

A close-up photograph of a hand holding a smartphone. The hand is positioned on the left side of the frame, with the thumb and index finger gripping the device. The phone is held vertically. The background is blurred, suggesting an outdoor setting with greenery. Overlaid on the right side of the image are two text boxes. The top box is light green with dark text, and the bottom box is dark with light text. The overall lighting is warm and natural, likely from sunlight.

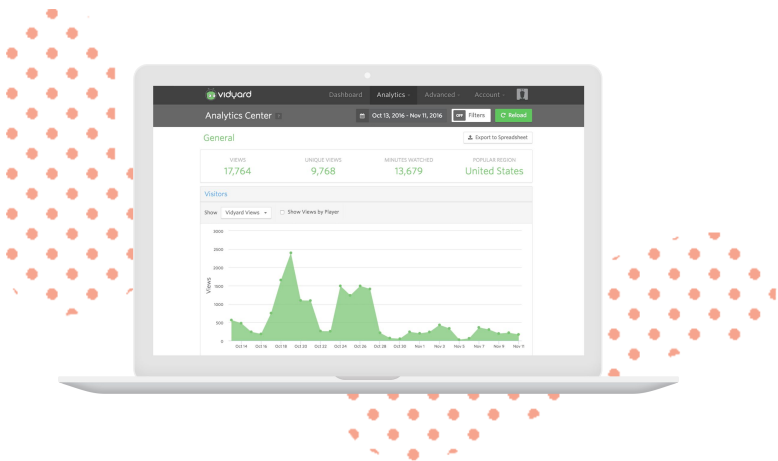
**YOU'VE GOT A
VIDEO...**

NOW WHAT?

@JESSEARISS

Speaker Notes: Use this slide to tell them who you are.
Also, don't forget to delete these notes.

What does Vidyard do?



BRANDED VIDEO HOSTING

Centralized Video Content Management
Enterprise-Grade Hosting and Distribution
Best-in-class Video Player Experience



CONTENT OPTIMIZATION TOOLS

Optimize CTRs with Thumbnail A/B Split Testing
Capture attention with **Personalized Video**
Drive Viewer Action with **Interactive Events**



VIDEO SELLING & VIDEO SUPPORT

Personal Video Outreach
Increase Sales Response Rates and Deal Velocity



INSIGHTS AND ROI

Video Content Performance Insights
Viewer Engagement and Audience Insights
Enterprise Integrations and ROI Reporting

Why are we here?



We know video is becoming a critical channel for Student Associations

We don't know the best practices nor how to scale our use of video

We're dying to know what the future holds and to get ahead

Why is this critical right now?

Student expectations are rapidly shifting

- Transformation in how content is consumed
- New expectations around content & experience, no tolerance for bs
- Harder than ever to stand out, get their attention and build trust

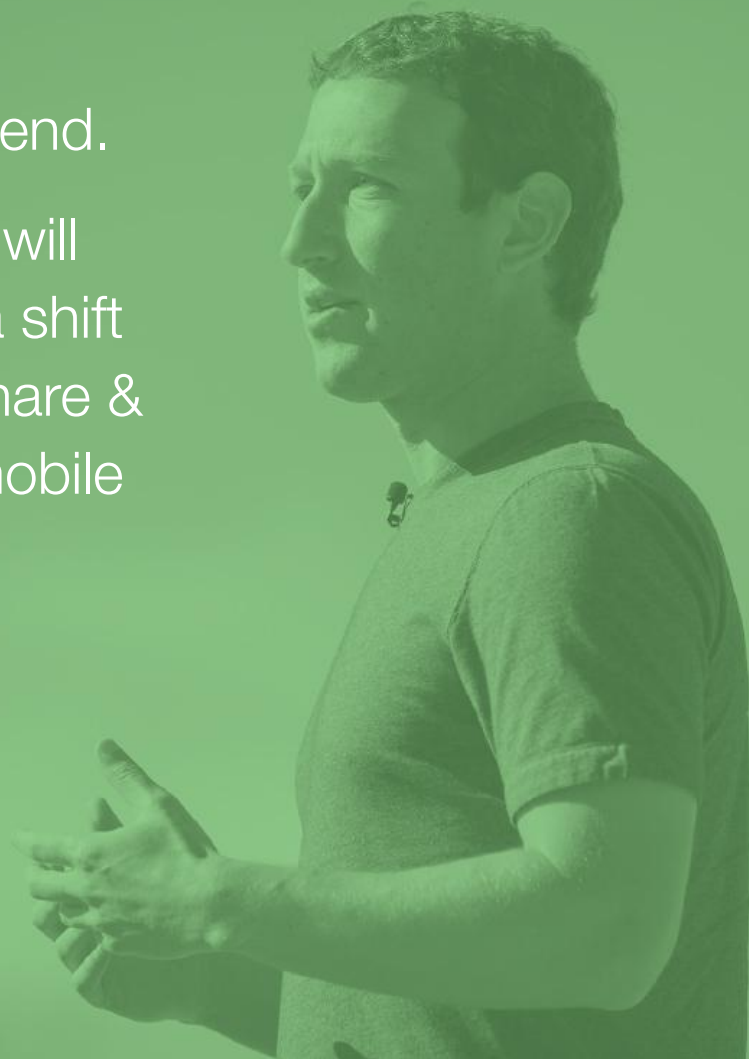
From the business world

75% of the global workforce will be Millennials by 2025

80% of the buyer's journey now happens online, what does that mean for you?

“Video is a mega trend.

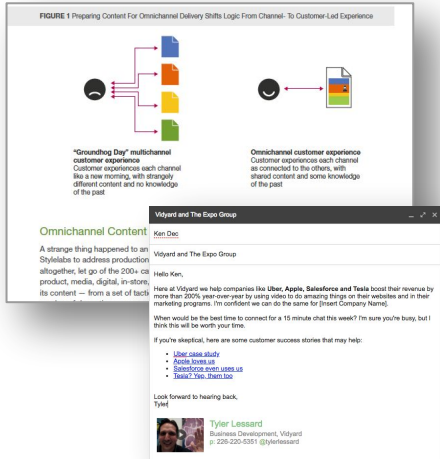
In a decade, video will look like as big of a shift in the way we all share & communicate as mobile has been.”





“50% of your content should be video.

Your audiences want to live inside of video. Stop hiring bloggers, start hiring producers.”



