

# USING VIDEO WITH MARKETING AUTOMATION

GENERATE, NURTURE + QUALIFY NEW LEADS THROUGH VIDEO



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# INTRODUCTION

Marketing automation has been around for years, and video has been around even longer. But using these two tools together is uncharted territory for many businesses. You probably have some questions.

*What comes first, the video or the automation? How does each part assist the other? How do I set this up?*

Sound familiar?

If you're reading this guide, chances are you already know how important video is to your marketing strategy. By combining video and marketing automation, you'll be able to take your video marketing to the next level by sending the right video, to the right lead, at the right time.



# WHAT IS MARKETING AUTOMATION?

Marketing automation (also called lead nurturing) is one of the fastest growing areas of digital marketing. It's an important channel to optimize to help you grow your business.

Don't take our word for it...



COMPANIES THAT EXCEL AT  
LEAD NURTURING GENERATE

50%

MORE SALES-READY LEADS  
AT A

33%

LOWER COST

SOURCE: FORRESTER RESEARCH (VIA PARDOT)

THAT'S PRETTY IMPRESSIVE.

# IT STARTS WITH SETTING GOALS

We can't talk about video marketing automation strategies, techniques, or examples without understanding our goals first.

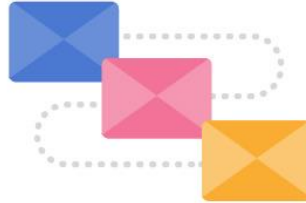
Where you start depends on your marketing priorities, and the state of your business.

# GOAL SETTING WITH VIDEO



## **Lead Generation**

Adding a form to your videos to collect email addresses. Either at the beginning, during, or the end.



## **Lead Nurturing**

Linking to relevant video content in your email follow-up to leads.

