

Do You Know Who's Watching? Using Engagement Data in Your B2B Video Marketing

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Stephanie Stahl

Okay. Welcome, Benjamin Tosado. He's the Chief Growth Officer at Parmonic AI.

So nice to see you today. We were just chatting a little bit before we started, and Ben was telling me about some of his hobbies. Tell the audience what you like to do when you're not doing things like this.

Benjamin Tosado

Yeah, absolutely. Stephanie, thanks so much for having us today and thanks for introducing me. So yeah, when I'm not doing this, I love to be out on a boat. We go diving for lobster, fishing, go hang out in the sandbar, that type of stuff.

Stephanie Stahl

Fantastic. Sounds great. All right, Ben, I will see you in just a little bit for some Q &A.

Benjamin Tosado

Okay. That sounds awesome. Stephanie, thanks so much. All right. And thank you all for being here today. My name's Benjamin Tosado.

I am the Chief Growth Officer of Parmonic. And today, I'll be hosting our session entitled Do Who's Watching? Using Engagement Data in Your B2B Video Marketing.

Today, we'll be talking about how you guys can improve your video marketing programs by figuring out who's watching your video assets and what they're doing when they're watching it, which actions they're taking and things like this.

So a little bit of a quick agenda to share with you guys today, we're going to start by talking about the state of video marketing in the TikTok era. So just a little bit about the state of video in general, how video's being consumed, how

it's changing our day- to- day lives, and then how that relates back to our B2B marketing efforts, which will be what we focus on for the rest of the preso.

We'll talk about critical video KPIs and what's just fluff, right? There are a lot of different ways to look at video metrics and analyzing video engagement.

We're going to talk to you about a couple of different types of engagement data that you can look at and how they apply to the different objectives you might have in a given marketing program.

And then, we'll talk about personalizing your video marketing in an increasingly anonymous world, right? So as we start to think about, I'm trying to do things, like personalize how we're engaging with audiences with video.

We'll talk to you a little bit about some tips and tricks that you could use to help with that. First, let's talk a little bit about the video revolution.

Video consumption, I'm sure as all of us know and can sense, is accelerating, right? It's permeating all of our daily lives, the way we socialize, the way we work, the way we learn entertainment.

And this has gotten accelerated by variety of different factors. Some of them social, some of them technological, some of them just having to do with major events that are going on today.

We mentioned TikTok as part of the title of the event here today. You'll hear me mention that a couple of times today, but that's really been one of the apps that's led the way in personal video engagement that I think is starting to make its way into more and more corporate video strategy.

So we'll talk a little bit about that and some of the other tech leaders and some of the other trends that are driving the massive increase in video consumption that we're seeing today.

Today, we've got 1.9 billion users of YouTube watching about a billion videos a day, so that's a massive amount of video.

It's 85% of the worldwide internet traffic. Vast majority of the world's internet traffic is video now that has to do with software technology like TikTok and YouTube also has to do with things like the proliferation of mobile broadband access, both throughout the United States and outside of this country worldwide.

More and more folks have the capability to watch video now in real time on their mobile devices. In addition to that, the coronavirus pandemic drastically accelerated everybody's use of video, in particular the use of video and B2B marketing.

These types of events, the one that we're participating in here today, replaced a lot of in-person events. And that's an interesting trend that occurred back in 2020, when all of this went down, but we'll share today some other interesting trends.

We're seeing a lot of our customers go back to in-person events but really still increasing the amount that they're adding video into their marketing strategies, just with different types of video content than just web-based presentations like this one.

This is definitely still a big part of it, but other types of videos are coming into the mix. So where is everybody watching all of this video? What types of devices, what types of platforms are they using to watch all of this massive amount of video?

And as you can all imagine from your own day-to-day lives, the vast majority of it is actually being consumed on mobile devices, right? We used a study for some of the research for the presentation here today.

And they took a look at a variety of different categories. I'll reference in some of these examples, like corporate, communications, entertainment, sports, news, and then of course, marketing and sales, which is the focus of what we'll be talking about here today.

