



Video Marketing with Act-On

A Starter Guide



Introduction



Up until now, content marketing has been centered around static content like ebooks, white papers, case studies, blog posts, etc. These assets are great, but they provide little insight on how contacts are engaging with the content. Like which paragraph from a blog post was most popular, and what chapter in the ebook was most read. Video speaks to us and gives us detailed information about how contacts are engaging with our brand.



By integrating video with marketing automation software like Act-On, you can gain infinitely more insight into your potential customers and more easily convert viewers into leads. In this eBook we breakdown 10 distinct ways to use Act-On with Video Marketing Platforms (VMP) and what the alternative on YouTube might be. For some folks, YouTube may seem like a strategy in itself, but in reality, there's much more you can do with a video marketing platform integrated with Act-On.

With player-level analytics, you can tell if someone finished watching the video, if he/she clicked on the call to action, and countless more details. It's not enough to just upload to YouTube, which only gives you basic play analytics, which can only help you to a certain degree.

In this eBook, we'll keep it simple and just talk about how to best leverage Act-On with an VMP, understand the general behavior of your customers, and determine how to best pull them through the funnel.



Why Focus on Video?

The Value of Video in Content Marketing

36%

annual increase in sales due to video used in marketing

Websites with video are

53%

more likely to appear on the first page of search results

Websites with video hold the viewer's attention

2X

more than sites that don't have video

Videos appear in

70%

of the Top 100 search listings



Why Focus on Video?

The Value of Video in Content Marketing



Video speaks to us
providing insights into
prospect engagement



Here's just a sample of the type of data video can provide marketers:

- **Video Play Data** - Did the viewer complete the video? How much did they watch?
- **In-Video Behavior** – Bookmarks/TOC, Annotations, Quizzes, Interaction Data
- **A/B Testing** – Which version of a video performs better? Video vs Thumbnail testing
- **General Behavior** – Did the same contact return to the video? What other videos did they watch?



Measuring viewer behavior can give you a clear picture of where a prospect is in the buying cycle.

Are the videos the prospect watched showing a pattern of buying behavior? Is the same video being watch over and over again?

Connecting your video content to Marketo will give you answers to these important questions and ultimately reduce the cost of sale.

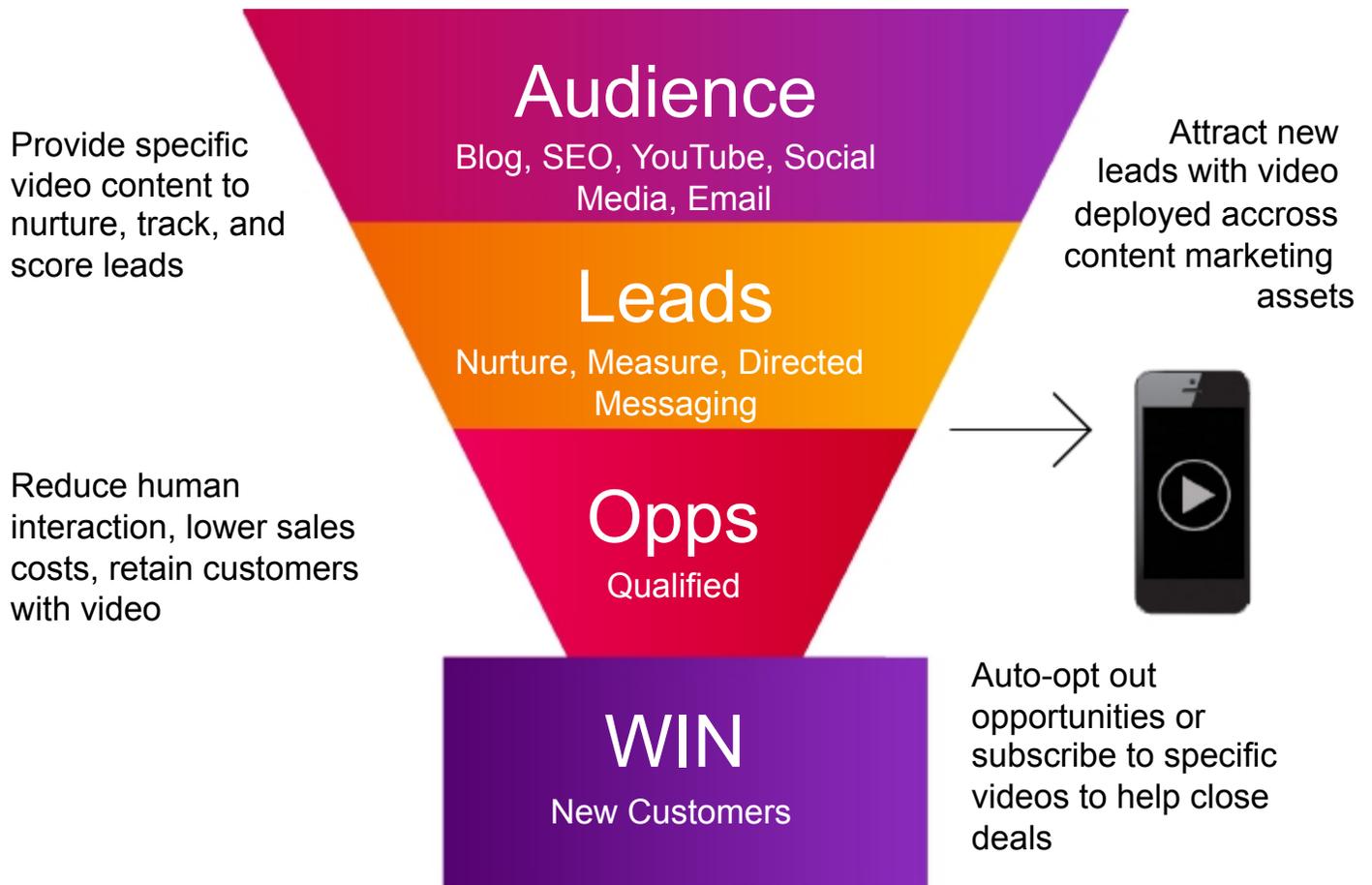
“5% of prospects are ready to make a purchase upon initial contact.”

