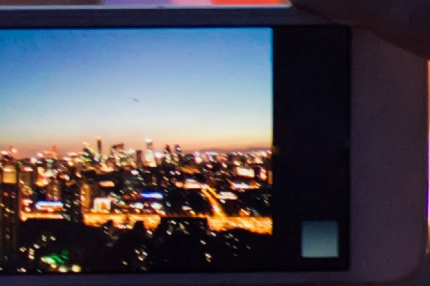


Strategic video for Technology



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Introduction

Technology companies are competing to redefine how we live and work — and then to become indispensable in the future they've helped create.

It's a time of great opportunity, but in a competitive and increasingly commoditised market, the stakes have never been higher. Marketers are under pressure to deliver results, and with busy workloads the task of producing quality video can seem daunting.

What do these opportunities mean for technology organisations, and their communication strategies?

Although the industries that use technology to their advantage are already making good use of video (such as retail and media), it's often surprising how technology companies themselves aren't maximising its potential. Many organisations are producing video content without a strategy; and even if they have one, competitors are everywhere, leading to a constant need to develop better video content and take it to the next level.

With new production and distribution tools readily available, now is the time for those companies willing to make video a key component of their communication strategy to use highly targeted data-driven video campaigns and generate fantastic results.

We believe that any technology organisation looking to differentiate themselves and increase revenue will be deploying video content in a way that is intelligent, well-planned, with the highest standards of production, and using the latest data and analytics tools to guarantee results.

In this Ebook, we present eight reasons why strategic video is so important for technology organisations, and the types of video proven to be particularly effective.

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Differentiate with thought leadership

At the heart of technology is problem solving. Every product and service is designed and built to meet a need, so it's a powerful marketing tactic to demonstrate an understanding of the problem that the solution resolves.

Thought leadership content provides evidence of expertise, which is key when converting leads. Along with performance, many technology companies claim to have superior knowledge over their competitors, but it's working to put that knowledge into action that benefits clients and sets companies apart.

Not only is there value in showing that you appreciate your customer's concerns, it's also worthwhile showing the fantastic support that users can access to enable them to make the most of their investment.

High quality video content is an ideal way to show — rather than just tell — what makes your organisation different. It can boost the company's profile and show the support team applying their abilities, giving the audience yet another reason to buy from you.



Video: Thought Leadership content



Strengthen your online presence

While having a website is now a standard, it's no longer enough to just drive traffic and (hopefully) distinguish who you are from the competition. Companies need to publish content, and it needs to be produced in a way that ensures it's relevant — and going to be seen and shared.

This requires a strategy and an understanding of Search Engine Optimisation (SEO). Since Google Panda launched in 2011, Google (currently the world's most used search engine) has prioritised websites by the quality and trustworthiness of their content, so it's essential to invest in video that is not only technically sharp, but also tells a compelling (and accurate) story.

Using a mixture of content such as video, infographics and blog posts will not only provide clients with insights they want to read and share, it will also boost your company's online profile — attracting target clients and generating leads.



Video is now ubiquitous

As a medium, video is only going to become more integral to the online experience. Data from Cisco predicts that by 2022, online videos will make up more than 82% of all consumer internet traffic — 15 times higher than in 2017.

This is partly because video is such a flexible medium. Bandwidth has become less of a barrier to playback; certain platforms such as [TwentyThree](#) now offer interactivity, which means that video can perform like a web page — directing traffic to landing pages, downloading important documents, or capturing personal details.

As the boundary between video and web design blurs, video will become a key part of the user experience of your brand. They will expect to be able to watch content to find out information — or have the option to, at least. Will you be offering it to them?

Data from Cisco predicts that by 2022, online videos will make up more than 82% of all consumer internet traffic.





Video is cost-effective

Video content can be quickly and easily repurposed, repackaged, and republished.

For example, one wide-ranging interview filmed in a morning with a senior executive can be re-edited into shorter interview pieces that can be published regularly over the following six months.

Video advertising — which includes production, distribution, and measurement — is also becoming an increasingly popular alternative to PPC because of the savings it provides. One global technology company we work with reduced their cost-per-click by 75% using video, delivering better results, better engagement, and ultimately an improved ROI.