And in all of those areas, the biggest growth in terms of the platform that users are using, audiences are using, to consume video is mobile, right?

So that's an important trend to just keep in mind as we start to talk about looking at video and how you're building a video strategy and how you're engaging your audience with video, understanding how they're consuming it is a key part of that.

So we'll come back to that a couple of times today. Another key trend that I want to point out is video length, and the key here is the shorter, the better, right?

So, in that same study, analyzed how long people are looking at videos of different length, right? Both numbers of views and the amount of time viewed

for videos of different lengths across variety, again, of different media types, so corporate communication, news, retail, sports, entertainment, marketing, and sales, across all of those content types, videos that were from zero to five minutes got the most views, which is pretty incredible.

What's even more incredible, in my opinion, is that even though those are really short, they're short videos, they got more view time in all of those categories except for entertainment, which makes sense.

Right? When we sit down to watch a television show or a movie, if you're like me, you'll sit down and binge for hours, you're at least going to probably sit for 30 or 40 minutes when you're looking at entertainment or into video.

But in all of those other categories, including sales and marketing, which is what we're going to focus on today. The shorter the video, the better off, and the more chance you're going to get to engage an audience with it, right?

So what does all of this kind of mean? Our audiences are consuming more and more video in all of the phases of their lives, including engaging with content that we want them to engage with.

They're doing it in short videos, they're doing it on their mobile phones. What does a B2B marketer do with this? What do we do to improve our strategy with some of this information?

Now, let's talk a little bit about defining engagement. What do we do with this information? People are consuming more and more video, and they want to engage us with video content.

Well, the easy answer is do more video, right?" Hey, let's do more video." That's not always as easy as it sounds, right? There are a couple of different challenges. One is, video can be expensive to produce, edit, and distribute, right?

So if you look at an event, like the event that we're participating in together today, the event's got to get conceived and ad has to get created. It's got to get promoted.

The speaker has to be selected. The event has to get executed, right? A certain part of the audience engages in the event, right? A certain part of the audience wants to engage in on- demand content after the event.

And then, some of the audience doesn't want to watch the whole event. They only want to watch parts of it. They want to watch it on different device platforms. You really have to be able to tailor that video content to meet a variety of different needs that your audience has, right?

It's not always very easy to do that. That's a blocker that we run into sometimes when we're talking to customers about increasing the volume of video that they've got inside of their programs.

Second challenge that we see organizations run into is measuring the results that video have on their actual marketing program objectives.

Being able to get down to how many marketing qualified leads or sales qualified leads or pipeline, or ultimately revenue we're driving with video.

These are important things to be able to understand as a marketer, and it's not always that simple for folks to be able to figure that out. So we're going to dive into that a little bit today and see if we can help make that easier.

Now, if you look at marketing in terms of adoption in digital marketing programs, it's very widely adopted already. So 86% of B2B marketing organizations use video as part of their strategy, but they use video for a wide variety of things.

When we look at a survey of video marketers on what they're using video in their programs for, you get a variety of answers.

Everything from helping to increase traffic on a website to increasing the amount of time spent on a site, helping users understand a product or service, helping generate leads, helping directly generate sales.

So wide variety of different purposes that marketers come back and say, "Hey, video helps, and it helps in all of these different ways." Again, depending on their product and service, their ideal customer picture, their buyer journey, their program goals and objectives, variety of different outcomes they're looking for, variety of different ways they're saying videos helping, right?

It's clear that video's impactful in marketing. Based on what marketers are saying, it's clear that it's broadly impactful, but what kind of engagement really matters?

What kind of viewership? What kind of audio audience engagement really matters when we're talking about B2B video marketing? How do we figure out

what's most important to an audience member so we can decide how to engage them in the future?

These are some of the questions that we're going to discuss for the rest of the presentation today. The first thing we're going to get into is content.

Serving the right type of video content is obviously huge. We've established that B2B audiences are watching video, but what types of video are they looking for?