Source: HubSpot, 2012



Marketing Objectives

How Video Impacts the Marketing Funnel



Video can be used in all stages of the inbound marketing funnel. Shorter video clips at the top of the funnel, gradually increasing to more meaty videos as the contact progresses.

Positioning the correct video content relative to where a contact is in the funnel is important to reducing human interaction and ultimately lowering the cost of sale.



Chapter 1

Video on Act-On Landing Pages

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ups
WE ♥ LOGISTICS™
thenewlogistics.com

**NEW LOGISTICS & EXPORTING:
HOW YOUR BUSINESS CAN BENEFIT**

Never before have so many companies of so many different sizes been able to source from so many parts of the world and sell to so many people around it. There's something more specific than technology enabling this: Logistics.

Logistics is a creative force: it allows you to serve customers not only better, but in new ways; to reach markets faster, and export to new ones.

This webcast focused on the growth opportunities that exporting can bring to US firms, and the challenges they must overcome to enjoy them. It featured industry experts from UPS, the world's largest customs broker, and those who have succeeded through exporting and aided firms in beginning to export.

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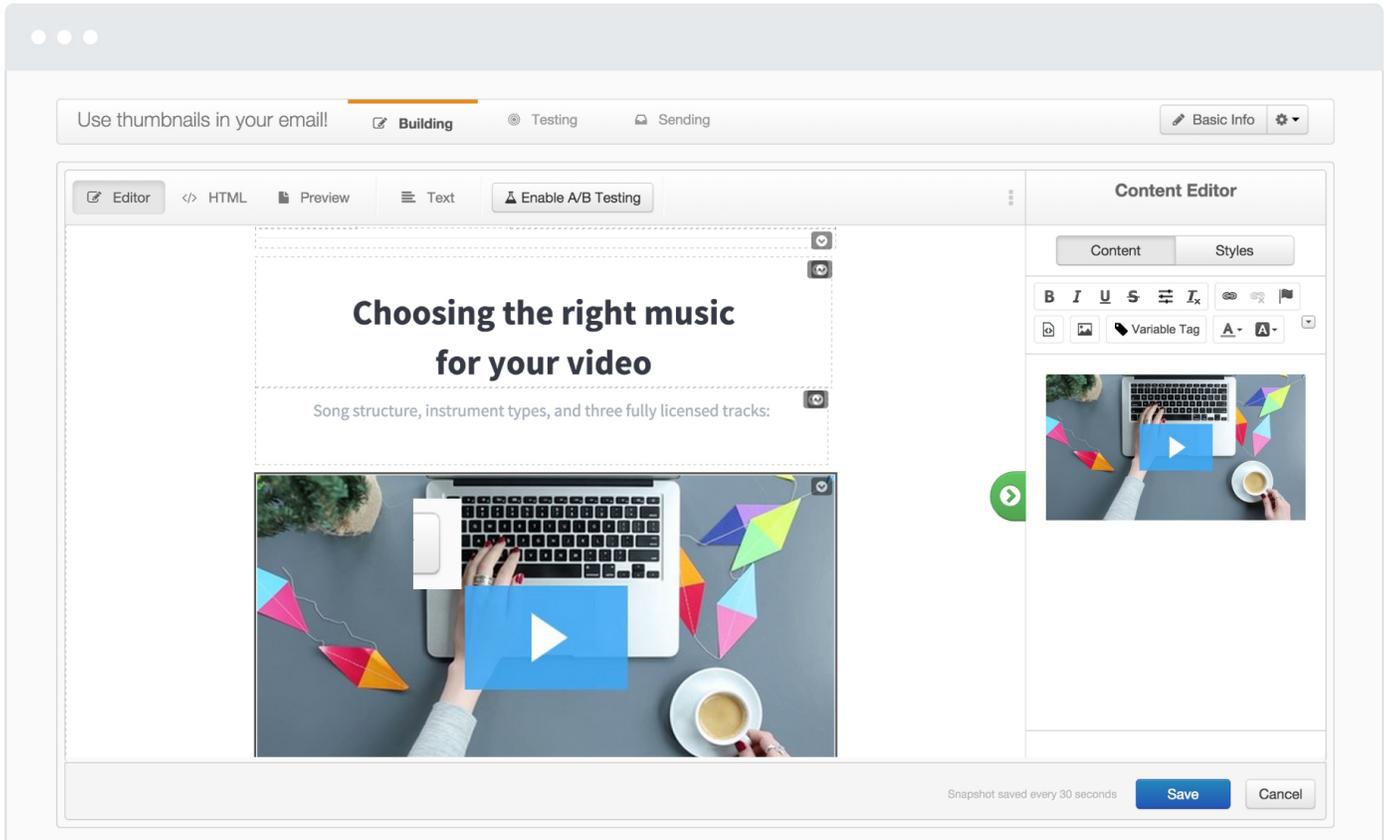
Matt Eckert
Vice President,
Hypoxico
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This is one of the most common strategies because it quickly increases engagement and conversion rates. With Act-On, you can embed any video player object directly into a landing page. You can easily get play data (i.e. did the viewer play the video? what was the length of completion?) and tie that to actions in Act-On like nurture tracks. (We'll go into this in more detail later in the ebook.)



