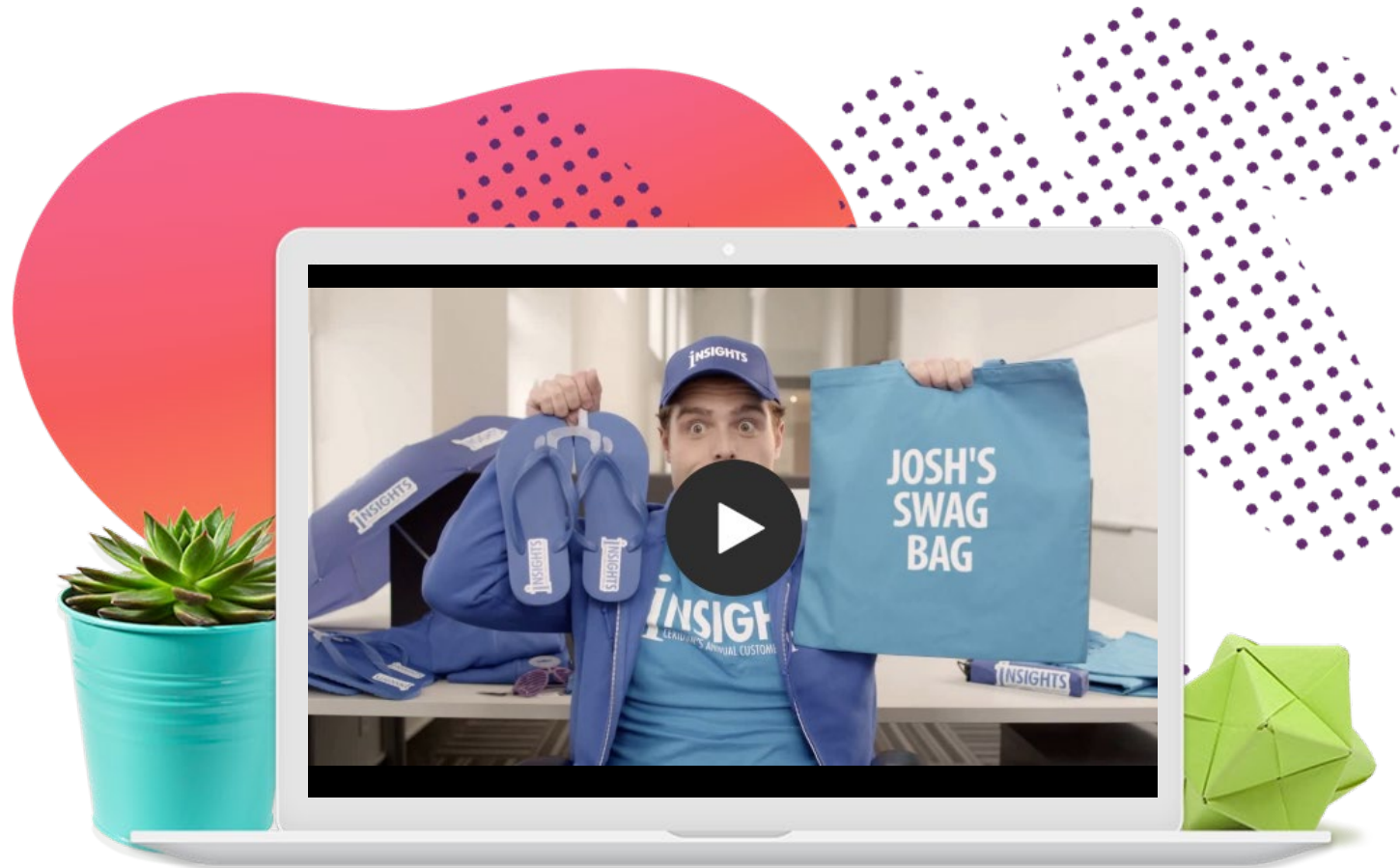


Fast Forward

Your Marketing Strategy with Video





Tyler Lessard

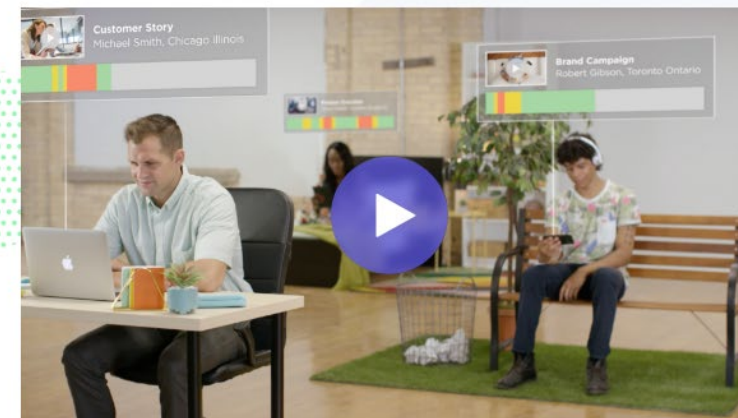
VP Marketing, Vidyard

@TylerLessard

More than just video hosting

Generate and close more deals with the video platform trusted by the fastest growing companies.