Serving up the right content to the right audience is a cornerstone marketing principle, something that we're all familiar with, but how do we apply that to video? And how do we do it broadly if we're not really familiar with the type of video content we want or our audience wants to consume yet as a B2B marketer that's looking to leverage video.

I've got a couple of rules of thumb that I want to share with you guys. And then, we'll dive into some of them a little bit deeper as we go through the presentation. One is make it relevant. And that sounds like a no-brainer, right?

Obviously, we need relevant content that matches up with a particular buyer persona inside of an ideal customer picture. But we're going to get into some metrics that you can look at to judge whether or not content is relevant to an audience and that you can use to test so that you can publish, evaluate, figure out what's working for an audience, and then make adjustments based on that.

We want to make it short as a rule of thumb. As we were saying earlier, zero to five minute videos do way better than any other content link.

By the way, we will be sending out little snippets of this webinar. We will be sending out links to little snippets of this webinar tomorrow, so we do our own advice in this area.

There's no way I could share the amount of content with you guys today in less than five minutes, but what we can do is we can take pieces of this that are impactful and share them out.

We will be doing that after the preso tomorrow. Make it available via mobile. More and more people are using mobile access video. Mobile has to be part of your strategy.

You have to make sure that both the way you're formatting video and presenting it's available on mobile. And then, in addition to that, if you're thinking about different mobile platforms, mobile apps, mobile platforms that people are using to consume video, make it multi-channel.

We're going to talk about a variety of different ways you can leverage video today that might not be part of the normal playbook you're using. A lot of the companies we talked to have a page on their website where they have videos or they have videos on their blog, but they're not necessarily using them in social or they're not necessarily using them in sales enablement.

We've seen really cool examples of using videos across multiple channels. So that's another recommendation is, think about how you can use videos across your entire sales funnel, top of funnel, mid-funnel, bottom of a funnel.

And then in addition, throughout the sales cycle, we feel like that's a really important factor. To give you guys a couple of a couple of examples, we've got a customer that I was speaking to yesterday that's renewing with us for a second year.

They're in the knowledge management software space. And our stakeholder there told us that she was planning on starting to use TikTok as part of her strategy to get video content out to her customers.

Now, this is a B2B marketer she's planning on using TikTok. She wants us to provide outputs from Parmonic, I'll tell you guys about Parmonic at the end of the presentation, to be able to input those into TikTok videos that she can then publish on TikTok on behalf of her company.

I think that is a strategy that makes sense for some products, some services, some audiences. And if you look at some of the research that's out there, TikTok is actually one of the platforms that's gaining more share in terms of percentage change, percentage increase this year than a lot of the other very popular video-hosting platforms in terms of engaging audiences with videos.

And then, the last thing that I'd suggest as a rule of thumb is try different video types. I think a lot of organizations since the pandemic have started to think about video in terms of these types of web-based events, like the ones that we're participating in today because, for a little while at least, they by and large replace in-person events.

So it's like," Okay, now we're doing a ton more of virtual events. How can we get the most bang for our buck out of those? And I think a lot of people and a lot of our customers have seen success with that, but that's not the only way you can get great video content that you can then use in a variety of different ways to engage your audience.

I've actually got a partner who's a large media company. They do about 1500 online events a year for the past couple of years since the pandemic started.

I was having a conversation with them on Monday. And they're thinking about scaling the number of virtual events that they're doing back to maybe 1200 a year.

But they're also thinking about how they can leverage video in their in- person events, how they can help their sponsors get video out that's related to their product.

So there are variety of different ways you can create video content other than these types of virtual meetings and events.

We've got some video content in our site now, we've got some on our social feed, we've made it relevant. So what do we do next? Now, we've got people watching our video, how do we measure what's effective and what's not?

How can we tell which videos count, which ones don't, which ones are, are helping us achieve our outcomes, and which ones aren't? And I think there are a lot of different metrics for video and a lot of different ways you can analyze what's going on with the video content that you're putting out via different channels.

