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The **All-Encompassing** Guide To **Crushing** Personalized Video

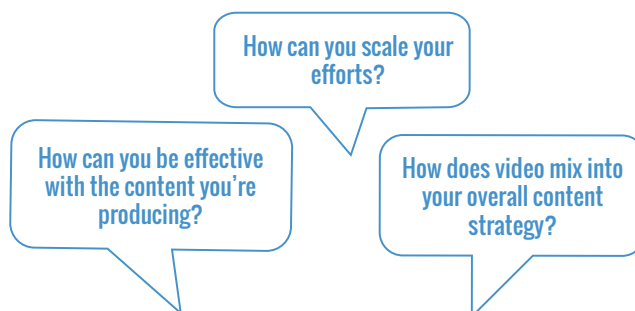


The All-Encompassing Guide To Crushing Personalized Video



At this point, you shouldn't need to be sold on the power of video (the answer you were looking for). Unsurprisingly, video is a major player in marketing. Yet, far too many businesses fail to reap its benefits, likely falling behind their competition.

Video marketing isn't a plug-and-play tactic, however.



You probably have many questions. But you may not have given any thought to one of the most important aspects of video marketing: **personalization**.

Creating video that speaks directly to your audience is critical to its effectiveness. These aren't videos with the sole purpose of entertaining. You have an objective, and you should be leveraging video to engage your prospects and build stronger connections.

Can you afford to make individual videos for every one of your prospects? Doubtful. But there are ways to create videos on a scalable level. Creating videos economically is a matter of determining when your videos need a hyper-personalized message, and when they can be more general.

In this guide, you'll learn how to effectively nurture, close, and retain customers through personalized video. And you'll also learn how you can scale your efforts from start to finish.



Personalization is Key to Successful Video Marketing



Personalization isn't new to the marketing world. In fact, it's an important focus and frequent topic of conversation. And experts agree – you need to personalize your marketing efforts to maximize your success.

The use of video marketing is another popular topic. The convergence of these two efforts, however, have not been explored nearly enough.

The Statistics Behind Personalized Video

Video marketing and personalization can be a lethal combination, and the statistics show it. If you craft a strategy that caters to the tenants of both, you'll not only stand out from your competition, but also create an experience your prospects and customers love.

Let's start with the impact of personalization itself:



58%

of consumers are comfortable with retailers using their shopping interests and behaviors in return for a more personalized experience¹



59%

of customers report that personalization influences their shopping decisions²



77%

of consumers have chosen, recommended or paid a premium for brands that provided a personalized service or experience³



Personalization is Key to Successful Video Marketing (cont.)

4x



as many customers would rather watch a video about a product than read about it⁴



of people who want to see more video content from marketers⁴

43%

1.81x



Shoppers who view video are 1.81x more likely to purchase than non-viewers⁴

So how effective is personalized video?

35%

The average retention rate of personalized videos is 35% higher than non-personalized videos⁷



272%

Mentioning a personalized video in the subject line of an email increases its open rate by 272%⁵

10x

Marketers have 10x better engagement rates with personalized video than any other digital marketing technology⁶

Despite the data, businesses have yet to fully embrace personalized video. One of the biggest reasons may be that marketers doubt they have the time and resources to create such videos. But their assumptions are flimsy: personalized video is scalable.

When to Scale Your Video Efforts

You might be wondering what level of personalization a video needs. Should you be making a video for each individual prospect? Should you address each person directly, mentioning their name, company and a specific problem they're experiencing? Surely, not for every single prospect.

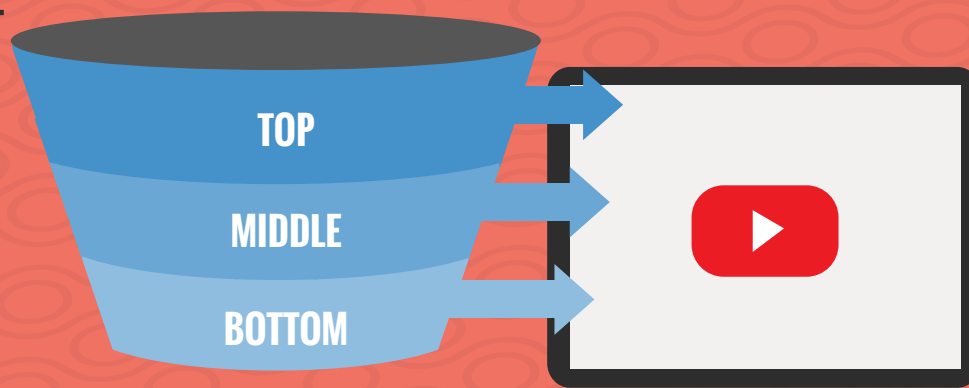
The type of video content you create depends on where your prospect is in your sales funnel. This information helps you determine what content needs to be hyper-personalized and what videos can be more general.