[Watch the Video](#)



VIDEO MARKETING

Break through to buyers

Capture attention with Interactive CTAs and Video Personalization.

[Put your video to work →](#)

VIDYARD FOR SALES

Connect, convert, and close with video

Record and send videos in just a few clicks to close more deals.

[Tell me how →](#)

VIDYARD GOVIDEO

Free personal video messaging

Connect with prospects, customers, and team members.

[Install now →](#)

People love video.

75%

of all Internet traffic is now streaming video content. This number is expected to rise to 82% by 2022.
- Cisco, 2018

20 Billion

video views happen every day on Facebook and SnapChat alone.
Another 1 billion hours of video are watched every day on YouTube.

5x

Facebook reported that audiences gaze 5x longer at video content in their feed compared to static content.
- Facebook, 2018

People are choosing to engage with video: it's now an expected medium.
Our love of video doesn't stop when we enter the workplace...

Video works for business.

90%

of customers report that video makes them more confident when making buying decisions.

70%

of marketers report that video is the most effective content type for converting potential buyers.

82% report they plan to increase their investments in video year-over-year.

3x

Top teams see 3x higher engagement when using video for sales outreach.

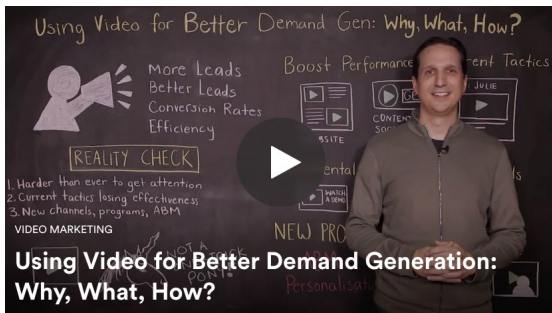
On average, email response rates increase by 26%.

Video helps marketing and sales teams connect with more buyers.

But is it just a fad? WHY exactly is video so effective?


The 4 E's of video.

1. **Engaging:** We're hardwired to engage in storytelling
2. **Emootional:** Opportunity to invoke emotional responses
3. **Educational:** Most people self-identify as visual learners
4. **Empathetic:** Powerful way to develop trust and human empathy



THANKS
FOR A GREAT YEAR






THIS IS HANDS DOWN
ONE OF MY FAVORITE
EMAILS EVER.



OH EM GEEEEEE.
I LOVE THIS AND AM SENDING
TO EVERYONE I KNOW.



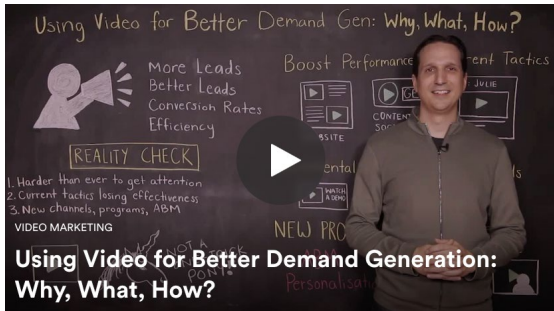
THIS MIGHT BE THE GREATEST
CHRISTMAS PRESENT I RECEIVE
THIS YEAR. YOU GUYS ARE
AWESOME. THANK YOU!



WE LOVED THIS. OK.
I'LL TAKE A MEETING
TO FIND OUT MORE.

But... but... but...

- **Video is too expensive** and too difficult produce
- **Video is just for** advertising and YouTube
- It's too difficult to drive **direct conversions** from videos
- My primary marketing and sales tools **don't support video**




It's time to change our perception of video and the role it can play!

Getting Started with Video




Getting Started with Video

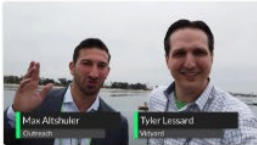
News and Highlights from Unleash 2019 4 Players [View All](#)




Welcome to Unleash!



Keynote Recap - Customer O...




Vidyard for Outreach Launch




Recap: Top Takeaways from U...


Unleash Your Sales Potential: POV 6 Players [View All](#)



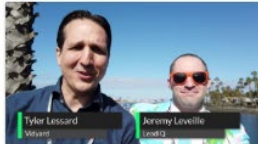
What's Hot in Sales with Max ...




Be Natural - Jon Selig on Vid...




Simplifying Sales with Lori Ri...



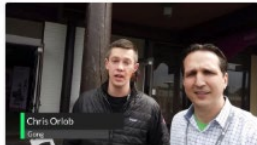
Time to Get Personal with Jer...