Chapter 2

Video in Email

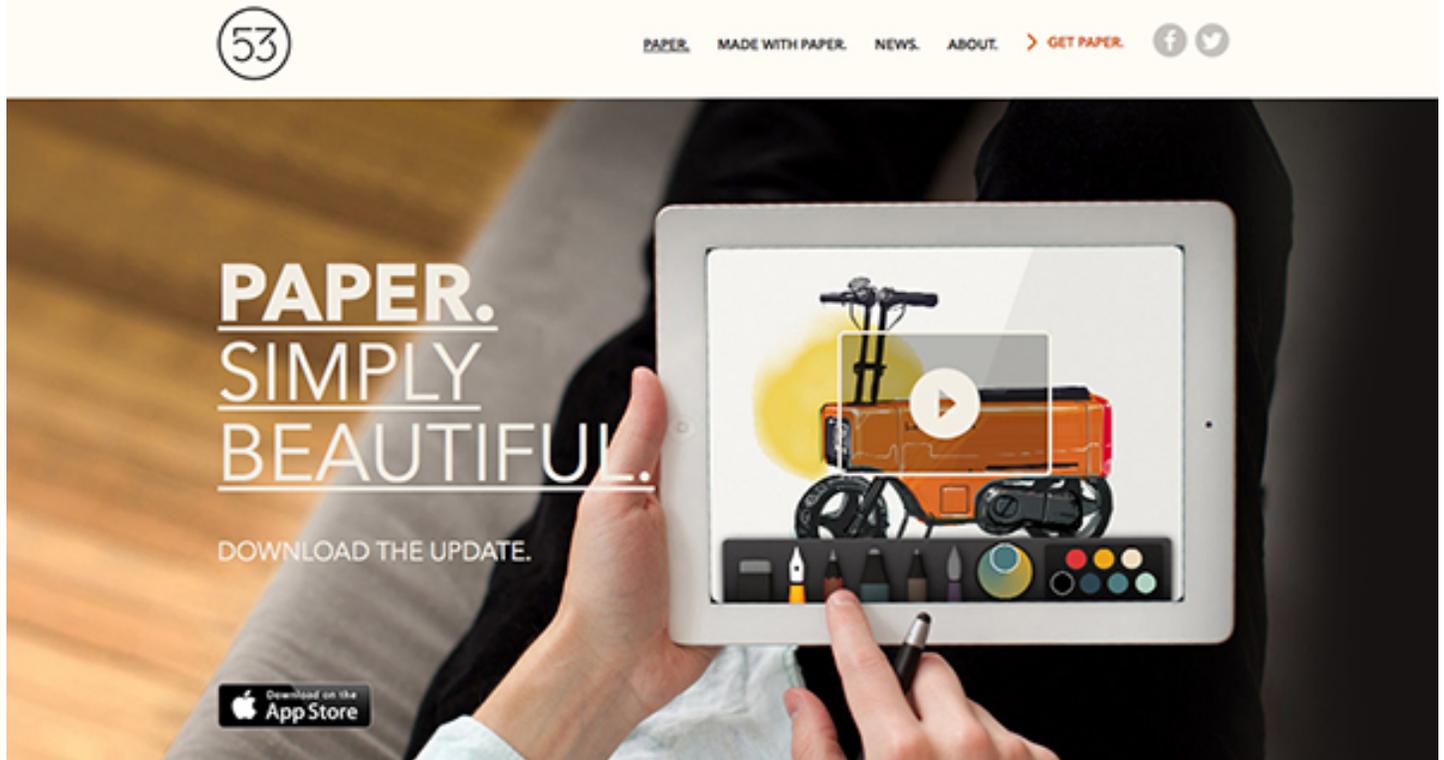


This is an increasingly popular strategy and it can be an effective, unique way to run an email campaign. Using a Video Marketing Platform that's integrated with Act-On, you can grab the thumbnail object from within Act-On and drag that into your email template. When it's clicked, your video will automatically play on a unique landing page. You won't want every email to have an embedded video, but it can be a powerful strategy if used sparingly.



Chapter 3

Video on Your Website



This is just what it sounds like--embedding video with text on your website, to support the text or a general message of your website. With a YouTube embed code, there's no real way to know if the video has been played. But with an VMP solution, you can capture valuable engagement data and video behavior. For example, if out of the 10,000 people that visited your home page this month, you know that 200 people played the video through the 30-second mark. With that information, you can set up a nurture track, specifically target those viewers, and provide them with relevant content.