The key to scalability is creating a library of videos that you can repurpose when nurturing your prospects. Generally speaking, your prospects only have so many pains your company addresses. So it reasons that you'd want a video for each topic of discussion. With a video library covering all of the relevant pain points, you should rarely need to create a new video on the spot (more on that later).

Whenever a new prospect enters your sales funnel, you'll already have video content ready to go, queued up throughout a segmented workflow.



Catering Personalized Video to Your Sales Funnel



When you first sit down to create a video marketing strategy, you need to assess your different buyer personas and their specific pain points throughout their buyer's journey.

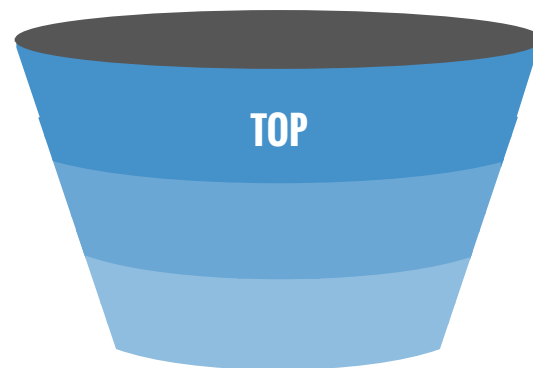
- **What are your target personas' main concerns?**
- **What kind of questions do they typically ask?**
- **What information or resources would help guide them toward solving their problems?**

These answers are foundational to breaking down the sales funnel for your audience. And they'll help you outline your content needs. It's your sales funnel that determines the level of personalization each video should have.

Top of the Sales Funnel (TOFU)

Your top-of-the-funnel content – whether a whitepaper or video – helps you attract prospects who know nothing about your business. Typically, the kinds of content you created for this stage of the sales funnel include blogs, articles, educational materials.

Prospects in this stage are only beginning to identify their problems. They're conducting some preliminary research.



So what should your video content focus on for this kind of prospect? There are a few different executions:

Create a video to incorporate in a blog. With both your written and video content, your prospects have a choice as to how they can consume your information. And of course, the video will also supplement your blog. The same principle applies to any of the educational content your produce.



Catering Personalized Video to Your Sales Funnel (cont.)

Start a vlog. The statistics above prove people's preference for video. And vlogs have certainly had their success. You'll want to create videos that speak to different segments of your audience and their specific pain points, of course. Create a content calendar that ensures your collection of videos speak to all of your segments.

Supplement your emails and landing pages. To enhance the delivery of your premium content, you can use video to create a much more personal experience. What if your landing page included a video telling a prospect what they'll learn from a guide, for example? What if the delivery email includes a video that personally thanks them for downloading the offer? Seemingly small tweaks like these create a far more personal experience.

Scalable or Hyper-Personalized? TOFU video is scalable.

You don't need to create a new video for each of prospects that just enters your sales funnel. You can produce fairly general videos that speak to common pain points. Just remember to cover each of your buyer personas. They don't all have the same problems, after all.

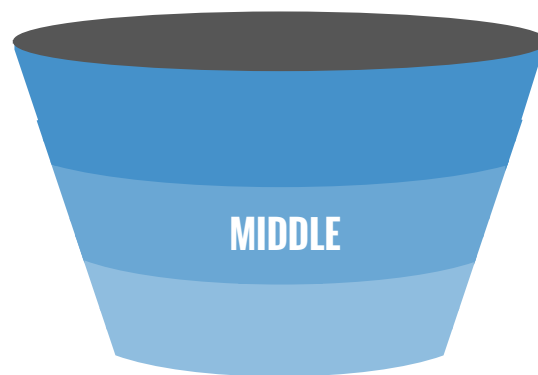
These videos can still have a personal flavor, though. Address your viewers as individuals: "I've continued to share information on ABC because I've worked with companies like yours in the XYZ industry for several years."