But I think the ones that count, and we're going to go through some examples here in a few minutes, but I think the ones that count depend on what your program objectives are.

To give you an example, the focus of our program at Parmonic, the program that I run, is generating leads for sales. For us, specifically, generating sales, qualified leads that turn into demos for sales.

So if that's your objective, you're looking for conversions, you're looking for leads, ultimately focused on demand- generated stuff, the metrics that you look at might be different than if you're, say, looking to increase brand awareness or web traffic or customer familiarity with your products.

The different types of metrics might be a little bit different. Measures of success. Some of the ones that we've heard marketers talk about in our customer conversations, in our conversations with prospects are the following.

So video engagement, right? Video engagement is specific engagement around, let's say, likes, shares, comments, things like this.

Views, which is just a raw metric having to do with how many people actually click the button and, at least for a moment, put their eyeballs on this video.

Leads and click-throughs. This is somebody that's actually converting somehow, either raising their hand and saying, "Hey, we want to talk to you guys. We want to work with you guys, or at least have a conversation with you, guys." And then, we've got a couple of different that were identified in these studies that are a little bit harder to quantify at least upfront.

Things like customer engagement and retention or brand awareness in PR or bottom line sales, which can actually be hard to tie back to specific content pieces, unless you've got that immediate conversion, et cetera, et cetera, et cetera.

What we're going to do today is break these up into a few different categories and talk about them and how they relate back to different objectives for a B2B marketer, for video inside of it, and overall program.

The first one, I'm going to call broad trend-based anonymous metrics. This is mainly views.

Let's talk a little bit about views and what they are. Just a plain video view is somebody visiting a piece of video content, usually on a website, and then going ahead and clicking a button to view a video.

You get a raw number, you don't know who the audience is, who's necessarily clicking to watch the video. We all know that the vast majority of web traffic is anonymous.

So I would tell you that by itself, just a raw kind of view for a piece of video content on a website, is probably not valuable alone.

But you can augment that with other things that give you a little bit more of a trend view of what's going on with your video content and with other content surrounding it that can help you make some better decisions.

That's important to me as a chief growth officer. A metric that I look at, that's just giving me a number, that I can't use to either further my team's conversation with somebody in our audience or make better decisions on how I'm positioning content to reach my goals, doesn't help me a whole lot.

So what can you do to surround that with other information that's going to make it a little bit more valuable? An example I've got is we've got a partner that's a content management system and platform and a marketing agency.

They've got a CMS they developed, and they help folks with their programs. And they've developed some methods to use Google analytics to augment standard view metrics so that you get a little bit more information on what's going on in and around your video content.

So instead of just getting a view, as an example, you get a view and then for the same person, you don't know who the person is, but for the same person, how long they viewed that piece of content.

You get some information on what steps they took after they viewed that piece of content. If they took other steps in your web experience, right? Did they download some additional resources?

Did they visit additional sites? Did they just go ahead and leave? Now, when I look at that, even though they're broad-based anonymous types of metrics, I can start to look at trends and make some better decisions on where I'm placing content, what types of content I'm placing, and certain experiences that we've got in our web presence, et cetera.

So now, I've taken this data and I've added an additional layer of information to it and made it a little bit more useful as a marketer who's trying to engage our audience.

Now, let's talk about another set of these measures that a lot of marketers use that I think are a little bit more impactful and give you a little bit better view as to what's going on with your video marketing content.

Here, we're going to talk about specific anonymous action. So now, an audience that was viewing a piece of content, a video, and they're taking some type of action on it.

They're not necessarily converting, so they're not raising their hand and saying, "Hey, I want to talk to you, guys." They're not necessarily filling a form out so that who they are yet, but they're doing something like liking a video or

sharing a video or commenting on a video or following your feed so that they can get additional information from your organization as you keep going and creating content, right?

You still don't know who these folks are, but you are getting much better information on whether or not they were interested in the content.

Now, that you got eyeballs on your content, that's always step number one, right? You've got to get people to look at what you're presenting. That the audience is watching the content at least enough to get an impression and take some action.

