

INCORPORATING VIDEO INTO YOUR MARKETING AUTOMATION PLATFORM

THE COMPLETE GUIDE

cincopa

INTRODUCTION

Marketing automation platforms have been around for a while now.

Recognizing video's potential as a lead generator, however, is a relatively new phenomenon.

Today, selected video platforms enable marketers to leverage the power of video within a marketing campaign, just as they would any other piece of content.

In this guide we will examine ways in which your videos can be [incorporated into core marketing automation activities](#).

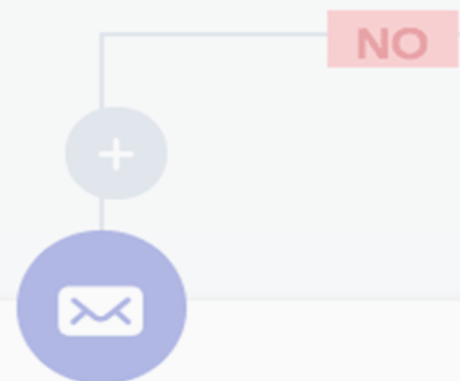
Given that by 2020, video will make up 4/5 of internet traffic, the days of just dumping video content on YouTube in the hopes of increasing brand awareness and engagement are over.

Identifying how your prospects engage with your videos can yield powerful insights.

Based on said data, you will learn how to generate, nurture & score leads, and set-up automated workflows, all within your marketing automation platform.

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MARKETING AUTOMATION: A BRIEF RUNDOWN

Chances are, you are familiar with marketing automation platforms.

Whether you are working in a high-growth tech company, or maybe in an established organization looking to expand its brand recognition; your company will almost surely be using a marketing automation platform to streamline, automate, monitor and optimize its marketing initiatives.

How do these platforms work?

Most popular forms of marketing automation rely on the principals of inbound marketing.

The standard M.O for inbound marketing entails the following cycle:

Using SEO, PPC and social marketing, prospects are drawn to the company's website or landing pages.

Once there, they are engaged with content; they will be gently driven to fill a form, becoming an identified marketing lead (or contact) in the process.

Then, a nurturing process begins.

The newly-branded contact is added to email campaigns until he or she reaches the marketing version of the promised land:

Obtaining marketing qualified status (i.e. they reach the point where they are ready to be handed over to sales).

Throughout this cycle, pertinent contact information is fed back into the system, triggering various processes and actions.

These will come in the form of personalized messages and additional content offered to a prospect at opportune times, in the attempt to maximize engagement.

Typically, this content includes videos such as product demos, testimonials, and webinars, as well as whitepapers, case studies and e-books.

The HubSpot logo features the word "HubSpot" in a grey, sans-serif font. The letter "o" is replaced by an orange icon of a person with arms raised, resembling a robot or a person celebrating.The Marketo logo consists of three vertical purple bars of varying heights to the left of the word "Marketo" in a bold, dark blue font. Below "Marketo" is the text "An Adobe Company" in a smaller, grey font.The Salesforce Pardot logo features the word "salesforce" in white lowercase letters inside a blue cloud-like shape. To its right, the word "pardot" is written in a grey, lowercase, sans-serif font.The SharpSpring logo includes a circular icon on the left containing a stylized green leaf and a white bird-like shape. To the right of the icon, the word "SharpSpring" is written in a grey, sans-serif font.

INTRODUCING THE LATEST DYNAMIC DUO: VIDEO AND MARKETING AUTOMATION

VIDEO MARKETING AUTOMATION HAS
THREE MAIN PILLARS:

01 LEAD GENERATION

The use of video to convert visitors into marketable leads.

02 LEAD NURTURING

The use of video inside email campaigns to:

- Drive buyers into their next buying stage.
- Make your videos “work harder” by utilizing them on every touch-point.

03 LEAD SCORING

The use of video data to segment, qualify and [score leads](#) when you have a lot of them.

This will enable you to distinguish between leads that are ready for “sales treatment”, and those who aren’t sufficiently qualified to try and convert.



01 USING VIDEO TO GENERATE LEADS

How about this idea:

Forget about asking a site viewer to sign up for yet another white paper or case study by filling up a web form.

While it may help generate leads from time to time, it has become immensely pervasive and is viewed somewhat as a nuisance by site visitors.

Why not try and convert them through a far-more enticing form of content?

Good [video marketing platforms](#) allow you to capture a viewer's email as he or she watches the video.

This is possible by having a form pop-up during predefined moments of a video.

Once your viewers fill in their contact details, they are established as leads (or contacts) within your marketing automation platform.

GATING VIDEO CONTENT (I.E. STIPULATING ACCESS TO THOSE WHO FILL A FORM), HAS PROVEN TO ACHIEVE CONVERSION RATES THAT ARE 40% HIGHER THAN STANDARD WEB FORMS.

Some video hosting platforms' **On-Video forms** are not limited to just lead-capturing efforts.

They can also be channeled toward **progressive profiling of contacts**.

Users will only see certain form lines as mandatory submissions if it does not exist already within the CRM.