Unsubscribable
Interruptive
- Unimportant -
Interesting
Irresistible



Our challenge to you:
Become irresistible



Psychology of Video – The 4 E's

1. **Engaging:** We're hardwired to engage in storytelling
2. **Emotional:** Opportunity to invoke emotional responses
3. **Educational:** We process video faster and retain longer
4. **Empathetic:** Can develop trust and human empathy

Video isn't just another way to tell the same story. It's an opportunity to become irresistible.



2018 Video in Business

Benchmarks

From over 600 Vidyard customers and more than 250 000 videos, discover how companies like yours are leading with video.

2018 Video in Business
Benchmarks
From over 600 Vidyard customers and more than 250 000 videos, discover how companies like yours are leading with video.

89%

of business-created video views take place on desktop browsers.



The total number of views from desktop browsers has increased by 47% in the last year.



33

is the average number of videos published by businesses each month, up a whopping 8% from 2017.



75%

of videos published in the last year are less than 2 minutes long.



Leading topics include Lead Generation, Product Demos, and Sales. Content creation is the other top category, followed by brand growth.

The Four Most Common Videos



46%

of viewers watch all the way to the end on average.



36%

of businesses are using intermediate or advanced analytics* to measure video performance.



*Businesses using advanced analytics were 10% more likely to report an increase in video views, and 15% more likely to report an increase in video engagement.

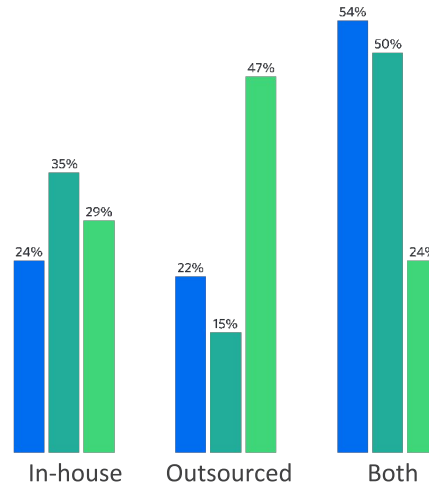
Want more?
Download the full benchmark report today!

1

Video Thrives Throughout the Funnel & It's time to Embrace In-House Creation



Resources Used for Business Video Production



- Small Companies (Less than \$25 Million in Annual Revenue)
- Medium Companies (\$25 to \$499 Million in Annual Revenue)
- Large Companies (\$500 Million or More in Annual Revenue)

33

Average number of new videos per month amongst Vidyard users (up 83% YoY)

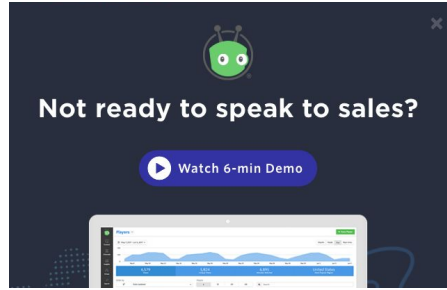
2

Greater Focus on Video for identifying engagement



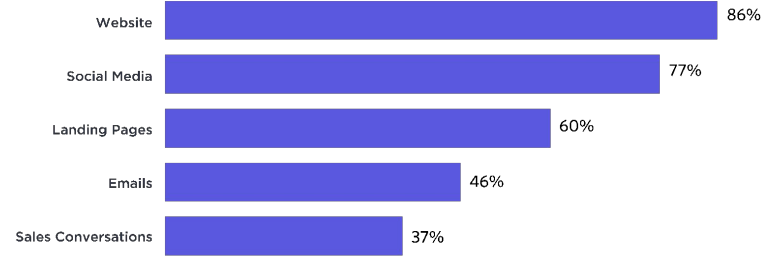
With Vidyard, you can use video to help with the goals that really matter - 1 minute, 30 s

Higher Conversions



More Video-Based CTAs

Distribution Channels Where Video Content is Used



Webinars & Virtual Events



In-Video Forms & CTAs

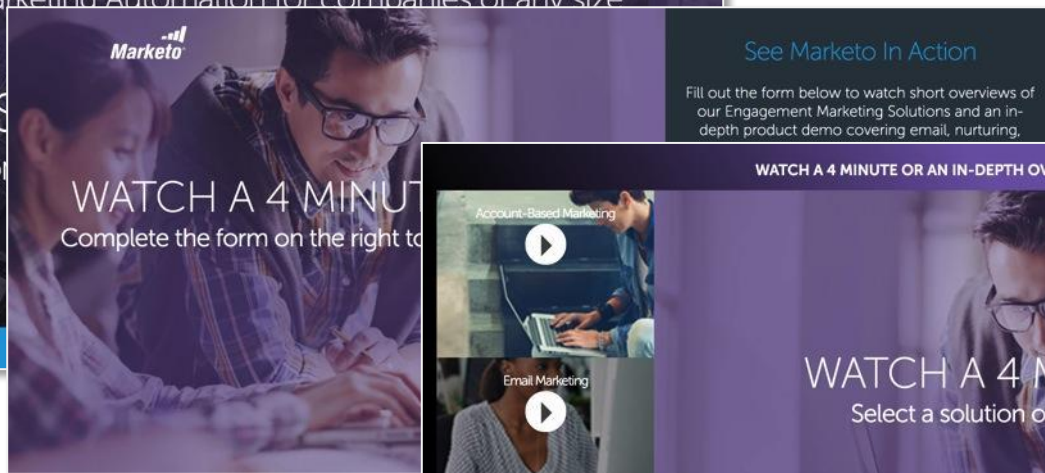
Website: +8%

Email: +10%

Social: +5%

Sales: +12%

Landing: +11%



www.marketo.com



Skip

Discover the Video Platform for Business

GET A DEMO

www.vidyard.com/marketing



Hi Jen! On behalf of the Vidyard team, we wanted to bring you a little holiday cheer this season.

To help wish you a happy holidays, [we made you this video](#) - it even has your name on it!

[Watch Your Video →](#)



If you're thinking about using video in your sales process, but aren't sure where to start—we're here to help you out.

We are pleased to announce our new sales-focused video series—[Video Wednesday](#)—your weekly [video selling](#) tip!



Each week we will deliver a video to your inbox that will give you usable tips, tricks, and industry standards to help you become a video selling master.

Subscribe to Video Wednesday

[SUBSCRIBE](#)



Using Personalized Video to Boost Conversions

Chalk Talks

Check out our series of quick videos to help you learn about video marketing, video selling, and getting the most out of your existing video content.

and make you a true legend!