Chapter 4

Embedded Video & Shared Video



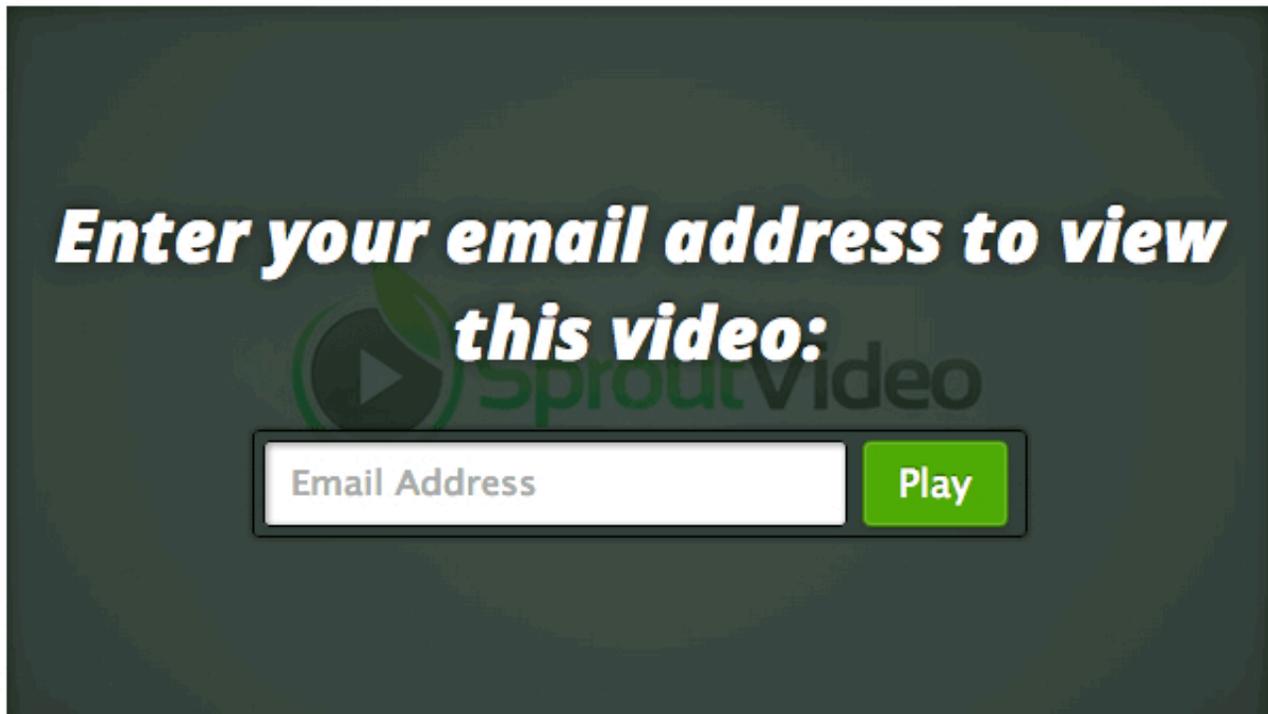
It may seem obvious, but you want to know where your video is being embedded and shared. With a Video Marketing Platform solution, you can track engagement anywhere the player is embedded because you'll have a link that goes back to your video's URL, as well as the Act-On cookie code, which can extend your power and visibility across the web. For example, if your video is picked up in a blog that supports an article, you'll know that, and you can get the data.



Chapter 5

In-Video Call-To-Action

Preview:



Save as Preset

Update Embed Code

For those in the B2B space, lead gating is one of the most common forms of in-video call to action. You may use an in-video form or an actual landing page, or something like a table of contents or a quiz. With an VMP solution, you can carry video that has in-video calls to actions across the web, with detailed events that are mapped to Act-On. For example, if a viewer completes a form to watch a video, that can trigger a nurture track in Act-On.