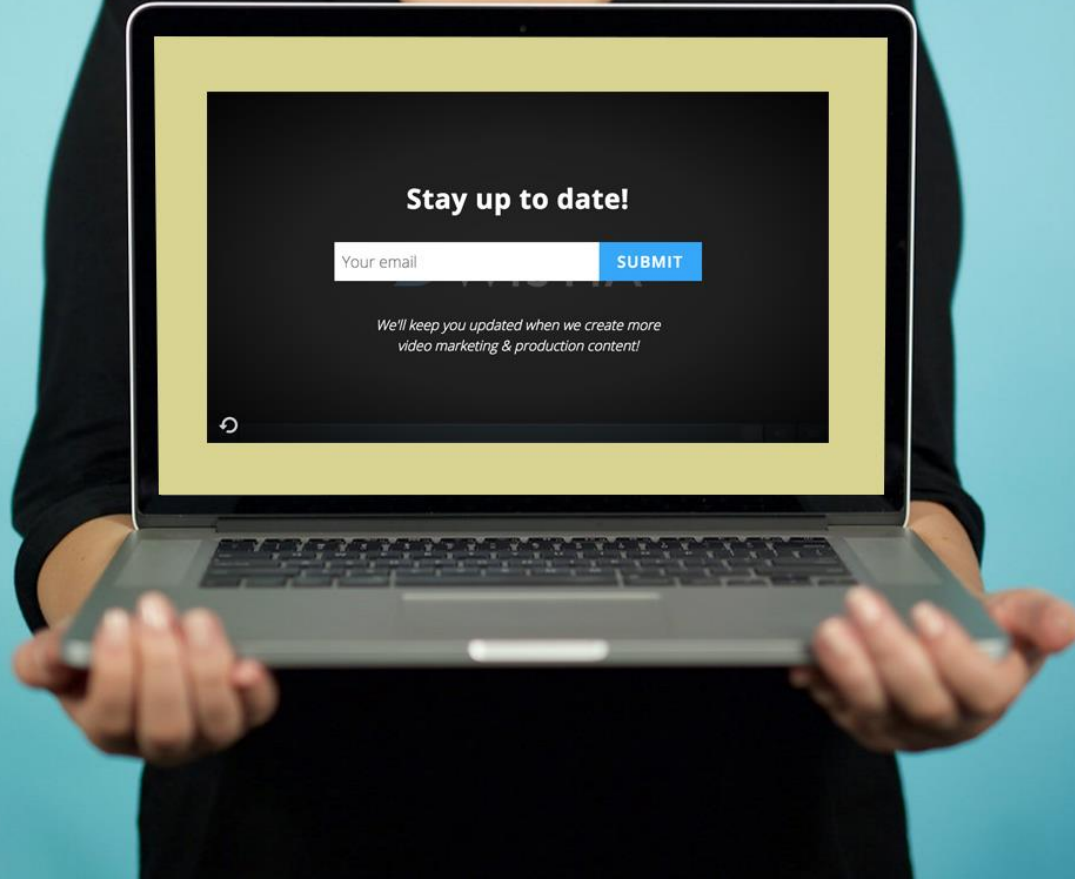


## **Lead Scoring**

Grading your leads based on them engaging with certain video content.



VIDEO IS A POWERFUL LEAD GENERATION TOOL.



# GENERATING NEW LEADS FROM VIDEO

Across 250,000+ accounts, Wistia found that videos with forms in them convert at 16%.

That means for every 100 video plays, the video generates 16 new leads.

Then, Wistia took a closer look and noticed that videos with a form within the first 20% of the video received a 43% conversion rate.



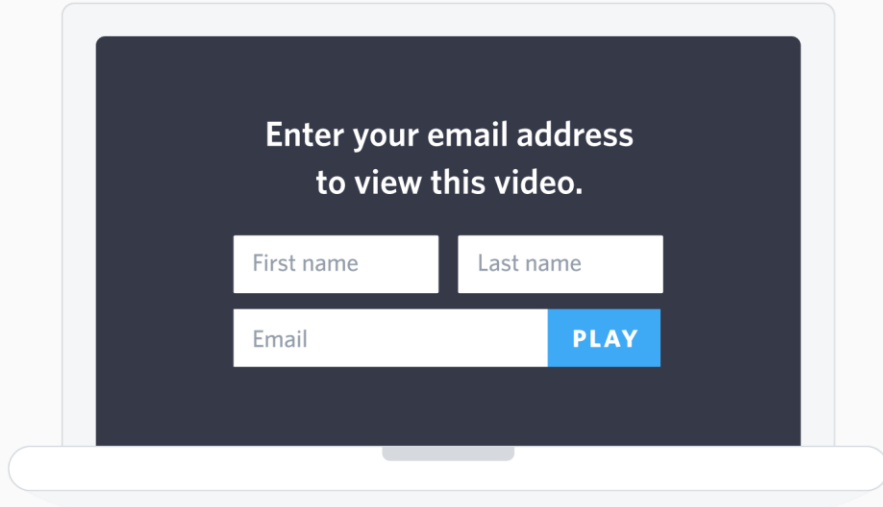
43%!

Yep, that's a lot.

# WISTIA-HUBSPOT INTEGRATION

## Generate new leads with Wistia's Turnstile email collector

Any time you collect an email, it will be added as a new contact on HubSpot, so you can keep all your leads in one place.



# WISTIA-HUBSPOT INTEGRATION

**Track clicks on annotations and CTAs directly in HubSpot**

Discover whether your leads are engaging with the interactive elements on your videos.



# NURTURING LEADS WITH VIDEO

Email plays a major role in lead nurturing, and video performs really well in email.

In past tests to see [how video impacted email click-through rates](#), Wistia found that using a video thumbnail instead of a plain image resulted in a **300% lift in our click-through rates!**

The results were so compelling that we moved to using video thumbnails in our emails whenever we can.

But fear not! [In our upcoming webinar](#), we'll have video and inbound marketing experts show you how to expand your current inbound marketing retainers with video marketing services, all without skipping a beat across your existing campaigns.



If you can't make it to next week's webinar, no sweat! We will send a recording out to everyone who registers.