Video Marketing

- [Using Personalized Video to Boost Conversions and New Your Customers](#)
- [Using Video Analytics to Optimize Content Performance](#)
- [Driving Demand with Interactive Video](#)



3

New Types of Video Experiences: Interactive, Personalized, Video Series

Next video: See how Intuitive's advocacy platform works

Free Forrester report: Discover the impact advocate marketing can have on your brand and revenue

WATCH THE VIDEO

DOWNLOAD NOW

Previous Video Request a demo

HOW TO USE VIDEO in ARCHITECT'S ABM

Laura LEARN HOW!

Using Personalized Video to Boost Conversions

Using Video Analytics to Optimize Content Performance

Driving Demand with Interactive Video

Choose What is Most Important to You to Personalize Your Demo.

Title	Not Important	Somewhat Important	Very Important
Compliance	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-Service Portal	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Cloud Service Creation and Administration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy-Based Deployments and Scaling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cloud Governance and Control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CONTINUE

VIDYARD ♥ KEN

THE LEADING PAGE SESSIONS WITH OLI GARDNER

Episode 1: Five Hot Seconds

RECENT EPISODES

NEVER MISS AN EPISODE

FIRST NAME LAST NAME EMAIL

THANKS
FOR A GREAT YEAR



THANKS
CLAUDIA





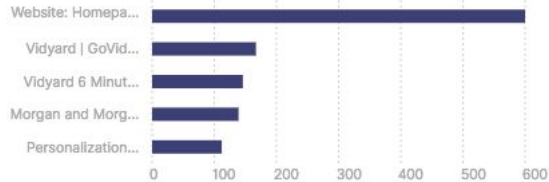
Power of a Great Story



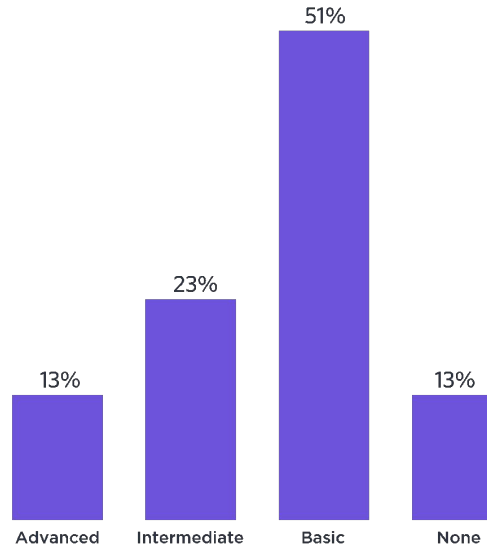
4

Analytics Used to Understand Video Performance, and Insights

Top Players by Video Views

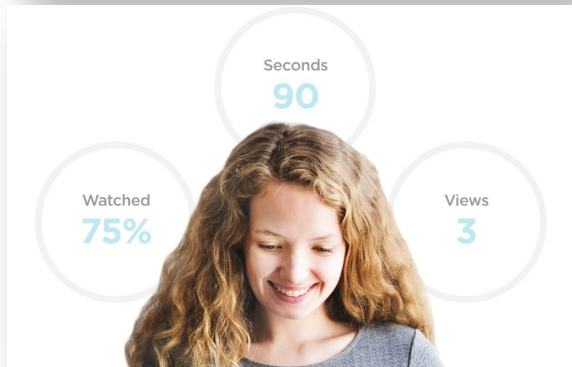


Video Content Effectiveness Measures in Use



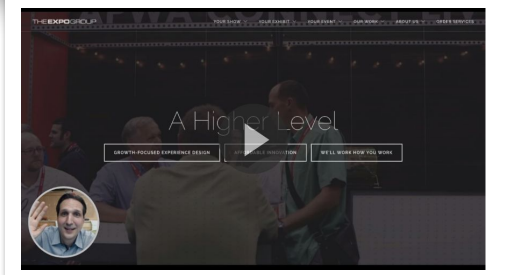
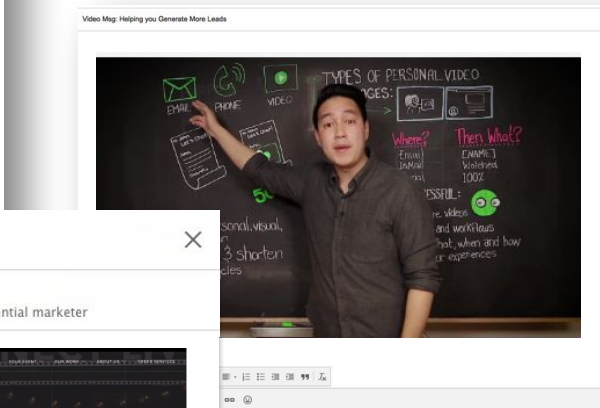
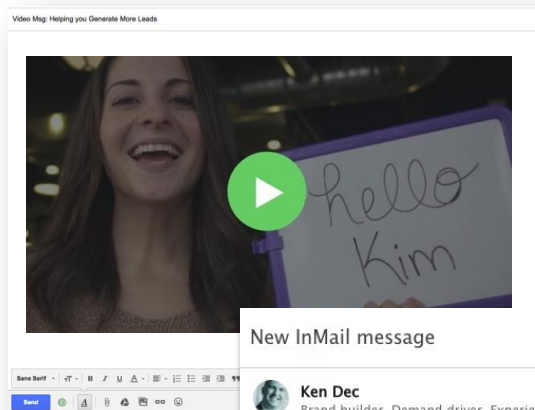
2x

Those using advanced analytics are twice as likely to report increasingly positive return on Video



