



**AN ASI<sup>®</sup>  
FEATURE:**

## Video's Starring Role

# in B2B MARKETING

Video has long surpassed being simply a vessel for entertainment; it is considered a staple of B2B marketing and branding. Because of this medium's capability to excite and engage viewers, it has proven itself to be an effective vehicle for content marketing, helping boost brand awareness, increase lead generation and close sales.



Whether it's emails, landing pages or social media, marketers are including videos everywhere to help drive engagement and conversions. It has become one of today's most effective marketing tactics and continues to grow, becoming the primary medium for how online prospects consume information.




**Discover why it's important to make video the star of your marketing.**

# Marketing Videos Make Your Brand a Star



**Using video for marketing consistently proves to be a hit.**

-  **74%** of marketing professionals confirm that video has made a positive impact on marketing results.\*
-  **65%** of executives visit a website after viewing their promotional video. \*\*
-  Video ads increase brand association by **139%**. †
-  Video ads increase purchase intent by **97%**. †
-  **80%** of all internet traffic will be video by 2017. ††
-  **4x** as many consumers prefer to watch a video about a product than read about it.††



\*Web Video Marketing Counsel

\*\*Forbes

†Unruly

††Cisco

# Video Marketing Is Your Ticket to Success

Whether you have an in-place content marketing story or are looking to amplify your marketing mix, video can be a great addition to your existing plans.

**Check out these 4 ways of utilizing video to encourage customers and prospects to take **ACTION!****



## Product Demos/Tutorials

No one knows your products better than you! Show everyone the ins and outs by giving a 360-degree view in a fun and engaging way. This also makes it easier for distributors to instantly demo products to their clients in sales meetings or on the go.



## Product Launches

Video is a great companion for the distribution of press releases because they're easy to email, post on social media and share. People are more likely to watch a video than read, so you can be confident the word is getting around.



## Testimonials

Satisfied customers are your best marketing resources. By allowing them to share their story about your company, you build more credibility. In addition, the stars of your testimonial videos will be likely to share with their friends and contacts: "Check me out in this video!"

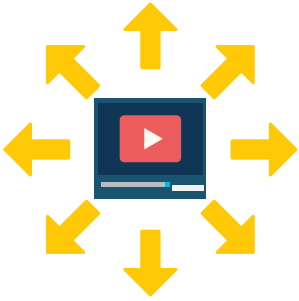


## Interviews

A great way to increase brand credibility is by establishing yourself as a thought leader of the industry. Consider interviewing your CEO, best salesperson or other well-known personality. It's a great way to break away from the norm and really stand out.

## Wide-Release Distribution

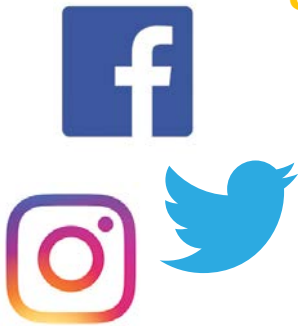
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Once you've made a marketing video, you might wonder what your next steps are. It's time to think about a multichannel video distribution strategy to maximize your ROI. The first place to host your video should be your website. Next, you will need to examine how the video fits into your content marketing script as a vital part of your storyline. This can be inclusion in your blogs, white papers, newsletters and emails to help ensure viewers can engage with multiple touch points.

## Supporting Cast: Social Media

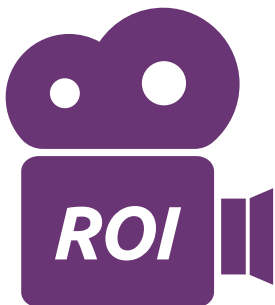
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With the ever-growing popularity of social media marketing, B2B marketers are looking to the potential of video to help them stand apart from competitors and further engage with their prospects and customers online. When you allow video to be the co-star with your social media marketing strategy, you provide a visual reminder, creating more potential for engagement and lead generation.

## Closing Credits

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Video marketing has quickly evolved from “special guest” to “lead role” in the B2B world. Companies across all industries are already demonstrating that video is a successful part of their overall marketing strategy. With an overall low cost of production, the potential for high volume distribution, and the flexibility and convenience of the viewers' ability to watch, video offers a high return on investment with very little risk.

One thing to keep in mind when creating your video, above everything else, is to keep your main focus on educating the viewer. This helps build brand recognition, credibility and trust. By distributing your video across multiple channels, the more potential you have to get your brand story to more viewers.



## VIDEO MARKETING

# Now Casting Brands of All Kinds!

The promo products industry is fun, exciting and constantly evolving. Using video makes you a star, and including it in your regularly scheduled marketing allows you to visually tell your story.

Whether it's a product highlight, candid interview or a fully custom spotlight on your brand story, let us help you be the star of the promotional product industry.



Contact your Casting Director (Account Representative)  
or email [advertising@asicentral.com](mailto:advertising@asicentral.com) today!