Even though it's not the final action that we want, we want to have a conversation to turn this into a customer usually, or one of our other program objectives, if they're already a customer, et cetera, but they are taking some action that lets about the value of the content for them.

So getting eyeballs on the content, it's making an impression on a member of your audience, and then they're going ahead and taking some type of specific action on that content, again a like, a follow, a share, that type of stuff.

These are really important metrics. I don't know if you guys watch YouTube. I watch a ton of YouTube, personal stuff, professional stuff, all the time.

Like we were saying, a billion YouTube views over 1.9 billion users at this point. Every time you hear a professional YouTuber do a presentation on their YouTube channel, it's, "Hey, mash that like button and hit the subscribe button, subscribe to our channel." So what are they doing?

They're putting their calls to action out there early and often, and the reason that those are their calls to action is that YouTube, which is the second largest search engine in the world, and Google who owns them, the largest search engine in the world, those are the metrics that they're looking at to determine how high up on YouTube, as an example, how high up in somebody else's feed that video and that channel gets.

The couple of things to take away there. One is, if those are the metrics that they're looking at, it's probably worth considering them as key metrics.

If YouTube's looking at them as key metrics. And then, second thing there is bring your calls to action earlier on. Make sure you're letting people know what you want them to do when they are and after they are viewing your content.

Another just interesting data point on this, the study that I've referenced a couple of times now, this is the bucket of analytics that is most considered part of the KPIs that video marketers are using are things in this bucket, these specific actions on content.

Moving along here, the next type we're going to talk about is conversion. So if content was king, conversion is also a king.

Now, in this type of measure, we've got an audience member that's come through and they've said, "Hey, we want to have a relationship with you, guys." Now that could be a couple of different things.

That could be, "Hey, we want to talk to somebody in sales. We want to do a demo." That type of thing, that's awesome, right?

It's easy to figure out what to do with those. You go ahead and get them over to create them. It's a marketing qualified leads. Sales qualifies them, turns them into a sales qualified lead, and then off it goes through the sales pipeline.

The interesting thing about that kind of subset, folks that raise their hand and say that they want to have a further conversation, we recommend that our customers and we do engage with people in that state with video as well.

This starts to get into enabling sales with video, right? Which is a really powerful tool that we use and we recommend our customers use.

I did a talk with one of our customers, GreyOrange. That was one of the coolest ways I'd seen somebody apply this type of idea of enabling sales with video.

You guys can come check it out on our website, but essentially what they did is they created a really focused group that was doing account-based marketing and selling against a really small target list of customers, a large revenue per deal, and they were doing deep, deep research on this small set of customers.

And then, based on the research, the industry the customer was in financials that they could find for the customers, a lot of them public companies, they were sending video snippets of their product.

They sell supply chain solutions, like robots and supply chain software, stuff like that, really specific video, they called them vignettes, out to their customers to get them engaged, get them having a conversation with them.

So we recommend that you think about video in that top- of- the funnel position, but also think about it all the way through the funnel and then into your sales process.

In the second scenario, the audience members converted. We know who they are, but they're not necessarily ready to talk to a person yet. Let's say they watched a piece of content we have, and they went ahead and filled out a form, right?

So now we have them filling out a form, they've given us a little bit of their information, and they haven't raised their hand and said, " Hey, we're ready to have a buying conversation" yet, but they have raised their hand and they said, " Hey, look, we want to have a relationship with you, guys.

We want to be able to continue to hear about what you're doing," because, ideally, we want them to become buyers in the future, right? So what do we do with folks that are in that bucket?

What do we do with them with video, specifically? How do we continue to engage with them with different types of video content so that we can move through the funnel and ideally make them buyers in the future?

And this gets into... Oh, I just went a little too far. Let's see. There we go. The personalization problem.

This has to do with some of those folks that are in that state and just the overall state of personalization, account- based marketing, and the like in our industry today.

