

White paper



Customer Engagement

The four myths of video marketing

Move beyond the hype and misconceptions
to realize the true power of video.



“We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run.”

—Amara’s Law

In the world of business, ideas and technologies come and go, but video has staying power. It’s an engaging medium that’s linked to improved customer experience, and better experiences drive better business results¹.

Like most new “shiny objects” in business however, video can be underestimated and overestimated; misused and misunderstood. Marketers are just beginning to understand how it can be integrated across marketing ecosystems. They’re realizing that it should be data-driven, interactive and personalized, with content adjusted by the viewer in real-time. They’re also recognizing that there are many ways to measure its impact: it’s not all about the number of views.

Video is so popular that video marketing has become a “thing.” However, if you think of it only as a standalone exercise, you’re missing out. Get past the myths and misconceptions. Discover the extraordinary long-term potential of video to target and engage customers and prospects.

¹Watermark Consulting 2015



Video has the potential to enrich customer engagement like no other medium before it.

- Boost satisfaction
- Increase loyalty
- Grow profits

“Video users outpace non-users by 63% in increasing marketing’s contribution to revenue year-over-year.”

–Aberdeen Group Research, 2015

The power of video

In this time of 140-character tweets and 250-character texts, multi-tasking and real-time news feeds, it can be hard to catch and keep an audience’s attention. Video, with its ability to deliver a potent combination of visual, auditory and text stimuli, has the greatest potential to break through the noise.

Video has also never been so accessible. Desktops, laptops, tablets and smartphones have created an “always on” society. Screens are popping up everywhere: in waiting rooms, at gas pumps, in banks and stores.

“52% of marketers name video as the type of content with the best ROI.”

–Syndacast, 2015

The video challenge

Despite all this great news, business video is still finding its place. For every high-impact video, there are countless others that have literally no impact at all. There are also many that reflect poorly on their brands.

Most businesses fail to capitalize on video’s true potential. They don’t integrate it throughout their marketing ecosystems, or approach it with the same rigor and metrics that guide their other communications efforts.

There are so many ways to connect with customers via video for marketing, sales, service and educational purposes. As a marketer, you need to understand all that video can do. Grasp where, when and how it fits within the scheme of established marketing best practices, strategies and tactics; but first, you need to get past the four myths of video marketing that hold so many businesses back.

The four myths of video marketing.

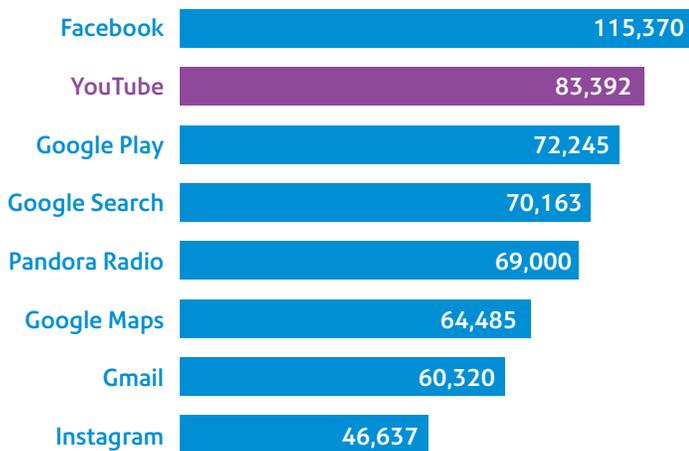
01. YouTube is the Holy Grail.	02. It’s all about going viral.	03. A video is just a mini-movie.	04. Video is a standalone channel.
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Myth 01. YouTube is the Holy Grail.

The YouTube platform is incredibly successful. It has more than a billion users, they watch hundreds of millions of hours of video every day and their numbers continue to grow at an extraordinary rate. Year-over-year, viewership is up 40 percent. Hours-per-viewer is up by 60 percent.

Source: YouTube 2016

Eight top mobile apps by unique visitors (000s)



On mobile, YouTube ranks second only to Facebook in its number of unique visitors.

Source: comScore Mobile Metrix, U.S., Age 18+

YouTube and YouTube-style videos however, have their limitations.

Static video experience: With YouTube-style videos, you're offering one-way experiences, not enabling bi-directional interaction. Your audience is made up of passive viewers who behave as if they're watching broadcast TV, and that can cost you in terms of view time, engagement and satisfaction.

Lack of control: Creating and posting a YouTube video is simple and practically anyone can do it. However, businesses often "get what they pay for." It's easy for underqualified personnel to create and post videos on your brand's behalf. Even if your videos are on-brand, they may appear on the same YouTube lists as other videos that aren't optimal for your business. You work hard to differentiate your brand. Don't let random search results cannibalize its impact.

Competition: When you post on YouTube, your video is literally one of millions posted every hour. You're competing with all the other distractions that YouTube provides including music videos, news clips and kittens, ... lots and lots of kittens.

Businesses that understand these limitations recognize that there is more to video than simply creating a presence on YouTube. Ultimately, YouTube videos can be a part of a successful video marketing strategy, but they are not the only or often the best option.

