



Strategic Videos to compress B2B Sales Cycle

Finding relevant ways to keep business buyers engaged along the sales cycle, is a challenge we face as marketers. For qualified leads, we have to engage the buyer right at the top of the funnel. And to hold that engagement until the purchase decision is made is crucial for better revenue results.

And that's when strategic video content can help.

With its multimedia advantage, visual content is a proven way to engage the prospect.

Strategic video assets which are designed to appeal at each stage of the buying journey can move prospects from awareness to purchase more quickly.

For example, videos that can capture the prospect's imagination and create brand awareness are useful at the initial buying phase. While product demo, competitive positioning, customer success story etc. can move the prospect faster towards a purchase decision.

Awareness – Top of the Funnel

While building brand awareness, a very effective way is to appeal to the buyer's emotion. This is often ignored in the case of business buyers.

But as GE's CMO Beth Comstock points out, "Business marketing can and should have emotion, and connect with people first. B2B marketers can't sell if they can't tell a story".

And there can be no better media for effective storytelling than video. Video also allows marketers to skillfully demonstrate how the product is capable of solving the buyer's problems by gleaning core benefits. And thus can build a strong rationale to buy.

You have 10-15 seconds to get them hooked, and another 75-120 seconds to tell why you can help.

Consideration – Middle of the Funnel

These prospects understand what you have to offer. At this stage, they are comparing alternative solutions. So this is the time to show how your product is a better solution to their problems. Customer success stories and testimonials can be effective video content at this point.

Depending on the level of engagement, product demos can also be appropriate.

Similar to videos in the awareness stage, this content should be direct and purposeful. Length can vary and it's all about the content itself. If it takes you 30 seconds to make your point, then your video is 30 seconds. If it takes you 5 minutes and your video is engaging, then your video is five minutes.

Decision to Purchase – Bottom of the Funnel

Now is the time to encourage customers to purchase with content that eliminates buyer's remorse and gives that 'nudge'. Product demos, post-sales support and ease of use are some key aspects the content need to focus.

You can also add a strong call for action. By showing how you will stand by the purchase decision helps build trust, credibility, and long-term bonding.

Any special offers like free trials etc. can also be highlighted. As for length, guidelines remain the same as in earlier stages.

And remember each customer is different. To evaluate the effectiveness of your content, you must measure and track. Views per Channel, Video View Time, Video Social Share, and Click through Rate are some useful metrics to evaluate performance.

And don't stop there! Customers are always seeking affirmation of their purchases and new ways to solve problems. As the communications landscape evolves, connecting with every customer – new and existing, is essential.

Video will help you create better customer experiences, engage customers and ultimately drive better revenue results.