



# STATE OF AUDIO/ VIDEO MARKETING

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Strategizing, Repurposing & Personalizing  
Immersive Content To Stand Out In An  
Oversaturated Landscape

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# INTRODUCTION

Video and audio content have both benefited the marketing industry in countless ways. Instead of consumers staring at a dull landing page, sound and visuals paved the way for the future of marketing, creating engaging experiences that tap into buyers' senses to create a deeper emotional understanding of the information at hand.

*Demand Gen Report's "2021 Channel/Partner Marketing Benchmark Survey"* showed that more than 53% of marketers use video content to engage buyers and partners across various channels. As buyers continue to get flooded with too much content, video and audio assets — when done right — can help organizations stand out from the oversaturated landscape to close deals faster. The key is to make it authentic and valuable.

"With more than 4 million podcast RSS feeds in podcast players today, it's easy to assume that the podcast bubble is bursting," said [Devin McDonnell](#), Founder and Executive Producer of [Devenio Podcasts](#), a broadcasting and media production company. "I wholeheartedly disagree and feel like we have come to a really interesting point of innovation where we are starting to see an intersection between podcasts, video, live streaming and live/virtual events."

This report will highlight the latest trends in video/audio marketing and the steps marketers are taking to enhance their current strategies, including:

- How to repurpose video/audio content to grow brands;
- The different channels marketers are using to orchestrate video/audio marketing strategies;
- How to leverage video/audio content for sales engagements;
- The benefits video and audio content have over static competitors;
- Why personalized content makes all the difference; and
- Use case examples of video/audio content done right.



## REPURPOSING & DISTRIBUTING VIDEO ACROSS ALL CHANNELS TO DRIVE ENGAGEMENT

Video is a business-building power tool for gaining new customers, retaining old ones and creating brand awareness. In fact, video was the **No. 1 way consumers** discovered a brand they purchased, while campaigns with video see 34% higher conversion rates and 84% of people who bought a product said they were convinced to buy after watching a video.

The content distributed can be top of its game, but it's nothing without the right outlet. Marketers simply want to receive the best possible return on all their posts. So, how do they decide which channel is best suited for their marketing campaign?

"We have a video first mindset, so most of our content starts as a video and then we transcribe, create various social video 'teaser' assets, blog posts and just text-based assets," said **Christina Kay**, VP of Marketing at **ResellerRatings**, an online ratings site. "We also have a learning library that is pulled from various Loom videos and then put together in Journey to create a library of assets to work from in one streamlined journey. All these videos can be easily made into TikToks, YouTube Shorts and Reels with the transcript of the video being the foundation of the actual prompts or voiceovers."

Furthermore, [Forbes research](#) showed that viewers retain 95% of a message when they watch it on video, compared to 10% when reading it in a text. The increase in click-through rates with video is as high as 96% and videos are shared 1200% more than links and text combined.

In 2020, videos and phone calls became the sole way to connect with one another during the pandemic and their necessity still stands years later. With individuals still working remotely or via hybrid models, video demand and consumption have escalated to new heights. Marketers have seen this change in demand and come up with new ways to use video/audio to their advantage.

“Video is the best medium to tell your story and to create demand,” said [Hooman Javidan-Nejad](#), Director of Performance Marketing at [MNTN](#), a Connected TV advertising platform, during his session at the [B2B Sales & Marketing Exchange](#). “Video assets can be used across all digital channels. We use different versions of our ads on all the news channels, including LinkedIn, Facebook, Twitter, we even launched on TikTok, Snapchat, everywhere.”

People are watching more video online than ever before — [HubSpot reported YouTube](#) to be the most widely-used platform, leveraged by 88% of video marketers — with a considerable gap to the next widely-used, which is LinkedIn Video.

“We use videos a lot to reach our audience on Connected TV advertising and promote our webinars, so it’s a core part of our content strategy,” added Javidan-Nejad. “It’s not just about reaching our audience on Connected TV; it’s also creating an integrated, consistent experience across all the digital channels.”

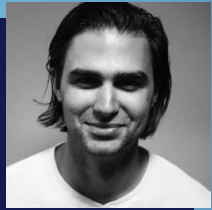
## **Case In Point:**

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MNTN launched its spiciest advertisement yet, titled “[Steve-O Demos – The Hottest Software In TV](#),” which showcased MNTN’s Chief Creative Officer, Ryan Reynolds, along with comedian, Steve-O, who ate a Carolina Reaper Pepper. Reynolds challenged Steve-O to eat one of the hottest chili peppers in the world before he set up his own Connected TV Ad.