I think broad at- scale personalization and account- based marketing, how to serve up specific content to the right people at scale is going to be something that we're examining in B2B marketing for quite some time.

So the question is, how do we take the information that we've got today and use it to help serve up the right content to the right audiences?

If we can't really specifically personalize the exact right piece of content for an audience member, how can we use some of the stuff we've learned today to go ahead and do that?

Taking action. Let's sum up everything we've discussed today. We know video's growing, and it's important to B2B marketing programs.

We know to get the best results from our video investment. We have to create the type of content our customers are looking for at a macro level.

First of all, getting those things is a huge part of success here. So creating relevant video, and again, use the macro metrics that we talked about for that.

Can you look at view metrics and figure out, in addition to that, what other actions are users taking when they view a piece of content inside of your overall channel or experience?

Can you figure out based on that what's more or less relevant to a given audience? Create short videos. Again, that's an easy one. Find a way to create short snippets of video that you can then get out to an audience they're much more likely to get watched suitable for mobile and mobile apps.

We want to make sure that we're looking at different apps like TikTok or other apps and channels that people are using that are on the rise, making sure that we're making our content available on mobile.

Multichannel. So email, social web, and looking across the sales funnel and across the pipeline, and then different video types.

It doesn't have to be webinars or the product-oriented videos? GreyOrange was an example I used earlier. They have really cool robots. They started taking videos of robots.

Think about what other types of video content your audience would like to get engaged with other than this format. And then, augment online presentation format with product videos with explainers, with fireside chats, or other types of in-person interactions that get recorded.

Think about different video types that would add value for your audience. And then, in addition to that, use analytics to make better decisions.

So leverage those anonymous trend-based metrics to make broad decisions about content types, site placement. Do audience testing.

Look at views, likes, follows, shares, and look at those as probably more indicative of what content is most impactful for your audience.

And then, for converted users, look for... In addition to standard tracking techniques, so as marketers we've got variety of different ways to follow what users that have converted with us are doing so that we can make decisions based on how to treat them, serve content up to them, things like that.

Look at ways that you can get specific engagement data for video, for users that are converted and then use that. One of the resources you guys can use to get started on all of this is by downloading a video audit template.

On the ON24 screen that's in front of you, under resources, you should be able to download a video audit template that'll help you analyze your video inventory and plan your next steps and figure out how you can use some of these different metrics and improve your overall video program.

Now, a little bit about Parmonic. At Parmonic, we help B2B marketers engage audiences that are more and more overtime guys. They're more and more overwhelmed and distracted, all of those who are trying to market too, right?

So how do we do that? We help our customers use video content that they've either created or that they're creating as part of their regular marketing programs, things like these webinars, like we're participating in today or explainers or product videos, any type of video.

And then, we have an AI that takes the videos, watches them, creates what we call munchable moments or bite- sized videos, little short videos usually two minutes, three minutes long, transcribes them, and then glamorizes them, applies brand guidelines to them, and then makes them available via variety of different channels very easily for a B2B marketer.

So you can go in, easily have the AI cut up the video for you, transcribe it, make edits if you want, and then easily pump it out via social, send it to a sales team in email format so that they can do follow- ups, create a branded landing page.

And that relates back to analytics, which is our topic today, in that we can integrate with all of the major marketing automation platform, so HubSpot, Pardot, Marketo, and Eloqua, and we can feed engagement data into those platforms that will actually give you user- specific engagement data for users that have converted with you.

So if I've converted and you've got me as a known person in your MAP, in your marketing automation platform, then you'll be able to see Ben viewed this moment for this amount of time that was part of this overall video.

If you guys are interested in hearing how we can help you improve your overall video marketing strategy, we would love to do a demo for you, guys. I'll mention our call to action for that.

There is a request a demo button on the ON24, the CMI webinar screen that you're looking at in front of you. Please feel free to click on that and register for a demo.

We'd be happy to host you, walk you through a short presentation and do a quick demo for you. They take about 30 minutes.

And that's the end of my presentation. So with that, I'll go ahead and take some questions.