Omnichannel Selling with Ric...



Automating Intelligence with ...



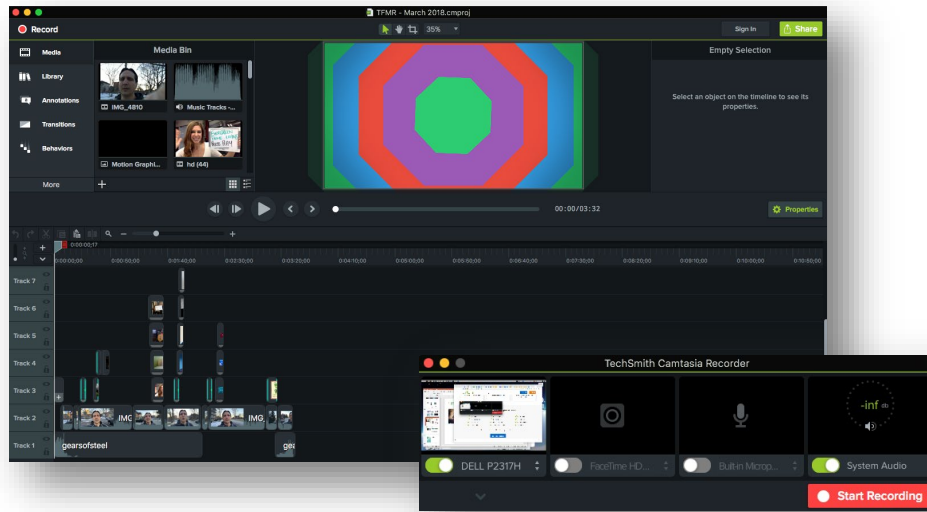
Hit the Gong: Call Recording ...



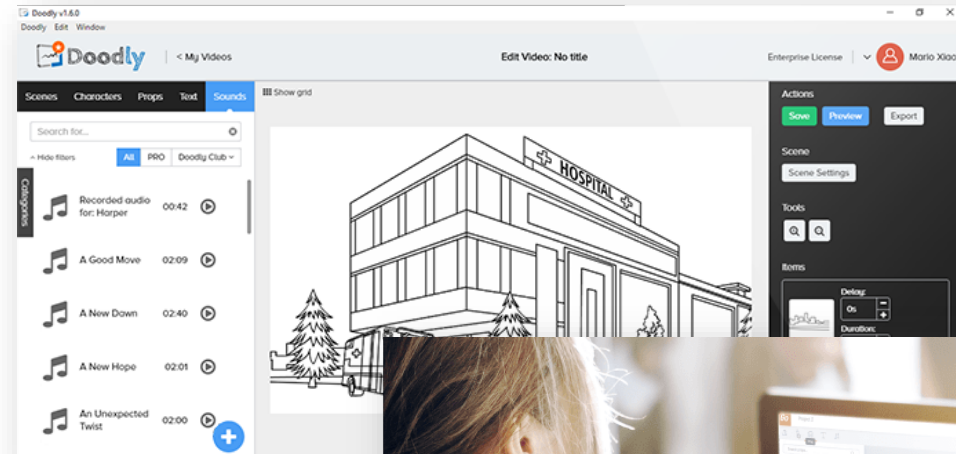
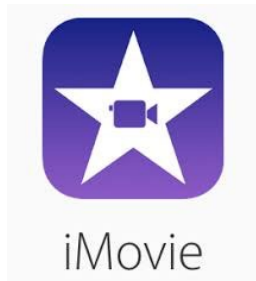
Press Send(oso): One-Click Di...



