

INBOUND

EFFECTIVE B2B VIDEO MARKETING ACROSS THE FLYWHEEL

JENNIFER MONTAGUE

#INBOUND19



ABOUT ME

HEAD OF GROWTH

TWENTYTHREE: THE VIDEO MARKETING PLATFORM

PUBLIC SPEAKER

INBOUND * PPC HERO * ART OF SOCIAL

PUBLISHED AUTHOR

JOURNAL OF BRAND STRATEGY

#INBOUND19

TWENTYTHREE

VIDEO MARKETING

+ 3 MILLION VIDEOS

+ 1 BILLION PLAYS

#INBOUND19

WHAT WE'LL COVER

1

FROM FUNNEL
TO FLYWHEEL

WHAT WE'LL COVER

1

FROM FUNNEL
TO FLYWHEEL

2

EFFECTIVENESS
OF VIDEO

WHAT WE'LL COVER

1

FROM FUNNEL
TO FLYWHEEL

2

EFFECTIVENESS
OF VIDEO

3

EXAMPLES &
METRICS

WHAT WE'LL COVER

1

FROM FUNNEL
TO FLYWHEEL

2

EFFECTIVENESS
OF VIDEO

3

EXAMPLES &
METRICS

4

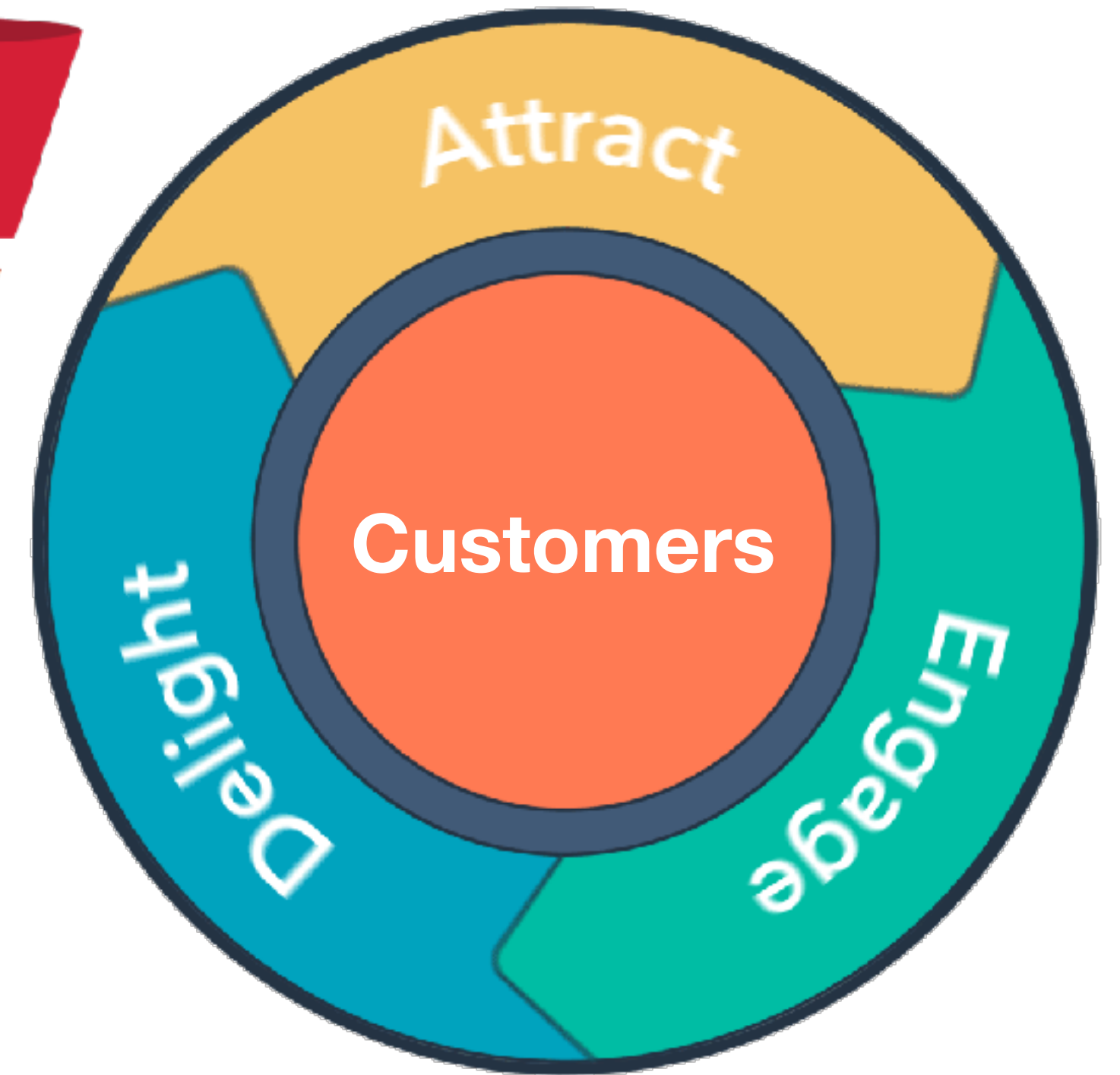
UPCOMING
TRENDS

BUT FIRST...



1

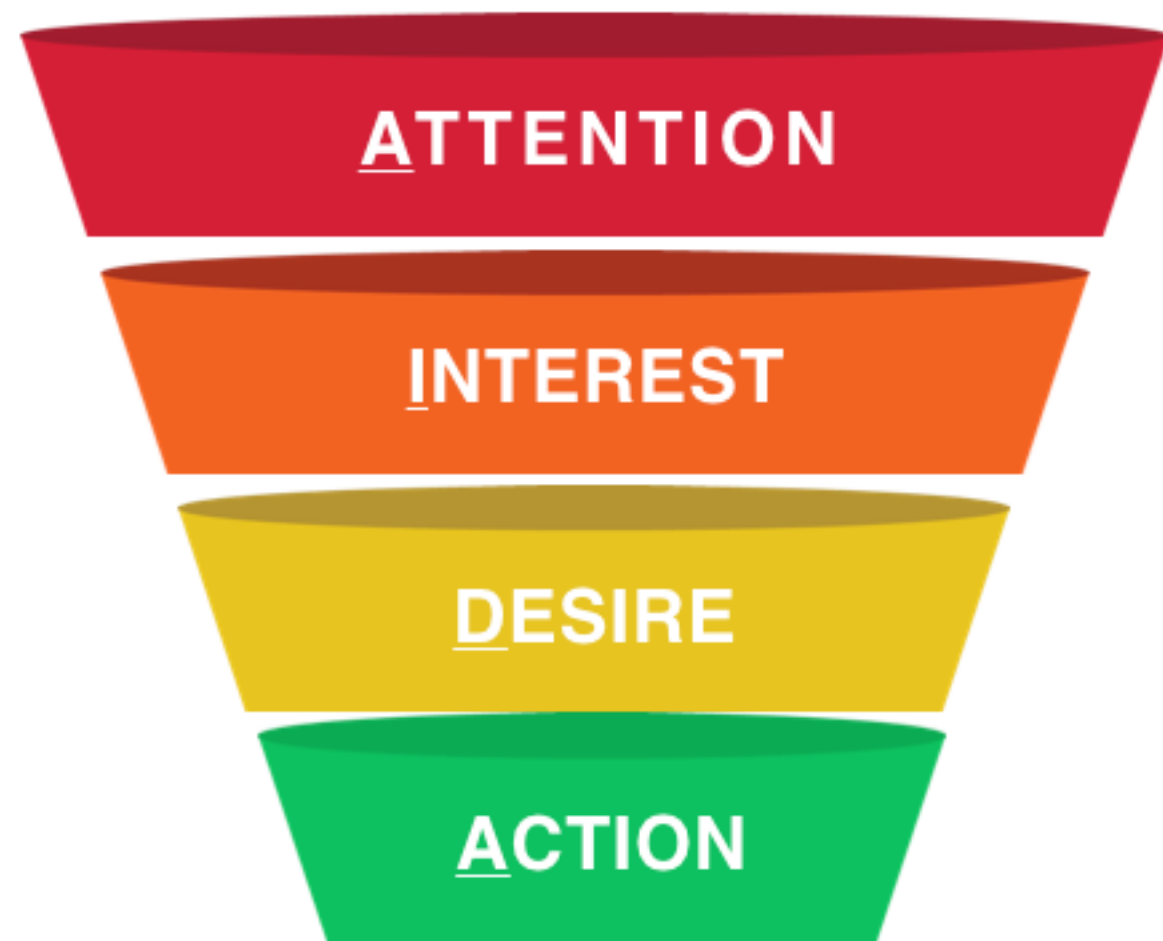
FROM FUNNEL TO FLYWHEEL



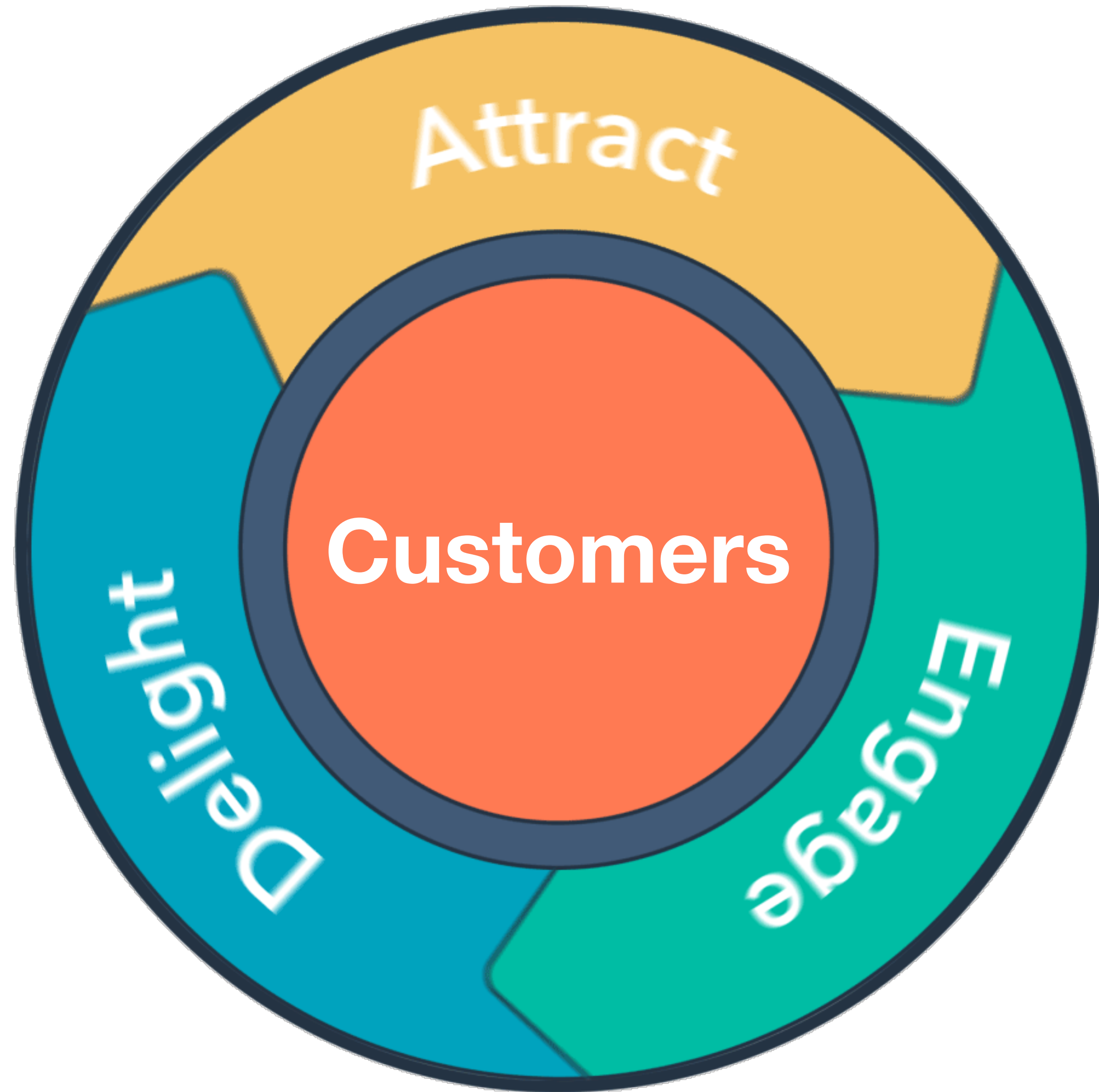
THE FUNNEL

A SUPER BRIEF HISTORY

1898
AIDA Funnel



#INBOUND19



**THE
FLYWHEEL**

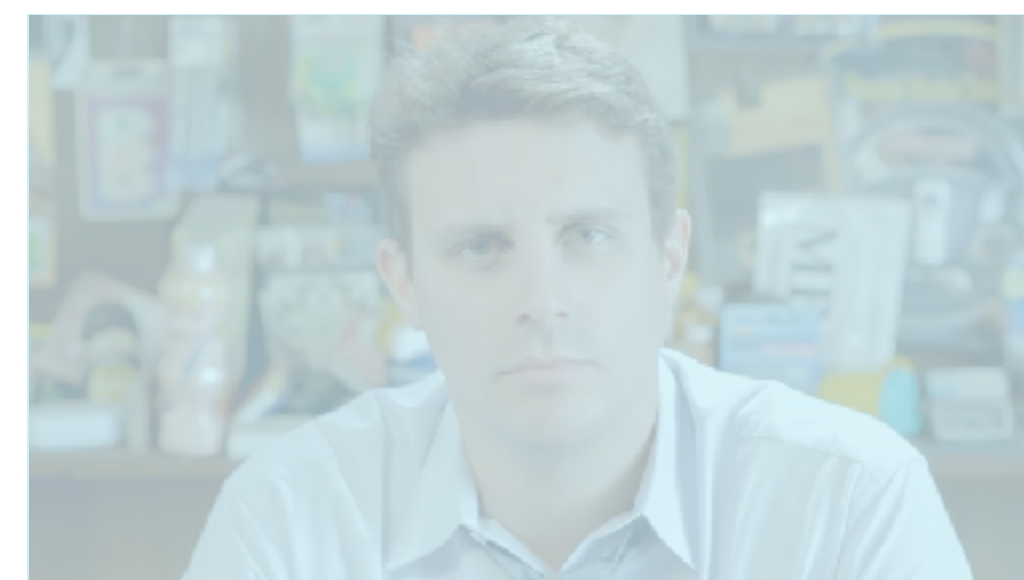
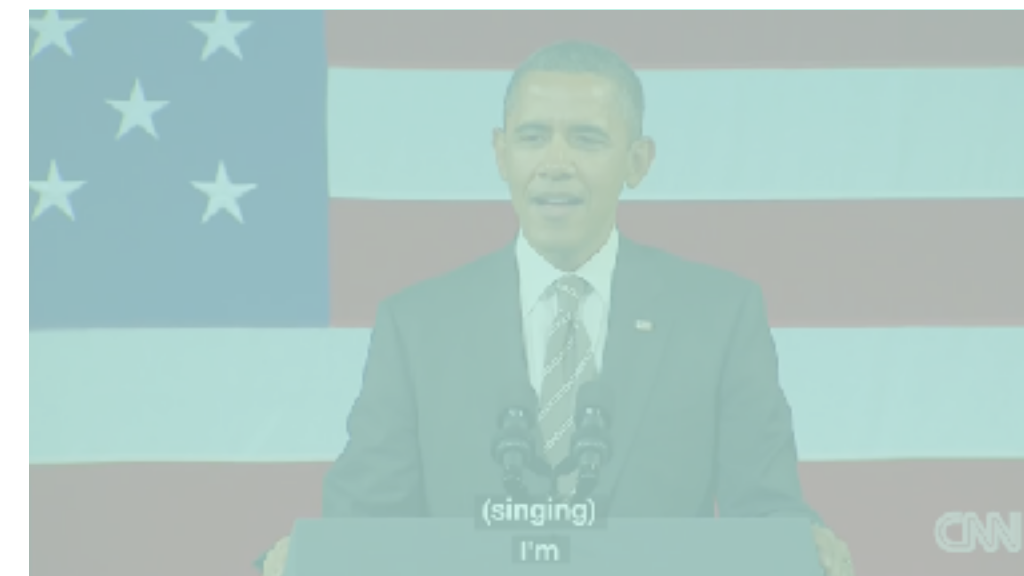
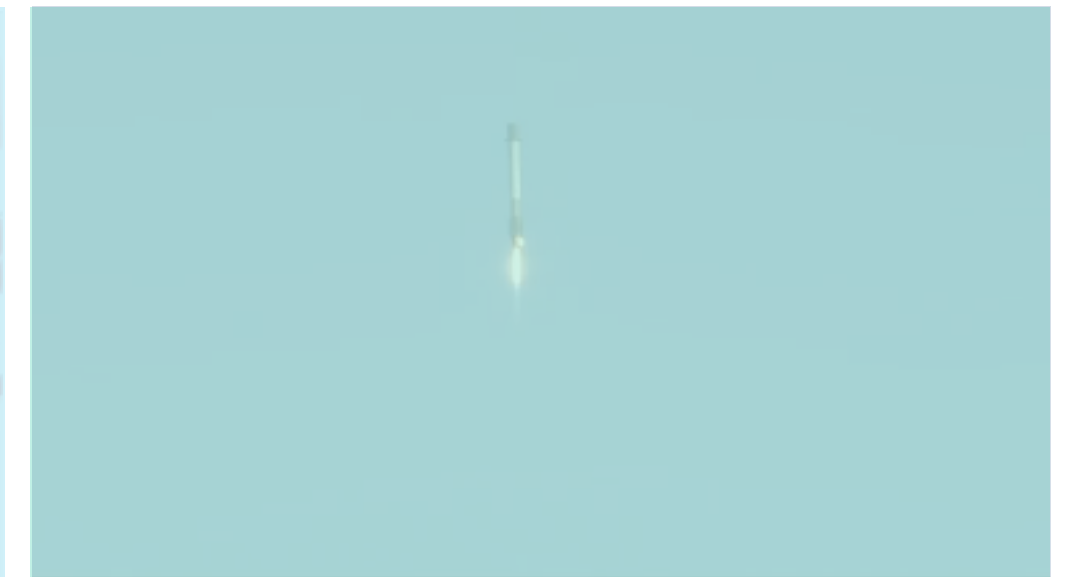
FORCE

