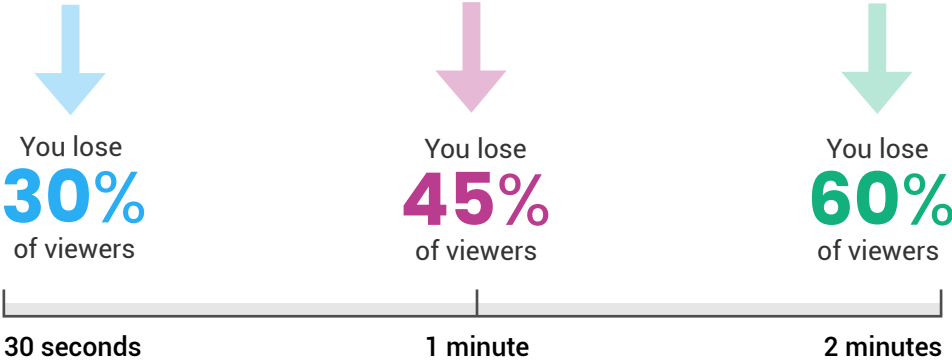
## 1) Use Shorter Videos for More Effect

The more your customers can learn in a short amount of time, the more likely they'll get to know your product and services better than your competitor's. To keep your audience hooked on your page instead of moving on, don't use long and dense videos right off the bat.

You might be inclined to showcase everything your service or product has to offer within one video, but it's simply ineffective. Your videos should compel customers to move forward in the buyer journey, not stop them in their tracks.

Prospects will watch short videos and work their way through your funnel if they can do it in small effective chunks.

### Average viewership Stat Graphic:







## Example Video Lengths:

### Explainer videos:

Anywhere from 45-90 seconds.

### How-to Videos:

Should solve the problem in 1-3 minutes.

### Demo Videos:

Can be a little longer but shouldn't be over 10 minutes.



**“You need to make your videos short and to the point. Get to what you’re trying to solve as quickly as possible while still delivering genuine, insightful, and helpful information to your viewers.”**

- Derek Gerber, Head of Product and Marketing, Explainify

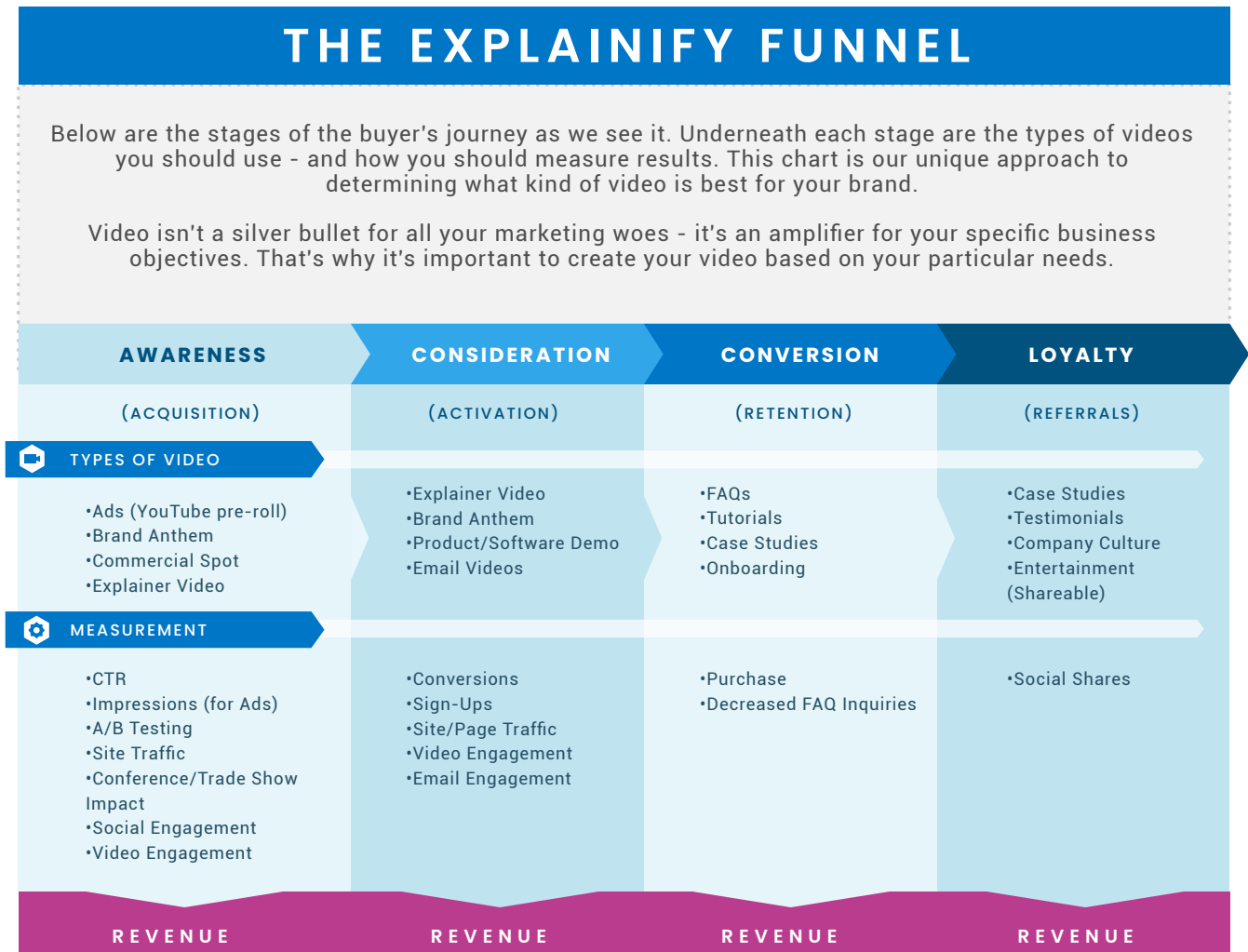
## 2) Use Video Throughout the Entire Sales Funnel