Getting Started: DIY Video Creation



 TechSmith Camtasia™



VYOND

 **POWTOON**
make it awesome

 **Doodly**

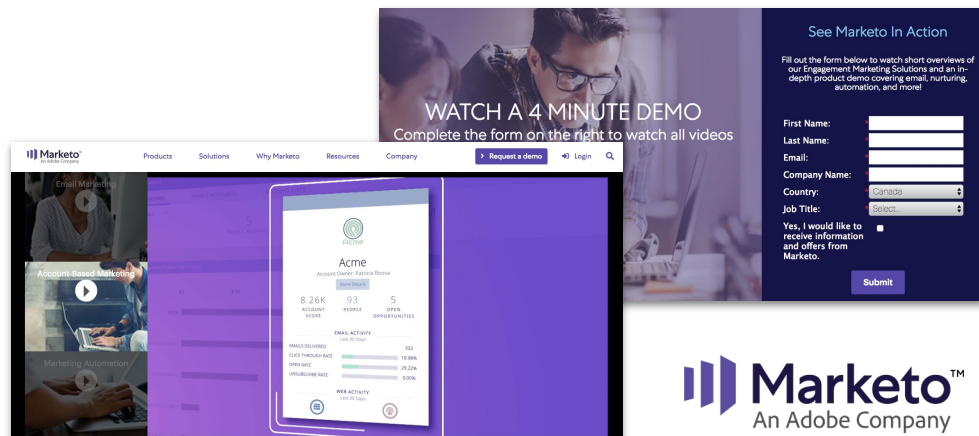
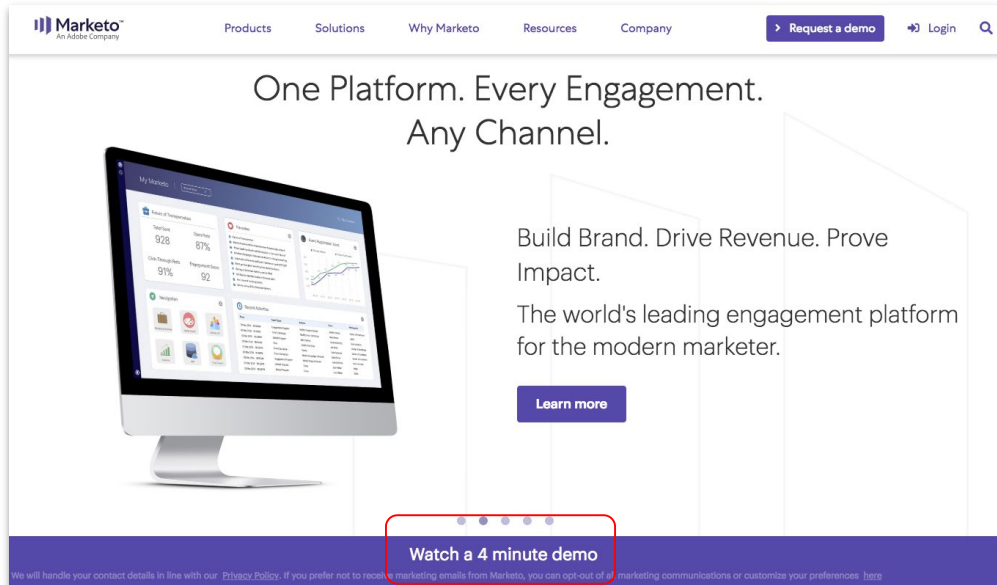
Using video for a big impact.



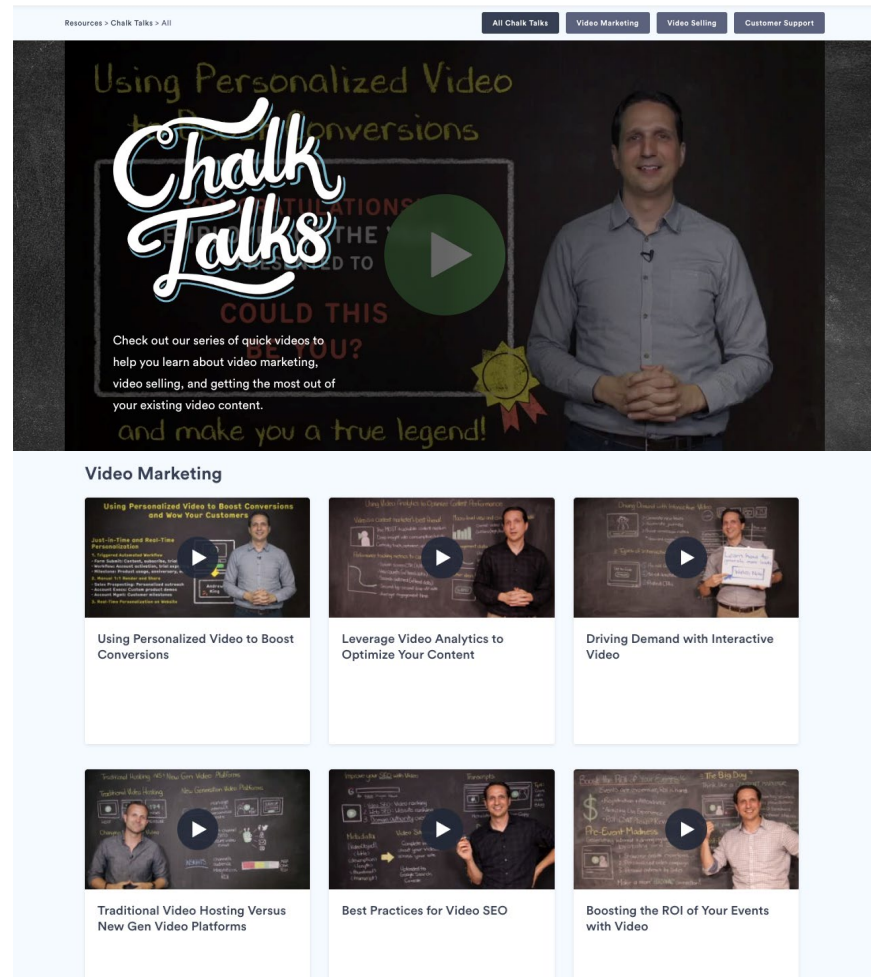
- Website
- Social & Inbound
- Emails and Nurtures
- Outbound Campaigns
- Sales Effectiveness

Using video for a big impact.