FRICTION

CUSTOMERS

2

EFFECTIVENESS OF VIDEO



#INBOUND19

PEOPLE RETAIN



20%

WHAT THEY
HEAR



30%

WHAT THEY
SEE



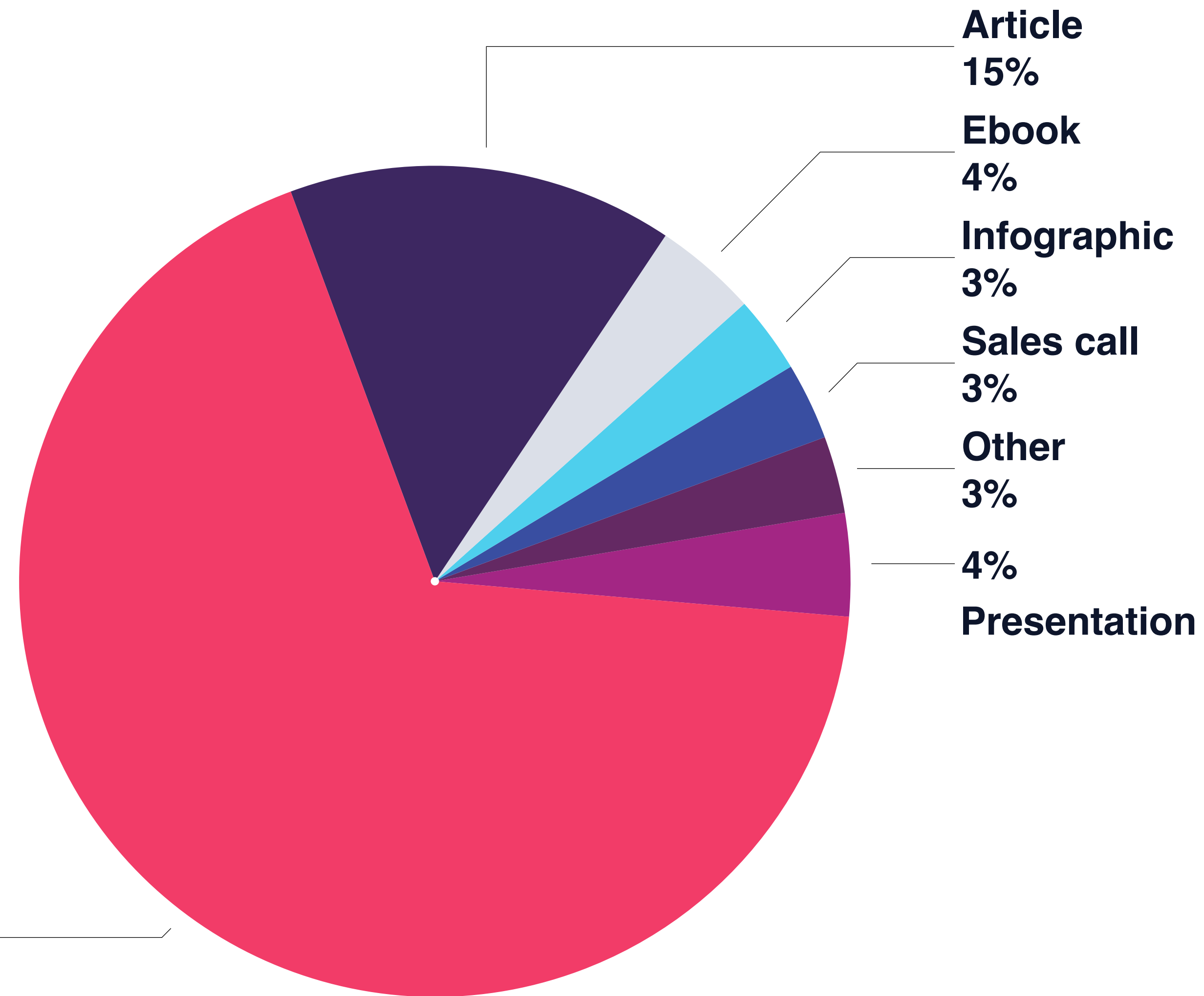
70%

WHAT THEY
HEAR & SEE

68% OF CONSUMERS PREFER VIDEO

...to learn about a product

Short video
68%



79% OF CONSUMERS WERE CONVINCED TO BUY

...after seeing a brand's video



Wyzowl

Video Marketing Statistics 2019



SOCIAL VIDEO GENERATES 12X MORE SHARES

...than text & images combined



23

TwentyThree

Sponsored · 

Ready to take your video marketing to the next level?  Host, manage, share, analyse. SEO optimised video. Advanced analytics. Lead capture. Fully integrated into your marketing stack. Full customer support. Try today for free!



TWENTYTHREE.NET

 **Get Results From Your Video Marketing**


Sign up today for your free trial

Sign Up


VS.

23

TwentyThree

Sponsored · 

Ready to take your video marketing to the next level?  Host, manage, share, analyse. SEO optimised video. Advanced analytics. Lead capture. Fully integrated into your marketing stack. Full customer support. Try today for free!



TWENTYTHREE.NET

 **Get Results From Your Video Marketing**

Sign up today for your free trial

Sign Up

#INBOUND19

23

TwentyThree

Sponsored · 

Ready to take your video marketing to the next level?  Host, manage, share, analyse. SEO optimised video. Advanced analytics. Lead capture. Fully integrated into your marketing stack. Full customer support. Try today for free!



TWENTYTHREE.NET

 **Get Results From Your Video Marketing**
Sign up today for your free trial

Sign Up

VS.

23

TwentyThree

Sponsored · 

Ready to take your video marketing to the next level?  Host, manage, share, analyse. SEO optimised video. Advanced analytics. Lead capture. Fully integrated into your marketing stack. Full customer support. Try today for free!



TWENTYTHREE.NET

 **Get Results From Your Video Marketing**
Sign up today for your free trial

Sign Up

5Xs
CLICKS

#INBOUND19

AWARENESS

CONSIDERATION

CONVERSION

LOYALTY

ADVOCACY

HOW TO & GUIDES

EXPLAINER VIDEOS

SOCIAL VIDEO

PERSONAL VIDEOS

WEBINARS

CUSTOMER CASE STORIES

TUTORIALS



ATTRACT



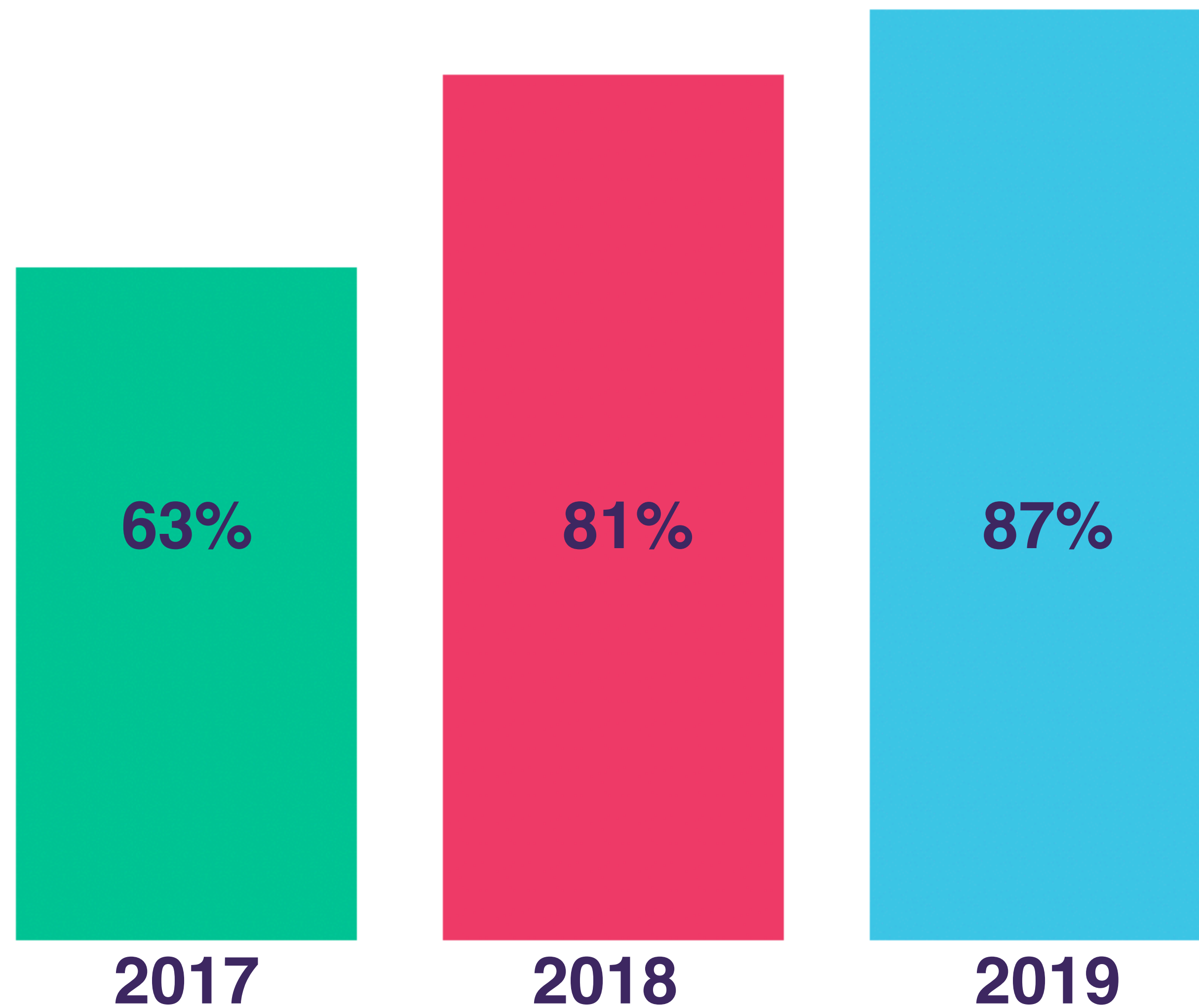
ENGAGE



DELIGHT

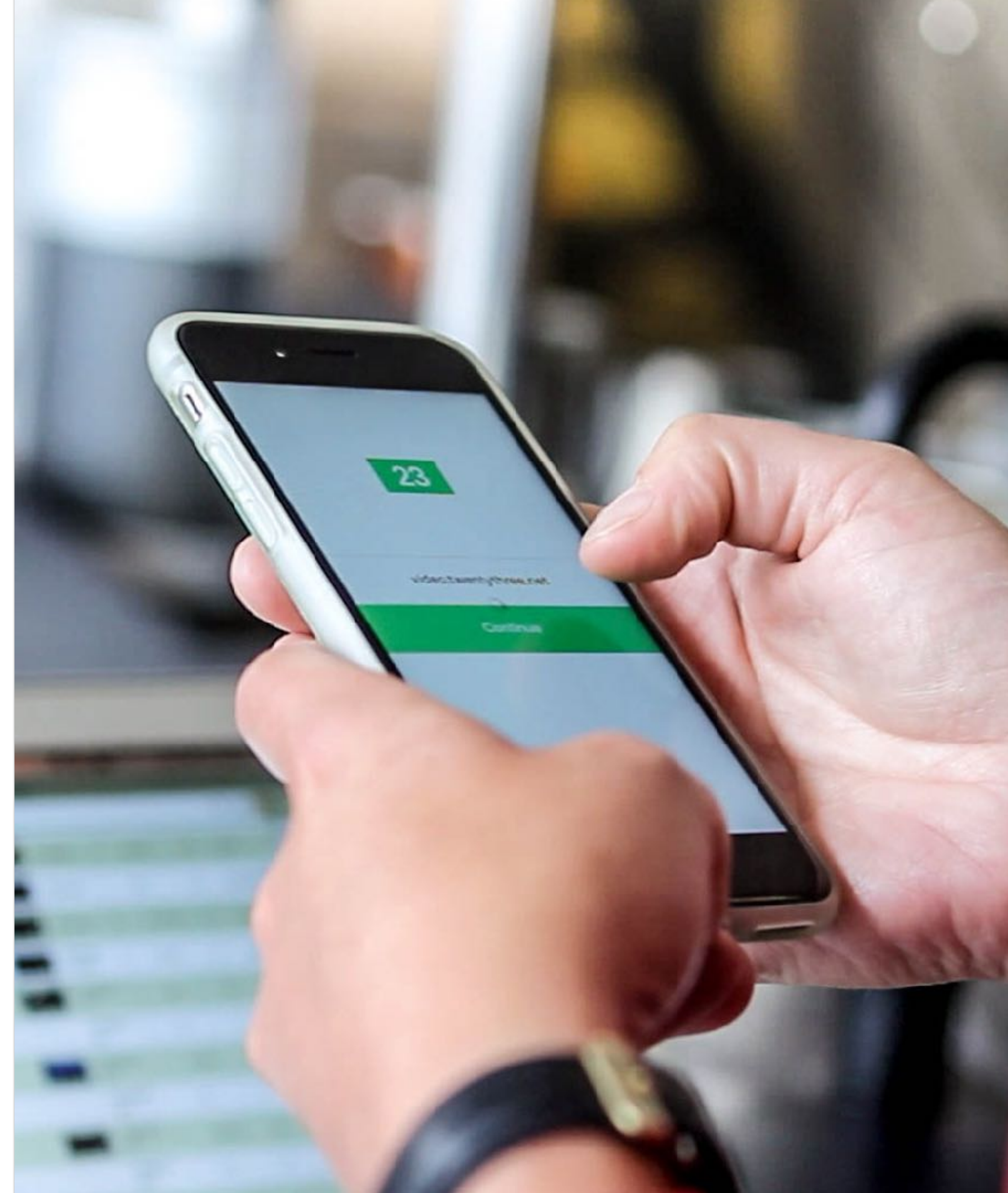


DELIGHT



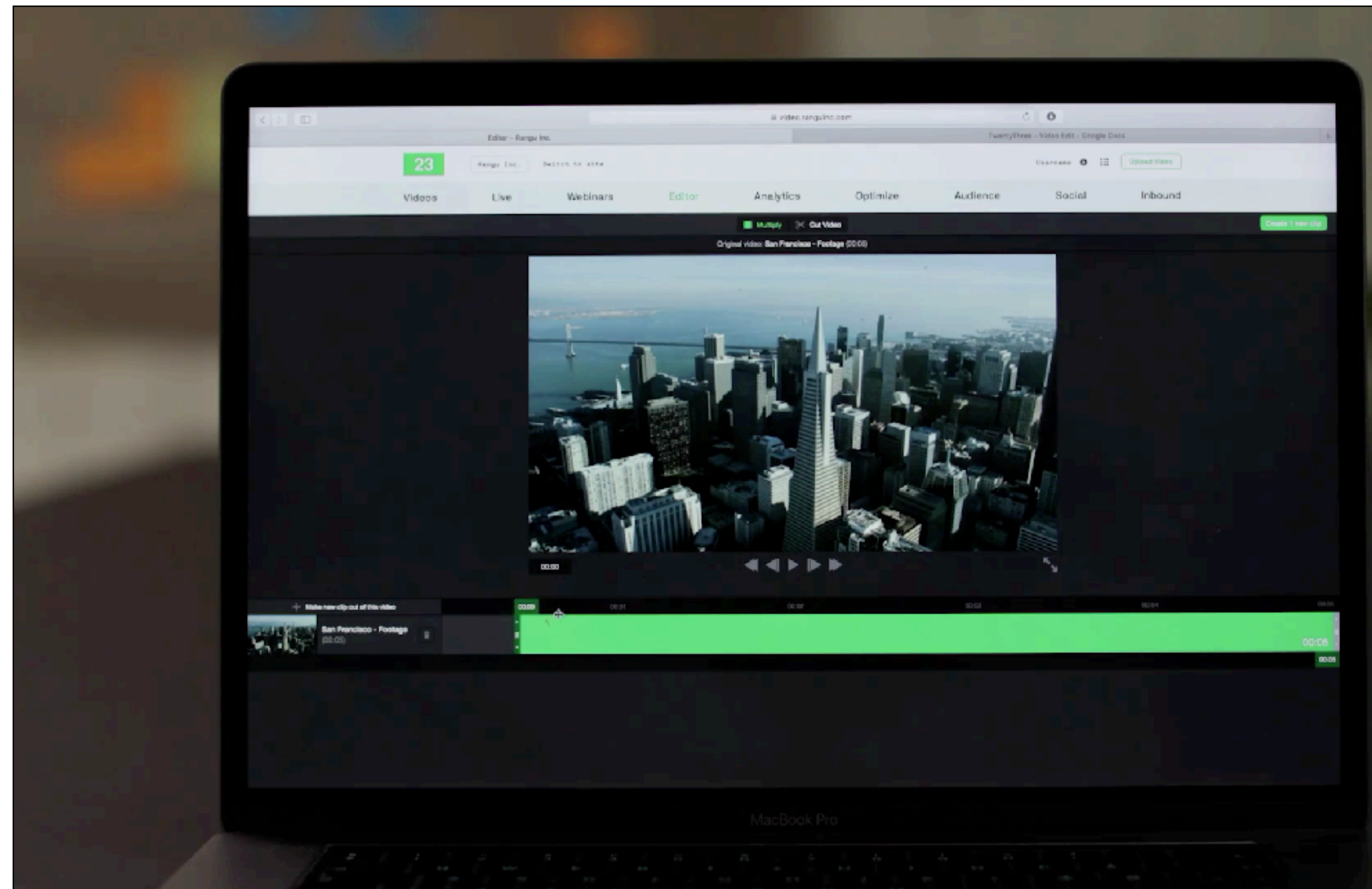
**MORE
MARKETERS
USING VIDEO**
...than ever before