The idea of the advertisement was to prove how MNTN makes launching ads so simple that it can be done while undergoing the unbearable spices of a Carolina Reaper. The YouTube video received 20,000 likes, more than 1,000 comments and nearly 3,000,000 views.





# IMPLEMENTING VIDEO MARKETING INTO YOUR MARKETING STRATEGY IS ESSENTIAL: HERE'S WHY

With Lucas Loeffler, CEO & Founder at QuickFrame

The *Demand Gen Report* team sat down with Lucas Loeffler, CEO & Founder of MNTN's latest acquisition [QuickFrame](#), an original video creation platform that built a network of thousands of creators and streamlined the process of producing video ads for thousands of clients across the market. Throughout the exclusive interview, Loeffler spoke in-depth about the importance of video marketing and how companies can leverage it to elevate their current business strategy.

## ***Demand Gen Report: What are some of the key trends in the video marketing space?***

**Lucas Loeffler:** Augmented reality (AR) has been a huge trend that's innovated a large swath of video marketing. This goes beyond just using a Snapchat filter for a brand awareness campaign; AR can be applied to other immersive experiences, such as virtual 'try-ons' that let someone digitally place clothes and other items on their body in real-time.

The biggest trend you are most likely already aware of is the myriad of platforms cloning the TikTok experience. Social channels have seen what TikTok is doing and want to steal that spotlight for themselves. What this has inadvertently done is unify the native experiences of these TikTok adjacent channels into a singular creative style. The native video-first experience means you can create content for TikTok and easily distribute it to other video-first channels, like YouTube Shorts, and the video will still feel native to the platform.

## ***DGR: What channels or platforms should marketers focus on when strategizing where they distribute their video content?***

**Loeffler:** TikTok has amassed billions of diverse global users, while at the same time Connected TV (CTV) has made considerable gains over linear TV to become a new top contender for consumer attention. But when strategizing where you should distribute your content, don't focus on the individual channels/platforms — focus on your audience. Undoubtedly, you have customer personas for anyone who may benefit from your product, so use those to create a map of where your audiences are across the internet and then use that map as the basis for your distribution strategy.



***DGR: Is producing ad campaigns for streaming services a smart move for B2B marketers?***

**Loeffler:** Absolutely. While TV in general hasn't traditionally been a channel that B2B marketers have leveraged, if the last two years have taught us anything about streaming, it's that everybody streams, from your marketing interns to your C-Suite teams. That means your message can still land with your intended audience on streaming services, even if it isn't in a traditional B2B channel.

Also, CTV has audience targeting capabilities akin to search and social, which means you can directly target your ideal audiences, allowing you to spend your budgets more wisely instead of wasting impressions on audiences who may not be interested — or the right fit — for your brand. If you feel that you aren't getting the expected results from your traditional B2B marketing channels, now may be the time to test out CTV and see if you can generate better results.

***DGR: How can marketers personalize their video content to generate more engagement?***

**Loeffler:** You have to consider personalization as you write your creative brief. If you want to create videos that are personalized or targeted toward families, single parents and married couples, include that in the brief prior to production to ensure that you get all the footage you need for your entire campaign all at once. This allows you to edit multiple personalized videos and deploy them to separate channels dependent upon your goals.

The simplest way way, however, is to just not skimp on branding. Including your name or logo within the first few seconds of the ad is ideal. Think of it like this: Users swipe away from content fast, so you want to include your logo at the very beginning so they can see your name before viewing the next video in their feed.

***DGR: What advice would you give marketers looking to get started with leveraging video in their marketing strategies?***

**Loeffler:** Start small and scale up. Creative endeavors can be overwhelming, especially if you've never felt overly creative. Your ad doesn't need to be Super Bowl quality to make a Super Bowl level of impact. There are numerous cost-efficient solutions to producing ads, like UGC-style or customer testimonials. See what your team's bandwidth can withstand and then go from there.

Dip into your available data to give yourself a starting place on what has already resonated with your audience. Look at static image performance from past campaigns to see what visual cues your audience is more interested in seeing. Review past blog or email campaign performances to discern what style of copy you should write your script in. Even if you don't have data from video marketing campaigns, it doesn't mean you don't have data that can inform your video marketing campaigns.



# RIDING THE CURRENT PODCAST WAVE

Podcasts have bulldozed the industry and are still proving to be a fan favorite. According to [Demand Sage](#), there are 383.7 million podcast listeners globally and it is predicted that there will be around 424 million podcast listeners worldwide by the end of 2022.