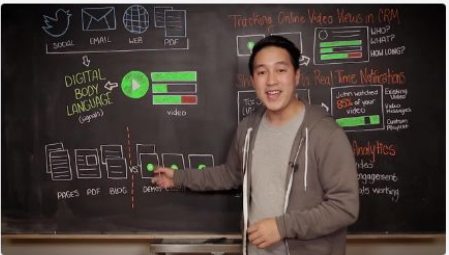
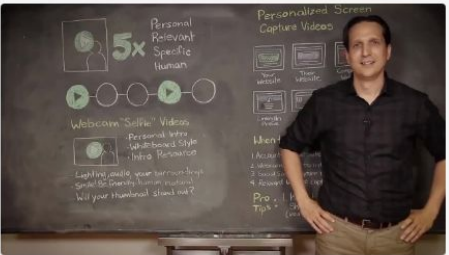
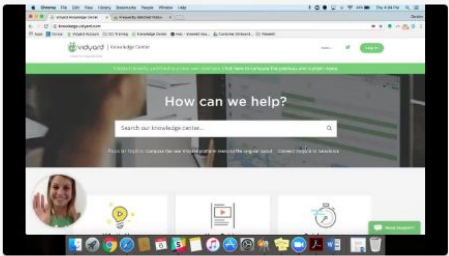
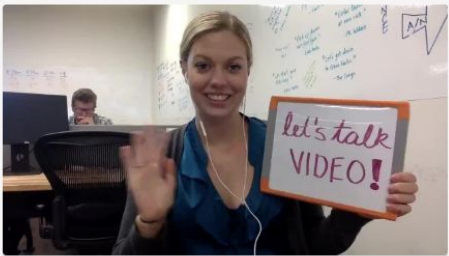
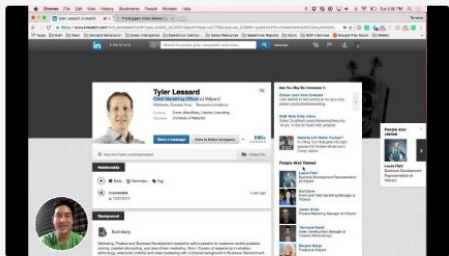
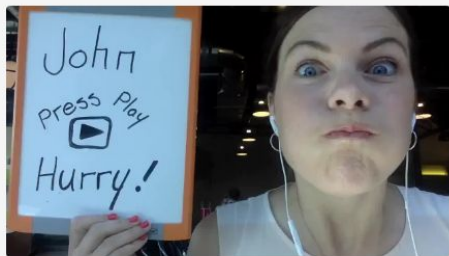
5

Video Emerges as Powerful Tool for one-to-one!



3x

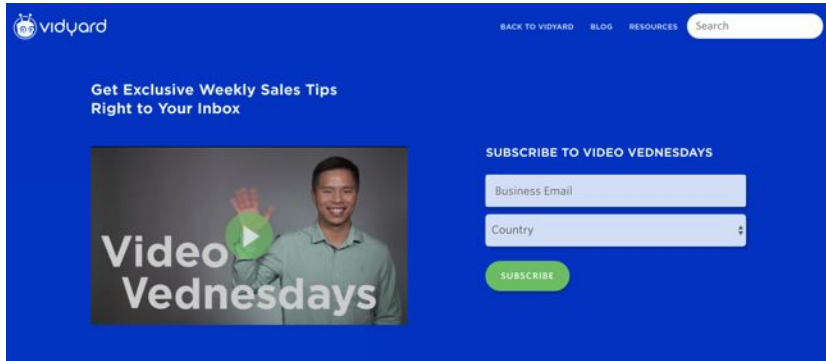
Higher response rates on personalized video messages



www.vidyard.com/free

Video is the next best thing to being there in person

BONUS: Rise of the Video Content Series



vidyard

BACK TO VIDYARD BLOG RESOURCES Search

Get Exclusive Weekly Sales Tips
Right to Your Inbox

Video Wednesdays

SUBSCRIBE TO VIDEO WEDNESDAYS

Business Email

Country

SUBSCRIBE




Using Personalized Video
to Boost Conversions

Chalk Talks

Check out our series of quick videos to help you learn about video marketing, video selling, and getting the most out of your existing video content.


and make you a true legend!

Modern Marketing Point of View




BLOG

You Can't Buy a Beer with a Marketing Qualified Lead Featuring Matt Heinz



BLOG


Are Things Changing in the World of Demand Generation? Featuring David Lewis




BLOG

How Are Things Changing in Sales Development? Featuring Trish Bertuzzi


Video Marketing



Using Personalized Video to Boost Conversions



Using Video Analytics to Optimize Content Performance



Driving Demand with Interactive Video

FORRESTER[®]

A Blueprint For Successful B2B Video Marketing

Drive Revenue And Buyers' Engagement With Effective Use Of Video

Video Is A Dynamic Way To Share Your Brand's Marketing Content

Video packs a lot of information into a small but eye-catching package. It can tell sophisticated product and brand stories simply and make complex topics easier to grasp. Video also humanizes B2B marketing messages and promotions in a way that other marketing tactics cannot.¹ While many B2B marketers are still experimenting with this medium, video offers a distinct customer engagement advantage for those marketers who use it to:

- › **Showcase their company's big ideas.** The human brain processes video 60,000 times faster than text.² Reading large blocks of text is the type of heavy lifting our visually oriented brains are
- › **Engage a new generation of buyers who prefer video and interactive content.** Millennials will make up a whopping 75% of the workforce by 2025.³ These digital natives will bring their
- › **Better connect to buyers' needs and motivations than through any other medium.** Marketers need to make a lasting impression to move buyers from awareness to choice. Our research shows emotions have a biological foundation in creating long-term memories.⁷ More than any