02 USING VIDEO TO NURTURE LEADS

Lead nurturing is another crucial marketing element that is revolutionized through video.

Sending the right piece of content at a precise, high-leverage moment is a crucial step in any marketing campaign.

Similarly to regular emails, it is important to distinguish between the various engagement indicators.

Don't be fooled by open-rate metrics.

The one sure-fire way to know whether you still hold some relevance among leads is click-through-rate (or CTR).

And, surprise surprise, video has proven to be a game-changer in that regard as well.

Knowing that embedding video in emails generates 200%-300% higher click-through rates than conventional emails, it would be almost criminal not to properly incorporate it as part of your marketing automation efforts and overall strategy.

ACCORDING TO [HUBSPOT](#), NURTURING EMAILS WITH A VIDEO THUMBNAIL CAN INCREASE CLICK-THROUGH-RATE BY OVER 150%!

03 USING VIDEO TO SEGMENT LEADS

One of coolest parts of integrating video within marketing automation platforms is the ability to [create and analyze segments](#) based on the videos they engage with.

A contact's location within the marketing funnel (and the subsequent segment he or she will be attributed to) can be identified based on the type of videos they engage with.



IF YOUR PROSPECT ENGAGES WITH THE FOLLOWING VIDEO CONTENT:

- General How-to's (e.g. 'How to use a Go-Pro camera to shoot a corporate video')
- High-level, non-sales oriented videos (e.g. 'Top 10 tips to write a killer script!')

YOUR CONTACT IS LIKELY IN THE AWARENESS STAGE.

IF YOUR PROSPECT ENGAGES WITH THE FOLLOWING VIDEO CONTENT:

- Product video overviews
- Videos detailing what a prospect should be expecting out of your platform (e.g. 'What should a good video hosting platform offer you?')
- Technically-oriented videos (e.g. 'What is the optimal video capacity for an SMB?')

YOUR CONTACT IS LIKELY IN THE CONSIDERATION STAGE.

IF YOUR PROSPECT ENGAGES WITH THE FOLLOWING VIDEO CONTENT:

- Videos which touch upon your different paid plans
- Videos which touch upon your platform's various integrations
- Product demos (if these appear on your site and do not require signing up etc.)

YOUR CONTACT IS LIKELY IN THE DECISION STAGE.

USING VIDEO VIEWING METRICS IN WORKFLOWS

Let's gain a firmer grip on how injecting video into your marketing automation processes or automated nurturing campaigns can truly revolutionize your marketing initiatives.

Using a platform that integrates video data within your marketing automation system enables you to know *exactly* which video was watched and for how long, in order to send viewing-based nurturing emails.

HERE'S A LOOK AT VIDEO TRIGGERS INCORPORATED INTO A HUBSPOT WORKFLOW:

The enrollment trigger is essentially the condition by which a contact on HubSpot's database will be enrolled within this workflow.

When you integrate your video hosting platform with your marketing automation platform, you can stipulate enrollment based on a contact's engagement with a certain video.

In this case, a contact will be enrolled into the workflow if he or she have clicked on a video entitled 'What Defines a Great Video Hosting Platform'.

What happens next depends on whether the contact enrolled in the workflow interacts with the video in a predefined manner.

In this case, the workflow will separate contacts depending on whether they complete watching at least 50% of said video.

If the contact completes viewing at least 50% of the video, he will then be sent an email with a 5 minute product demo within it.

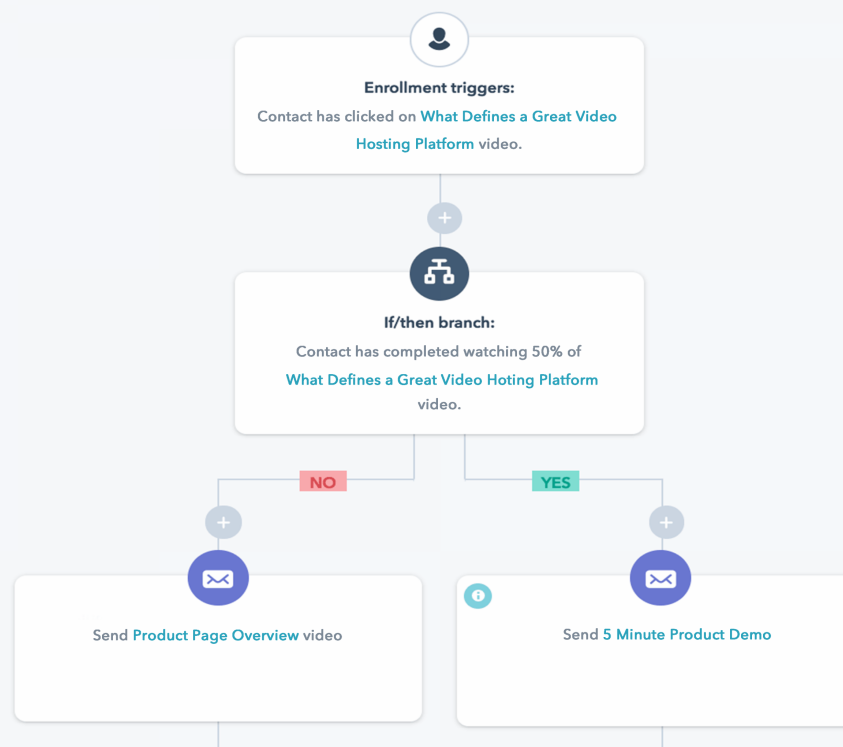
'What Defines a Great Video Hosting Platform' is content suitable for a lead who is in the **Consideration Stage of the marketing funnel**.