Stephanie Stahl

All right. Thanks so much, Ben. That was fantastic. Really appreciate it. I also think that the logo, the purple elephant's one of the cutest things I've ever seen, so it's very eye-catching.

Benjamin Tosado

Thank you.

Stephanie Stahl

I love it. Absolutely love it.

Benjamin Tosado

Thank you.

Stephanie Stahl

Okay. Monica has a couple of good questions here. Does video duration vary based on the channel, social versus company website, et cetera?

Benjamin Tosado

Yeah, it does. It absolutely does. We find that email videos our customers will send out shorter and fewer snippets where, let's say, we're putting a timeline on a website.

We've got a customer that's creating a website timeline for a webinar. You'll actually have a trailer for the webinar, the whole video, and then seven or eight two- to three- minute snippets based on the content that's in the webinar video as an example, so that'll be what we create coming out of the program here today.

Stephanie Stahl

Okay. Fantastic. The question hasn't come in yet, but I know it's going to, because I know it will or I might get it just from somebody sending me on Twitter, gated video.

What is your opinion on gating video versus just making it readily available?

Benjamin Tosado

Yeah. We've got customers that do both. I can tell you that we don't gate a lot of ours. We make it readily available on our blog page and other parts of our website.

But we also have customers that use video and some of our technology as part of their gating strategies, and we've been able to increase their conversions there.

So I think that really comes back as an overall thought. I think it comes back to your program objectives. I can tell you that we're sharing a lot of our stuff and it's not gated.

Stephanie Stahl

Excellent. You talked a bit about TikTok at the beginning. Sarah wants to know what your thoughts are on Instagram Reels versus TikTok for B2B, or should be B2Bs be in both places?

Benjamin Tosado

Yeah. When I speak to our customers and I look at our strategy, we're looking at a strategy across all of those channels.

I think, again, this comes back to, this is a little bit audience dependent, but I think that both of them can be a valuable part of the program.

Stephanie Stahl

Excellent. You mentioned five minutes or less tend to be the most successful videos. Stacy is saying here that Facebook pushes for at least a three- minute video, when uploading, have you found a best length on that particular platform?

Benjamin Tosado

A best length on Facebook videos?

Stephanie Stahl

Facebook. Mm-hmm.

Benjamin Tosado

Yeah. I would say try to stay under that five- minute video length, in general. So if it's a minimum of three minutes, I would do somewhere in that three- to five- minute range and then try to find impactful moments that you can test that work inside of that range.

Everything that we've seen says that keeping them shorter is better in terms of getting people to watch.

Stephanie Stahl

Yeah. Keep them on it for the whole five minutes if you can. That's awesome. Or the whole three minutes, if it's that case. Okay. Alex wants to know how does storytelling play a role in producing the content in videos?

Benjamin Tosado

I think a couple of different ways. If you look at like a buyer journey, what we try to do is figure out the different interaction points that we've got for a specific kind of customer persona and what their buyer journey looks like.

And then, we craft a story and then tie small videos to those points and then try to engage them with those little videos throughout the process.

So it's like the overall value prop, how that marries up with a specific persona and buyer journey, and then crafting a story that engages them with video content along the way.

That's what we recommend that our customers do, and that's what we do.

Stephanie Stahl

Yeah. It's sort of episodic. Yeah. Yeah. That's great. That's great. Let's see here. Gabriela wants to know how should you compare metrics between videos within a certain time period?

She's asking if that's a good way, for example, all videos posted in June, for example. And as a follow-up, how long would you recommend tracking metrics?

Benjamin Tosado

Yeah. We track the trends over several years. I think over the last couple of years, we're seeing some shifts just because of the pandemic and how that's weighted things down one way or another.

In terms of tracking engagement time between different videos, I mean, we recommend that our customers do standard, like AB testing, right? So we'll look at different content types that we believe fit or customer believes fits for a specific audience.

And then, we'll AB test them and then compare based on view time but also based on variety of the other metrics that I was talking about.