A Blueprint For Effectively Using Video In Your B2B Marketing

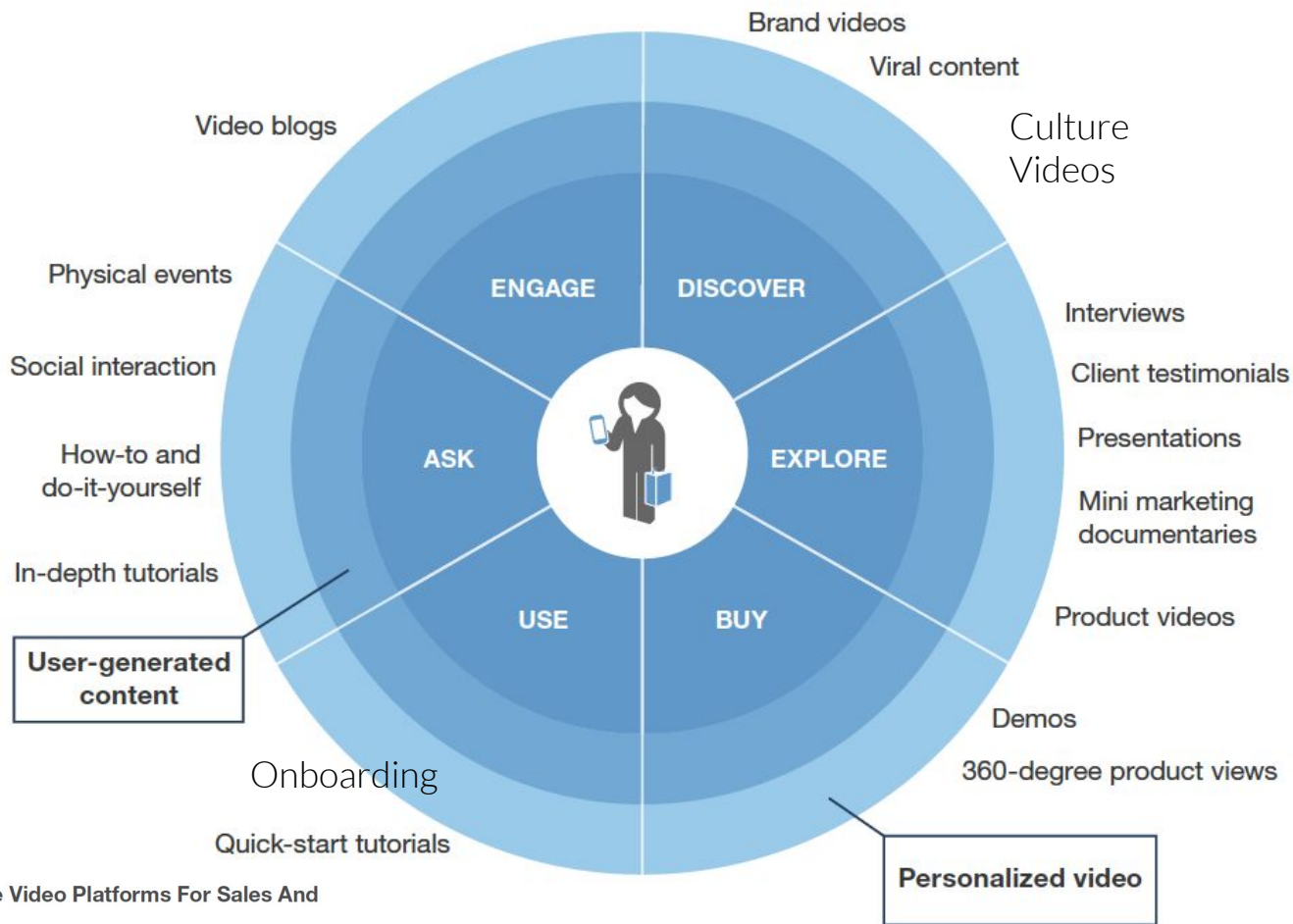
Step 1: Align Video Production To Customers' Needs Across Their Life Cycle

Step 2: Humanize Your Video Content By Establishing Empathy With Buyers

Step 3: Pick A Video Platform To Extend The Value Of Your Videos



Figure 1 Video Is Important At Each Stage Of The Customer Life Cycle



Powerfully Simple CTA: Video above the fold

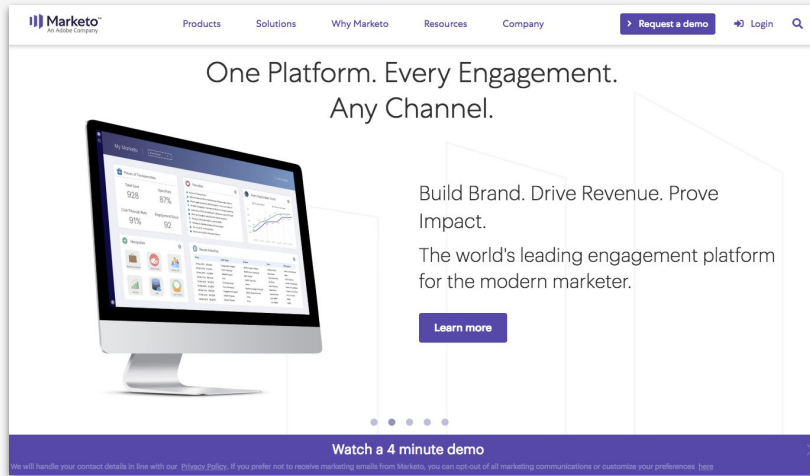
The screenshot shows the Marketo homepage. At the top, there is a navigation bar with links for Products, Solutions, Why Marketo, Resources, and Company. A 'Request a demo' button is visible in the top right. The main headline reads 'One Platform. Every Engagement. Any Channel.' Below this, a large video player is positioned above the fold, showing a computer monitor displaying the Marketo dashboard. To the right of the video, the text says 'Build Brand. Drive Revenue. Prove Impact. The world's leading engagement platform for the modern marketer.' A 'Learn more' button is located below this text. At the bottom of the page, there is a 'Watch a 4 minute demo' button and a small privacy policy notice.

www.marketo.com >> scroll down and look down!!

This screenshot shows a video player with a dark overlay. The text 'WATCH A 4 MINUTE DEMO' is centered over the video. Below it, a form is displayed with the following fields: 'First Name:', 'Last Name:', 'Email:', 'Company Name:', 'Country:' (with a dropdown menu showing 'Canada'), and 'Job Title:' (with a dropdown menu showing 'Select...'). A checkbox is present with the text 'Yes, I would like to receive information and offers from Marketo.' A 'Submit' button is located at the bottom right of the form. The background of the video shows two people looking at a laptop.

This screenshot shows a video player with a dark overlay. The text 'Watch An In-Depth Video Overview' is centered over the video. Below it, a 'WATCH NOW' button is displayed. The background of the video shows a dashboard with various charts and data points, including 'Account Score', 'People', 'Open Opportunities', 'Email Activity', and 'Web Activity'. The dashboard is for 'Acme' and shows various metrics and trends.