Chapter 6

Video Galleries

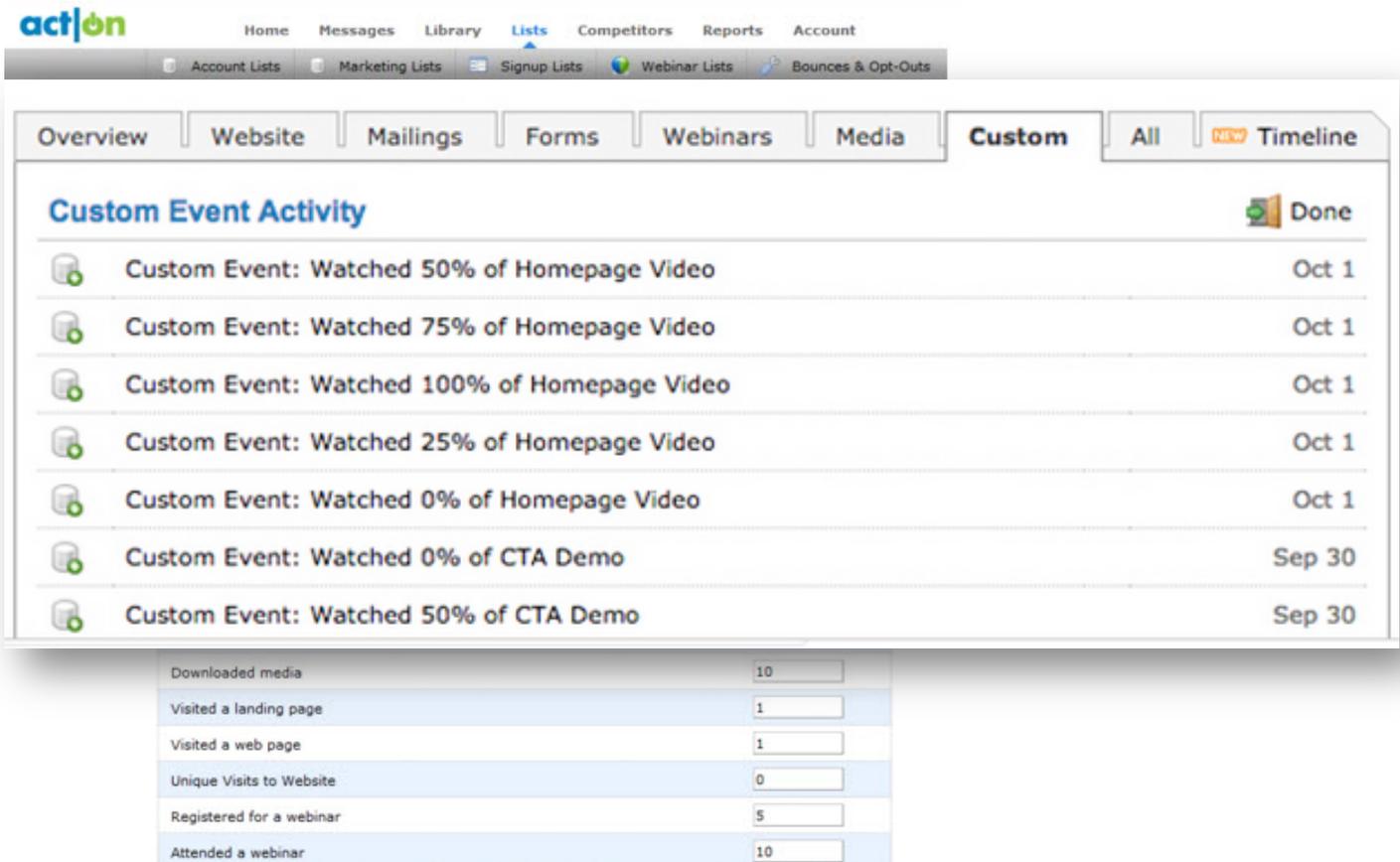


When you organize your videos in a TV-like viewing experience, it gives the viewer an opportunity to browse content, build trust with the organization, and lead themselves through the sales process. With an OVP, you can easily track the progression of the viewer and understand his/her story, and get page- and player-level analytics as well. As an example, Act-On has their video customer testimonials arranged in a gallery format.



Chapter 7

Lead Scoring



The screenshot displays the Act-On software interface. At the top, there is a navigation bar with the Act-On logo and menu items: Home, Messages, Library, Lists (highlighted), Competitors, Reports, and Account. Below this is a sub-menu with Account Lists, Marketing Lists, Signup Lists, Webinar Lists, and Bounces & Opt-Outs. The main content area has tabs for Overview, Website, Mailings, Forms, Webinars, Media, Custom (selected), All, and a NEW Timeline button. The 'Custom Event Activity' section shows a list of events with a 'Done' button. Below this is a table of tracked events.

Event Description	Date
Custom Event: Watched 50% of Homepage Video	Oct 1
Custom Event: Watched 75% of Homepage Video	Oct 1
Custom Event: Watched 100% of Homepage Video	Oct 1
Custom Event: Watched 25% of Homepage Video	Oct 1
Custom Event: Watched 0% of Homepage Video	Oct 1
Custom Event: Watched 0% of CTA Demo	Sep 30
Custom Event: Watched 50% of CTA Demo	Sep 30