Best,

Angie & The **Partner** Team



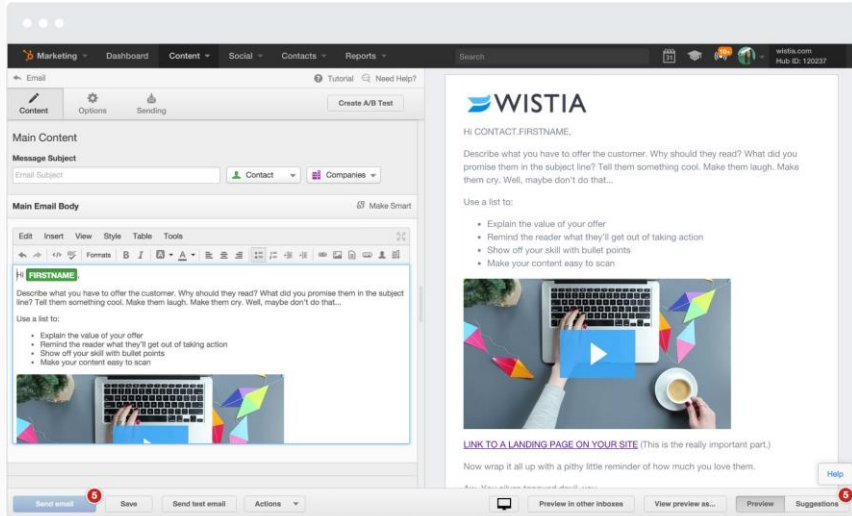
Angela O'Dowd  
Channel Marketing, HubSpot



# WISTIA-HUBSPOT INTEGRATION

Include videos in your email campaigns

Make your email marketing automation much more exciting and dynamic with the inclusion of videos.



# NURTURING LEADS WITH VIDEO

Every lead in your email database is at a different stage. Naturally, some are further along (and closer to making a purchase) than others.

For example, someone who downloaded a free educational guide probably isn't interested in your demo video yet. However, a lead who downloaded your company brochure probably is thinking a bit more about your actual product.

How should you organize and prioritize these leads so you can show them the right content?



# NURTURING LEADS WITH VIDEO

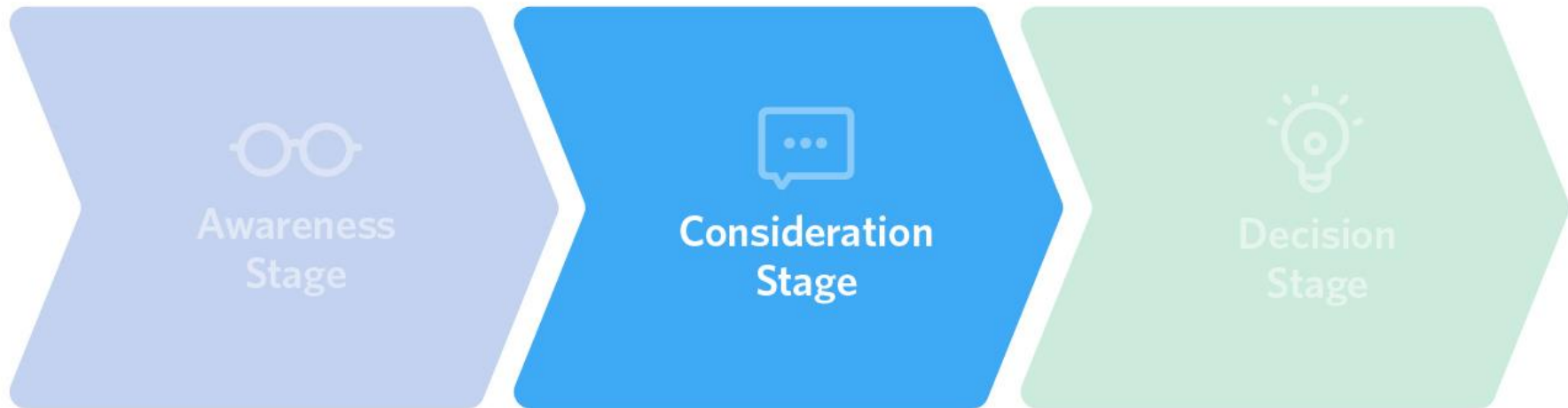


Map your lead nurturing videos to the buyer's journey.



**For leads in the awareness stage**, use marketing automation to send related educational videos.

It's too soon to send these leads product videos, and relevant informational content will help your leads learn more and keep them connected to your company.



**For leads in the consideration stage**, send some company-related content. These leads are interested in solving a problem and are looking at a variety of potential solutions.

It's still too soon to send them in-depth video testimonials and case studies. However, a high-level video overview or product explainer might hit the spot.



**For leads in the decision stage**, use video in your marketing automation to push them towards purchase.

These leads are likely evaluating a short list of vendors. They're ready to buy something (from someone). Hit them with your sales enablement content to increase the chances they choose your product.