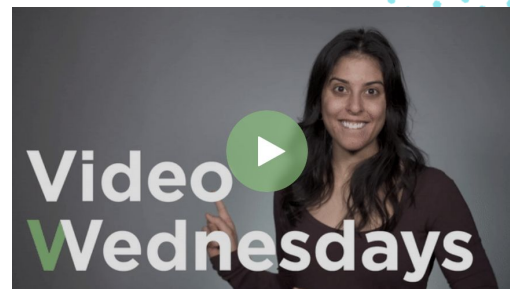
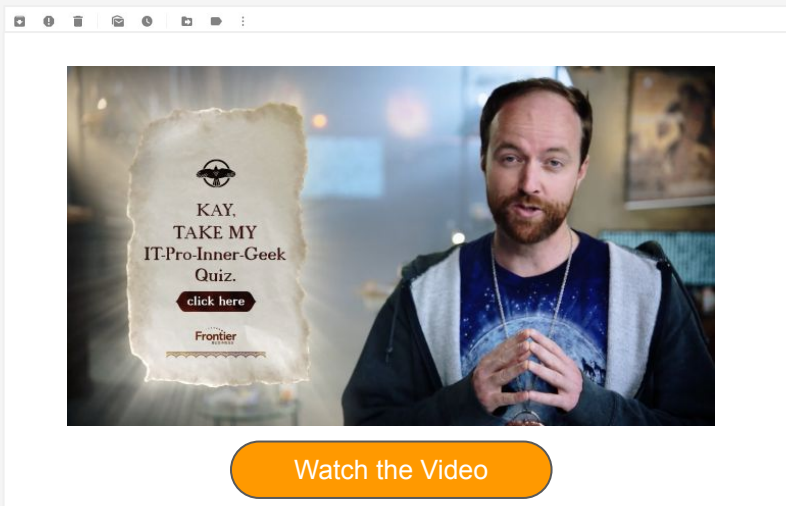
Powerfully Simple CTA: Video above the fold



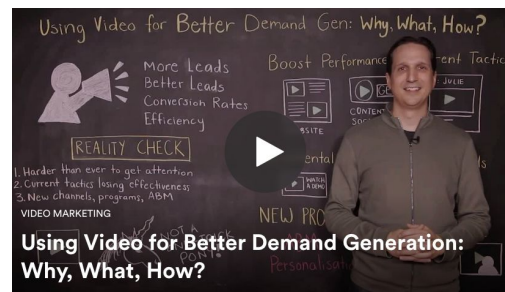
Pro Tips:

- Videos can be gated or ungated (with a strong post-watch CTA)
- Try explicitly referring to it as a “X-minute video” for perceived value
- Videos don’t need to be overly produced: keep it authentic
- Split into multiple segments for a better experience AND easier to update!
- Consider a video platform that helps you track engagement and trigger workflow actions

Level-Up Email Marketing: Video in Email



'Snackable' series and How-To's

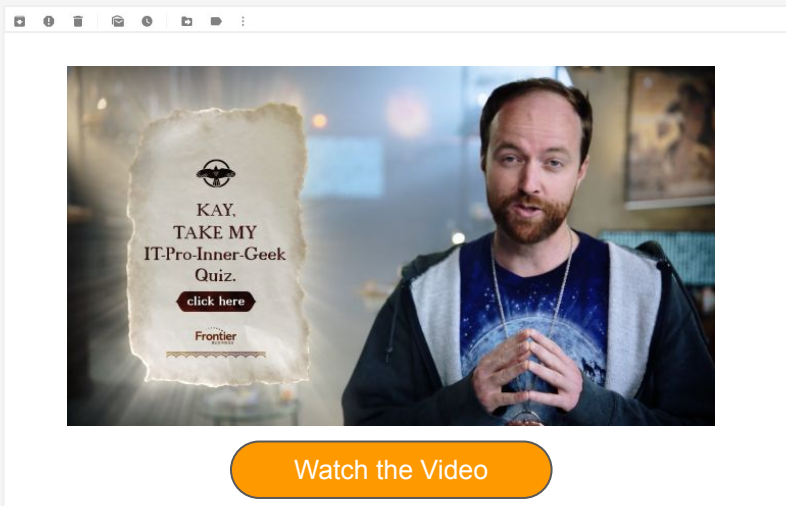


Educational deep dives



Customer stories and inspiration

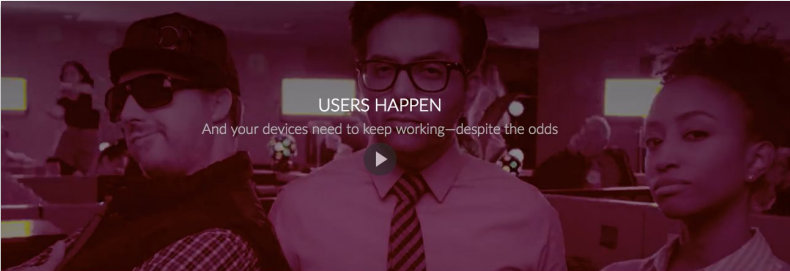
Level-Up Email Marketing: Video in Email



Pro Tips:

- Try using words like ‘Video’, ‘Watch’ and ‘See’ in your subject lines
- With shorter content, be explicit about length (‘watch this 2-minute video’)
- Consider **new** educational videos to support nurtures (keep it simple!)
- Consider ‘conversational’ videos with subject line “Video message from...”
- *Step it up with Personalized videos...*

Make the Big Ones Count: Hero Campaigns



USERS HAPPEN
And your devices need to keep working—despite the odds

She picked the wrong IT Team, on the wrong day.

I Fixed It: The New IT Anthem

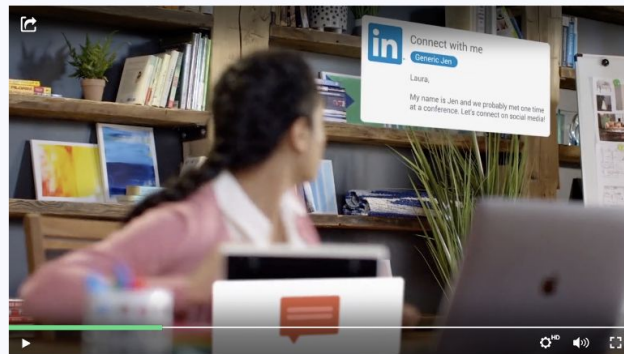
Enjoy this full-throttle music video from our overworked IT trio. Watch these IT MC's tell it like it is. When you're done, pass it along.

[Experience the Anthem >](#)

<https://solutions.lenovo.com/campaigns/users-happen-lenovo-can-help/>

Video for Hero Campaigns

Stop Interrupting, Start Connecting



So you want to captivate your audience and make a more personal connection? Then don't be a Bland Brian or Generic Jen. Whether you're in marketing or sales, take your content from interruptive to irresistible with the 4 E's of compelling content.

