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STATE OF AUDIO/ VIDEO MARKETING

B2B Companies Unleash A New Era
Of Storytelling & Business Growth



INTRODUCTION

As the digital landscape expands, B2B marketers are leveraging the power of audio and video (A/V) content to forge deeper connections, cultivate brand loyalty and drive unprecedented growth. In fact, **89% of marketers** plan to increase their audio content utilization in the coming year, while 70% consider video the most effective medium for conversions. Embracing the dynamic A/V duo empowers businesses to captivate audiences and achieve remarkable results.

B2B enterprises are skillfully crafting captivating narratives that simplify complex solutions into easily digestible content. As the barrier of entry gets lower for effective audio and video marketing, practitioners are leveraging the mediums to share industry insights, thought leadership and case studies by leveraging podcasts, audiobooks, webinars and video outreach.

"I've been in marketing long enough to remember when getting on television meant spending hundreds of thousands of dollars on media, and a similar number just to build the creative," said Matt Collins, Director of Product Marketing for connected TV performance platform **MNTN** and video creation platform **QuickFrame**. "But due to the advancements of technology, advertisers can get into TV with relatively low test budgets that are very similar to those of a paid social campaign. As a result, they're able to get meaningful test signals back and figure out how to best grow in the medium."

As marketers refine their audio and video strategies to inform and convert buyers, this report will delve into the present landscape of B2B audio and video marketing. Supported by expert testimonials and insightful analysis, our focus will revolve around the following key topics:

- How AI-powered personalization is elevating the audio and video marketing landscape by tailoring content to individual preferences and needs;
- How to wield social media platforms, streaming services and video-sharing platforms in tandem to amplify the reach and impact of campaigns;
- The best strategies to ensure that audio/video content is optimized for search engines and social media, as well as targeted to the right audiences; and
- The tools and technologies needed to expand or get started with audio and video marketing.



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FULFILLING BUYER DEMANDS FOR A/V CONTENT

B2B organizations are increasingly recognizing the power of A/V content to engage buyers and deliver their messages effectively. With the rise of platforms like YouTube, podcasts, webinars and even smart TVs, **40% of buyers** now prefer audio/video content and have come to expect more immersive and interactive experiences when researching and making purchasing decisions. However, there are a few challenges deterring marketers from incorporating A/V content into the business mix.

“Many people struggle with understanding how to integrate A/V content into their overall strategy, track its success and measure its return on investment,” said Devin McDonnell, Founder of **Devenio Podcasts**, a podcast production company. “Additionally, there are challenges in producing high-quality audio or video content and determining the necessary equipment. However, more businesses are recognizing the importance of content marketing and the need to overcome these challenges.”

B2B organizations are investing in A/V content production and distribution strategies to fulfill these demands. Practitioners are beginning to realize that a well-produced video or podcast can convey complex information concisely and engagingly, capturing the attention of busy professionals and leaving a lasting impression. Additionally, A/V content allows businesses to showcase their products or services in action, demonstrating their value and differentiating themselves from competitors.

“Brands need to find the distinctiveness that allows them to be memorable,” said Collins. “When customers are making purchasing decisions and drawing up their short list of brands to consider, they’re more likely to remember companies that stood out authentically. That could mean the content was funny, silly, irreverent, serious or even dramatic — just as long as its distinct.”

There are a variety of unique ways companies are incorporating A/V content into their marketing repertoire, such as:

- Educational webinars;
- Video testimonials; and
- Podcasts.

“While podcasts can serve as top-of-funnel content for brand awareness, they can also be used strategically to drive conversions and generate leads,” McDonnell added. “For example, businesses can create podcasts centered around specific events to generate excitement and direct listeners to their website for registration. This results in bottom-funnel conversions.”

Social media platforms are another avenue where B2B organizations are fulfilling buyer demands for A/V content. Platforms like LinkedIn, Twitter and Instagram provide opportunities to share videos, podcast snippets and other visually appealing content.

“Social media is 90% of the way I learn today,” said Nick Bennett, Chief Customer Officer and Co-founder of marketing firm [TACK GTM](#). “Between LinkedIn, YouTube and TikTok, you would be surprised how much you can be taught on stuff if you want to learn.”

“Brands need to find the distinctiveness that allows them to be memorable.”

MATT COLLINS, MNTN



AI DOESN'T TAKE RISKS — BUT MARKETERS DO.

By Matt Collins, MNTN

Generative AI is one of the most discussed topics today. It's exciting, certainly, making us feel like we're inching closer to some futuristic movie version of tomorrow.

But its emergence has justifiably raised the alarm about the future of marketing jobs — especially creative ones. "Will the machines replace humans?" industry headlines hyperbolically demanded.

The short answer? Not likely.

The long answer? Gen AI isn't a replacement; it's a tool marketers can use to create work more effectively and streamline the creative process.

I want to share a couple ways marketers can use AI to augment — for example — the video production process. Not a creative yourself? Using generative AI applications will illustrate how and why the human touch is still the essential element that makes AI tools effective for marketing and advertising.

1.