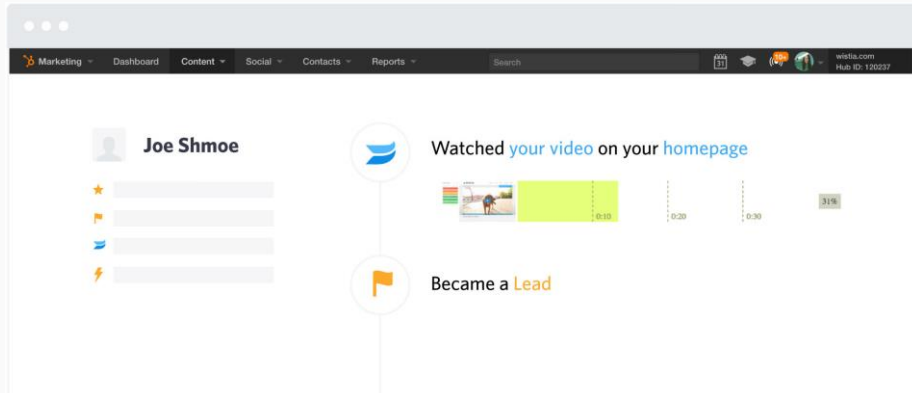
# QUALIFYING EXISTING LEADS WITH VIDEO DATA

Now that we've covered the different stages of the buyer's journey and the pivotal role that video can play in your marketing automation, let's explore how you can use video data to qualify your existing leads.

# WISTIA-HUBSPOT INTEGRATION

Segment your contacts based on the videos they've watched.

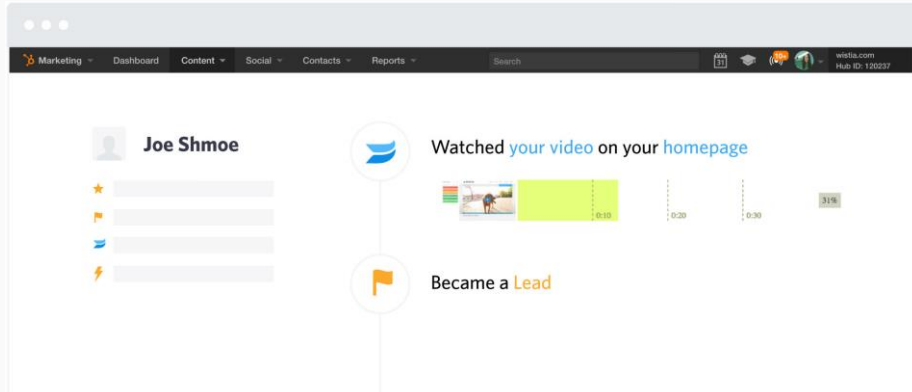
See which videos your leads are watching, allowing you to better understand your customer acquisition funnel, work out which videos are helping drive conversions and craft more personalized follow up emails.



# WISTIA-HUBSPOT INTEGRATION

See video heatmaps directly  
in contact pages.

Find out how much of a  
specific video your leads are  
watching and whether certain  
groups of users are engaging  
with your content.

A screenshot of a HubSpot contact page for a user named Joe Shmoe. The page features a navigation bar at the top with tabs for Marketing, Dashboard, Content, Social, Contacts, and Reports. Below the navigation, there is a profile section for Joe Shmoe with a list of activity items. The first activity item is "Watched your video on your homepage", which includes a video player with a green heatmap overlay. The heatmap shows a bright green bar from 0:10 to 0:20, indicating high engagement. A small box in the bottom right of the video player shows "31%". The second activity item is "Became a Lead", marked with a red flag icon.

# WRAPPING UP

At this point, you know why marketing automation is so important. You understand why video is a great communication tool. You've seen how goals influence marketing automation, and how video can be incorporated into those goals.

By combining video with your marketing automation tools, you can foster deeper connections with your leads by not only addressing their pain points, but anticipating them based on the buyer's journey.

What are you waiting for? Start nurturing those leads!





# ABOUT US

Whitehat Inbound is an ambitious and expanding inbound marketing agency based in London.

We focus on building brands and narratives that nurture leads, turning prospects into customers and customers into advocates.



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