

Tapping the Potential of Rich Media for B-to-B Marketing

Digital Clarity Group Brief

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May 2013

Highlights

- Rich media can cut through the competitive clutter and reach B2B buyers at the top of the funnel.
- Investing in video content can boost SEO and drive greater online engagement before and after the sale.
- When evaluating CMS, CRM or marketing automation solutions, organizations should look for vendors with a clear mobile, social, and rich media vision.



Introduction

As organizations look to harness the full potential of social and mobile channels and data in their customer engagement plans, one question dogs even the most well thought out strategy: *will they notice?*

Consumers have never been more distracted, with new social options, second screen apps, and networked devices.¹ For B-to-B organizations looking to reach buyers and influencers at the top of the funnel, the challenge is ever greater: how to cut through the competitive haze and reach buyers even before they indicate their intend to buy your product.

This is where rich media like online video offers a solution. This Digital Clarity Group Brief highlights key reasons why B-to-B marketers should be aggressively investing in video capabilities and content, where they should focus, and what they can do today to get started.

The Case for Video Content

Over the past several years a number of key developments in Social TV, inbound marketing, and web content management have set the stage for a rich media revolution and new thinking about the potential of video. First, rich media isn't just for consumer brands anymore. In fact, research from Aberdeen presented at the 2013 *Inbound Marketing Summit* highlights the benefits of using video and virtual events to engage B-to-B buyers.² Second, video content is becoming essential to inbound marketing and an effective SEO strategy. Why? Consider these facts I shared in my own keynote at IMS:

- Videos are 50x more likely to be on Google's 1st page
- People stay on websites 5x longer with video
- Product videos make consumers 85% more likely to buy³

What does this mean?

First, brands need to think like broadcasters (or at least like news organizations). This means developing and delivering regular, multi-part features, exploring 'talk-show' type formats vs. traditional corporate video, and recruiting analysts or other industry personalities as co-hosts or commentators to tap their expertise and social graph. Of course this is exactly what Digital Clarity Group has been doing via the CMS-Connected show produced with Falcon Software on The Pulse Network.⁴

Second, get to know YouTube. The capabilities being added to YouTube for making online videos more interactive, promoting content, and even hosting live events is impressive. Yes, there's a lot of noise, but if you think of YouTube as your launch pad for testing and reaching targeted audiences via Adword campaigns AND feeding your SEO, you will realize it's quickly becoming an essential business tool as much as a consumer video channel.

Third, less is more. Short-form video (less than 3 minutes), video blogs and rich media infographics are a great way to engage B-to-B buyers and executives. On the consumer front, innovative brands are thinking mobile first, and making second screen apps their first priority. Even better, videos creation can be structured so one shoot produces multiple segments, which can each be post-produced into formats for YouTube, Facebook, podcasts, etc.

What You Can Do Today

Great customer engagement relies on creating the most compelling content, and delivering it on the right channel – at the right time. Which is why the future of Web content management is rich, and the future of CRM is social. And why both are coming together. Organizations can get ahead of this curve if they:

- Map out a plan to combine insights from social campaigns, Web analytics and transactional data to create *rich buyer* personas. For example, we could use Facebook Connect on our e-commerce site to pull in social preferences and tie them to purchase trends, or create enhanced social profiles on our Facebook brand page by monitoring participation in certain campaigns and then asking for/attaching an email address or other contact info to track back to non-social channels.
- Identify internal content experts, connectors and producers for each persona. Each has a unique role to play as we prepare and deliver the right content or offer for each persona (tailored for the channel). That content has to be either created (by experts) or curated/gathered (by connectors or those in their social graph), and then packaged/delivered (by producers) in the right format to create awareness, interest and conversions.
- Identify partners who can streamline content delivery. Pick a CMS / marketing automation vendor with a clear mobile, social and rich media vision to deliver the right content to each audience, and support the roles above. Also, look to syndication partners to seed views on featured clips (users are more apt to watch and share videos that already have a number of views!), grow your audience, explore new personas, and create scale in content delivery.
- Align your content creation with demand on emerging channels (informed by the first point). Of course this is an iterative process, since the more content you present, the more you can watch interactions with it – the content conversations – which gives us more data points, which informs the mix of new content and offers, which generates more insights and so on...
- Finally, cutting-edge analytics can make all this even more interesting! Explore small data tools and techniques to harness the power of big data in bite size pieces, and facilitate delivery of just the right content, insights and answers on target channels.⁵



References and Further Reading

- 1 “Study: Young Consumers Switch Media 27 Times An Hour,” Advertising Age, April 9, 2012.
- 2 Learn more about this IMS event at: <http://www.inboundmarketingsummit.com/new-york>.
- 3 Video stats from Forrester, DigiDay, and InternetRetailer articles.
- 4 See the latest episode of CMS-Connected: <http://www.cms-connected.com>.
- 5 “These Smart, Social Apps Bring Big Data Down to Size,” Forbes.com, October 30, 2012.



About DCG

Digital Clarity Group

Digital Clarity Group helps business leaders navigate digital transformation by providing clear, actionable advice across four themes: Consumer Engagement, the Social Enterprise, Innovative Change, and Adaptive Technology. The firm provides research, consulting, events and advisory services and provides exclusive perspectives and downloadable *Insight Papers* at <http://digitalclaritygroup.com>.

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