"As live events have returned, it doesn't look like remote work and virtual events are going anywhere," said Devenio Podcasts' McDonnell. "Organizations have acknowledged the extended reach virtual events have given them and are infusing virtual alongside their live events. Because of this, it's easier than ever to capture content and repurpose it for podcasts and videos throughout the year. We've seen a ton of clients use this strategy, developing ongoing podcast series centered around their event, which has kept their audiences engaged with their brand throughout the year in-between shows."

More information from [Demand Sage](#) stated that 41% of people in the U.S. tune into a podcast every month and 28% do it weekly. As per a report by [Insider Intelligence](#), around 144 million people in the U.S. listen to a podcast every month. Whether a person is driving in their car or listening on their smartphones, podcasts are one of few marketing assets that can transport anywhere.

"We just launched our podcast, 'The Trust Factor,' which is recorded in Riverside with video and audio," added Kay. "From there, we create about eight other pieces of content (audio, video and text). We are a small team, so having the ability to be resourceful is important, as well as being able to adapt the content for various audiences and mediums."

## Case In Point:

[Mission Produce](#) is the global leader in the worldwide avocado business. Mission's monthly podcast called, "[For the Love of Avocados](#)," focuses on all things avocados by interviewing expert guests on big topics affecting the produce industry. Mission created its podcast to answer burning questions while bringing together health experts, athletes, business leaders, entrepreneurs, farmers and other industry experts in dynamic and informative interviews.

Since its launch in February 2021, "For the Love of Avocados," has published 16 episodes and grown from 400 listens in the premiere episode to the most popular receiving more than 5,000 listens an episode.

# HOW TEAMVIEWER ACHIEVED 150% MORE VIDEO PRODUCTION

TeamViewer, a remote access and remote-control computer software, primarily focused on tutorial videos to ease the onboarding process for customers when rolling out new features. But it soon realized that video had infinitely more potential to reach customers by providing content to different parts of the funnel to nurture them to purchase.

## The Challenge

Initially, the company thought YouTube was a simple and cost-effective way to publish content, but — like many other free products — TeamViewer quickly ran into major issues. China is a major growth market for TeamViewer, so it wanted to ensure it was using a video system with a content distribution network (CDN) that had access to China. The company soon found out that its videos in mainland China were blocked because they had YouTube embeds. With video being such a major part of TeamViewer's marketing efforts, this meant the company couldn't effectively reach a market that demanded more of its focus.

Additionally, web content and web development are run separately. Since video content takes a long time to produce, every day is crucial to the content team. But at the same time, the web development team works in biweekly sprints for their agile planning, so they need the video at the start of their sprint to work it into their plans. However, that wasn't possible with YouTube because the content team couldn't swap the video out on their own without the web development team helping. TeamViewer also needed to give its content team autonomy so they weren't dependent on the web development team every time they had to make a video change. Additionally, the company needed to have a video for each new feature it released so its customers could better understand the product and get the most out of it.





## The Solution

TeamViewer turned to [Vidyard](#), an online video platform, as it solved all the issues TeamViewer faced with YouTube and other video players. After implementing the Vidyard platform, TeamViewer feels it finally has true autonomy with its video content.

Now, when the company has a new website coming up, part of the requirements package for the web development team is a placeholder embed code that they get from Vidyard. At that point, it's all the information they need to start on their sprint, so they're no longer causing a bottleneck for their team — and they gain two additional weeks to work on their videos in the process.

With that time, TeamViewer adds either two weeks of production time to every video or simply creates more content.

## The Results

Every year, TeamViewer releases new features and wants to ensure every new feature is accompanied by rich media content. For example, when TeamViewer 12 was released last year, eight of the 24 new features had some sort of tutorial video or little feature commercial for it. The team produced another eight videos after the release to add into that mix, so 16 of 24. With Vidyard in TeamViewer's arsenal, it was able to go live with 25 feature videos for 25 features.

Specific results TeamViewer saw after implementing Vidyard's platform include:

- A 150% increase in the volume of work it's been able to create with the same amount of staff, time and energy;
- Decreased upload time from four hours to five minutes;
- A three-week reduction in subtitle translation time; and
- No longer needing to encode its videos.





## DRIVING AUTHORITY & INCREASING REACH VIA SOCIAL MEDIA

Generally, companies that are utilizing video and audio content have an obvious advantage over their static competitors. Video-based businesses tend to generate more engagement compared to those who rely heavily on white papers and blogs as their primary marketing resource.