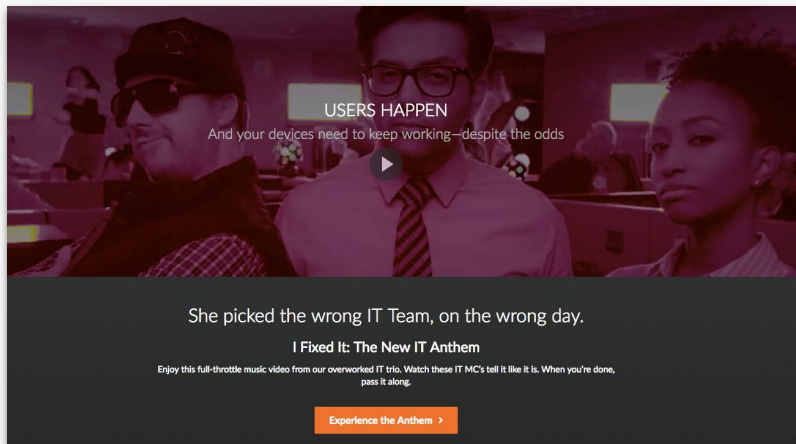
Check It

To help you create compelling content your audience will love, we've made a 4E's checklist. Download it today, print it out, and use it every time you create new content.

[Get Your Checklist](#)



Make the Big Ones Count: Hero Campaigns



<https://solutions.lenovo.com/campaigns/users-happen-lenovo-can-help/>

Video for Hero Campaigns

Pro Tips:

- Video can play either a starring or supporting role in hero campaigns
- Stand out, evoke an emotional response, relate to your audience in creative ways
- Keep the videos relatively short: 90 seconds or less, then drive to a CTA
- Consider *Personalized Video* to create a remarkable experience and boost CTR on hero campaigns by as much as 300%

www.vidyard.com/personalized



Answer the Big Question: [Topic] 101 Video



www.vidyard.com/chalk-talks

Video: The New Inbound

GORDIAN[®] Products Solutions Resources Events Company Login

Job Order Contracting 101

Four Part Video Series

ON DEMAND

4 PART VIDEO SERIES

Job Order Contracting 101

GORDIAN
Building knowledge

Whether you're tackling repairs, deferred maintenance, renovations or new construction, you face countless challenges. Construction procurement can be a lengthy and costly process. There are a variety of project delivery methods available and Job Order Contracting is an effective option. This educational video series will cover everything you need to know about Job Order Contracting and how it can help you complete more projects on time and on budget.

What You Will Learn:

- 1. What it is, how it works, the major benefits
- 2. How it compares and compliments other construction delivery methods
- 3. What to consider when deciding if it's the right method for you
- 4. Job Order Contracting success stories across the country
- 5. How to set-up and access a Job Order Contracting program

Complete the form below to register for this free video series.

First Name: *

Last Name: *

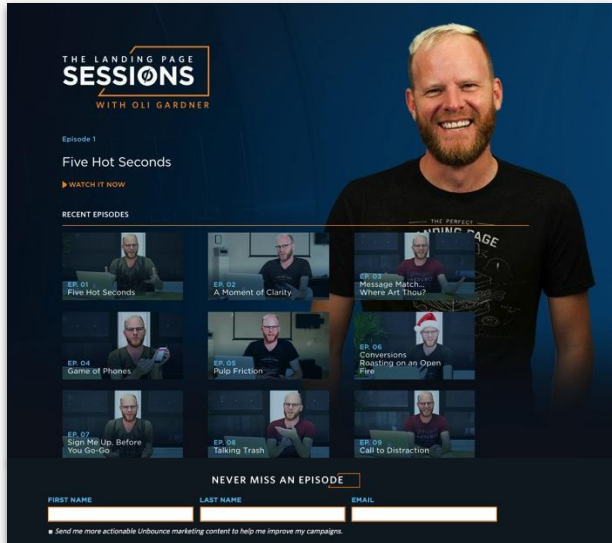
Email Address: *

Phone Number:

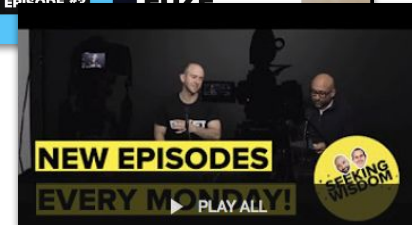
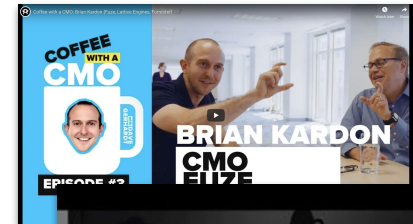
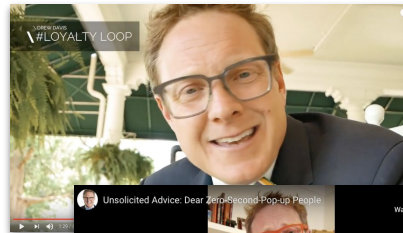
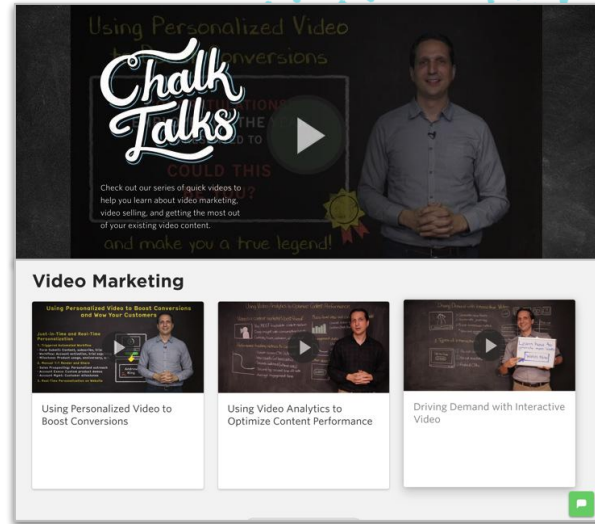
<https://www.gordian.com/resources/job-order-contracting-101-series/>



