

# 2019 State Of Video & Interactive Content

B2B Content Creators Fuel Engagement & Generate  
Deeper Buyer Insights With Video, Interactive Formats

**DEMAND GEN**  
REPORT  
SPECIAL REPORT

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**86% of buyers prefer interactive content they can access on demand.**

**— DEMAND GEN REPORT**

## Introduction

Modern buyers who have grown accustomed to watching YouTube and Netflix in their consumer lives now expect the same visual experiences in B2B. Therefore, progressive companies such as OMI and SOC Telemed are incorporating video and interactive content throughout their sales funnel to meet prospect expectations.

Research from *Demand Gen Report* shows that 86% of buyers prefer interactive content they can access on demand and 80% say they will spend up to 20 minutes watching video content. To capture buyer attention and break through digital noise, B2B companies are reassessing their marketing strategy and focusing more on videos and interactive mediums to engage potential customers prior to them raising their hand.

“Research from Google shows that 75% of buyers already know who they want to work with before engaging with them,” said author and keynote speaker Andrew Davis, during a session at the recent Conex: The Context Experience event hosted by **Uberflip** in Toronto. “They’re very far down the buyer journey. They are asking, ‘do I see people like me? How did they solve a problem like ours? Is it from a company like ours?’”

A woman with curly hair and a man with glasses are looking at a tablet together. The woman is pointing at the screen while the man looks on. They appear to be in a professional setting, possibly a meeting or a collaborative work environment.

**80% of buyers say they will spend up to 20 minutes watching video content.**

**— DEMAND GEN REPORT**

While also addressing buyer expectations, video and interactive content better position brands to understand their prospective customers — providing deeper engagement and insights that can be used to refine marketing and sales messaging and offer relevant and contextual experiences.

In this special report, readers will learn:

- **The benefits** of creating interactive and video content;
- **How marketers can use video and interactive assets** to not only drive engagement, but also generate better buyer insights;
- **New approaches** for incorporating videos into your sales and marketing campaigns; and
- **How OMI incorporated video content** into its go-to-market strategy and increased engagement by more than 5X.

# Video & Interactive By The Numbers

**86%**

OF BUYERS PREFER INTERACTIVE CONTENT THEY CAN ACCESS ON DEMAND, COMPARED TO STATIC CONTENT FORMATS.

**80%**

OF BUYERS SAID THEY WILL SPEND UP TO 20 MINUTES WATCHING VIDEO CONTENT.

Source: Demand Gen Report's 2019 B2B Buyers Survey Report

**51%** OF BUYERS CONSIDER VIDEO CONTENT THE MOST VALUABLE TYPE OF CONTENT THEY CONSUMED DURING A PURCHASE DECISION, WHILE **48%** SAID INTERACTIVE CONTENT WAS THE MOST VALUABLE.



Source: Demand Gen Report's 2019 B2B Buyers Survey Report

**32%**

OF B2B COMPANIES ARE INCORPORATING VIDEO MESSAGING INTO THEIR NURTURE PROGRAMS.