The line above is something you might say in many of your videos, but the ABCs and XYZs will vary depending on your target audience. Simply create lines like this with its possible variations, and put each unique video into their proper workflows.

Middle of the Sales Funnel (MOFU)

At this stage, your prospect is digging a little deeper into their problems and looking for more in-depth education. Content at this stage can include a little more about how your company can help.

Prospects in the MOFU are becoming more interested in specific solutions to their problems. So you could offer advice around choosing the right solution.



Catering Personalized Video to Your Sales Funnel (cont.)

Video content could supplement or even replace these middle-of-the-funnel pieces – eBooks, for example. Considering how people respond to video, this kind of content could be more attractive to your prospects than a more common written piece. And of course, your video library must address the different segments of your audience.

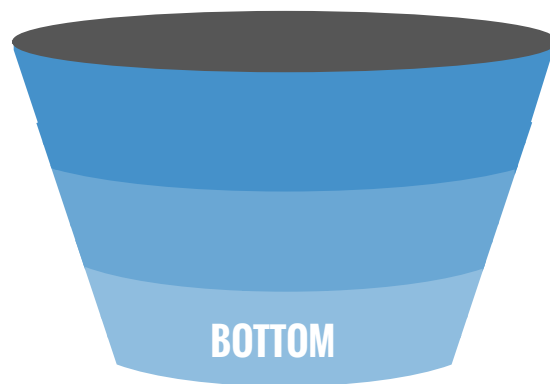
Scalable or Hyper-Personalized?

The MOFU is where you can focus more on your audiences and break your video content into more distinct sections. You don't need to call out someone's name or company in a video. But you still want to make these videos feel personal. And by speaking directly to the much more specific topics on their minds, your videos will feel that much more personal.

Bottom of the Sales Funnel (BOFU)

At this stage of the buyer's journey, your prospects are close to making a decision. These are qualified leads who are worth spending more time and energy on. And the number of them that reach this stage of the funnel is much smaller.

These prospects are considering your company as the partner of choice. And personalization could be the difference between you and your competition. Here is where investing in hyper-personalized video is more than worth it.



You could incorporate these videos into your email workflow for BOFU prospects. Or you could really stand out by integrating these videos into your direct mail efforts.

Scalable or Hyper-Personalized?

BOFU video is hyper-personalized. You've established a relationship with leads throughout their journey. You can now focus on using specific information in these videos, encouraging your prospects to take the next step to speak with you.

Speak directly to your prospect using their name, company and perhaps specific pain points you know they're facing. If you know which pages a prospect's viewed on your website and what offers they've downloaded, you'll should have an idea about what issues are important to them.



Integrating Video Within Your Marketing Strategy



If it isn't already clear, you shouldn't be using video as your lone source of content. Video is most effective as a component of an integrated marketing strategy. Your prospects should almost always interact with some other form of content before watching a video. Whether email, social media or direct mail, this

But when and how should you incorporate personalized video into each of these efforts?

Email

Don't overlook the power of embedding a video in an email. Remember, including a reference to a personalized video in your subject line increases your open rate by an average of 272%. And it will encourage your recipients to click on your video, which can lead them to a landing page.

Of course, how the email fits into your buyer's journey dictates what kind of content should be included, video included. When you setup your email and marketing workflows for each prospect segment, create a series of videos that align with their pain points and stage of the journey.



Integrating Video Within Your Marketing Strategy (cont.)

Social Media

Way back in the beginning of this guide, we mentioned some of the most popular social media apps in the world. Their success lies within their visual foundations – seeing and sharing videos (and photos).

When you create content for social media campaigns, sharing videos should be a main focus. Look for ways to can incorporate videos within your overall social strategy. There are two approaches you can take to align these posts with your sales funnel:

1. Post videos directly on your social media accounts; these skew toward the top-of-the-funnel and appeal to a wider audience
2. Drive middle- and bottom-of-the-funnel prospects to particular landing pages that include more personalized videos.

(Side note: including video on your landing pages can increase your conversion rate by 80%⁸)



Direct Mail

Wait, how does direct mail relate to video? Is it even possible to include video content in your direct mail efforts?

Of course, your direct mail should lead to a landing page with a video. Because direct mail can be difficult to track on its own, one of your goals with such a campaign must be to drive your prospect online. You can track your prospects' journey on your website, and you can nurture them and help them learn more about you.

Of course, there are comprehensive solutions that can help you streamline this process. It shouldn't be an extra task for you to have to manage, especially with its many moving pieces. And [automation software may give you the greatest return](#) on your investment in direct mail.