Brainstorming Concepts

As any writer knows, there's nothing more nerve-wracking than a blank page. But programs such as ChatGPT can fill the blank page to get you started with something in a flash. Conversational tools like this have revolutionized the speed in which we can come up with new ideas. Now, with a few text prompts, we can easily generate a list of ideas to use as conceptual starting points or apply them as writing partners to help work out the story beats and narrative arcs.



2.

Generating Storyboards

Visual AI tools, such as DALL-E 2, can create an almost instant visualization of what's in a marketer's head. Often these tools produce wildly captivating images that can be used as a source of inspiration for marketers with a less-than-artistic eye, and to better collaborate with visual artists or communicate creative direction to other teams.

3.

Don't Let The Machines Take All The Credit

In and of itself, using AI tools can feel like risk-taking. But let's not mix up who is really taking the risks here. Why are AI-generated art and text so captivating? It's not because the programs themselves are brilliant — it's the creative person who told the AI what to create (not to mention the creative people from whose artworks these tools learn in the first place). The "risk" we sense isn't born organically from AI. The true spark comes from the creatives who used the program — and how they used it.

In other words, AI doesn't take the risks — marketers do. And that's what makes the clever, creative people on your team so irreplaceable.





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POWERING THE ENTIRE CUSTOMER LIFECYCLE WITH A/V CONTENT

In the ever-evolving business landscape, A/V content has evolved from simply a branding tool to an essential component in driving the entire customer lifecycle. From attracting prospects to nurturing leads, closing deals and retaining customers, A/V content plays a vital role at every stage.

“For most of TV’s more than 80 years of existence, it’s been a top-of-funnel branding and awareness play,” said Collins. “There’s still room for that purpose in the marketing toolbox, but connected TV features the same digital plumbing and wiring that powers digital, social and mobile, so it can also be used as a performance play.”

With that in mind, A/V content can be leveraged for retention, cross-sell and upsell initiatives. Organizations can drive additional revenue from their existing customer base by showcasing new features, upgrades and complementary products through visually captivating content.

“I’ve seen podcasts leveraged for account-based marketing (ABM) strategies,” McDonnell said. “Interviews with executives from dormant or target accounts help build relationships and potentially convert them into active clients.”

A/V content has transcended the realm of branding and has become a driving force throughout the entire customer lifecycle. From attracting prospects to nurturing leads, closing deals and retaining customers, A/V content empowers B2B organizations to engage, educate and delight their audience at every stage. By harnessing the power of video, audio and other visual mediums, organizations can create a seamless and impactful customer experience that drives growth and success.



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LEVERAGING EMERGING TECHNOLOGY TO REVISUALIZE A/V CONTENT AS A CHANNEL

As organizations recognize the power of A/V content in driving the customer lifecycle, they are also seeking ways to measure its effectiveness and connect engagement with tangible outcomes.

"The challenge always lies in determining the purpose and revenue generation of the podcast," said McDonnell. "In the past, tracking and measuring podcast success was often overlooked, and it was seen as a casual endeavor rather than integrated into marketing initiatives. Fortunately, new technologies have emerged that enable us to track attribution and integrate podcasts into overall marketing strategies."

By viewing the podcast as a channel rather than just individual content pieces, marketers can align the content with key assets and drive traffic to them. "This shift in mindset allows for better tracking, attribution and ROI measurement," McDonnell concluded.

Luckily, there are several emerging technologies that offer exciting opportunities to track and analyze A/V content engagement, allowing organizations to gain valuable insights and optimize their strategies for maximum impact. For example:

- Advanced analytics tools can help organizations dive deeper into the data surrounding A/V content engagement by analyzing video views, watch time, drop-off rates and audience demographics;
- AI algorithms can automatically transcribe videos, identify keywords and extract valuable insights from the content to help organizations quickly realize trends, sentiments and key themes; and
- Machine learning algorithms can analyze viewer data and recommend personalized content recommendations.

On the video advertisement side, Collins added that those campaigns are best measured by their outcomes. He continued that practitioners can determine how many website visits a campaign generated and the return on ad spend.

"It's a bit harder because we can't tap or click something on our TV screen," Collins said. "Having a measurement approach for video is critical to define a plausible position in the space. Your outcomes are the most surefire way of judging a campaign's effectiveness."

"Fortunately, new technologies have emerged that enable us to track attribution."

DEVIN MCDONNELL, DEVENIO PODCASTS



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CONCLUSION

Audio-visual content has revolutionized storytelling, unlocking a new dimension of engagement. With the advent of emerging technologies such as advanced analytics, AI, interactive elements and personalization, businesses can create compelling A/V content and measure its impact and effectiveness.

These technologies offer insights into viewer behavior, preferences and engagement, empowering organizations to refine their strategies, optimize viewer experience and drive meaningful outcomes.

"You no longer need to whip out spreadsheets and bring in data scientists to unpack your campaign insights and come up with recommendations to improve performance," Collins said. "There are platforms and technologies that automate those processes, which allows marketers to spend more time customizing their campaigns and delivering an authentic, creative experience focused on their target audience."



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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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 multichannel demand generation efforts.

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