**ONLY 21% OF
MARKETERS
INTEGRATE
VIDEO DATA**



3

EXAMPLES & METRICS

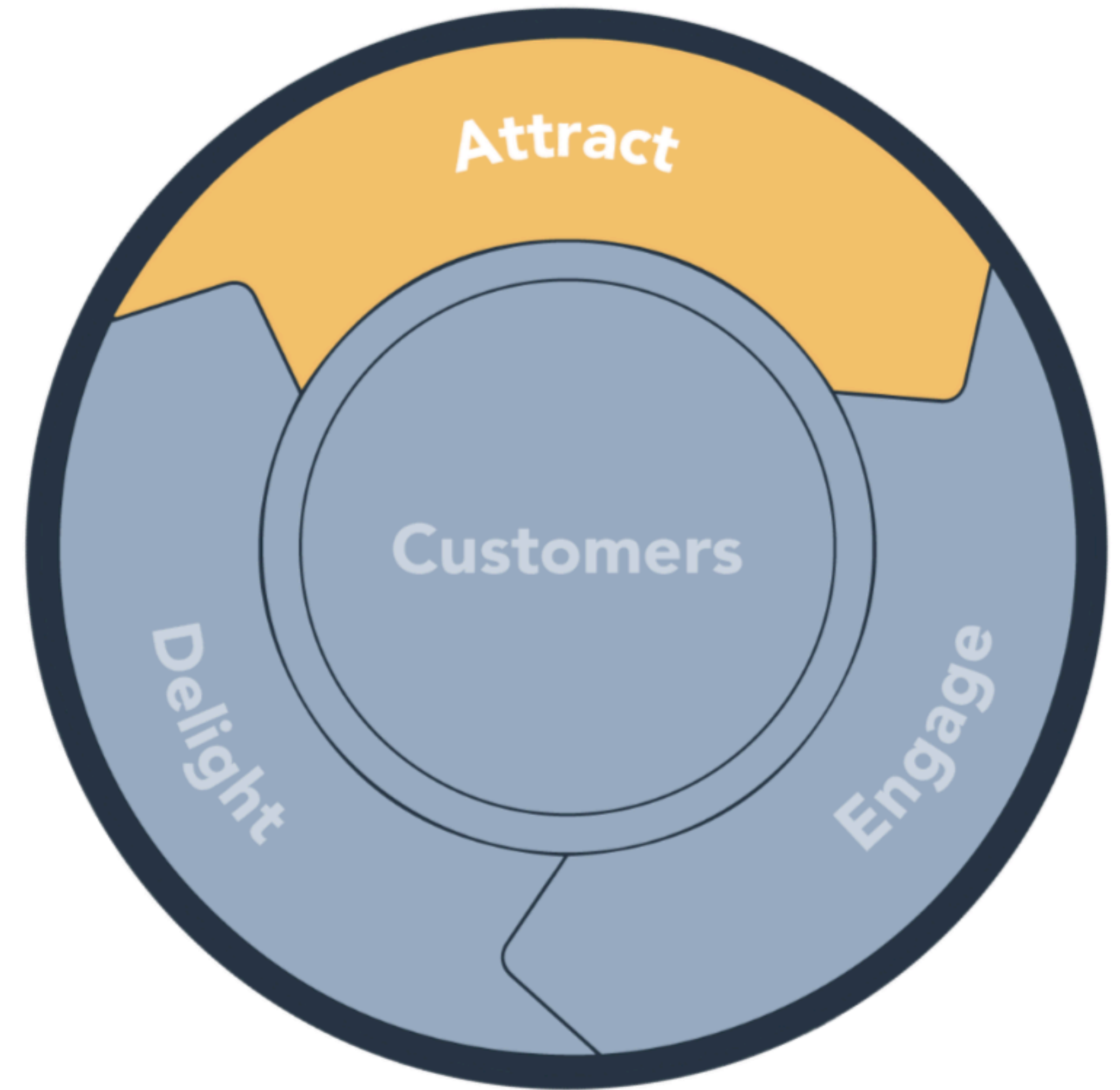


#INBOUND19

ATTRACT

EARN ATTENTION.

DON'T FORCE IT.



#INBOUND19

AWARENESS

CONSIDERATION

CONVERSION

LOYALTY

ADVOCACY

HOW TO & GUIDES

EXPLAINER VIDEOS

SOCIAL VIDEO

PERSONAL VIDEOS

WEBINARS

CUSTOMER CASE STORIES

TUTORIALS



ATTRACT



ENGAGE



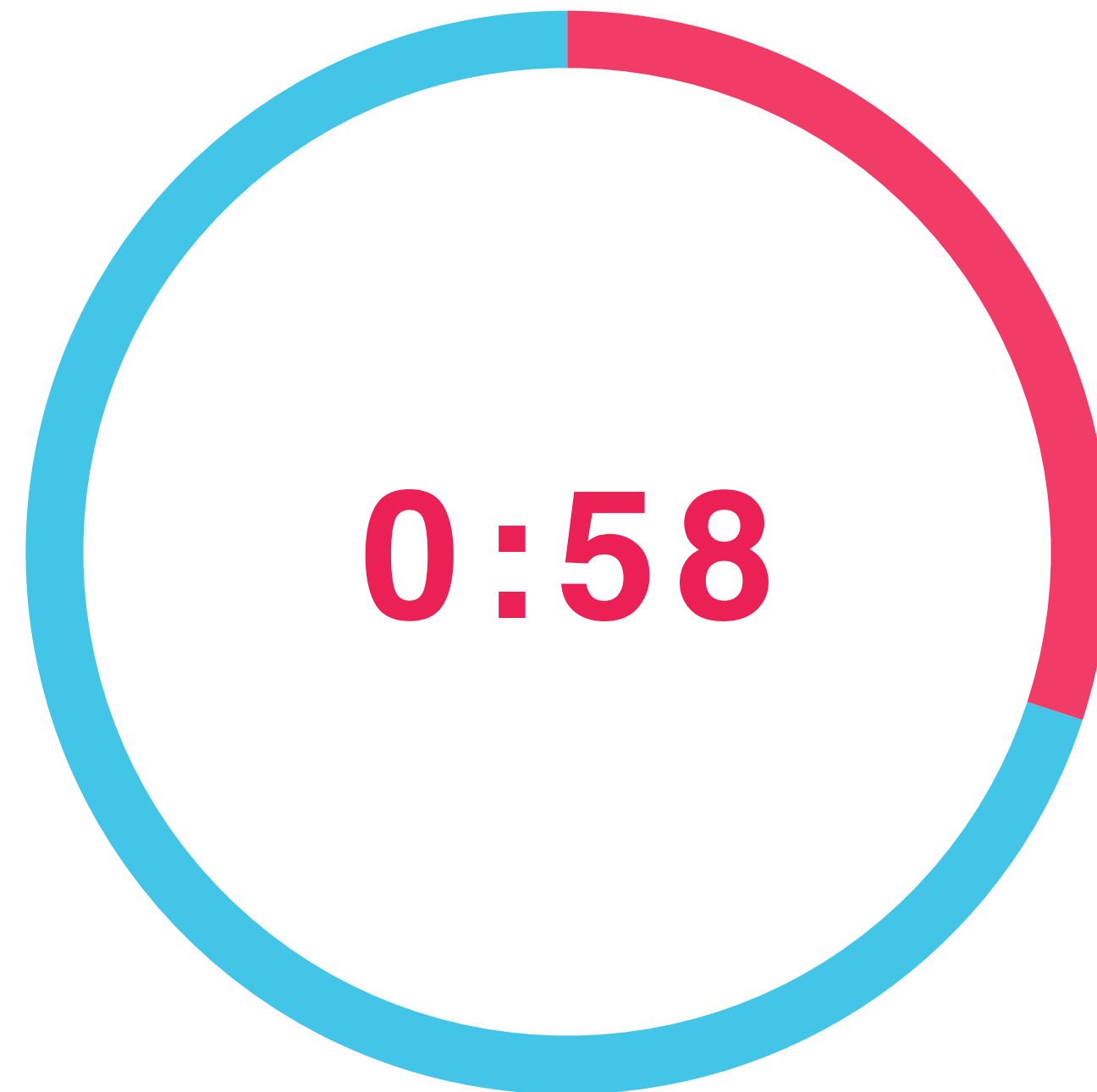
DELIGHT



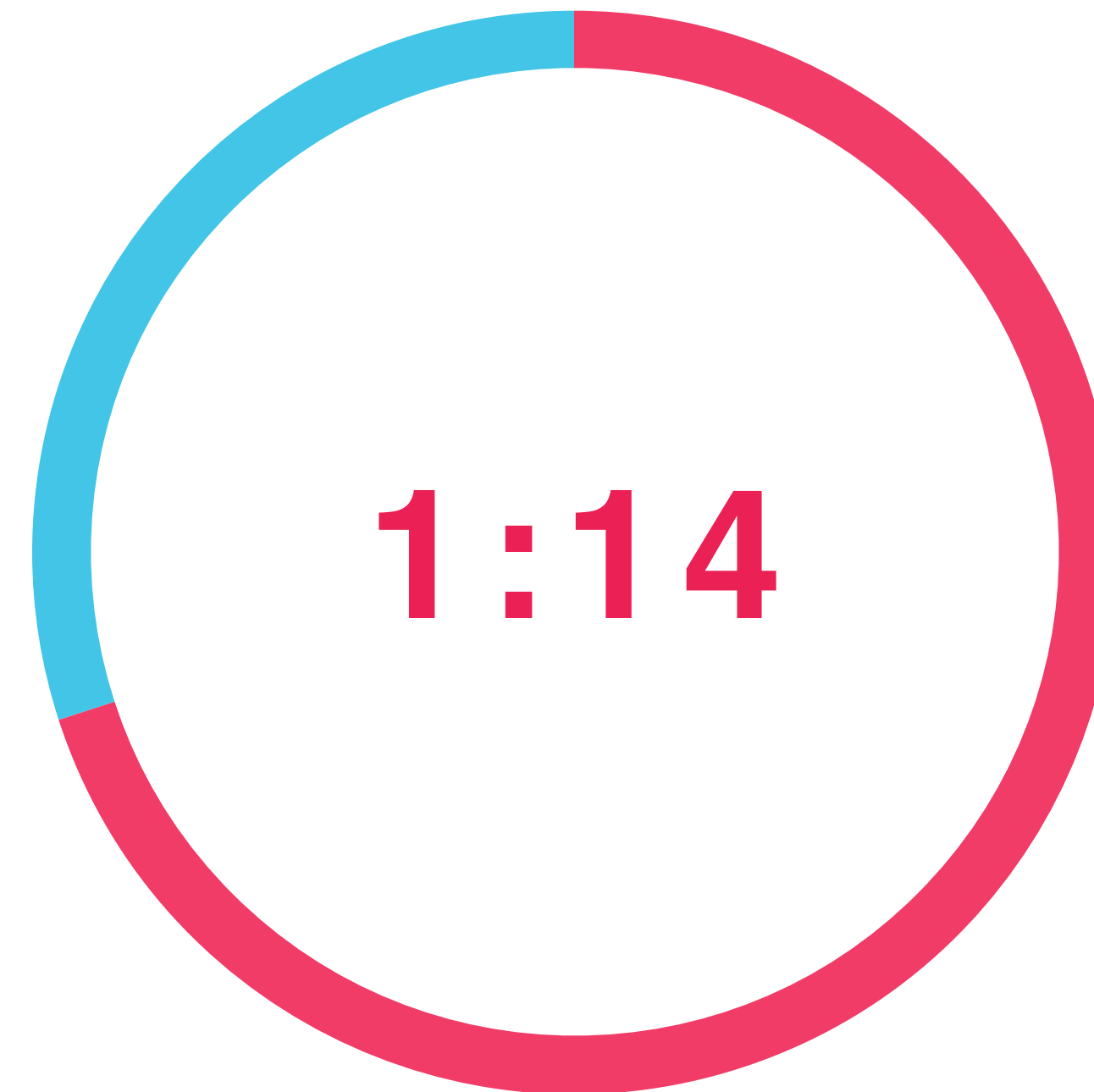
DELIGHT

YOUTUBE VIDEOS

AVERAGE WATCH TIME



2018



2019



DOLLAR SHAVE CLUB

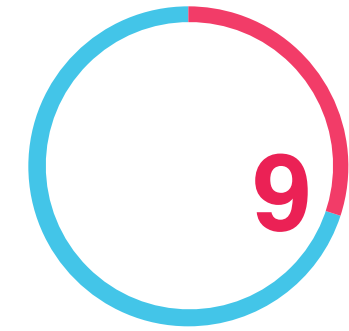
HIGH PRODUCTION
COST

1 : 3 3

#INBOUND19

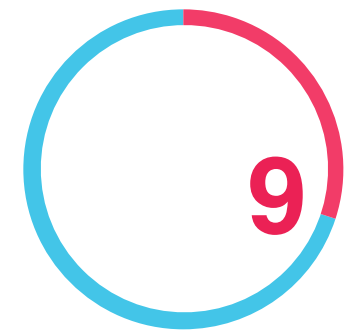
WHY IT WORKS:

WHY IT WORKS:



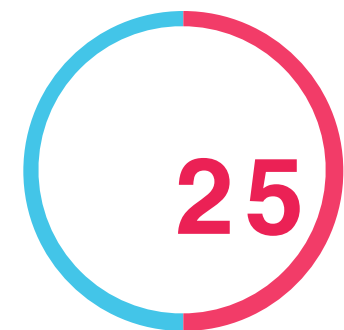
VALUE PROPOSITION

WHY IT WORKS:



9

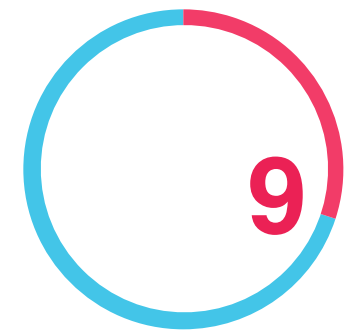
VALUE PROPOSITION



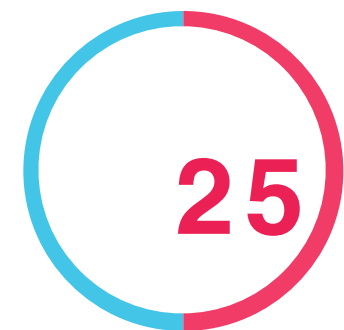
25

FEATURES

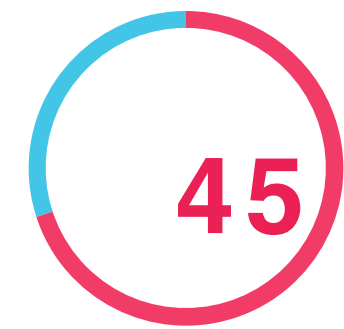
WHY IT WORKS:



VALUE PROPOSITION



FEATURES



PAIN POINTS

WHY IT WORKS:



WHY IT WORKS:



EFFECTIVENESS



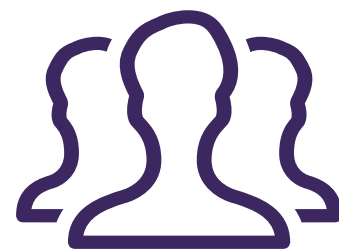
**26M
VIEWS**



**130K
LIKES**



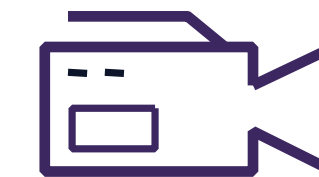
**9K
COMMENTS**



**12K
SUBSCRIPTIONS**



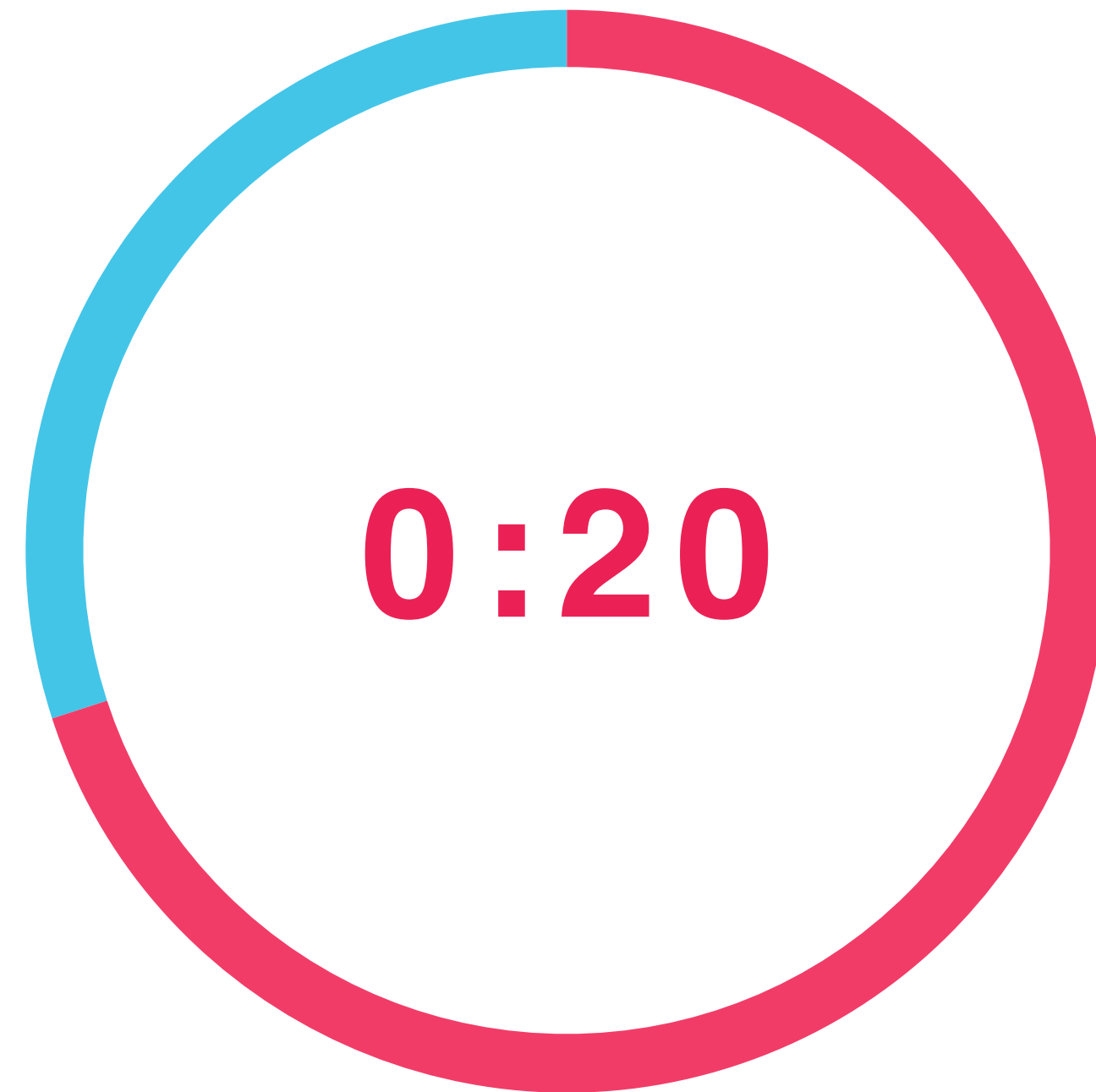
**\$4 MILLION
REVENUE**



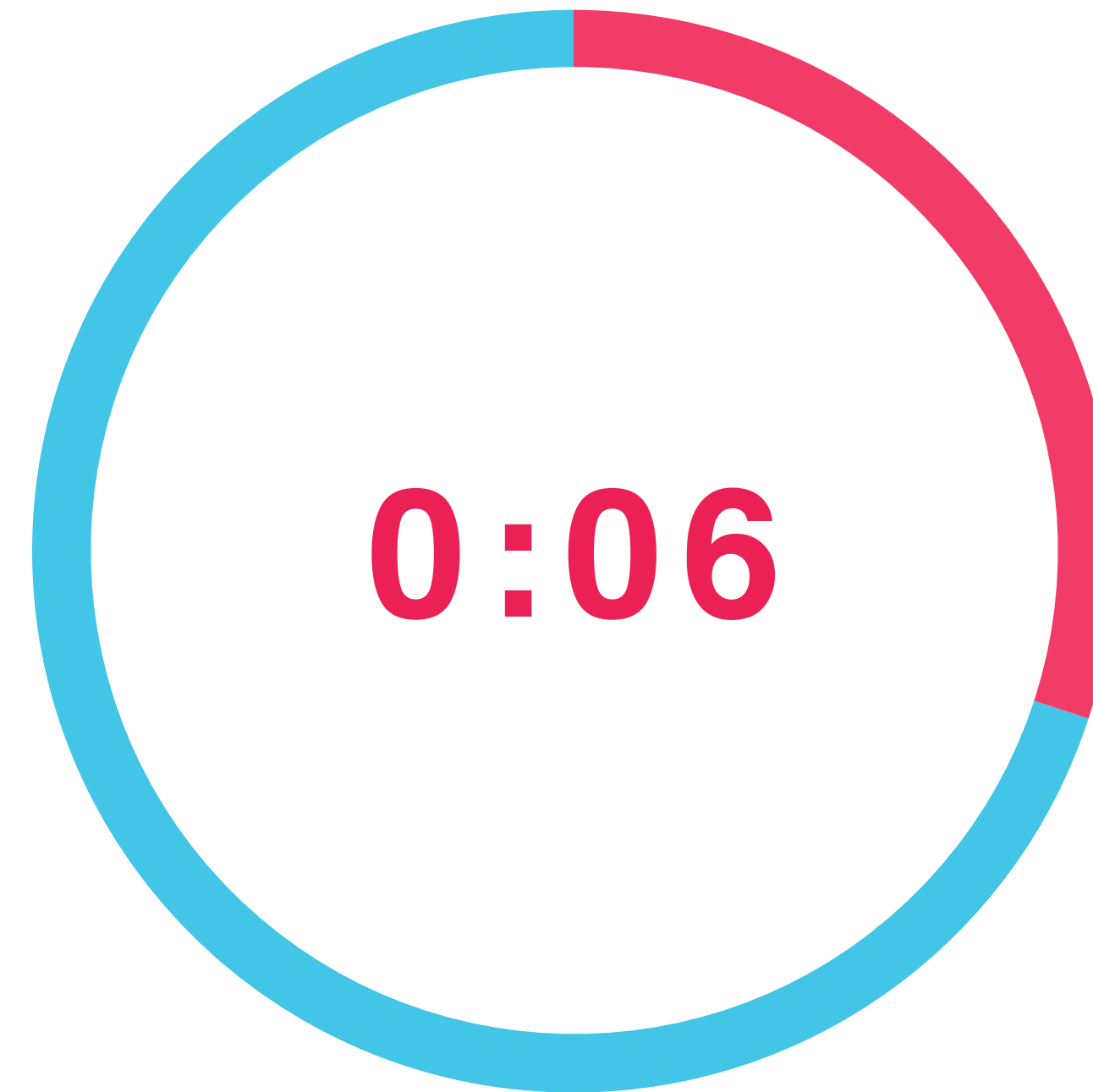
**\$4,500 /
\$60,000**

SOCIAL VIDEOS

AVERAGE WATCH TIME



2018



2019

PLEO

LOWER

PRODUCTION COST



This is **not just**

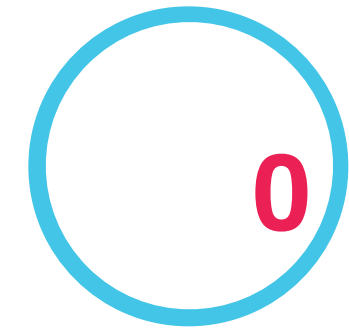
a company card

0 : 4 3

#INBOUND19

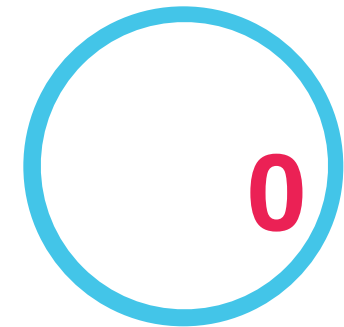
WHY IT WORKS:

WHY IT WORKS:

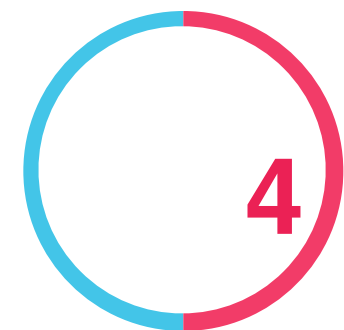


QUALIFY AUDIENCE

WHY IT WORKS:

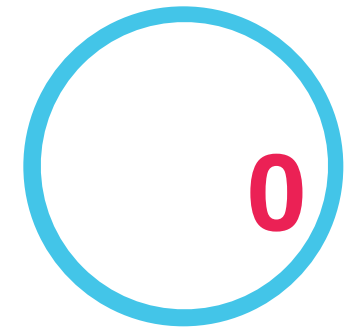


QUALIFY AUDIENCE

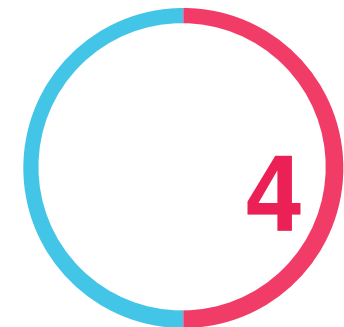


PAIN POINTS

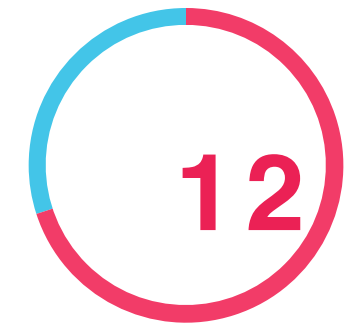
WHY IT WORKS:



QUALIFY AUDIENCE

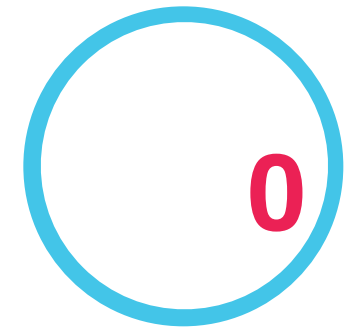


PAIN POINTS

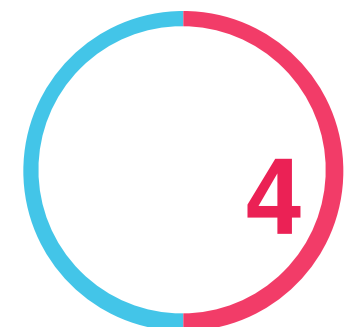


EXPLAINER

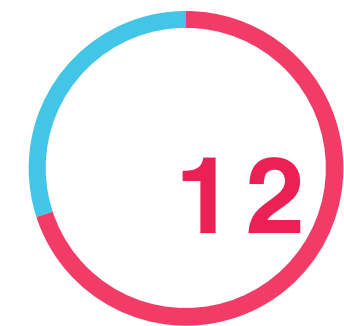
WHY IT WORKS:



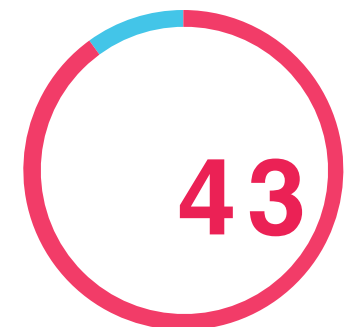
QUALIFY AUDIENCE



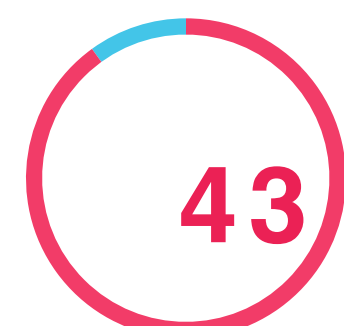
PAIN POINTS



EXPLAINER



SOCIAL PROOF



NEXT STEPS

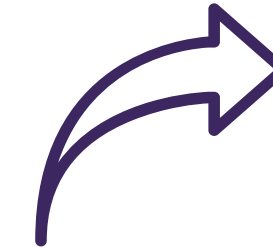
EFFECTIVENESS



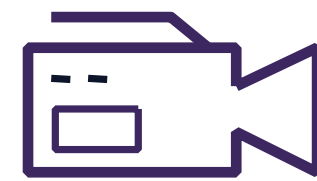
**200+
LIKES**



**20
COMMENTS**



**20
SHARES**



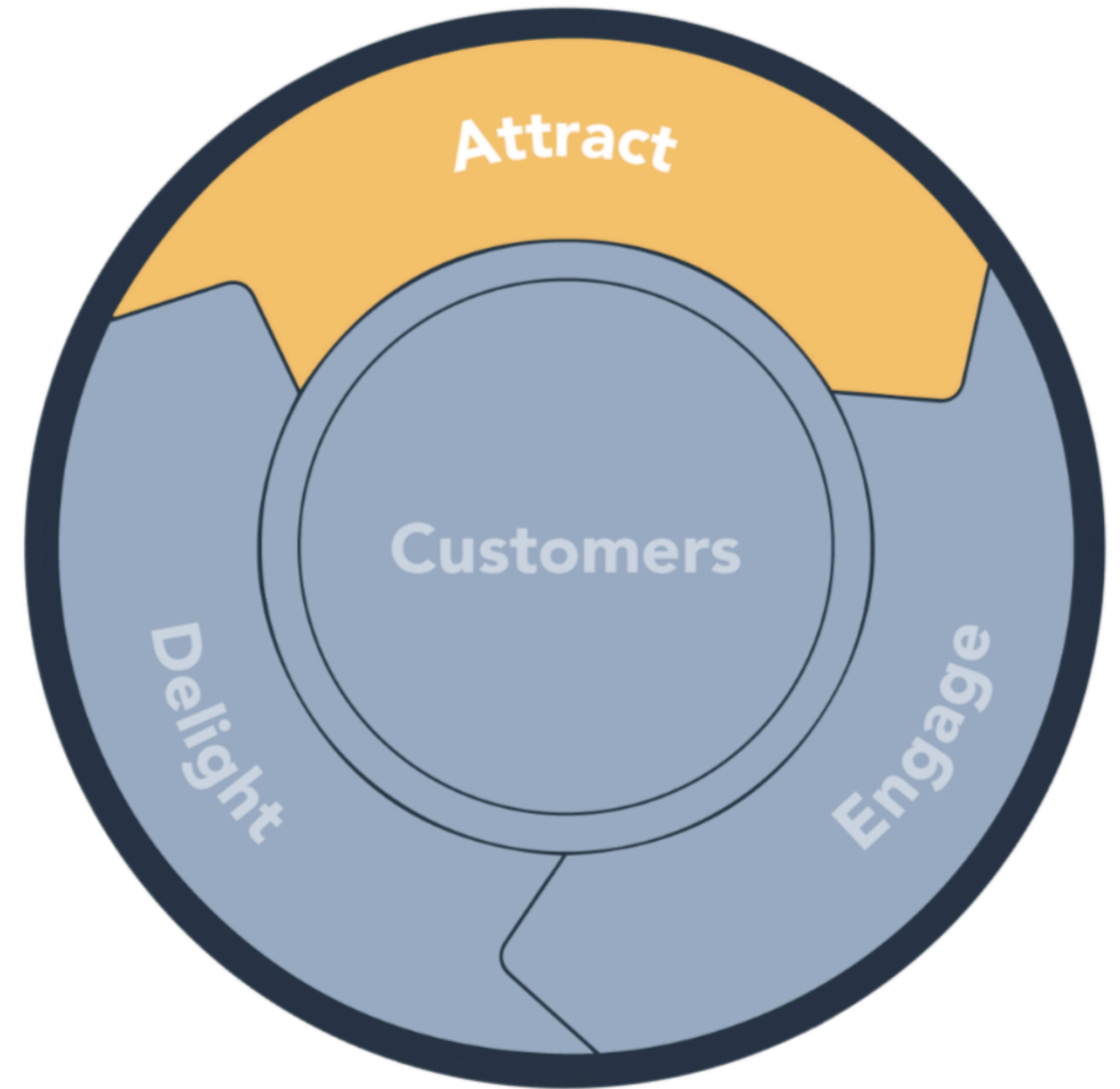
1 DAY



LOW COST

METRICS

ATTRACT STAGE



#INBOUND19

A. VIEWS



30 SECONDS
YOUTUBE



3 SECONDS
FACEBOOK

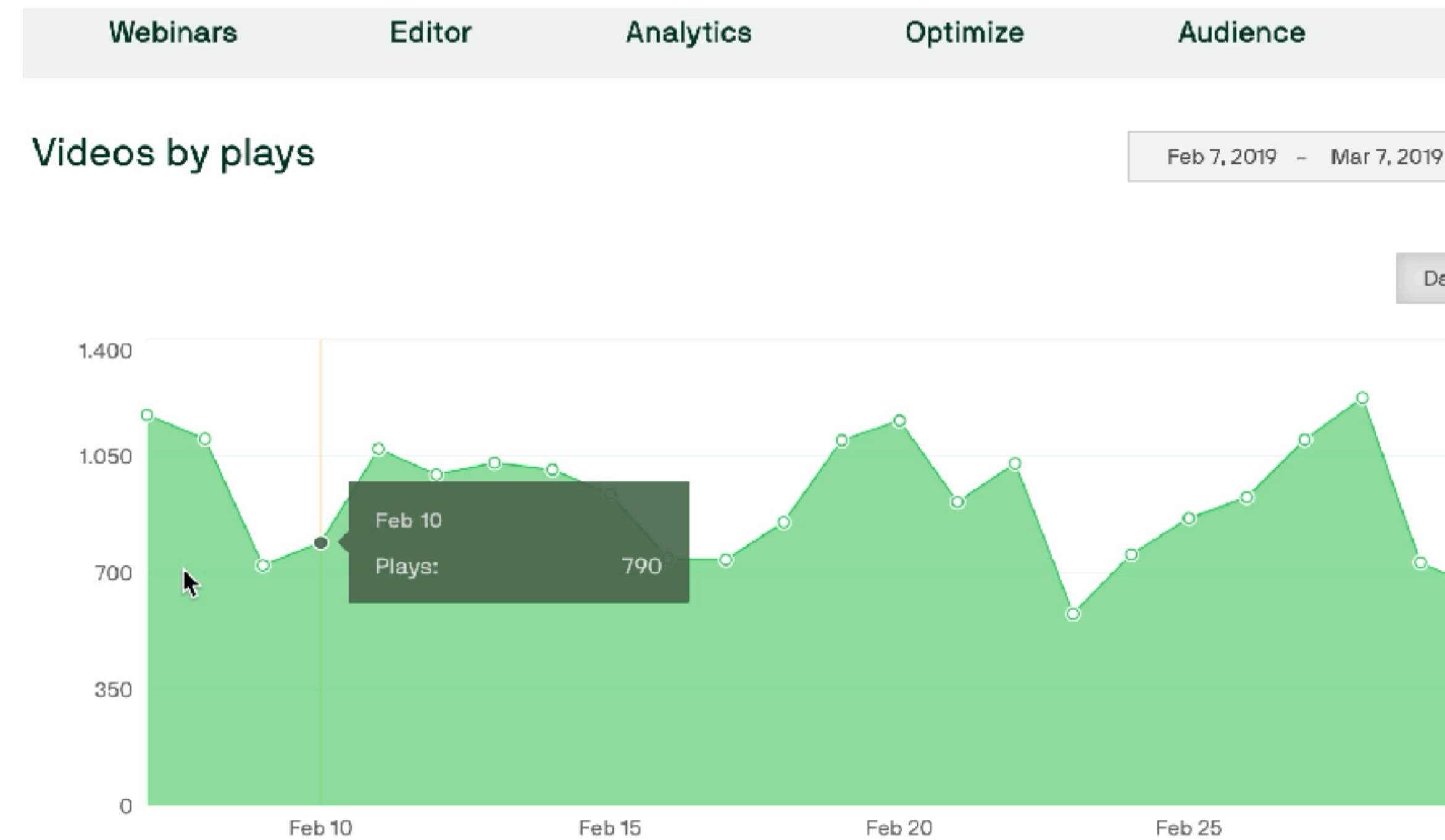


3 SECONDS
INSTAGRAM



2 SECONDS
TWITTER

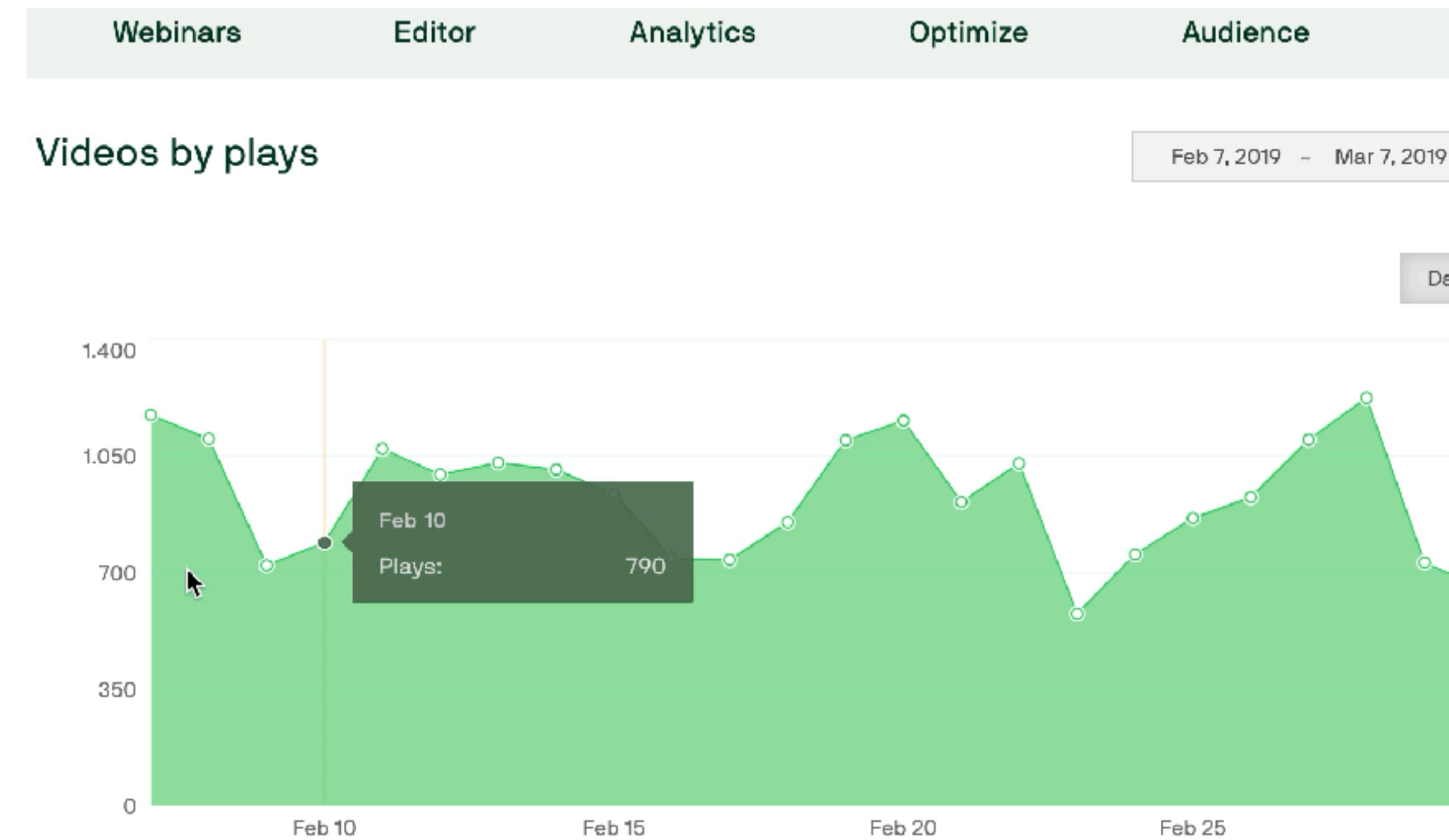
VIEWS = REACH



#INBOUND19

VIEWS = REACH

AUDIENCE SIZE

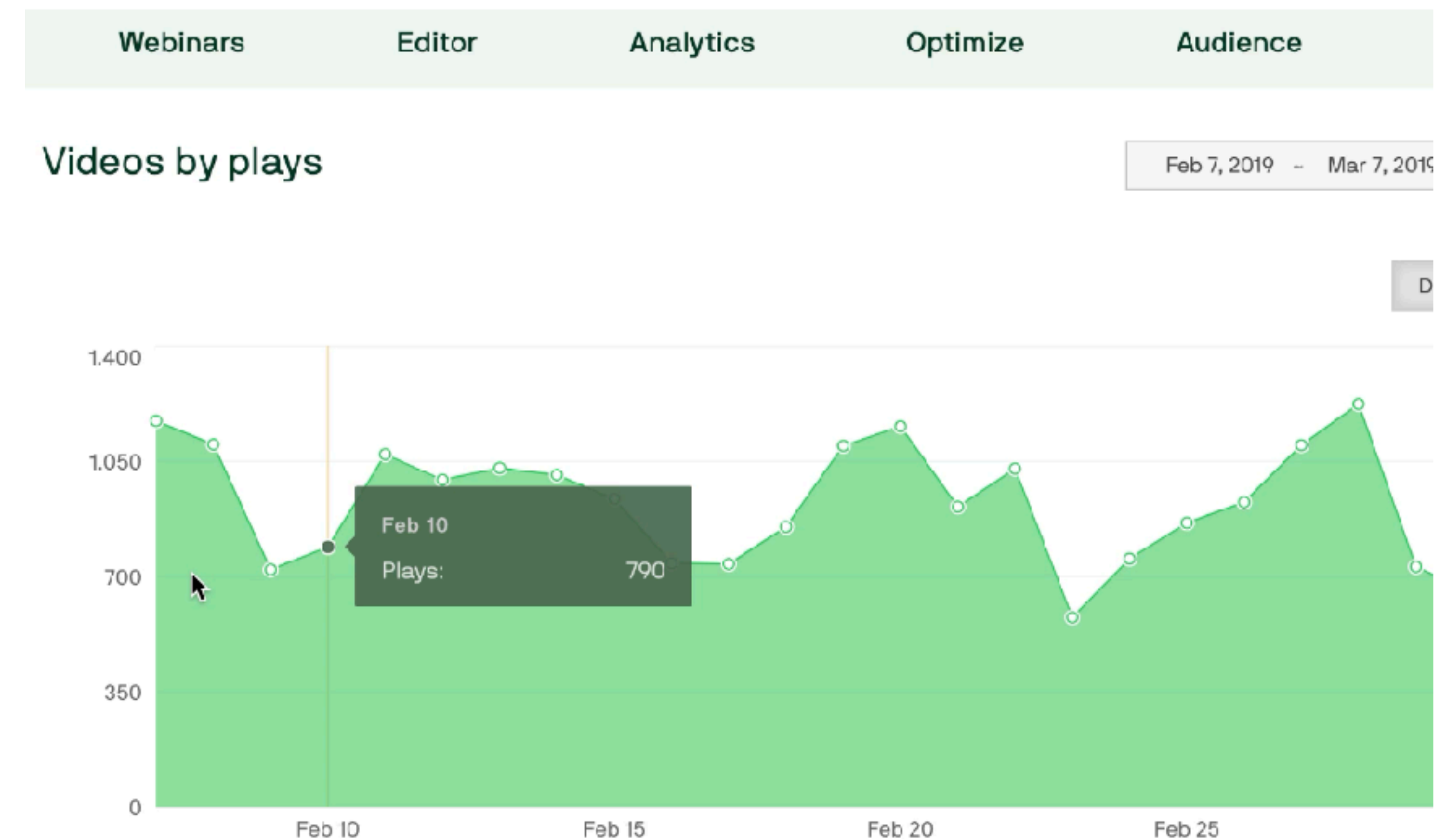


#INBOUND19

VIEWS = REACH

AUDIENCE SIZE

MESSAGE DISSEMINATION



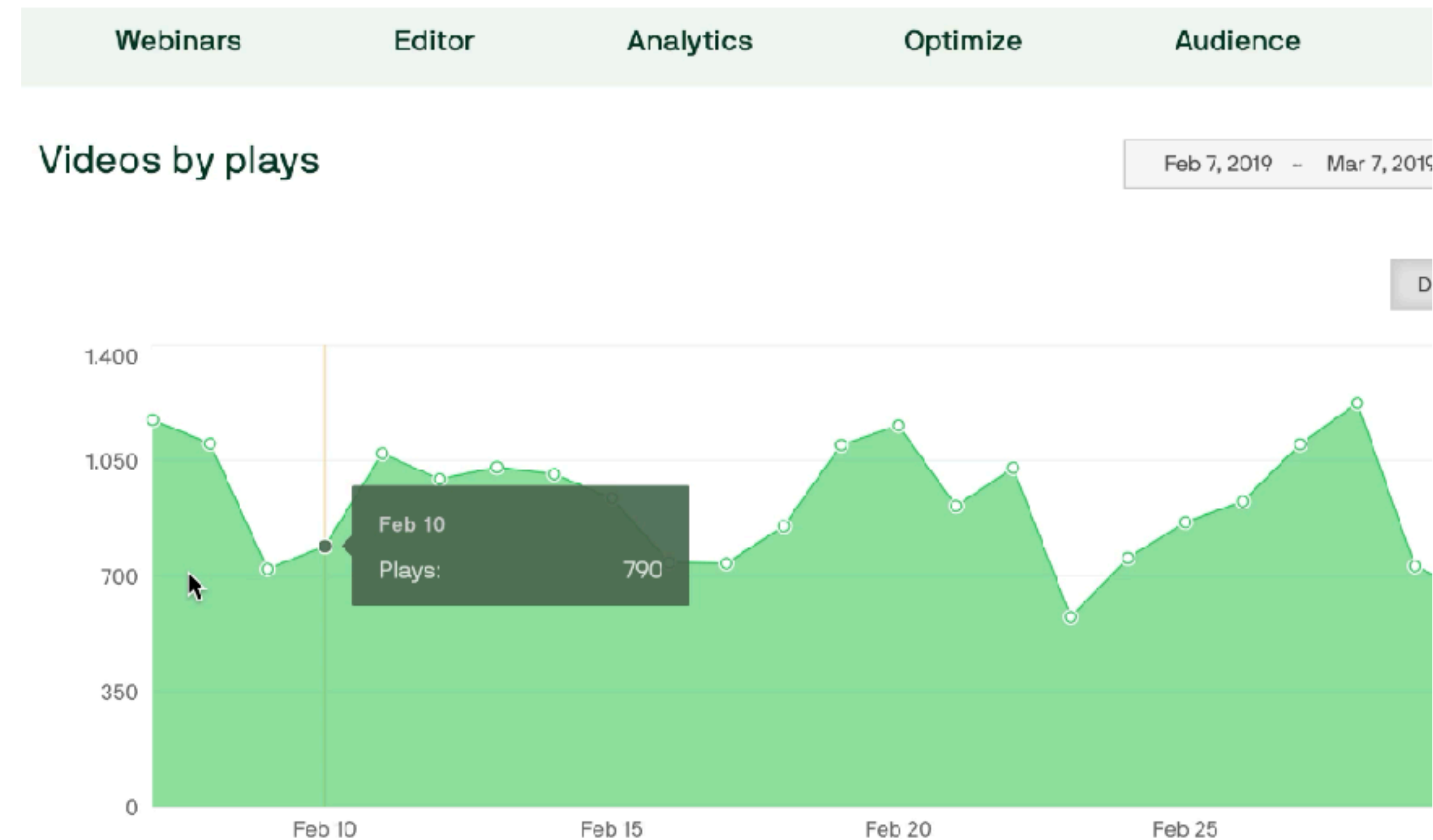
#INBOUND19

VIEWS = REACH

AUDIENCE SIZE

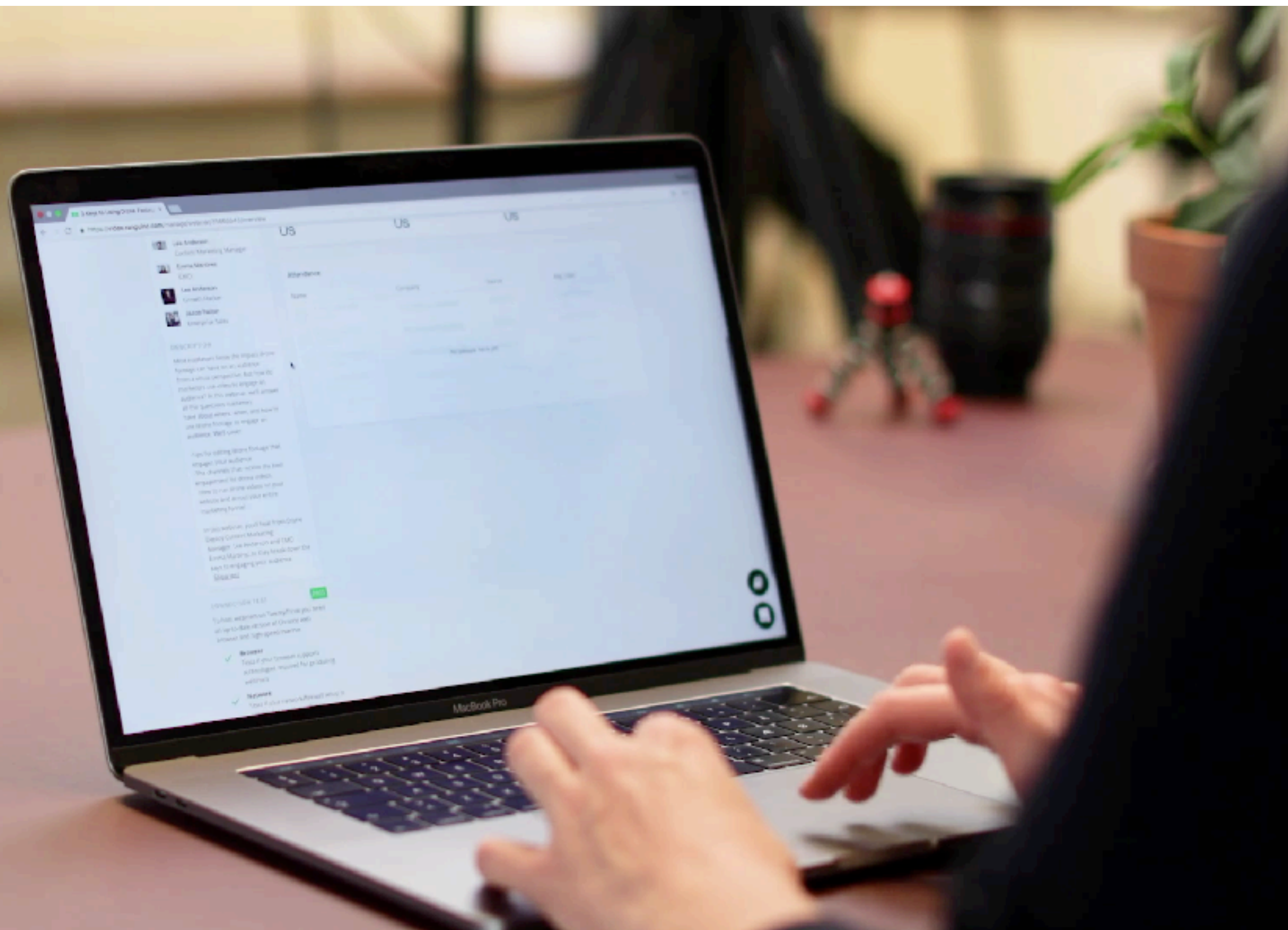
MESSAGE DISSEMINATION

CONTEXTUALIZES OTHER
METRICS



#INBOUND19

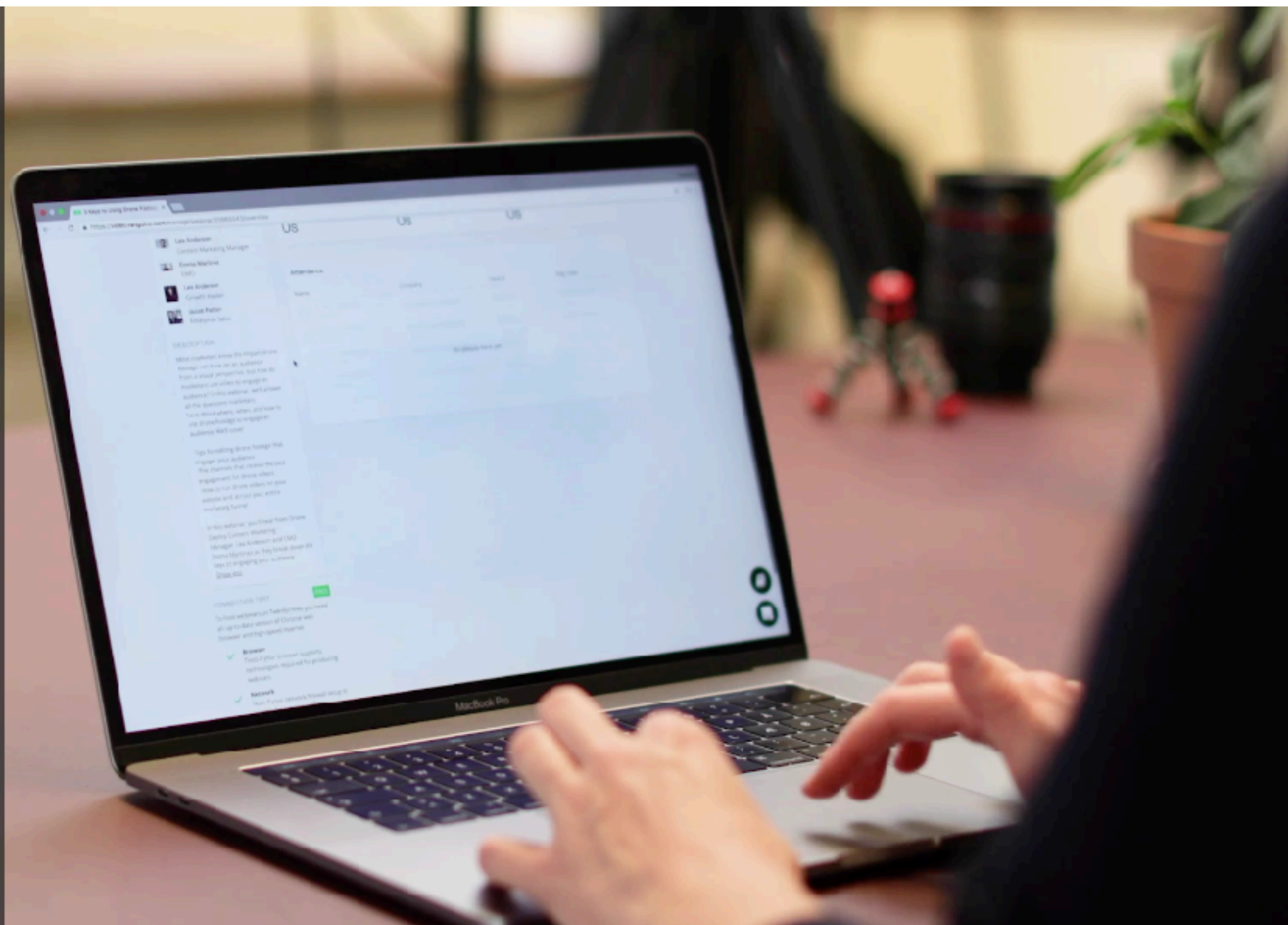
B. SOCIAL ENGAGEMENTS



RIGHT TARGET AUDIENCE

#INBOUND19

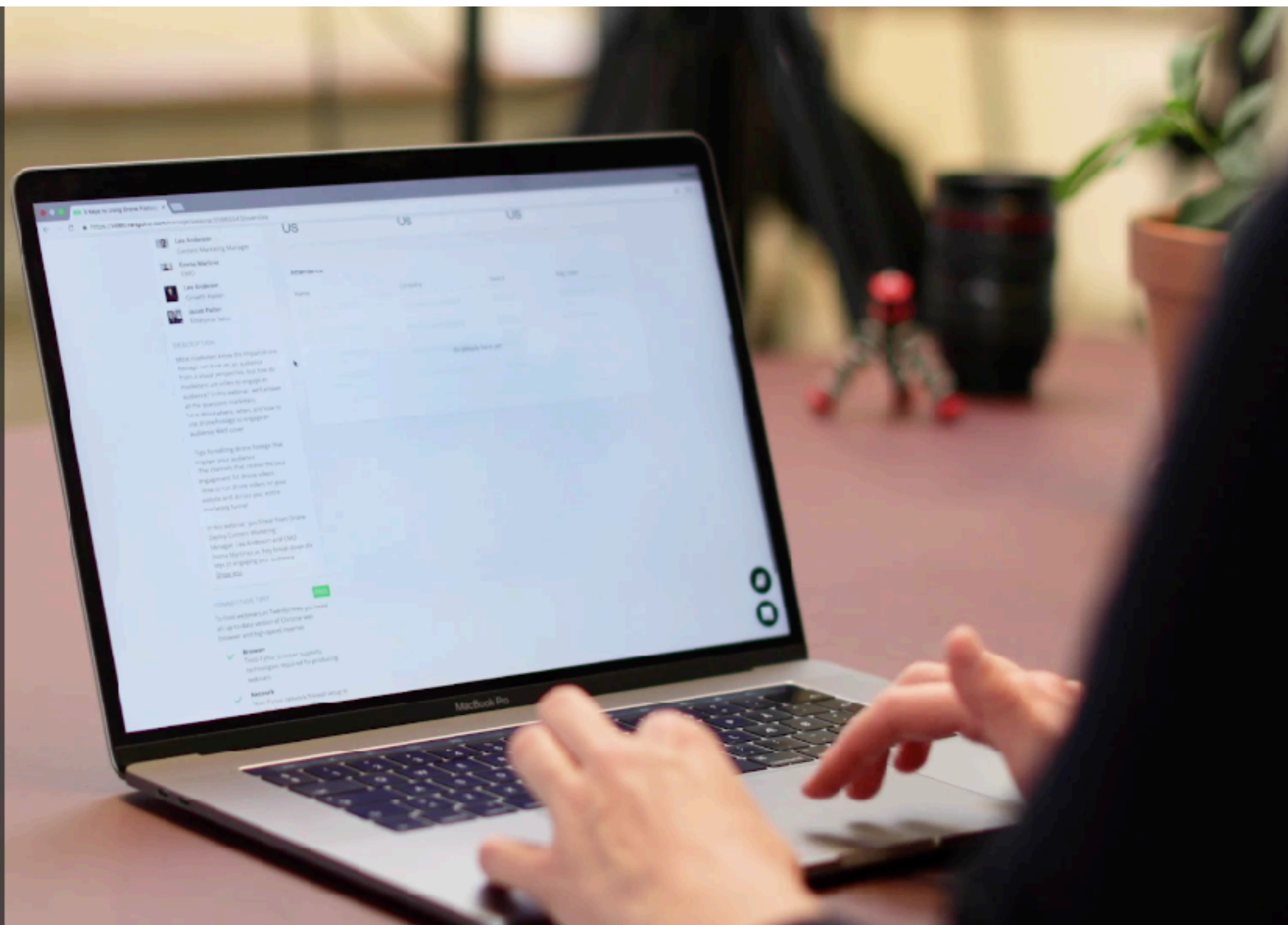
B. SOCIAL ENGAGEMENTS



RIGHT TARGET AUDIENCE

AUDIENCE AFFINITY

B. SOCIAL ENGAGEMENTS



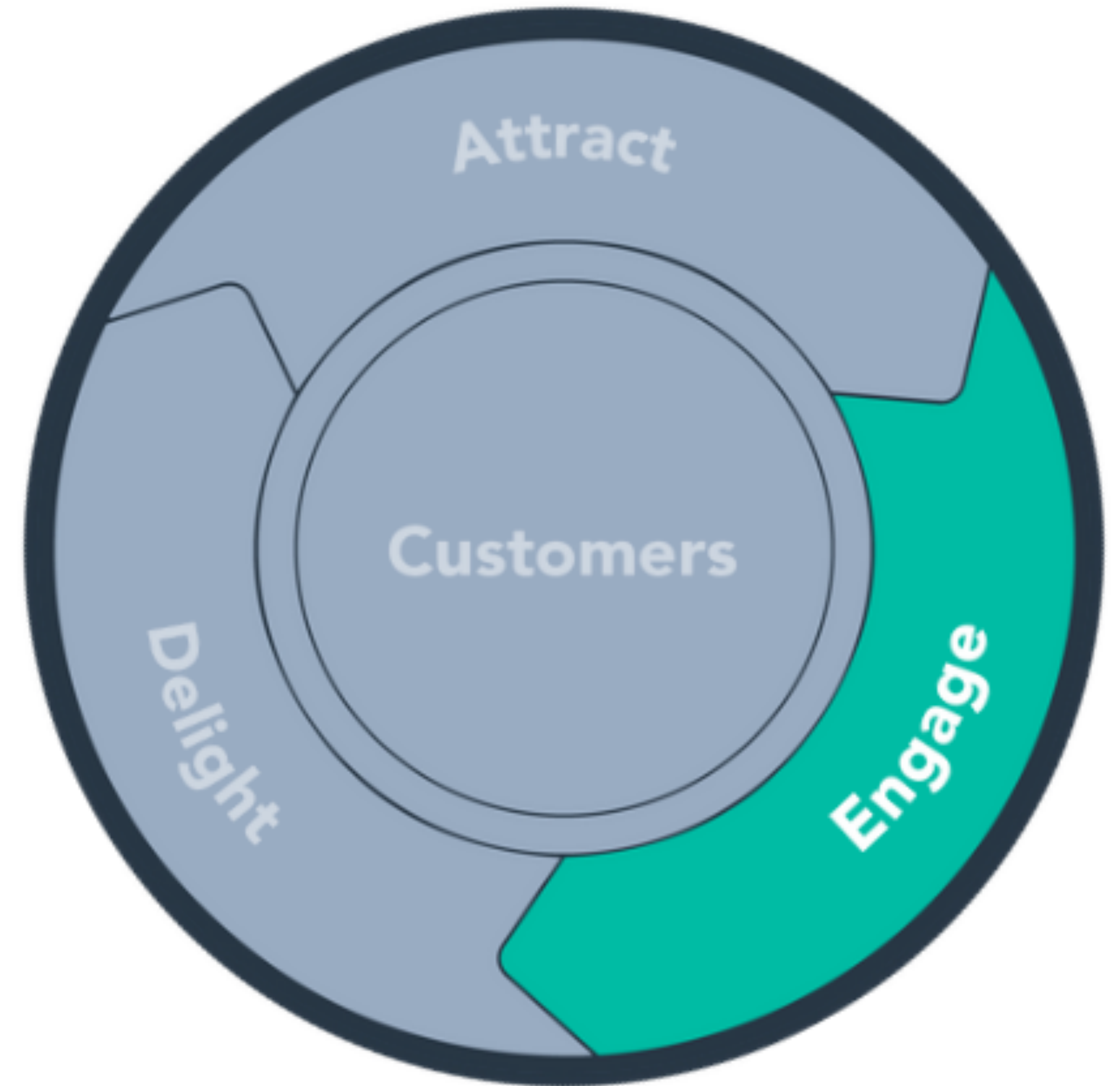
RIGHT TARGET AUDIENCE

AUDIENCE AFFINITY

AB TESTING

ENGAGE

BUILD LASTING
RELATIONSHIPS
WITH CONTENT



#INBOUND19

AWARENESS

CONSIDERATION

CONVERSION

LOYALTY

ADVOCACY

HOW TO & GUIDES

EXPLAINER VIDEOS

SOCIAL VIDEO

PERSONAL VIDEOS

WEBINARS

CUSTOMER CASE STORIES

TUTORIALS



ATTRACT



ENGAGE



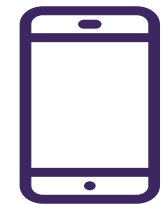