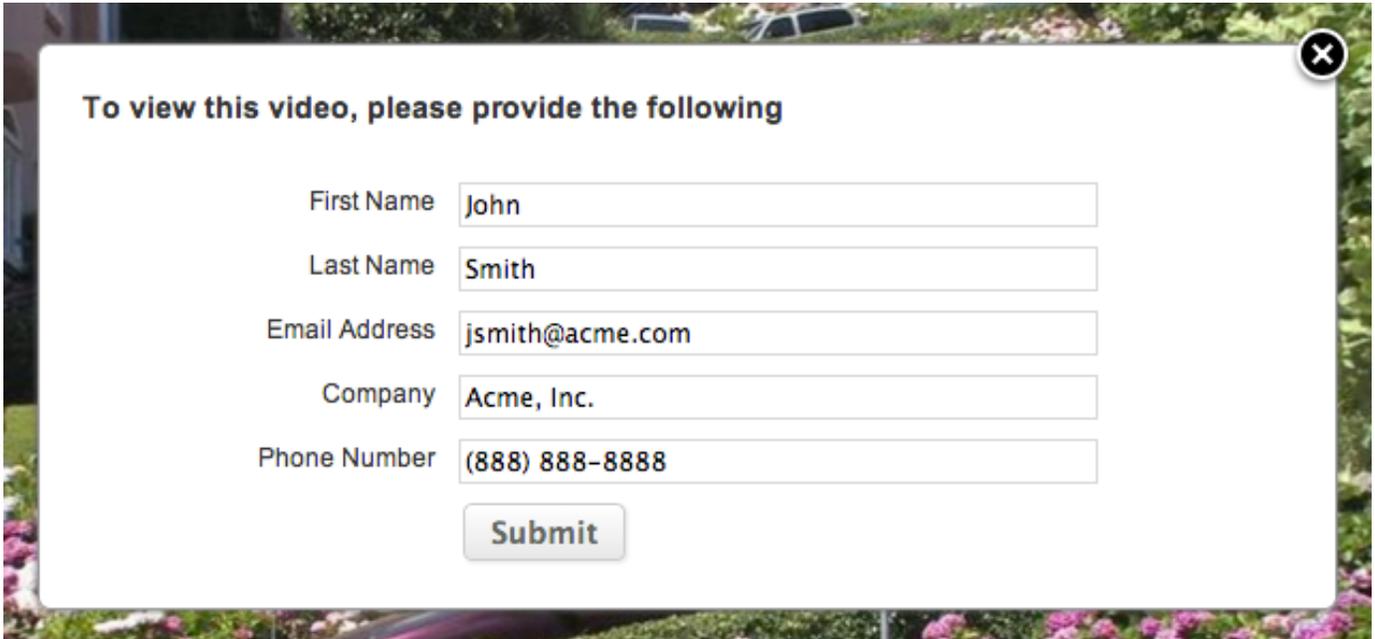
Downloaded media	10
Visited a landing page	1
Visited a web page	1
Unique Visits to Website	0
Registered for a webinar	5
Attended a webinar	10

Tagging certain points in the video can trigger a score, or impact a lead score, something that is becoming increasingly common in video marketing. This is one of the few things on this list that there is virtually no equivalent to with YouTube. With an VMP, you can pipe in engagement data points into Act-On, tag certain points, and then trigger events based on those points. In terms of interactivity, you can even tag each topic in a table of contents, and track where your viewers click. This can be valuable in terms of nurturing leads, and also for knowing which content your viewers are really drawn to.



Chapter 8

Progressive Profiling

A video player overlay with a white background and a close button in the top right corner. The text reads: "To view this video, please provide the following". Below this are five input fields: "First Name" with "John", "Last Name" with "Smith", "Email Address" with "jsmith@acme.com", "Company" with "Acme, Inc.", and "Phone Number" with "(888) 888-8888". A "Submit" button is located below the phone number field.

To view this video, please provide the following

First Name

Last Name

Email Address

Company

Phone Number

One of the most non-invasive ways to collect data, progressive profiling is the ability to gradually complete a profile of a contact over time. For example, a viewer may watch a video and be prompted to fill out her name, email address, and phone number. The next time she returns to the site to watch a video, she'll be asked for a few more pieces of information, and so on. With an VMP solution integrated with Pardot, this information can be piped directly into Pardot. There are many different ways to do this, especially if you use an VMP, such as using an in-video form after a brief and enticing preview.