The days of using one video for anything and everything are gone. Instead, companies that have success with video use strategic videos at all stages of the sales funnel. By understanding their funnel and how video supports the journey through it, companies shorten their conversion time while increasing conversion rates.

A big win for many companies is being able to clarify what they actually do at the top of the funnel. Since B2B software and deep-tech can be highly complex and technical, video allows this tech to be broken down to an understandable level. This sets a great foundation for videos down the funnel to expand upon this baseline in a targeted way.

Since buyers are self-educating, there's a lot of opportunity at the middle of the funnel and bottom of the funnel to enhance the buyer journey by providing more in-depth and relevant material.

View the infographic below for insight on which types of videos are effective at the different stages of the sales funnel.



“Our tech can easily become overwhelming for viewers, so videos have communicated our product value a lot faster and easier.”

- Patricia La Bella, Marketing Communication Manager, ActivePDF (a PDFTron company)

“Video as a strategy is supported by the top but also by the whole team. Everyone understands video is king.”

- Trevor Pyle, Senior Product Marketing Manager, QuantumMetric

“When you communicate something by video, you actually get to see facial expressions and understand information more clearly. More people are jumping in and choosing to absorb that content.”

- Tabitha McFadden, Vice President of People Operations, RevUnit

### 3) Use Video as an Accelerant for Product Led Growth

Acquisition, activation, and onboarding are everything in a product-led growth model. When 40%-60% of users sign up for a trial and never come back, video should be leveraged to pull users through your funnel in a self-directed way.

Many companies target areas where users struggle with adoption and use video to enable them to move forward. They also provide videos around why users should take specific actions within a product and remove any technical barriers. Since video influences users to take critical actions sooner, the Time to Value Rate (TTV) speeds up.



To gain insight around what content to create, you can monitor user activity within free trials and freemium products to understand how to help users before even speaking with them. Providing support through video also helps to reduce churn and boost the Average Revenue Per User (ARPU).

Furthermore, onboarding can scale much faster when the focus is on activation instead of being dependent on CS teams. The goal with video here is to enable 1 CS rep to handle 10x their normal capacity.

**“Put video on your welcome page, email sequences, and within the product to convert users to Product Qualified Leads faster.”**

- Wes Bush, Author of Product-Led Growth

**“Use video to remove technical and procedural lift on the user’s end.”**

- Laura Smous, Sr. Director of Product Marketing, Adroll

**“Activation & Onboarding – that’s where all their leverage is!”**

- Garret Mehrguth, CEO, Directive

## 4) Tracking the ROI of Video

When you start increasing your investment in video and use it throughout your full-funnel, the types of metrics you care about and how you use viewership data changes. It's no longer just about views, but how those views impact your KPIs (Key Performance Indicators).

When you use a quality video host such as Vidyard, they track viewership metrics for you which can then automatically be integrated with your CRM or Automation software. This way, you can gain insight into who watched which video(s) and how that influenced new leads, the amount of new pipeline, and new revenue generated.

When this data from individual accounts gets combined with your overall video analytics data, you can establish these following metrics:

### Qualified Leads

The number of qualified leads generated by your video marketing efforts.

**Details on Tracking:** Your engagement data goes into contact records for accelerated lead qualification. When you track someone that watches 50% or more of a video, that account automatically gets sent over to the sales team for further review.

### Influenced Pipeline

The impact your video has on qualified sales opportunities.

**Details on Tracking:** Once your leads are researched and qualified by your sales team, these leads now become part of your overall pipeline.

### Influenced Revenue

The impact your video has on the amount of new revenue.

**Details on Tracking:** Take a look at which videos influenced the number of closed deals over a given amount of time. Then you can add up the total amount of new revenue generated in relation to the deals that closed through the influence of video.

For examples of this process in action, go check out our [webinar co-hosted with Vidyard.](#)

# How Departments Within SaaS, B2B Software, and Technology Companies Use Video for More Leverage

Since video now touches every part of an organization, it's crucial to understand how each department is leveraging video for more success.