- **Website:** Explainers, product demos, customer stories, facility tours, etc.

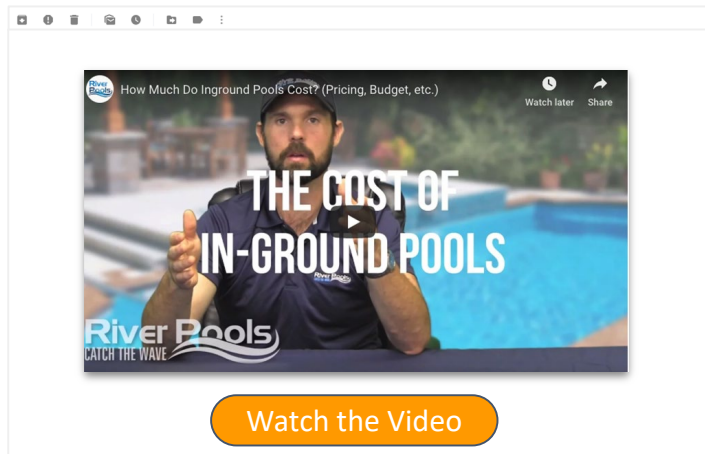


Using video for a big impact.

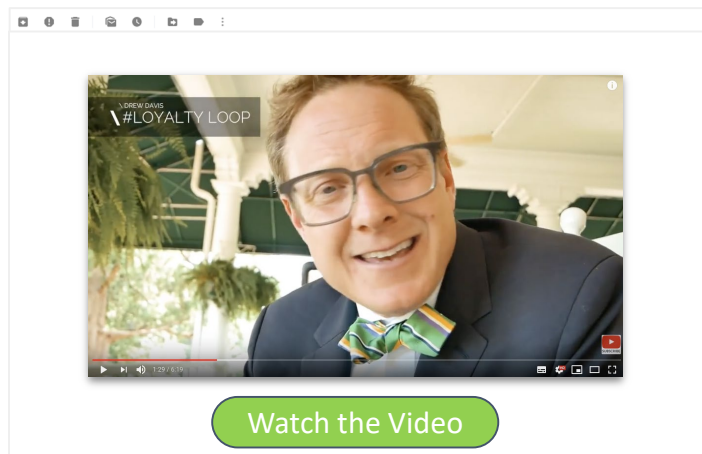


- **Website:** Explainers, product demos, customer stories, facility tours, etc.
- **Social + Inbound:** Interviews, POVs, customer stories, thought leadership

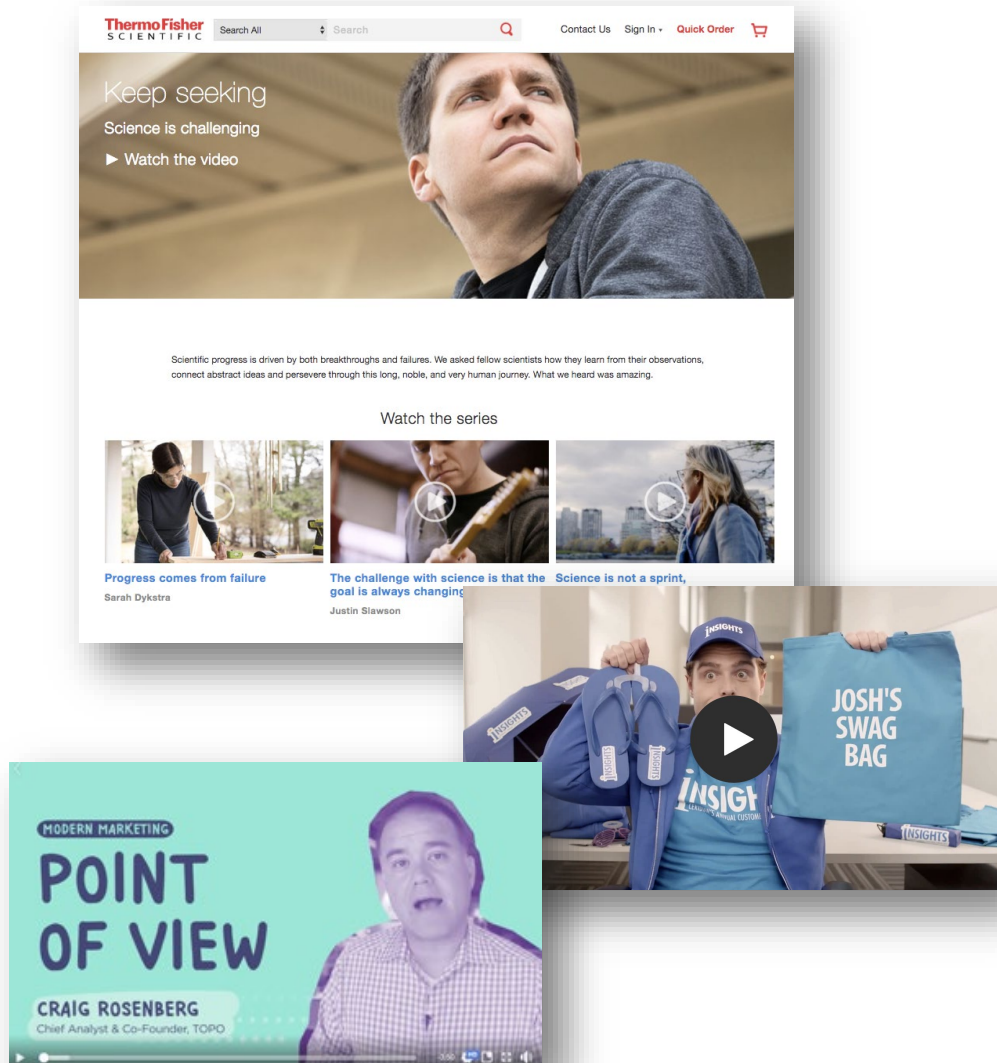
Using video for a big impact.