Chapter 9

Recorded Webinars & Video

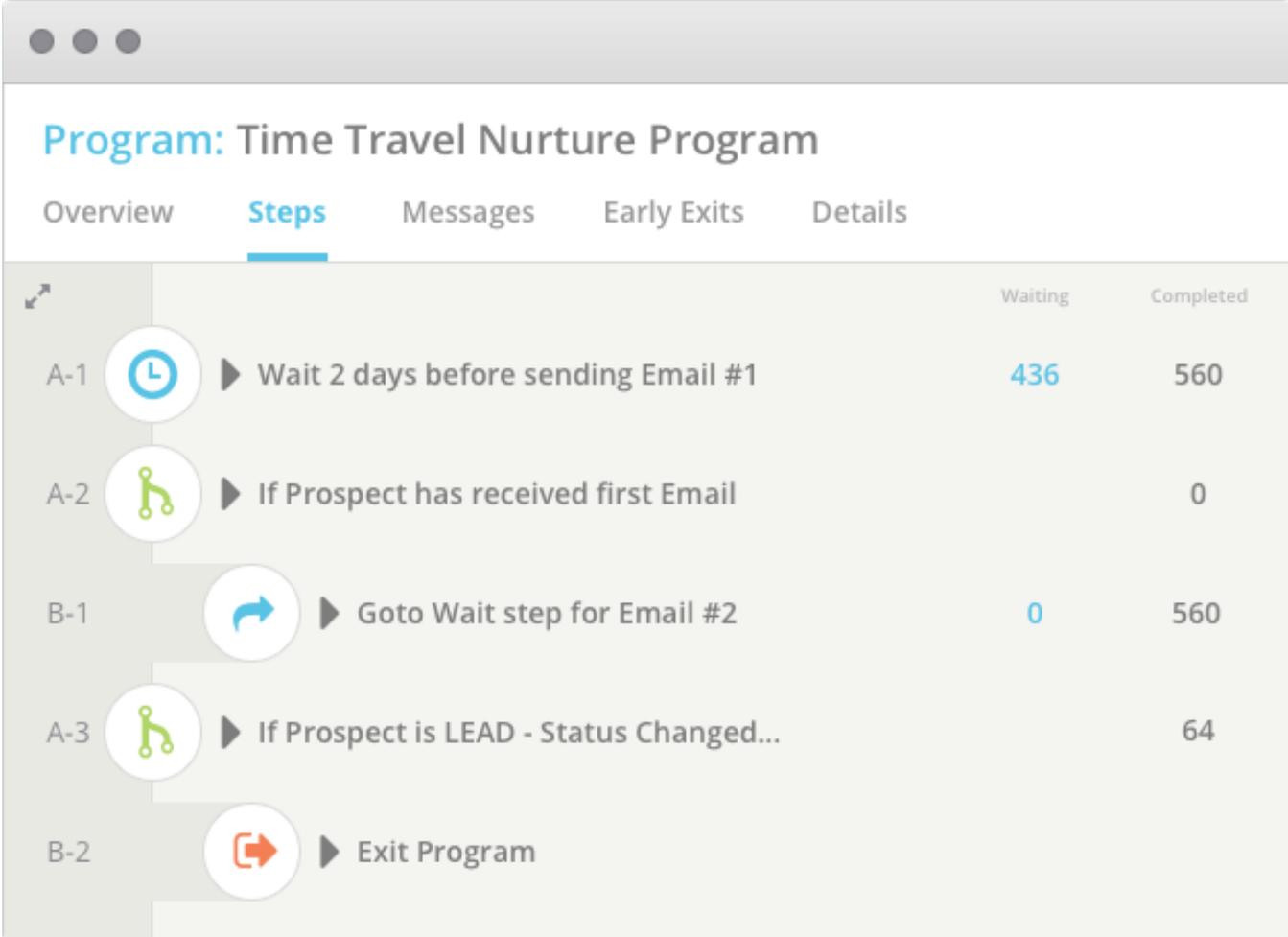


For marketers, webinars are a great way to share knowledge with viewers and customers, and with a Video Marketing Platform solution, you can tag the webinar with interactivity. The webinar that this blog post is based on is a great example—each tip is tagged as a topic. If a viewer only watches the chapter on video archives and galleries, and he watches it several times, we can trigger an event based on that preference.



Chapter 10

Lead Nurturing



		Waiting	Completed
A-1	▶ Wait 2 days before sending Email #1	436	560
A-2	▶ If Prospect has received first Email		0
B-1	▶ Goto Wait step for Email #2	0	560
A-3	▶ If Prospect is LEAD - Status Changed...		64
B-2	▶ Exit Program		

Last but not least, something that has been mentioned throughout this ebook--you want to tie all of your content, and especially your video, into lead nurturing tracks. Additionally, you'll always want to serve the video on a unique landing page, so you can track the viewer's behavior.



Conclusion

The Discussion Continues

There are some similar themes throughout these tips, as you probably can tell. You may not be able to integrate all of these ideas at once, but as long as you're focusing on your viewers' behaviors and how to pull them through the funnel in an engaging way, you can't go wrong. Stay tuned for a blog series that goes into much more detail about each one of these points!