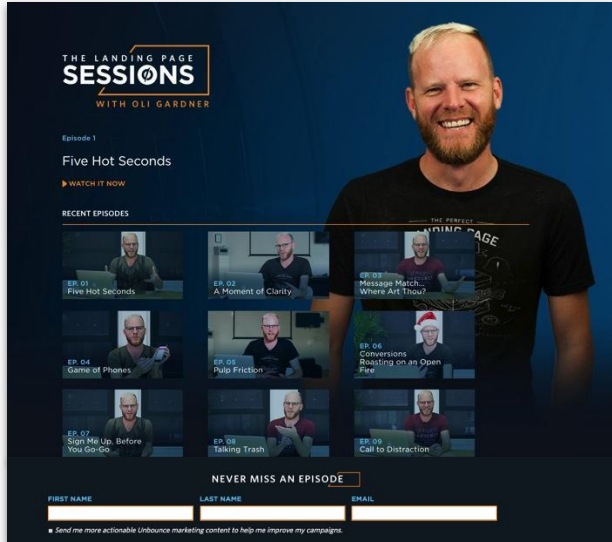
Build a Sense of Anticipation: Episodic Series



Video: The New Inbound



Build a Sense of Anticipation: Episodic Series

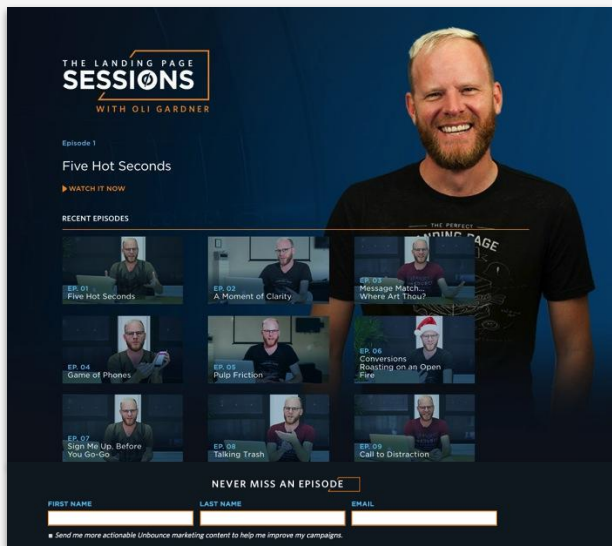


Video: The New Inbound

<https://www.thermofisher.com/us/en/home/brands/inspire/keep-seeking.html>



Build a Sense of Anticipation: Episodic Series

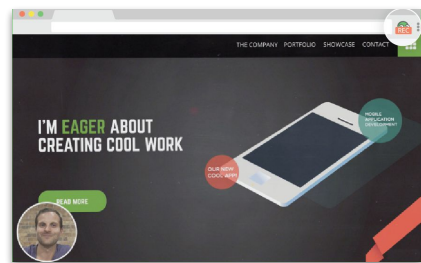
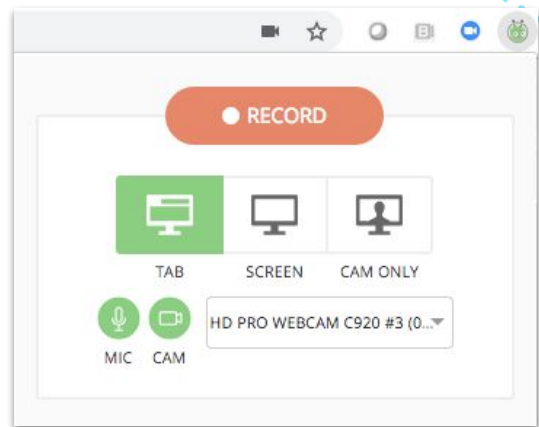
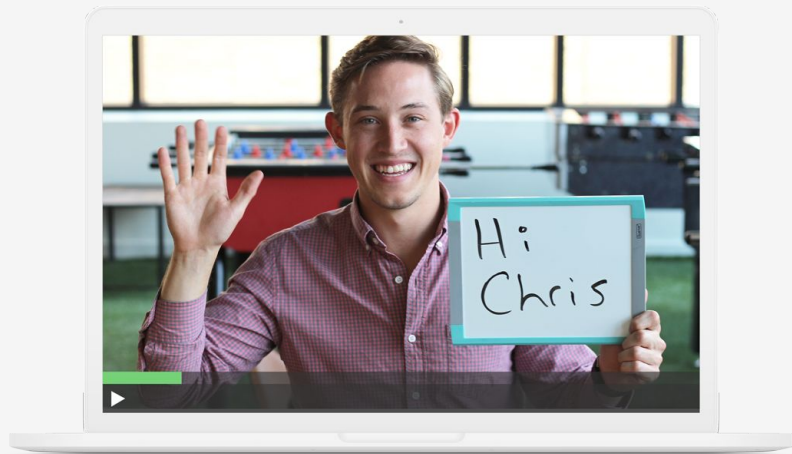


Video: The New Inbound

Pro Tips:

- Branded episodic series can elevate the success of each individual video
- More opportunities to 'productize and promote' >> promote the overall series, drive subscriptions, leverage on social
- Great content to fuel your blog, nurture programs, thought leadership

Personalizing with 1-to-1 Video



1-1 Personal Video

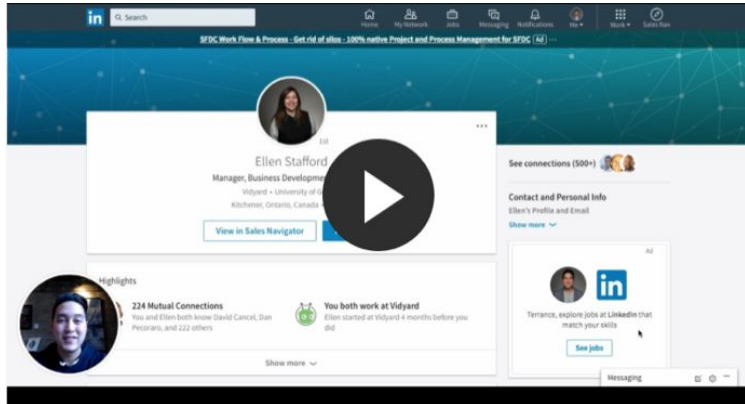


Personal Connection

- Thank you
- Call for volunteers
- 1:1 follow-up from event, meeting, etc.

How to Make it Work

- Make it SIMPLE
- Practice, test, standardize



6 Ways to Use Video Tomorrow Morning

1. **“Watch Now”** video(s) on your website >> more/better leads
2. **Video in Email:** Stories, how-to,
3. **Video for Hero Campaigns:** Consider personalized videos
4. **Video for Inbound:** “[Topic] 101” video or video series
5. **Episodic Video Series** for social, blog, etc.
6. **1-to-1 Video** to boost response rates