DELIGHT



DELIGHT

OWNED SITE VS. SOCIAL

AVERAGE WATCH TIME



SOCIAL



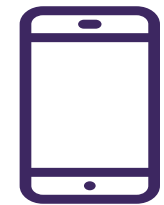
YOUTUBE



HOMEPAGE

OWNED SITE VS. SOCIAL

AVERAGE WATCH TIME



SOCIAL

0:06



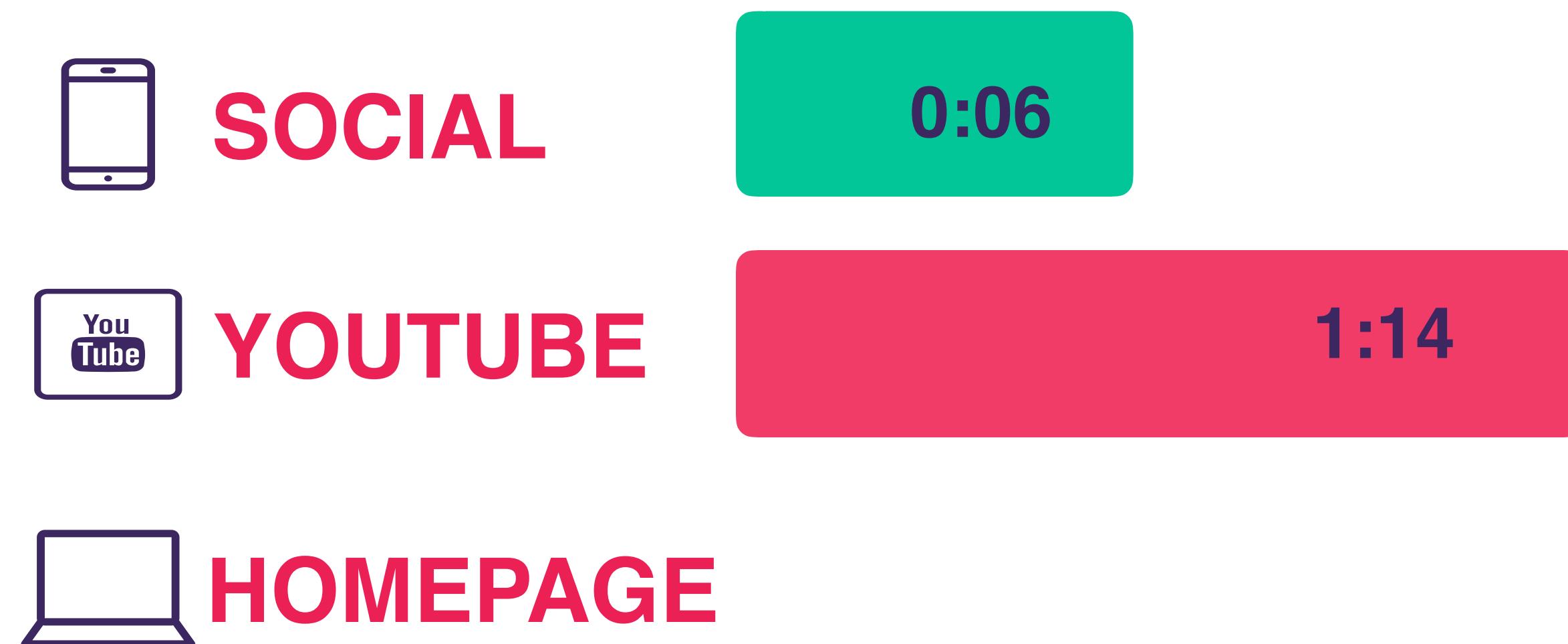
YOUTUBE



HOMEPAGE

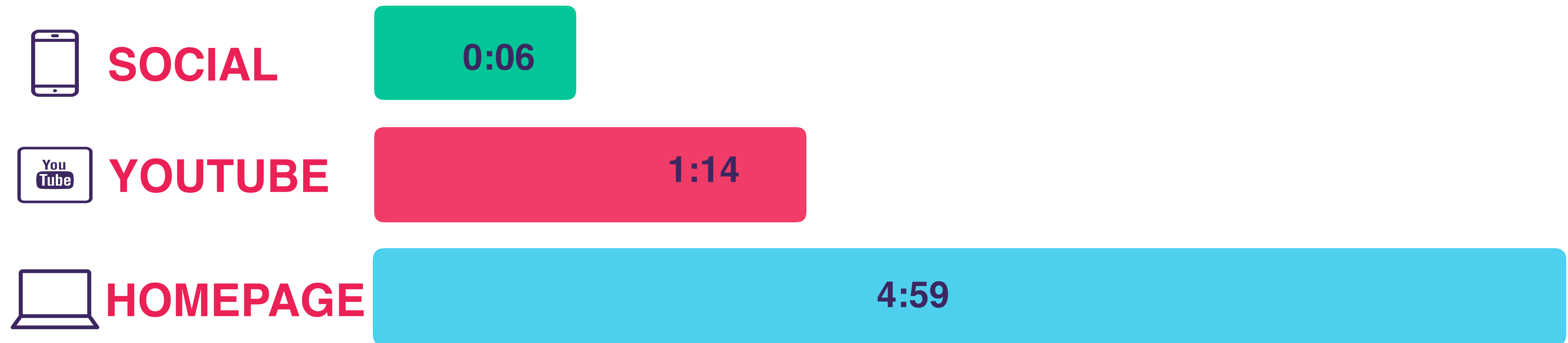
OWNED SITE VS. SOCIAL

AVERAGE WATCH TIME



OWNED SITE VS. SOCIAL

AVERAGE WATCH TIME





0 : 1 5

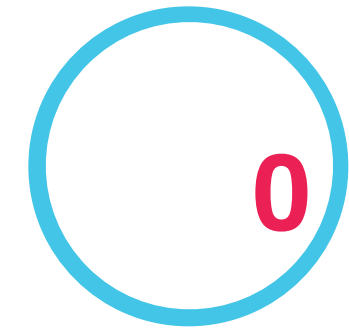
MAILCHIMP WI-FINDERS

HIGH PRODUCTION
COST

#INBOUND19

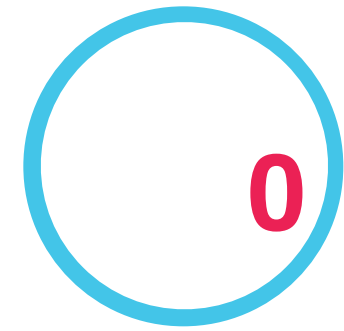
WHY IT WORKS:

WHY IT WORKS:

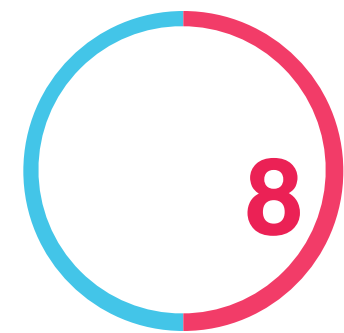


QUALIFIES AUDIENCE

WHY IT WORKS:

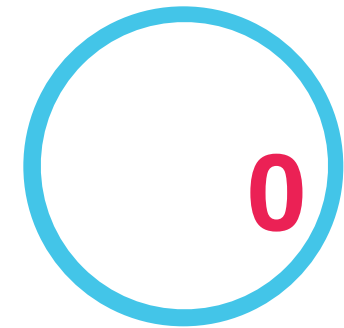


QUALIFIES AUDIENCE

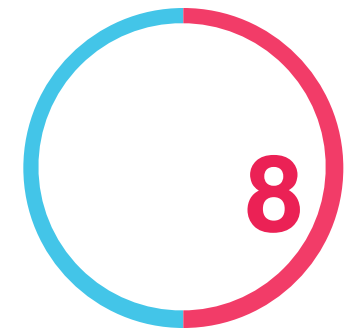


CREATES INTRIGUE

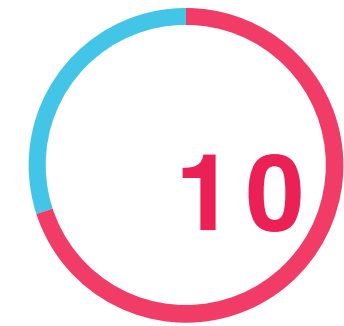
WHY IT WORKS:



QUALIFIES AUDIENCE

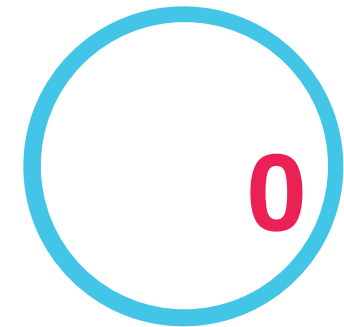


CREATES INTRIGUE

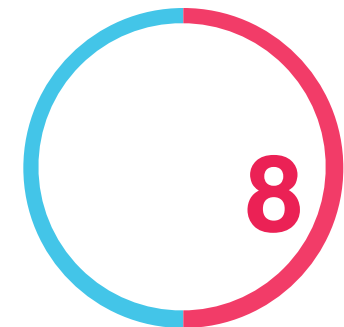


NEXT STEPS

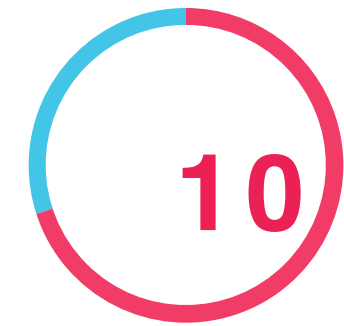
WHY IT WORKS:



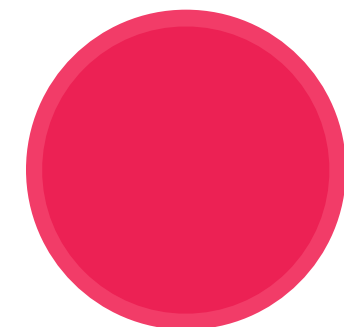
QUALIFIES AUDIENCE



CREATES INTRIGUE

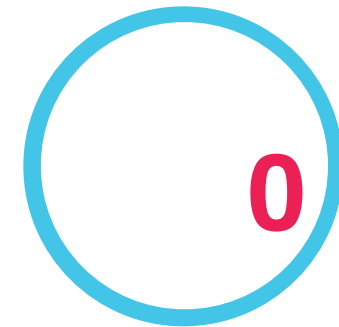


NEXT STEPS

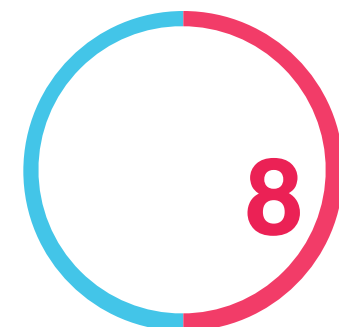


HUMANIZES THE BRAND

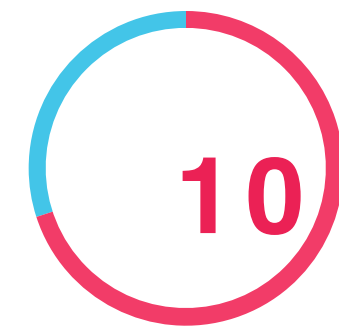
WHY IT WORKS:



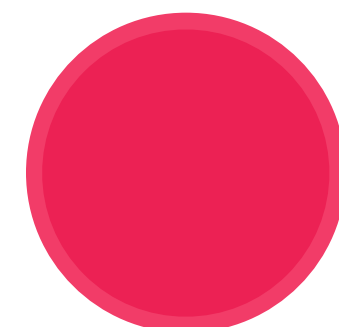
QUALIFIES AUDIENCE



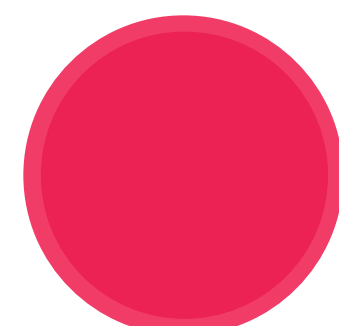
CREATES INTRIGUE



NEXT STEPS



HUMANIZES THE BRAND



DRIVES TO HOMEPAGE



Wi-Finders

S1:E1 Buenos Aires

5 minutes



EPISODE DETAILS