Source: Demand Gen Report's 2019 Lead Nurturing & Acceleration Survey Report



# OMI Boosts Engagement 5X-6X Via 1:1 Video Strategy

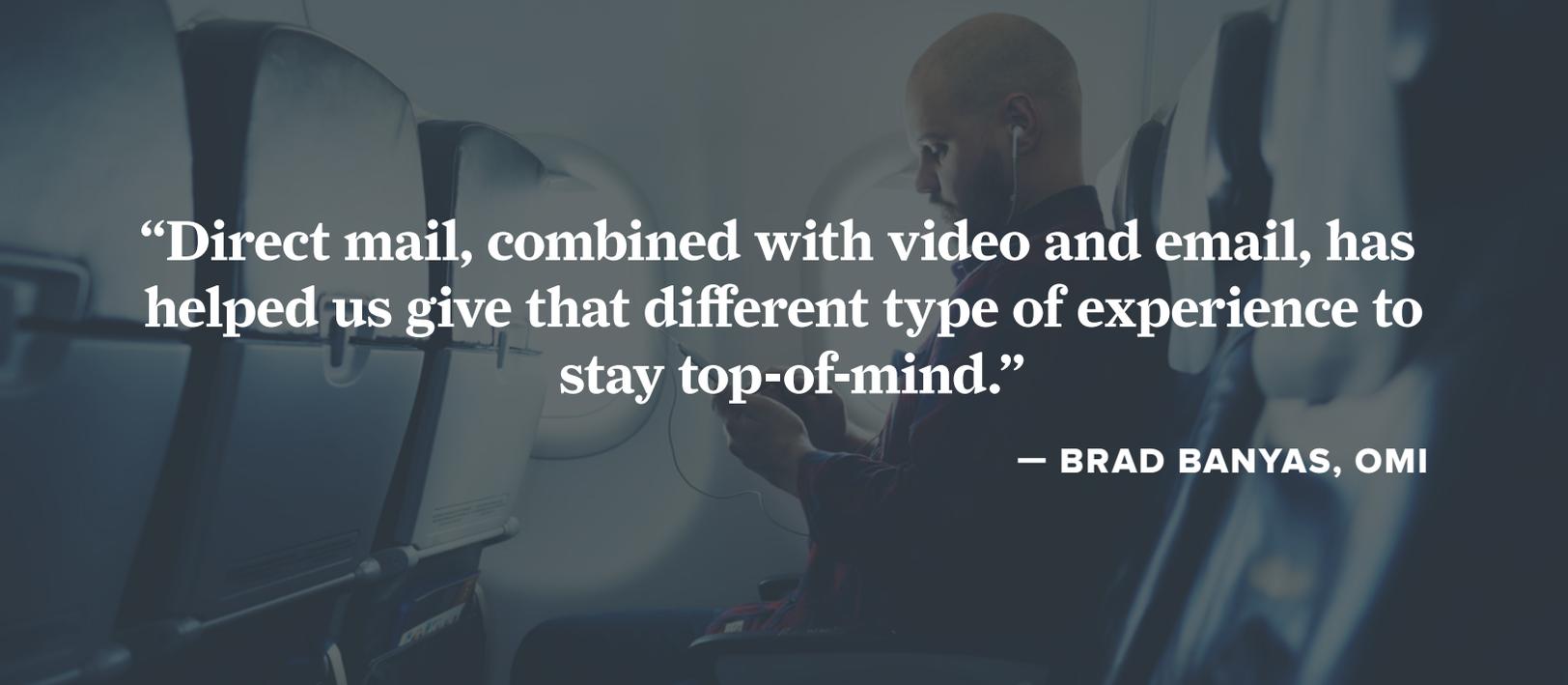
B2B businesses are coming to the realization that video and interactive content is no longer a luxury — it has become a preferred medium for buyers to easily consume information. **Outsource Management Inc.** (OMI), a cloud solutions provider and consultancy specializing in CRM, marketing automation and data analysis, has seen notable results utilizing video across a variety of channels and funnel stages to provide unique experiences to its customers.

The company made the decision to leverage video more in its go-to-market initiatives because OMI saw how it became the preferred medium across its target audience, according to Brad Banyas, Founder and CEO of OMI.

“We were really trying to get the voice of our customer out in different areas because we do a lot across the CRM and sales outreach areas,” Banyas said in an interview with *Demand Gen Report*. “So, it’s very important for us to be specific on whatever we were trying to promote, or story we were trying to tell.”

OMI partnered with Vidyard to better position its marketing and sales reps to incorporate video content into their daily activities. Banyas noted that initial customer testimonials filmed prior to onboarding Vidyard enabled the company to get up and running in 24 hours. The company saw early signs that video content offered OMI’s sales and marketing reps to easily incorporate the voice of their customers into outgoing messaging.

“Our sales team use [Vidyard] pretty regularly, like when they have a call and want to thank [prospects], for example,” Banyas said. “We’re looking to humanize our relationship beyond just email. So, I would say the majority of our company uses video daily for 1:1-type activities.”



“Direct mail, combined with video and email, has helped us give that different type of experience to stay top-of-mind.”

— BRAD BANYAS, OMI

OMI has seen notable success in leveraging video content through a variety of different channels and mediums, including in emails, landing pages and social posts. In one example, Banyas highlighted how the company’s sales reps use 1:1 videos to follow up with key accounts and prospects after sending them personalized direct mail gifts via **Rocket Notes**.

“If we’re trying to set appointments, or just got out of a meeting with a high-value account, our team can send a personal video through GoVideo [by Vidyard] to ensure they like their gift,” Banyas said. “That direct mail, combined with video and email, has helped us give that different type of experience to stay top-of-mind.”

Banyas noted that engagement with prospective accounts and stakeholders skyrocketed after incorporating Vidyard into the company’s go-to-market initiatives. **Specifically, OMI has seen a 5X-6X increase in engagement with email campaigns featuring video content.**

“It no longer has to be a \$20,000 production to shoot a video,” Banyas concluded. “We’re asking customers to literally record a quick testimonial on their phone. Incorporating those snippets into something like Vidyard is really simple.”



“Video and interactive content offer us the opportunity to actually do what we’ve been talking about for years, which is tracking actual engagements in our content and in our messaging.”

— TYLER LESSARD, VIDYARD

## Video, Interactive Content Driving Deeper Customer Insights

Customer insights are the key to successful B2B sales and marketing, which have uniquely positioned video and interactive content to engage with key accounts and prospects and acquire the information they need to create meaningful buying experiences.