View time by itself is probably not what you want to just depend on.

Stephanie Stahl

Yeah, absolutely. I love that you said you track over a few years. I think some people or some brands are quick to take a look at something to see how it's performing over the course of a very short term and decide whether or not this is good or bad.

But really, great content can perform well over a long time, so it would be a shame not to keep an eye on it.

Let's see. Amy asked about CTAs and you mentioned some will include CTAs earlier in videos and not wait till the very end.

Any best practices around that? I mean, is there a certain time point at the one minute mark, for example, or what would you recommend there?

Benjamin Tosado

Yeah. I think you want to give the video, the content, enough time to draw the audience in so that they're interested in staying, but as I mentioned earlier, I think mentioning the call to action several times inside of the video content is better than not introducing them or just introducing them at the end, this type of stuff.

Stephanie Stahl

Yeah. I love that because you can't be certain they're going to watch to the very end, so go ahead and hit like.

Benjamin Tosado

That's exactly right. That's exactly right. Yep.

Stephanie Stahl

Do you have any favorites in terms of CTAs? You talked a little bit about YouTubers saying mash the button or... I forget what you said but, I mean, do you have any sort of favorite or most effective CTAs in your mind?

Benjamin Tosado

Yeah, absolutely. This, again, is audio specific, but we find on different channels, different CTAs work better whereas, to give you an example, subscribe works better than requested demo on LinkedIn.

I think you're going to find that with video. I think that you're going to find using video on different platforms. Different types of CTAs are going to work differently, better and worse.

So that's something else that we test and we encourage our customers to test.

Stephanie Stahl

Excellent. There have been a couple of questions too about where to find some inspiration on creating better or more trendy videos.

I mean, when you talk about TikTok, right? I mean, there's just so much creativity there, but where should people go to get inspired?

Benjamin Tosado

Go to get inspired to create cooler videos or...

Stephanie Stahl

This one question was about better and more trendy videos, but you can also say like-

Benjamin Tosado

Yeah. Better trends. Yeah. Yeah. More fun videos. I mean, I think what we try to do is get feedback from our customers on the stuff that we're doing that they like the most, and then try to make our decisions on how we're going to craft content based on that.

I always tell folks that's a great place to start. If you're at the very beginning of your video journey, look at what's resonating for your customers and start there and work back from there.

Stephanie Stahl

Yeah. Great. Let's see. Megan says our team primarily measures video MQL conversion by using popup video forms. What are some other ways we can capture and measure video conversions?

Benjamin Tosado

Yeah. Some of the ways that we were talking about in the talk here, so we do form conversions, right? That's one of the major ways we convert and then looking at some of the other metrics we talked about, like the likes, the shares, the follows, all of those types of things.

Stephanie Stahl

Excellent. What are your thoughts, Ben, on repurposing written or digital content into video content?

Benjamin Tosado

Yeah. We have a variety of customers doing that, doing talks based on written content, and then we're also doing the inverse.

We're helping customers transcribe video content like this that gets created into text. Yeah, I think that as part of a content strategy, if you've got a white paper as an example that really resonated with your audience, taking that, getting an effective speaker to speak to it, going ahead and recording it, taking it and chopping it up into short videos and then serving those out, I think that's definitely something that you can do to create content if you're looking for different ways or looking for more content to serve.

Stephanie Stahl

I love that. Yeah. It could be a gold mine. I mean, research reports, white papers, whatever.

Benjamin Tosado

out there.

Stephanie Stahl

If you don't have anything new to start on, take a look at what you already have. Yeah. All right. Take a step, then I'll ask for your closing words to help people get started in creating these micro videos.

Benjamin Tosado

Yeah. Absolutely, Stephanie. Thank you so much. So yeah, guys, a couple of things.

If you have a video strategy in place, take a look at some of the metrics we talked about to analyze what's working and what's not with your audience. Focus on those shorter mobile- based videos.

And if you guys are interested in talking to us, we can definitely help you with your overall video automation strategy, so please click on that demo button.