In the midst of an uncertain future, many entrepreneurs in Buenos Aires are using the Internet to creatively address the challenges of economic instability and generate new opportunities.

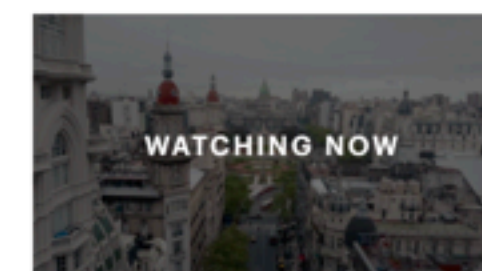
^
Theater Mode

Wi-Finders

They've left offices behind. They work from anywhere and everywhere. And they're transforming the world around them. WiFinders spotlights micro-entrepreneurs who are working from their laptops and reshaping their communities.

SEASON 1

5 EPISODES



EPISODE 01

Buenos Aires

Creating opportunity in the midst of change.

5 minutes



EPISODE 02

Tallinn

A new way of doing things in the city of unicorns.

5 minutes



EPISODE 03


Los Angeles

Finding common ground in the city of cities.

5 minutes

~ 5 : 0 0

#INBOUND19







And they're
redefining the
cities they
live in.

Wi-Finders

S1:E1 Buenos Aires

5 minutes

EPISODE DETAILS



Theater Mode

Wi-Finders

YOU MIGHT ALSO LIKE

Sign up for news from
Mailchimp Presents

you@email.com

You can unsubscribe at any time using the link in our emails. For more details, review our [privacy policy](#).

VISIT MAILCHIMP


PRIVACY & TERMS

CONTACT US

HELP

©2001-2019 All Rights Reserved.
Mailchimp® is a registered trademark of The Rocket Science Group LLC.

PLAYLIST







And they're
redefining the
cities they
live in.

Wi-Finders

Theater Mode

S1:E1 Buenos Aires

5 minutes



EPISODE DETAILS

Wi-Finders

YOU MIGHT ALSO LIKE

Sign up for news from
Mailchimp Presents

you@email.com

You can unsubscribe at any time using the link in our emails. For more details, review our [privacy policy](#).