“Video and interactive content offer us the opportunity to actually do what we’ve been talking about for years, which is tracking actual engagements in our content and in our messaging — as opposed to just clicks and downloads,” said Tyler Lessard, CMO of Vidyard, in an interview with *Demand Gen Report*.

For example, SOC Telemed recently **won a B2B Innovator Award** for their ability to incorporate interactive content into their new go-to-market initiatives at the height of a rebrand. After producing a foundational asset that described the company’s value propositions and updated the brand’s messaging strategy, SOC Telemed developed spin-off content from that asset that included interactive quizzes, pages and checklists. **Ultimately, the content helped fuel growth in qualified inbound leads by 100%.**

Due to the bingeing nature of video and interactive content, experts noted that practitioners are seeing more time being spent consuming these types of content versus static E-books and white papers. This ultimately positions companies to aggregate engagement signals that can be used to accelerate business decisions and fuel further campaigns.



**“Engaging video content teaches the audience to chase answers, and the pursuit of each of those answers builds the audience momentum.”**

**— ANDREW DAVIS**

“The difference between great videos and other content is that engaging video content teaches the audience to chase answers,” Davis said. “And the pursuit of each of those answers builds the audience momentum. And that’s what drives audience participation.”

Specifically, video and interactive content can enable businesses to collect detailed context on buyers’ needs and pain points, such as:

- **Uncovering stakeholders:** Analyzing the length of time spent watching a video or engaging with interactive elements in a piece of content can signal whether buyers are key decision makers within their buying group.
- **Intent signals:** Understanding video and interactive content engagement can also uncover signals of buying intent, positioning reps to promptly engage accounts that are in market; and
- **Funnel stage:** Depending on the length of time spent with content and the topics of interest, marketing and sales teams can better understand where in the sales funnel prospective customers currently reside.

“I think [understanding buyer engagement] is a key part to what we’re seeing marketers do now,” Lessard said. “It’s helping them be more effective, more efficient and ultimately gives sales reps more engaged leads faster than ever.”



**“We need to focus on a content experience, and this idea of experience gets into how we structure and organize our content.”**

**— RANDY FRISCH, UBERFLIP**

## Video, Interactive Better Enabling Customer Centricity

Experts agreed that video and interactive content better positions businesses to focus on customer stories and prospect needs versus the traditional, product-centric messaging of the B2B past.

“We need to focus on a content experience, and this idea of experience gets into how we structure and organize our content,” said Randy Frisch, CEO of Uberflip, in an interview with *Demand Gen Report*.

Customer use cases and testimonials, for example, are some of the most often-used types of video content. This is because it enables companies to provide a unique perspective of their brand that isn't necessarily coming directly from the vendor. Research from *Demand Gen Report* shows that 88% of B2B buyers agree that they want more customer case studies and testimonials in the content they consume.

Experts concluded that incorporating video content into the customer case study format better positions companies to add the voice of the customer into their marketing and sales messaging, which can ultimately lead to a more genuine customer relationship. Also, this puts buyers in a situation where more questions are being raised — which in turn keeps them engaged with the brand raising the questions.

“The ‘Curiosity Gap’ is the void between what we know and what we want to know,” Davis said. “The suspense that is created within that gap is what keeps buyers engaged and looking to ask more questions.”



**“I tell people to start small, and really think about the story they’re trying to get across to their customer.”**

**— BRAD BANYAS, OMI**

## Conclusion: Going Beyond One-Offs For Streamlined Video, Interactive Production

Much like any other marketing or sales tactic, experts noted that companies cannot use interactive and video content for its own sake. During the content production phase, teams must ensure that the subject matter fits the medium.

“I tell people to start small, and really think about the story they’re trying to get across to their customer,” Banyas said.

This also prevents teams from producing “one-off” video and interactive assets and better positions teams to streamline how these types of content can be pre-planned in content calendars.

“We often hear, ‘Oh, well, video is for our one big brand campaign of the year, or it’s our homepage video,’” Lessard said. “But marketers are starting to realize that video is a powerful medium to communicate their message, to create an authentic relationship with their audience and to earn trust.”

With today’s mobile capabilities, as well as webcam capabilities, sales and marketing teams are well positioned to produce consistent content with minimal impact on budget. This allows video content to be leveraged throughout the sales funnel to offer a 1:1 experience with potential customers.

“With the ability to produce videos so quickly now, and the expectations of our audience to focus more on getting raw, true emotion rather than high-production value, there is an area for B2B companies to play with these mediums,” Frisch said.

## Additional Resources



Vidyard is the new generation video platform for business. Going beyond video hosting and management, Vidyard helps businesses drive greater engagement in their video content, track the viewing activities of each individual viewer, and turn those views into action. Global leaders such as Honeywell, McKesson, Lenovo, LinkedIn, Cision, TD Ameritrade, Citibank, MongoDB and Sharp rely on Vidyard to power their video content strategies and turn viewers into customers.

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*Demand Gen Report* is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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