Given the contact's high level of engagement with the video, the piece of content he will be sent next will be suitable to his progression along the above-mentioned marketing funnel.

The '5 Minute Product Demo' video is relevant to a contact who has graduated to the **Decision Stage of the marketing funnel**.

Video emails can direct recipients to a video embedded within a landing page generated by your marketing automation platform.

Alternatively, these video emails can link directly to a brandable video landing page, generated by your VMP (video marketing platform).



If the contact *does not* watch at least 50% of said video, he will then be sent an email with a product page overview video within it.

Given the contact's low level of engagement with the video, he will not be sent content suitable for the more advanced Decision Stage.

Instead, the video he will be sent is suitable to his deliberation in the **Consideration Stage** (i.e. 'Product Page Overview' video).

USE VIDEO TO QUALIFY & SCORE LEADS

Lead scoring is an advanced strategy companies employ to set quality leads apart from those who will probably not mature to a contact, or whom are not yet ready to buy.

By attaching numerical values to potential prospects, your marketing automation platform rates each interaction a lead has with your company.

These interactions typically include viewing habits (watching a full video, watching parts of a video etc.), video emails opened, video emails clicked, level of fragment with on-video interactions such as form submissions, CTA clicks etc.

THIS IS POSSIBLY ONE OF THE MOST POWERFUL YET LESS UNDERSTOOD FEATURES OF VIDEO MARKETING AUTOMATION.

Every company needs to assess for itself and learn how to score specific viewing actions.

There is no one-rule-fits-all regarding how a prospect must score in order for him or her to be qualified as marketing qualified (MQL), or to be handed over to sales after being deemed sales-qualified (SQL).

That being said, leaning on video can be a great way of predicting buying stage and intent.

ABOUT **cincopa**

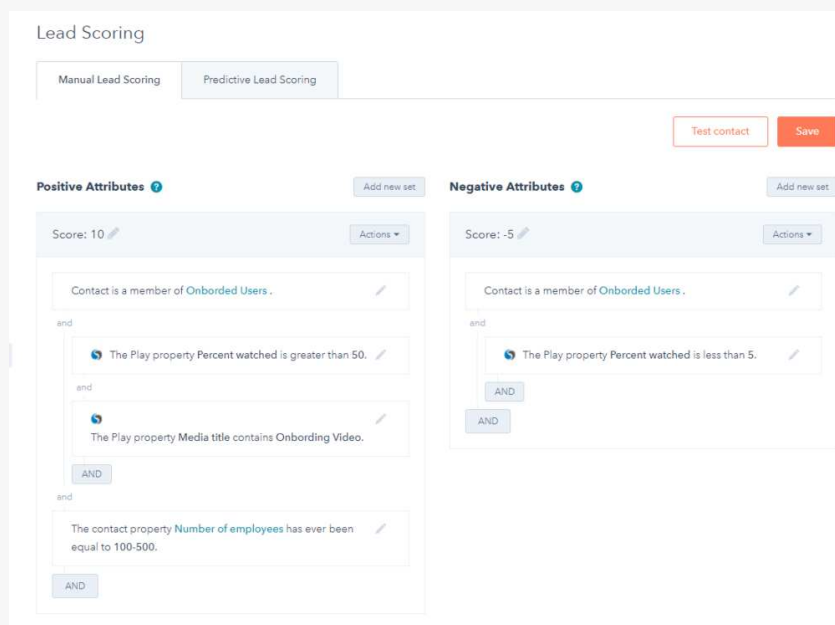
[A powerful Video Solution.](#)

Cincopa enhances engagement opportunities and interactions in Real-Time while your viewers are watching your videos.

With Cincopa's Video Marketing Solution, you will be able to [monitor viewers' behavior](#), and leverage your [ranking on search engines](#) with the video automatic closed-captioning.

Additionally, you will be able [to build your own branded channel](#) that can be embedded into your website with just a few clicks.

Cincopa's platform easily integrates with your marketing automation platform to maximize ROI.



Here is an example of how qualifying leads based on video interaction looks like in HubSpot.

Through Cincopa's integration with the marketing automation platform, an administrator decided to award 10 points to any viewer who interacts 'positively' with a video.

Examples of such positive interactions can be meeting or surpassing certain viewing benchmarks or viewing the video more than once.

Conversely, any viewer who interacts 'negatively' with a video will have 5 points deducted from his or her lead score.

Examples of such negative interactions can be failing to reach certain video viewing benchmarks (e.g. 'contact must complete 30% of the video), or not watching it all together.