Your success with YouTube and other video broadcast services depends on your ability to integrate the experience with the rest of your marketing programs and strategies:

- Ensuring governance over what is posted for your brand.
- Driving the right traffic to the right videos and tracking resulting inquiries.
- Recognizing that this is just one form of video you can use, and often not the most potent.

Myth 02. It's all about going viral.

“From a marketing standpoint, viral videos are kind of like the arms of a T-Rex—they’re not gone, but they’re pretty much useless. The fact is, the majority of marketers who use video aren’t trying to go viral anymore; they’re aiming instead to deliver value to their organizations, to their viewers, or to both.”

–Aberdeen Blog

EngageOne® Video: Engagement. Evolved.

Interactive Personalized Video solutions, such as EngageOne Video use real-time analytics to personalize video content and create interactive experiences that put viewers in control. When customers click through to customize their own interactive video experiences, average view times can more than double². Plus, when content is further personalized with things like real-time best-next-engagement, interactions feel more human. Customers are happier with their experiences and have more incentive to return.

In email, open rates and click-throughs aren't as critical as actual conversions. In sales calls, the number of actual closed sales is far more important than the number of meetings. Though there's a positive relationship between click-throughs and conversations, and between meetings and closed sales, be careful to keep your end goal in mind.

Going viral is exciting, but what really matters is what happens as a result of all those views.

- Is your video reaching the right audiences?
- Are viewers taking the actions you want as a result?
- What kind of return are you getting on your video investment in terms of:
 - Sales?
 - Satisfaction?
 - Savings?

When you think of video in terms of these types of business results, you'll see the advantage of applying other metrics.

Length of engagement: Customers are impatient and easily distracted, often clicking only to click away within seconds. This means they can miss the most important parts of your message. Track how long viewers stay engaged. View time matters.

Repeat views: Are viewers coming back to watch your videos again; and, are they doing it for the right reasons? If, for example, your multiple views are a result of unclear or incomplete content, you may see a dip in customer satisfaction and an escalation into costly call center contacts. All these measures are important.

²As experienced by Security First Insurance, see page 9.

Myth 03. A video is just a mini-movie.

Movies are one-size-fits-all. The viewer just sits and watches. There are times when you want that from video. Often though, you can benefit from video that lets you:

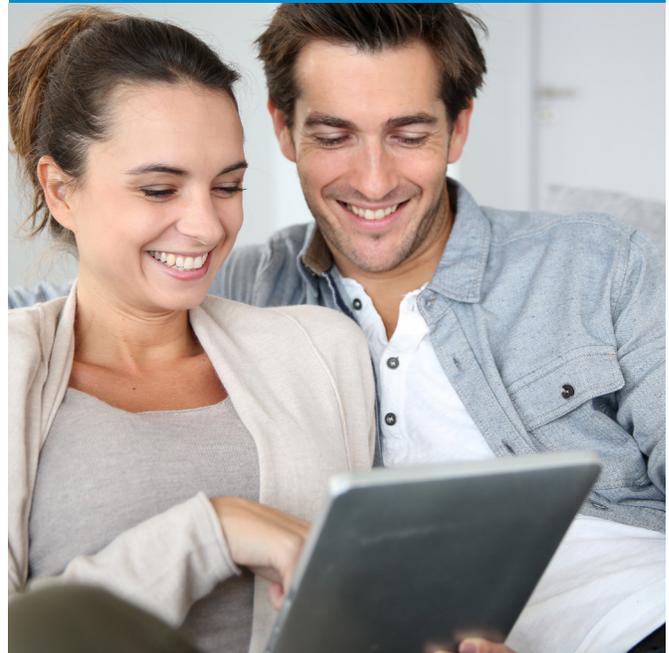
- Personalize for individual customers.
- Target to specific segments.
- Create interactive experiences.
- Simplify complex material to match specific viewer needs.

Look for a video solution that gives you the flexibility to adjust the levels of interactivity and personalization to create different types of video for different situations. You'll want to be able to mix and match different capabilities to create experiences to fit your every purpose.



How will you use video?

- Self-service to better inform, acquire, onboard, and retain customers
- Virtual presentations
- Interactive video selling
- Explainers to help customers understand bills, statements and policies



Combine the right level of interactivity and personalization for each situation.

High



Personalization



Low

High personalization/low interactivity

When you have a similar, straight-forward message for all viewers, high levels of interactivity may not be helpful. However, high levels of personalization can help you demonstrate your dedication to treating each customer as an individual.

This can mean programming your videos to greet each viewer by name and presenting unique information such as an account balance or plan details.

Viewers can then create an experience tailored to their situation and time constraints by making simple interaction choices around variables such as the order in which they view information.

High personalization/high interactivity

When you know a lot about existing customers, it pays to show it. Reflecting this knowledge via personalization is critical.

Health and benefits plan options are a good example. Display the plan the customer had last year, their utilization and how their new choices align—and you can make a huge impact.