## Marketing

The goal for marketing teams is to drive interest, generate leads, and build brand awareness. You only have a few seconds to capture and captivate someone's attention for better retention or they will disengage, video is the go-to medium. By communicating the value of their product faster and more succinctly, prospects gain clarity from the first touchpoint with a company.

Many marketers focus on high-level brand storytelling and fundamental top of the funnel video content that is unlikely to change quickly. These videos strongly position a brand as an expert resource and help prospects understand what they can learn as they move further into the buyer journey.

Since video is not a siloed activity, marketing now works closely with customer support and sales teams to reduce friction at the top of the funnel in order to position prospects for success when they reach the other teams.

Branding videos and product demonstration videos have shown to be effective with marketing teams. It's also common for marketers to interview team members and create video content that highlights their expertise.

**“Put video on your welcome page, email sequences, and within the product to convert users to Product Qualified Leads faster. Using video is table stakes – its the easiest and most digitally effective way to explain products to “lay-folk” without being too technical.”**

- Dana Oppermann, Product Marketing Lead, Onera.





“Highlighting your unique experiential offerings through video keeps you top of mind and relevant within a crowded market.”

- Dana Oppermann, Product Marketing Lead, Onera.

“Video is a great way to update customers, build relationships, and bring additional value.”

- Tabitha McFadden, Vice President of People Operations, RevUnit

## Sales

Video enables sales teams to spend less time educating buyers and more time closing deals. In a sense, sales teams want video to do their job for them. Video is not a people-replacement tool, but rather, a force multiplier for sales. The right video at the right time will cut communication time, build trust, and drive leads to buy without extra steps and effort.

Since customers have been self-educating prior to reaching sales, they have a baseline knowledge already established which moves a sales conversation along more quickly. **Instead of setting up a customer with a demo, sales teams are now using demo videos first to show the product and then sell based on the customers' feedback.**

It benefits sales teams to have a wide range of videos. By looking at viewership data, a sales rep can determine what features of a product a prospect is most concerned about and deliver a video tailored to their needs. When video is used in this way, you can expect an increase in conversion rate.

Sales teams also take notice of how they can use video to upsell within a product. To accomplish this, they may have a demo video of a free product feature and have a CTA to watch a demo of the premium feature at the end of the video.

“As a salesperson, my goal is to have an educated buyer that I don't have to educate myself. That's the power of demo videos, you're having a sales conversation with an educated buyer.”

- Garret Mehrguth, CEO, Directive

“We weren't expecting the quality of our conversations and conversion to qualified leads to be so connected to video.”

- Dana Oppermann, Product Marketing Lead, Onera

“A lot of people want to go look at a product themselves instead of going through a demo.”

- Melodie Hays Terry, Product Owner, SupplyPike

## Customer Support/Success

In the realm of SaaS and B2B software, CS is all about activation and onboarding. When these processes can scale, you'll increase your trial conversion rate without increasing costs. Making a new client feel welcome is one thing, but support centers would rather cut a majority of their tickets simply by sending videos aligned with a customer's needs.

Whether it's a prospect trying your software for the first time, or a newly-converted paying customer, the goals are the same - get them to self-educate and empower them to have success with your software through strong activation content.

They don't want to ask for help, they don't want to speak to sales, and they don't want another long marketing pitch. Video solves all of these problems through calculated and relevant training modules, demo videos, and feature walkthroughs.

To create this content, CS teams look at customer feedback and create videos that answer common questions and reduce any barriers to customer success.

**“The goal is to make that one individual who is using our platform into a superuser. We want them to be incredibly successful, which means we have to have great documentation. That documentation has got to be a really dynamite set of videos that support what we're doing.”**

-Matt Garrepy, Chief Digital Officer, Solodev/DigitalUs

**“What makes a customer successful once they've purchased, is the education, the access to documentation, the access to knowledge, and then the final piece is access to community.”**

-Matt Garrepy, Chief Digital Officer, Solodev/DigitalUs

**“Video helps us in our communications with customers by shaping the support experience, not by just telling them what to do, but by showing them. This leads to greater ROI because we don't have to involve technical support.”**

-Bianca Vaccarini, Social Media Relationship Manager at ServiceNow





# Video Marketing Success Awaits

For SaaS, B2B software, and technology companies looking to align with the new self-service buyer journey, maximize their teams' efficiency, and ultimately drive more conversion, video is a tool that can't be ignored. There's a need for you to differentiate and highlight the benefits of your products and a video-first, full-funnel strategy provides this opportunity.

Some will pick up the paintbrush themselves and take on the challenge of creating video in-house. While others understand the value that comes with working with a video partner who brings expertise and quality to every project. Whichever path you take, we are here to support your journey toward success with video.

Whatever your video needs are, our team will create engaging videos that align with your goals. Also, you can rest assured that the process will be **Frustration-Free™**

**Speak** with our expert video advisors today to build your video-first playbook to success.

[Schedule a Call](#)

Thank you for joining us along this journey through the trends that are defining the SaaS, B2B software, and technology industries now and into the future!