- **Website:** Explainers, product demos, customer stories, facility tours, etc.
- **Social + Inbound:** Interviews, POVs, customer stories, thought leadership
- **Emails and Nurtures:** On-demand webinars, educational videos, promo's

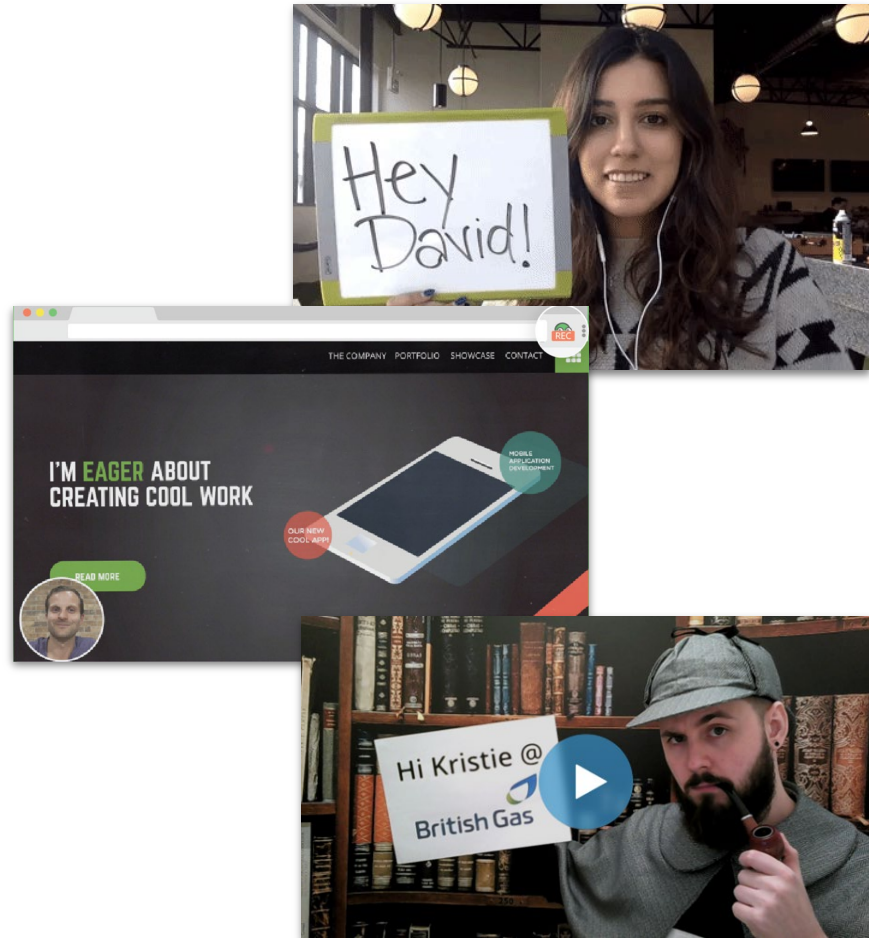


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- **Emails and Nurtures:** On-demand webinars, educational videos, promo's
- **Outbound Campaigns:** Engage audience in storytelling then drive to main CTA

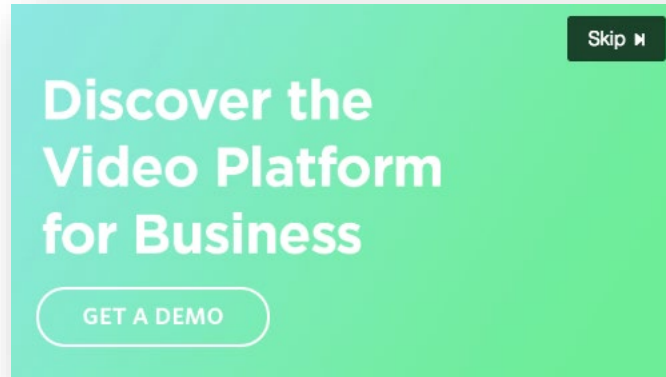
Using video for a big impact.