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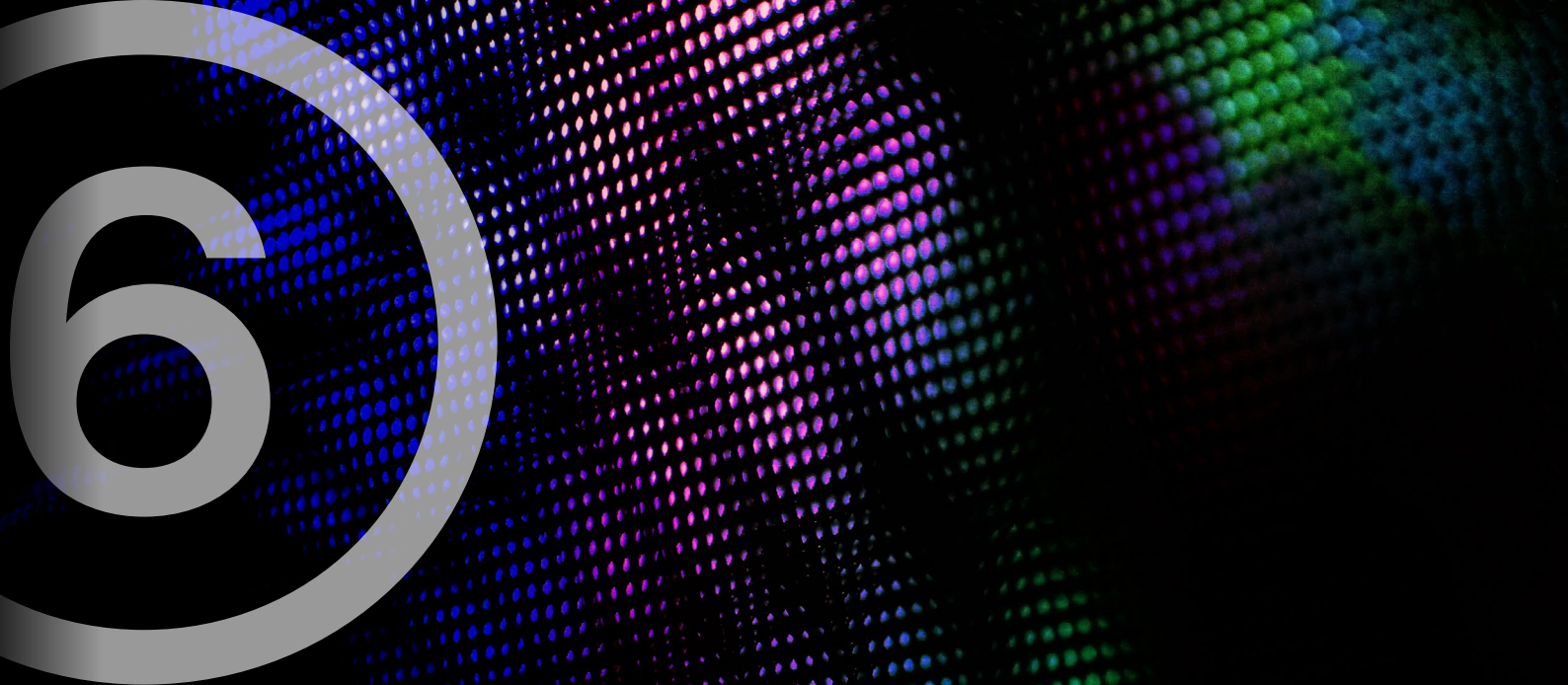
Keep up with competitors

As video becomes integral to people's expectations of how information is presented online, more companies are investing in creating their own content to meet this demand.

The [Forrester Digital Maturity Model 4.0](#) outlines four progressive profiles of organisations going through the digital transformation: sceptic, adopter, collaborator, and differentiator.

In a survey of global marketing decision makers, the majority of business services fell into the collaborator category (39%) — those who are teaming up with colleagues and partners to use digital to create a competitive advantage.

The next, most advanced stage is differentiator, which is where digital communications plays a definitive part in an organisation's identity; think Amazon, Apple, Google, etc. Business services lead the way in this group ahead of financial services, manufacturing and retail. It's fair to say that as more technology companies invest in digital communications to gain a competitive edge, the requirement becomes increasingly urgent for those companies with a slower adoption strategy; video is demonstrably a key component of that change.



Get personal

The majority of buyers are keen to see content that speaks to them and their industry. A survey by DemandGen found that:

- **75% of B2B buyers want website content that's directly relevant to them**
- **66% rank industry-specific content as very important**

The worry here is that marketers who are targeting several audiences will have to produce more content to satisfy everyone; a big demand given challenges with time and budget.