Make these videos fully interactive, so customers can navigate easily to and through the information that interests them. You can enable them to make plan and benefits selections in real-time from within the video.

Low personalization/low interactivity

Sometimes a simple broadcast-style video is all you need to make an impact. Adding a bit of personalization such as a viewer's name along with a bit of interactivity helps improve the experience.

Simple educational sales videos are good examples here.

Low personalization/high interactivity

Early in the buyer's journey, complex demos on topics such as investments, technology, machinery and more may not need to be overly personalized. However, extensive interactivity can empower viewers.

Let customers begin where they want and chart their own course through the video experience. This will help to keep them engaged, and you'll deliver a self-service experience that they'll increasingly appreciate.

Consider increasing the level of personalization as the buyer gets closer to purchase. This can help to accelerate the journey.

Low



Interactivity



High

Myth 04. Video is a standalone channel.

Organizations have a habit of applying new opportunities to a single isolated business area or process. Then they struggle to expand these opportunities across their businesses. Paperless offices, virtual banks and the quick demise of postal mail are all examples of business predictions that haven't yet become the norm.

Video may be the preferred form of communication, but it would be a mistake to think that it will replace all other forms of marketing. Relegate it to its own standalone channel and you will lose out.

Leading marketers are already looking at video as an addition to their integrated marketing toolkit. They're using it for onboarding, incorporating it into lead nurture campaigns, adding it to their online portals and more. When video enriches existing types of customer interaction rather than trying to replace them, everyone benefits.

70% of customers view brands more positively after watching interesting video content.

—Axonn

Don't make video your marketing strategy; make it the context in which you rethink your marketing strategy.

Rather than thinking video, think in terms of video-enabled marketing, sales and service capabilities. Consider where video can add value across every channel and point of interaction. Look at its potential to boost performance across the rigorous metrics you already have in place.

Consider how you can integrate video to add value:

- Add engaging, personalized offers to emails.
- Make self service simple through video explainers.
- Add QR codes to mailings that link to offers or demos.
- Embed video in sales presentations so sales people can show as well as tell.

Find the right video solution for your business.

Get past the myths and misconceptions. Look for video solution providers that understand the full potential video holds.

When you gain the most robust customer view, you can create the most relevant and engaging customer experiences. Be sure that they can help you integrate video across systems and platforms all across your organization.

Also, look for providers that can help you craft the right types of video for your various needs. You should be able to pick and choose the right mix of personalized, segmented, interactive and/or broadcast video for each opportunity. Then integrate your videos wherever they fit across marketing, sales and service processes.

Video can drive results at every stage of the customer lifecycle.

The marketing ecosystem is vast. Video is a powerful enabling technology. Think of it in this way, and you can start to see how many opportunities you may have to use video across the customer lifecycle.

Qualify prospects: When viewers self-select for sales contact, you'll start with better qualified leads.

Streamline onboarding: Create a strong first impression as you make this process less labor-intensive.

Educate and inform: Help your customers help themselves.

Cross-sell and upsell: Add Interactive Personalized Video content across channels to engage customers in ways they prefer.

Improve renewal rates: Make a strong, timely case for continuing as a customer and not letting the relationship lapse.

Integrate video across disciplines...  ...to give your business metrics a boost.	
Advertising	Brand equity
Branding	Customer profitability
Demand generation	Customer sentiment
Digital marketing	Market share
Marketing operations	Return on marketing investment (ROMI)
Product marketing	Sales
PR and external communications	Speed to market
Search marketing—SEM/SEO	
Social media	



Security First Insurance™
Insuring Florida Homes

Security First Insurance uses EngageOne® Video, an Interactive Personalized Video solution, for onboarding.

Challenge

“The average policy package can run 80 pages long,” reports Ben Bomhoff, Security First Insurance vice president of enterprise systems. “No one wants to read it.”

Solution

This privately-owned Florida insurance company started using EngageOne Video to help customers better understand policies, increase engagement and enhance customer service. Results exceeded their expectations.

Results

- Open rates above 50 percent.
- Average view times of more than twice the average for standard broadcast video.
- Extremely positive response.
- Increases in engagement and customer loyalty.

Engage customers like never before with Pitney Bowes.

Evolve to video that interacts. EngageOne® Video from Pitney Bowes creates real-time interaction for real-world success. See how easy it is to develop Interactive Personalized Videos that are more personal, more powerful and more profitable. Learn more by visiting: mypbvideo.com

United States

3001 Summer Street
Stamford, CT 06926-0700
800 327 8627
pbsoftware.sales@pb.com

Europe/United Kingdom

The Smith Centre
The Fairmile
Henley-on-Thames
Oxfordshire
RG9 6AB
0800 840 0001
pbsoftware.emea@pb.com

Canada

5500 Explorer Drive
Mississauga, ON L4W5C7
800 268 3282
pbsoftware.canada.sales@pb.com

Australia/Asia Pacific

Level 1, 68 Waterloo Road
Macquarie Park NSW 2113
+61 2 9475 3500
pb.apac@pb.com

For more information,
visit us online: pitneybowes.com