- **Website:** Explainers, product demos, customer stories, facility tours, etc.
- **Social + Inbound:** Interviews, POVs, customer stories, educational series
- **Emails and Nurtures:** On-demand webinars, educational videos, etc.
- **Outbound Campaigns:** Engage audience in storytelling then drive to main CTA
- **Sales Effectiveness:** Demonstrations, follow-up on new leads, FAQs

Beyond the Video:

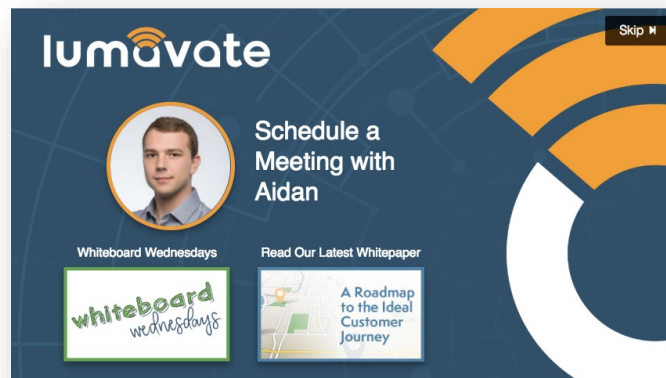
In-video calls-to-action for conversion.



