

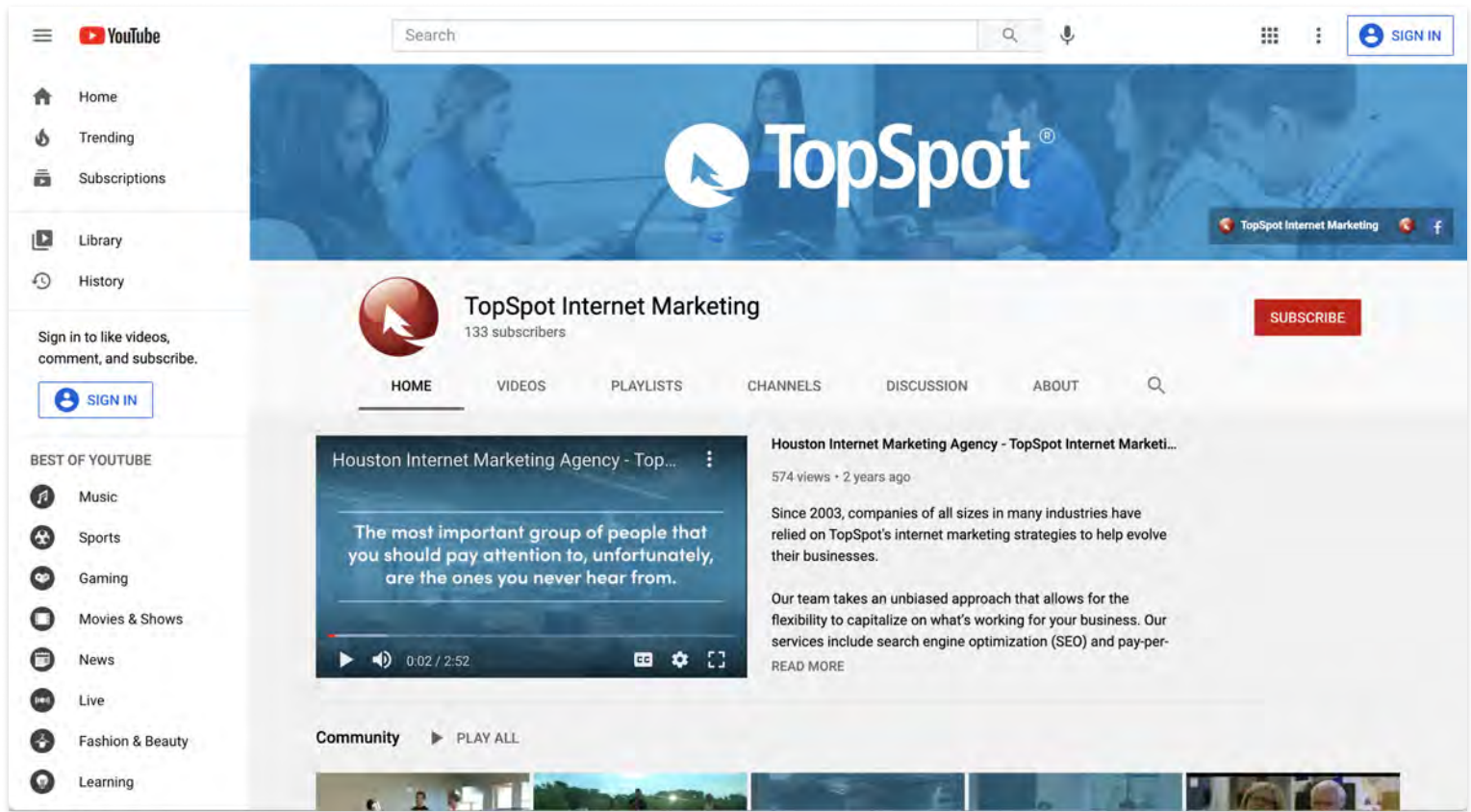
Your B2B Video Strategy Checklist

Video is the fastest-growing form of online content as more people use videos to find and understand needed information. Including video content in your digital marketing plans can set you apart by showcasing your business, educating your potential customers and assisting your sales team.

Not sure where to start? Here are the four types of videos your business should have to be competitive in today's landscape.

84% of People Say That They've Been Convinced to Buy a Product or Service by Watching a Brand's Video

(Wyzowl, 2021 Video Survey)



Facility Tour / Company Overview

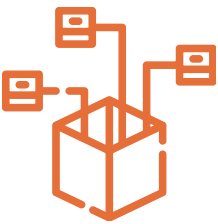
Average Duration: 3-4 minutes

Highlighting the full capabilities of your facility can provide an understanding of the products you build and the services you offer. Showcasing your business through video provides the opportunity to educate prospective customers about the working methods and practices that you implement each day that set you apart from your competition.

88%

Organizations have utilized video to view online facility tours throughout their buying process more often or just as often as in previous years.

TVID: 563-A94-1E6



Product & Equipment Demos

Average Duration: 1-2 minutes

An effective product overview provides the opportunity to educate your customers about the value of the products that you provide. Demonstrating the features of a specific product or equipment can illustrate the unique value you provide for customers and how your products or capabilities offer a unique solution to their challenges.

95%

Organizations stated that they have viewed product demos throughout their buying process more often or just as often as in previous years.

TVID: CC3-E9F-A6C



Testimonials

Average Duration: 3-4 minutes

Testimonials are essential to building trust among customers and strengthening the credibility of your brand. Well-crafted testimonials can demonstrate how your business is able to successfully solve challenges for your customers and provide positive experiences with the products that you build and services that you offer.

62%

Customers stated that customer testimonials are an important part of their decision making process when considering a new vendor

TVID: 154-FCF-A31



VIDEO ADS FOR SOCIAL

YouTube is the second largest search engine. Target your audience where they are already spending their time – through video ads.

Creating an eye-catching video ad allows you to target your audience where they spending their time the most. Showcase your company's capabilities, products and services with a video ad to be shown on the platforms your audience is using.

99%

Marketers that used video for marketing in 2020 will continue this strategy in 2021.

(Wyzowl, 2021 Video Survey)