The task may seem daunting, but video content is straightforward to repurpose and produce on scale to a high-standard — if you work with the right partner. Proper planning at every stage of production will lead to content that can:

- be personalised to your audience
- show understanding of pain points
- present a solution
- generate leads

Also, although technology is all about de-personalising processes in the name of efficiency, human relationships are still crucial to its success. Organisations need to ensure their customers are successful in using their technologies, so whether it's product support or a customer story, there is no substitute for video to show the personal touch behind the product.



Video is trackable

In order to measure ROI, clear goals and metrics must be set at the beginning and measured throughout. These might include driving brand awareness and interest, or helping the audience to accomplish its goals.

A key question to ask at the beginning of any video project is, what will success look like? From here, you can set objectives and KPIs to measure the performance of your content. Whatever the metric, views are not enough; actions taken after a view and changes in audience behaviour are far more important.

Those 'best-in-class' organisations that use video think about it as a medium-to-long-term enterprise. Set objectives and select instruments to measure performance. From here, you can iterate and tweak the content until it starts delivering better results. Learn from your successes and failures, then use this insight to develop future content.

Compared to other mediums, video can be highly targeted and easily tracked with analytics, right down to job title, location, device, and browser that the viewer is using. There's also a wealth of tools online to help benchmark your efforts against others in your industry — all of which can help guarantee results from your video content.

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Future-proof your organisation

The spread of 'digital natives', the ever-expanding group of young people who have grown up with technology, is only going to increase.

Their expectations of their employer and, more importantly, the people they choose to work with, are going to be different from those currently in senior decision-making roles.

John Palfrey, author of the book *Born Digital*, observed that millennials - or 'digital natives' - who have grown up surrounded by technology will have a different approach to relationships and how they access information. If a digital native wants to find something out, there's probably a video explaining it. Google reports that 91% of smartphone users turn to their devices to help them finish a task.

In order to avoid disjointed efforts and a lack of accountability to deliver results, organisations need to invest in a defined medium to long-term strategy for creating high-quality video content — not only to attract and retain talent, but also to establish a foundation for winning new clients and achieving growth.



Video content: what works?

Brand film

What makes your technology solution stand out? How do you differentiate yourself in the market place? A strong brand film helps provoke an emotional response from your audience, allowing you to outline your culture, ethos, and values — all important when gaining a prospect's trust.

Product video

With every new technology, users need to learn how to use it in order to make it part of their lives. A product demo will introduce your innovative solution, highlight the intuitive user experience, and explain how it can benefit your clients.

Internal communications

Video is a quick and powerful solution for internal comms, allowing messages to reach your internal audience on any device and in any location, and providing easy measurement of employee engagement levels. This is particularly useful for organisations with a remote workforce.

Customer stories

What better way to demonstrate success than hearing from your happiest clients? Customer stories (or case studies) are an incredibly successful way of communicating your brand — and genuine contributions from your clients add credibility and authenticity to the message.



Brian's Buto: Product video

Customer questions

Customers and prospects want to feel reassured that they're making the right buying decisions and have a clear understanding of how it will benefit them. FAQ video content is a powerful and memorable way of showing how your products and services work, such as available support and data security. It provides a level of transparency and accountability that is the basis of any long-term productive relationship.

UGC

For many companies, user-generated content is an appropriate part of the video strategy. UGC is low-cost, encourages buy-in from your team, and can have an air of 'authenticity'. It's also ideal for reacting quickly to industry reports and internal announcements — no need to wait for the crew to arrive when your smartphone is close by. However, to prevent the exercise becoming a false economy, it does require the right equipment, training on how to use it properly, and a well-organised operation behind it.

Event filming

Events represent a large financial and time investment. A highlights film can capture the best moments and the biggest talent from the day, providing great content to use afterwards and maximizing your return. Another option is to use dynamic content such as animations and motion graphics throughout the day to invigorate the event.

Thought leadership

A great way of attracting new clients and reassuring existing ones is to be thought leaders in your field. This can take many forms, from educational animations about customer pain points, to topical commentary about the latest developments in your sector. Clever video content like this can really boost your search rankings, and generate loyalty by providing regular contact with customers.

ESG/CSR

ESG/CSR is an important part of any serious business strategy and one of the easiest to promote. Because of the focus on people, ethics and the environment, it lends itself to storytelling and engaging video content. ESG/CSR videos show your company giving back to the community — getting out of the office and humanising your brand.

Recruitment

The recruitment market is competitive and talent is hard to find, particularly if you're not a household brand. A short film highlighting your employee benefits and inclusive workplace culture can be a powerful tool in persuading the best people to join your team to enable it to grow.



[ClearScore: Customer Stories](#)



[Thomsons Online Benefits: Recruitment](#)

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