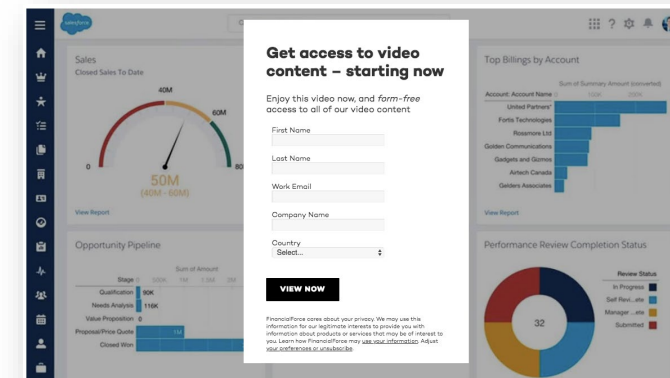
Post-Roll CTA Button



Asset Download



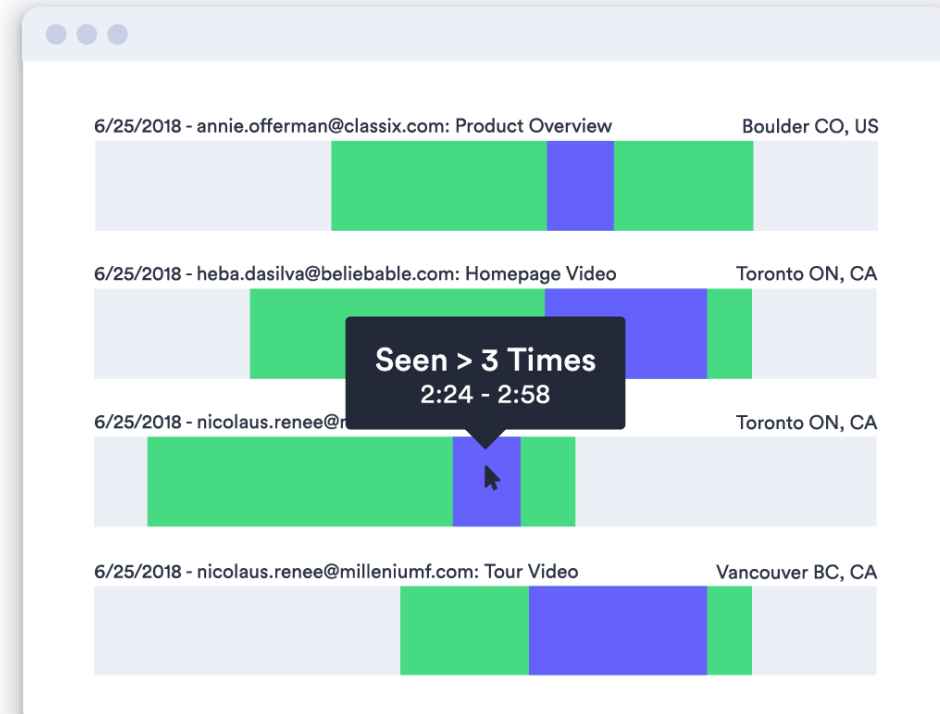
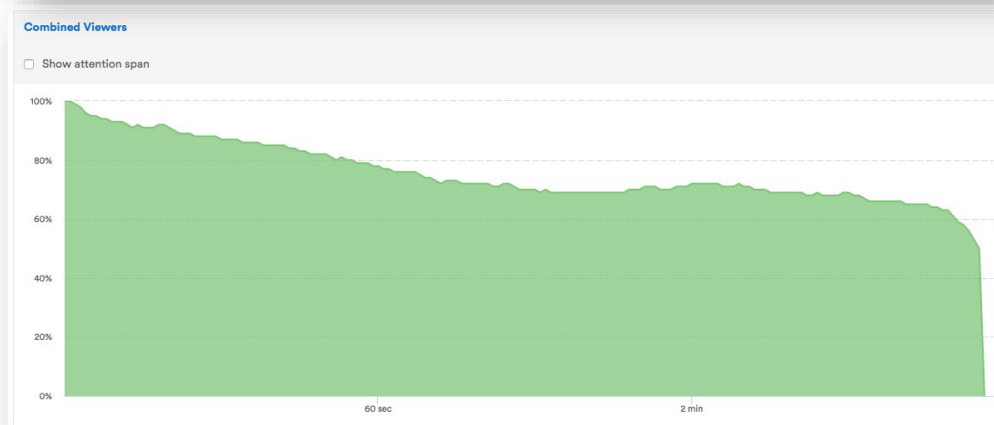
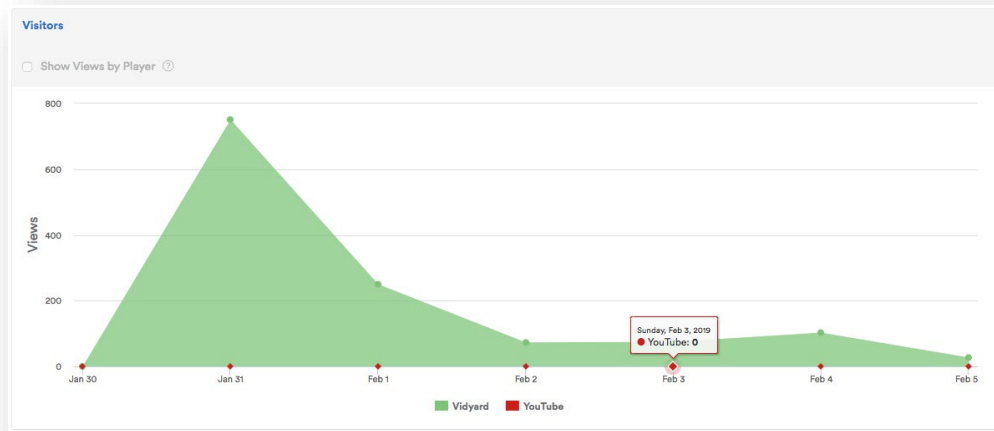
Choose Your Own Path



Pre-Roll Form

Beyond the Video:

Video and viewer analytics.



Who? What? How Long?



“Job Order Contracting 101” gated video series



What is Job Order Contracting?

This free video series covers everything you need to know about **Job Order Contracting**:

- What it is, how it works, the major benefits
- How it compares and compliments other construction delivery methods
- What to consider when deciding if it's the right method for you
- Job Order Contracting success stories across the country
- How to set-up and access a Job Order Contracting program

[REGISTER NOW](#)

Share this:



“

By taking a thoughtful approach to the content, analytics and promotion, we turned an educational video series into more than \$20M in pipeline in less than 6 months.”

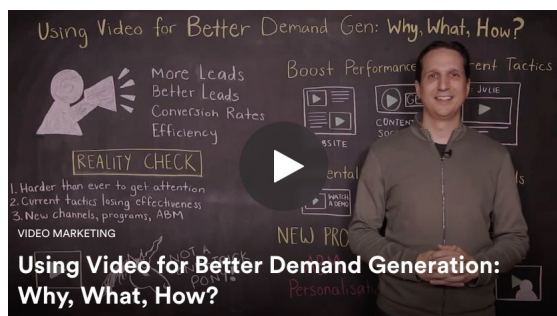


Glenn Hughes

Video Producer
Gordian

Fast forward your marketing!

1. **Video** is a great way to drive greater engagement with your audience
2. **Start** simple, don't be intimidated, but get creative!
3. **Consider video** to support your website, thought leadership, outbound campaigns
4. **Add video** to your workflows and use video analytics to qualify engaged leads faster



Thank You!

Go Fast Forward Your Marketing Strategy with Video!



Tyler Lessard

VP Marketing, Vidyard

@TylerLessard

tyler.lessard@vidyard.com