"If you have a solid CRM, then serve the videos aligned with various property fields so the prospect/customer gets the information aligned with them and their pain points," said Kay. "I am seeing more and more video libraries versus blogs. Written words will never die but talking and using in-time videos is going to drive more engagement and authority."

Social channels provide companies with unlimited amount of marketing and the ability to reach an audience at any capacity. **According to WSI**, there are more than 3 billion active social media users worldwide, so it's important for marketers to have a clear understanding of how to engage with the different audiences they're trying to target for effective social media strategies.

Another benefit to social media is responding in real time to potential prospects by answering their comments, sharing their posts or asking for customer feedback. This allows marketers to switch their strategy with the click of a button based on customer opinion.

According to *Demand Gen Report's "2022 B2B Buyer Behavior Survey Report,"* "social media is an increasingly important resource that easily bleeds over into the relevance of marketing, as it's a key channel for advertisers." Luckily, the survey found that 71% of marketers noticed ads and, of that percentage, more than a third (38%) indicated that the advertisements positively influenced their view of the brand.

"Social media has been, and always will be, the best way to increase reach with audio and video content," said McDonnell. "The key is identifying and encapsulating a 'Why do I care?' moment from your long-form content and creating a short, 20-30 second clip to use on social media accounts. Audio and video grams are perfect for this as you can build short clips, complete with animated transcriptions, and use those to capture interest on social feeds, driving new audiences to engage with your longer-form content."

## **Case In Point:**

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Christina Kay from ResellerRatings provided multiple examples where video/audio content exceeded her expectations. The first example being a text over B-roll video, which performed well on [ResellerRatings' TikTok page](#). The company saw an increase to landing pages from this page based on referral addresses and the video reached 350 likes and nearly 10,000 views.

Another example was from [Kay's personal TikTok](#) account, which started many offline conversations from a catchy video. The video saw almost 3,000 views, 25 comments and nearly 50 likes, and it stirred up plenty of outreach.

Lastly, an example from the [ResellerRatings team](#) included several intro videos, so new customers could get to know the employees. The videos resulted in 10X more meetings booked than a basic email version.



## CONCLUSION

It's evident that video and audio content remains supreme above many other revenue sources. Whether you're a Millennial, Gen Z or a Baby Boomer, everyone can all agree that video and audio content can be useful and, of course entertaining. Television, podcasts, TikToks, radio... all these streaming platforms are relevant in today's society and therefore to B2B marketing.

"B2B marketing doesn't have to be boring anymore," stated Hooman. "It doesn't have to be about downloading this white paper or capturing an email address. It's about reaching your audience in a meaningful, engaging way and addressing their pain points. It's about positioning your solution and providing a way that they will understand how to solve those pain points."

McDonnell added, "Adding audio and video content to your marketing strategy can seem overwhelming at first, but it really doesn't have to be. It's just another channel that can be leveraged to deliver repurposed content from assets you're already producing. With the technology we have available now, you don't need to be an audio or video engineer to get started and you can get yourself set up easily on a budget of any size. If you're always keeping your audience persona top-of-mind and structuring your content to satisfy the natural storytellers in all of us, you'll be set up for success."



MNTN builds advertising software for brands to drive measurable conversions, revenue, site visits and more through the power of television. MNTN Performance TV is the world's first and only Connected TV advertising platform optimized for direct-response marketing goals. It redefines what advertisers can do with television, giving them the power to tie performance directly to their TV campaigns.

We believe television belongs right alongside paid search and social in advertisers' direct-response marketing strategies. That's why we applied our experience in building performance marketing software to create an ad platform that combines the precision of digital with the impact of television.

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Vidyard is the video platform that helps businesses drive revenue through the strategic use of online video. Going beyond video hosting and management, we help businesses connect with more viewers through interactive and personalized video experiences, learn powerful insights on their viewing audience, turn insights into action with enterprise integrations, and prove the impact of their video programs.

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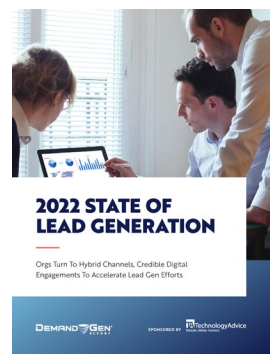




2021 ABM  
Benchmark Survey



2022 Demand  
Generation Benchmark  
Survey



2022 State of  
Lead Generation



*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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