Why Your CRM is Critical to the Success of Your Video

As we just mentioned, tracking prospects is essential to running a successful marketing campaign – whether video is a component or not. But especially when video is driving your leads, your CRM is imperative.

Your CRM is a necessity for more than tracking your campaign's success, though. It's also key to implementing video strategically.

Segmentation

Without the ability to segment your prospect pool, you have little room to personalize your videos. The extensive prospect data your CRM captures allows you to differentiate groups of like-minded prospects into smaller lists. Without these defined segments, you'd be handicapped in determining the topics your videos should cover, and who to present them to.

Of course, this analysis isn't a simple product of using a CRM. If your data is a chaotic mess, it's next to impossible to decipher who to segment, and based on what information. Unfortunately, it's easy for marketers to let their databases devolve into a jungle of meaningless data points.

Clean data is a foundational piece to segmentation. So make a concerted effort to keep your CRM organized.

A clean database will also help you automate your video marketing efforts. As we discussed, you shouldn't (and likely can't) personalize every video and send them individually. With clean and clear segments, you can assign videos within segmented workflows and automatically send them based on defined triggers.



The Proper Length of Videos

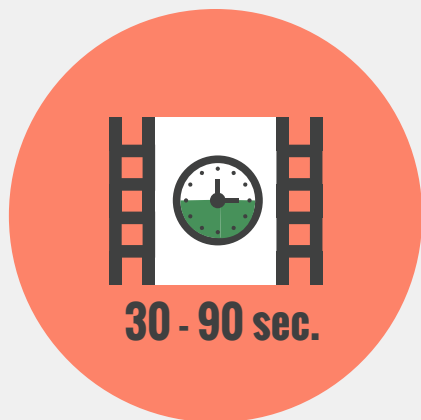


With segmentation in place, you'll be able to determine a reasonable length for your different videos. The stage of the sales funnel it fits into is (again) key. Who is the video's intended audience? What is its purpose? What information must it cover?

Think about the types of written content you create for each stage of your sales funnel – A blog post targeting prospects in the TOFU shouldn't be as long as a whitepaper intended for MOFU leads.

People tend to have shorter attention spans, so it's important to limit the length of your videos in general. But some level of personalization goes a long way in maintaining your viewers' attention.

TOFU Length



These videos should range from 30 to 90 seconds. Its content shouldn't focus on selling. Your prospects might not even be aware of their main problem(s) yet. This video is all about awareness.

Use your limited time to entertain your viewers and reel them in. Find a way to personalize these videos from a high level, perhaps speaking to an example most viewers could relate to. It's this kind of connection that will draw prospects in and help you nurture them down the sales funnel.



The Proper Length of Videos (cont.)



MOFU Length

These videos have a much wider range – anywhere from two to 10 minutes. This content should be the most educational and in depth – hence their length. But people tend to stop watching around the 10-minute mark, so don't exceed that length.

The key to keeping their attention is to kill any fluff. The content of these videos needs to be relevant, in-depth and engaging. Examples include how-tos and videos in a short webinar series.



BOFU Length

These videos could be very short, or as long as 10 minutes. Either way, it should be a conversational piece with the goal of getting your lead to pick up the phone and actually speak with you.

BOFU videos are highly-targeted. Mention your prospects' names, companies and pains. Depending on the information you've learned about this prospect, you could offer them insight into relevant customer testimonials, product tutorials or a discussion about pricing.



Go Crush Your Personalized Video Marketing!



Given the powerful combination of video and personalization, you have an opportunity to make a strong, lasting connection with your prospects. And if you follow the tips outlined in these guide, you can create

The key is understanding when to maximize scalability (with general personalization), and when hyper-personalized video is worth its effort. And don't forget, there are any different products out there that can help you streamline your personalized video efforts.

Many solutions can help you integrate your marketing automation and CRM software with your video efforts. No matter how small or large your business is, you give your prospects an experience that delights them, all with a strategic, scalable solution.

Ready to scale your marketing efforts without losing the personal touch?

Our quick demo will show you how automate and hyper-personalize your marketing.

SCHEDULE MY DEMO

1. http://marketingland.com/consumers-want-personalization-but-retailers-just-cant-seem-to-deliver-144021?cm_mc_uid=48555933308314957443582&cm_mc_sid_50200000=1499626045&cm_mc_sid_52640000=1499626045
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