VISIT MAILCHIMP

PRIVACY & TERMS

CONTACT US

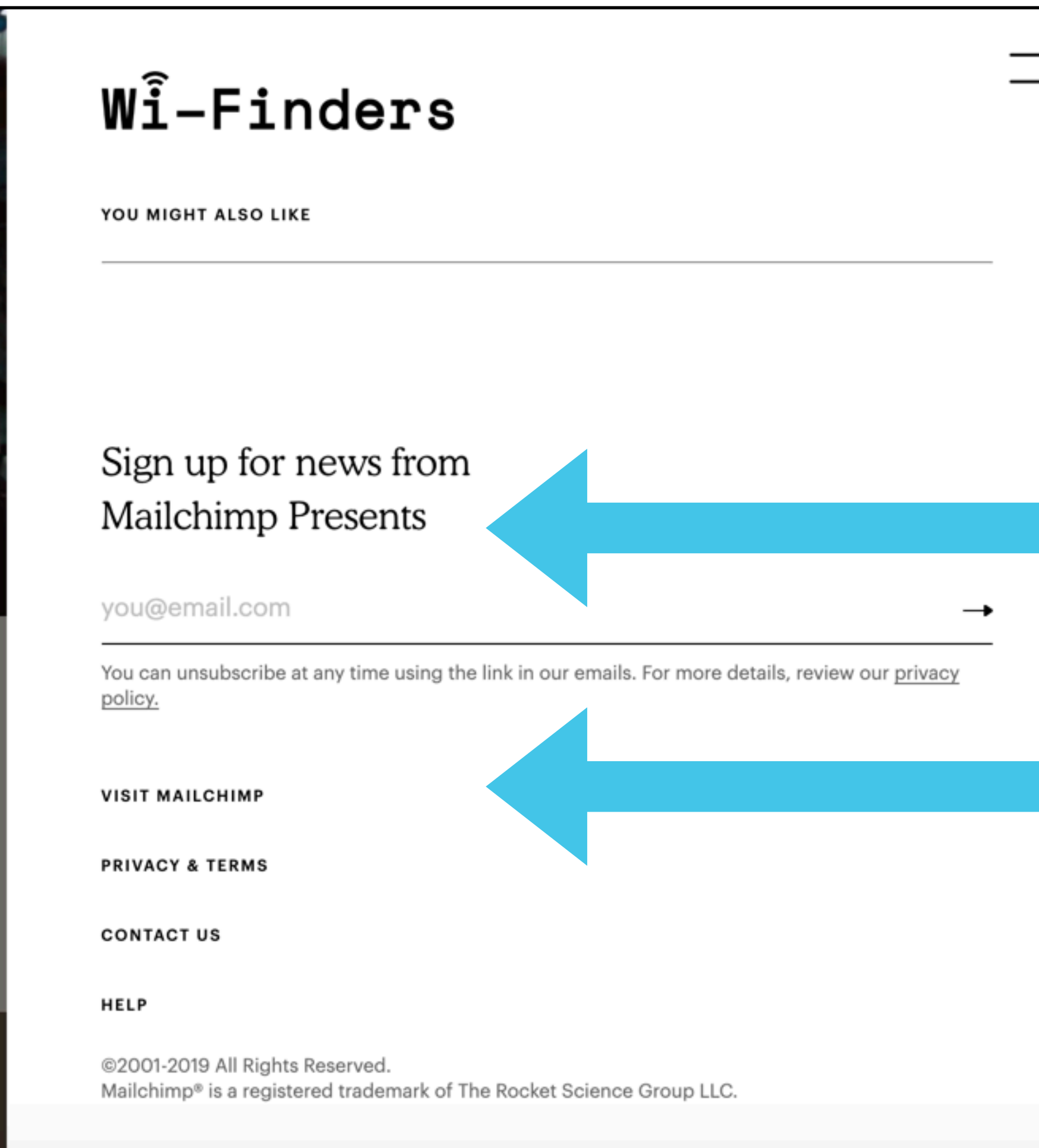
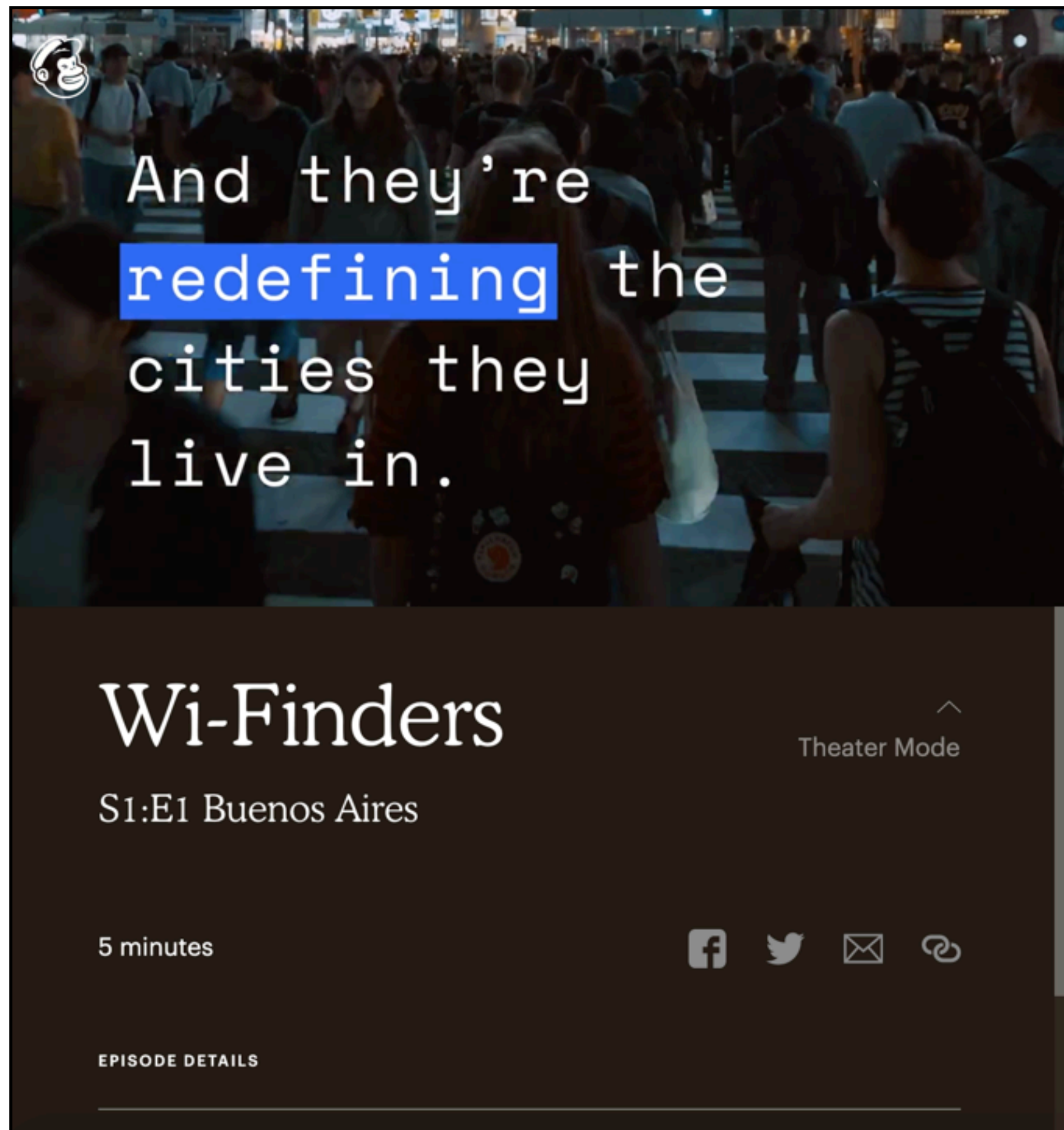
HELP

©2001-2019 All Rights Reserved.
Mailchimp® is a registered trademark of The Rocket Science Group LLC.

PLAYLIST

NEWSLETTER
SIGN UP





PLAYLIST

NEWSLETTER
SIGN UP

CHANCE TO
LEARN MORE

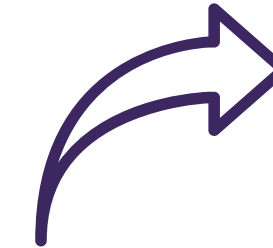
EFFECTIVENESS



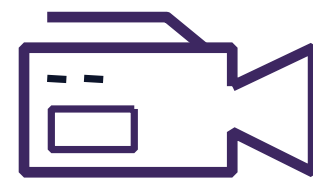
110K+
LIKES



8K
COMMENTS



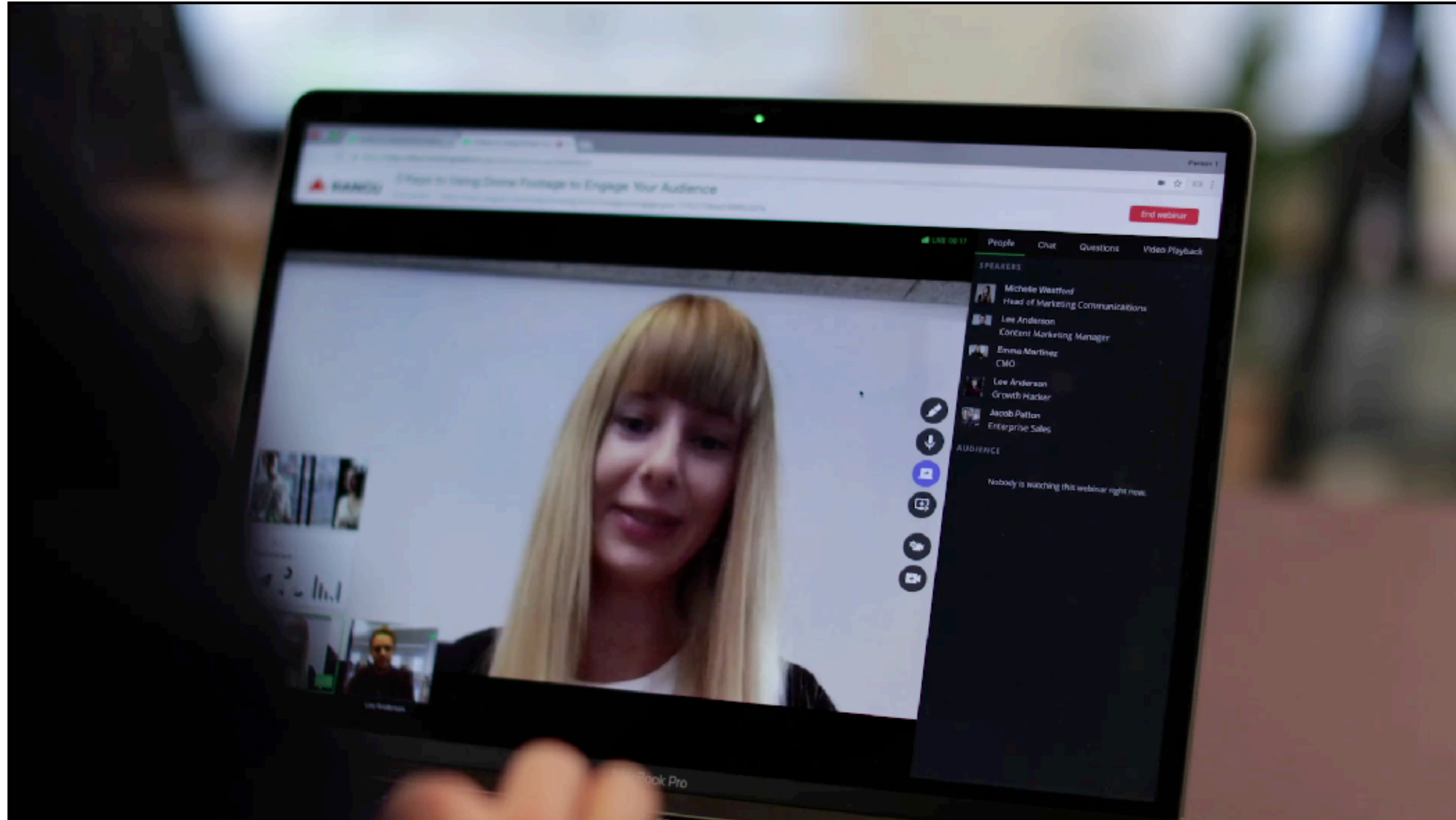
900+
SHARES



MONTHS



\$3 MILLION

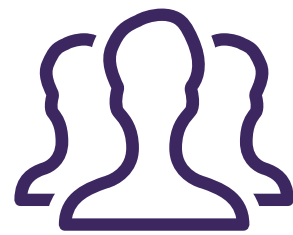


WEBINARS

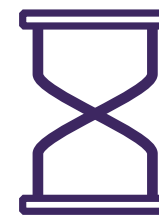
LOW PRODUCTION COST

#INBOUND19

EFFECTIVENESS



54%
ATTENDANCE



36 MIN
DURATION



42%
NEW VISITORS



35%
ON-DEMAND

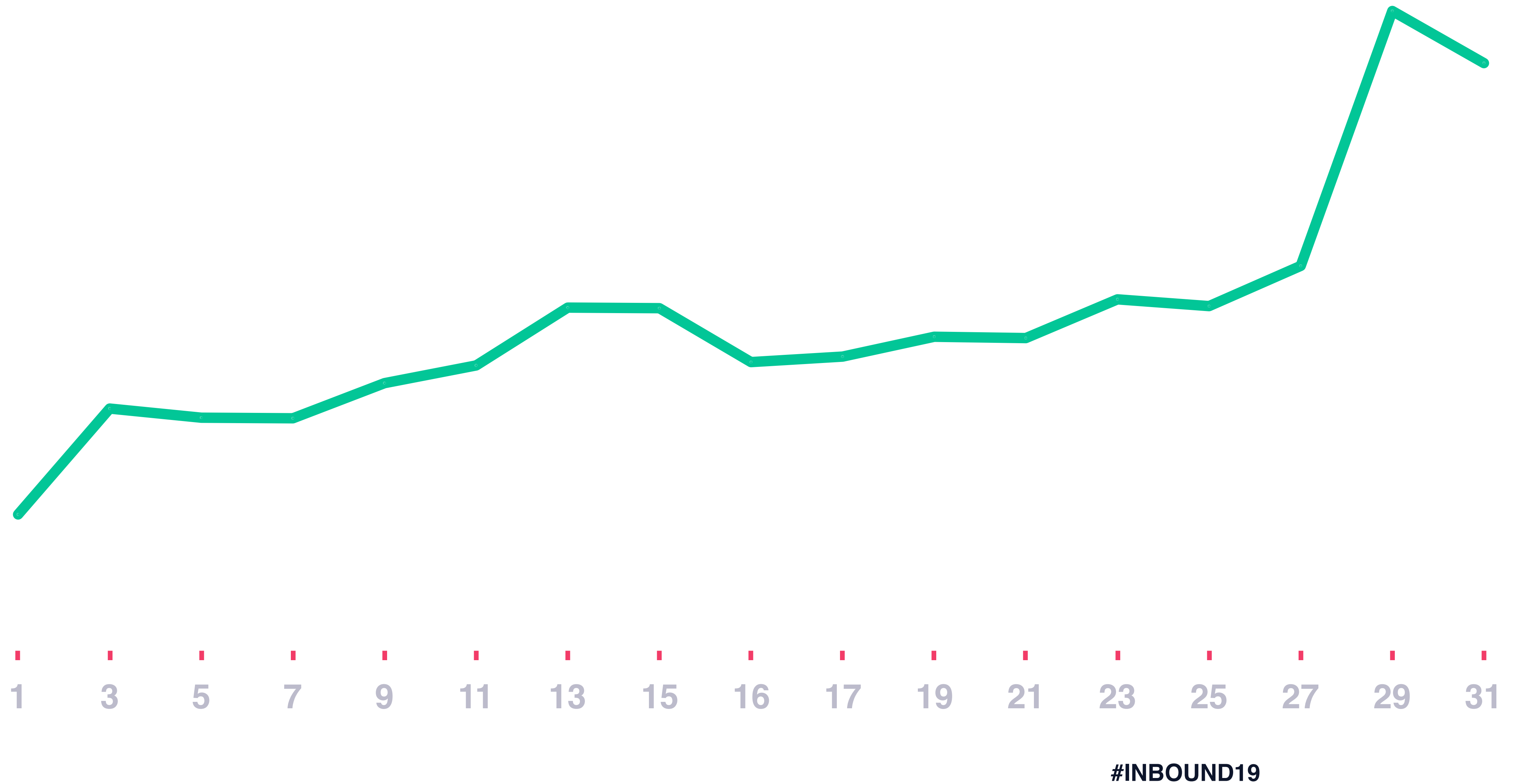


2 HOURS
EACH

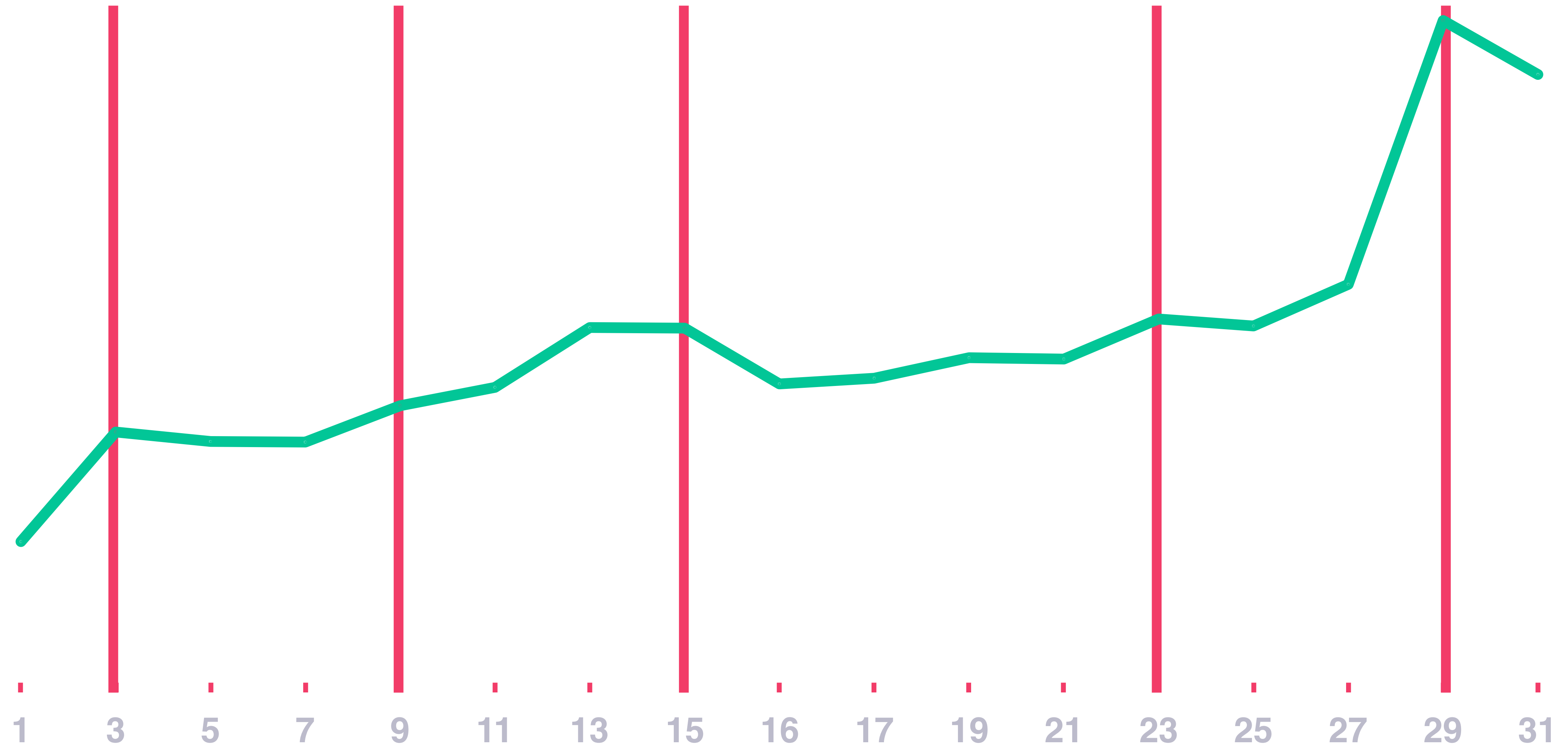


\$0
COST

PAGEVIEWS



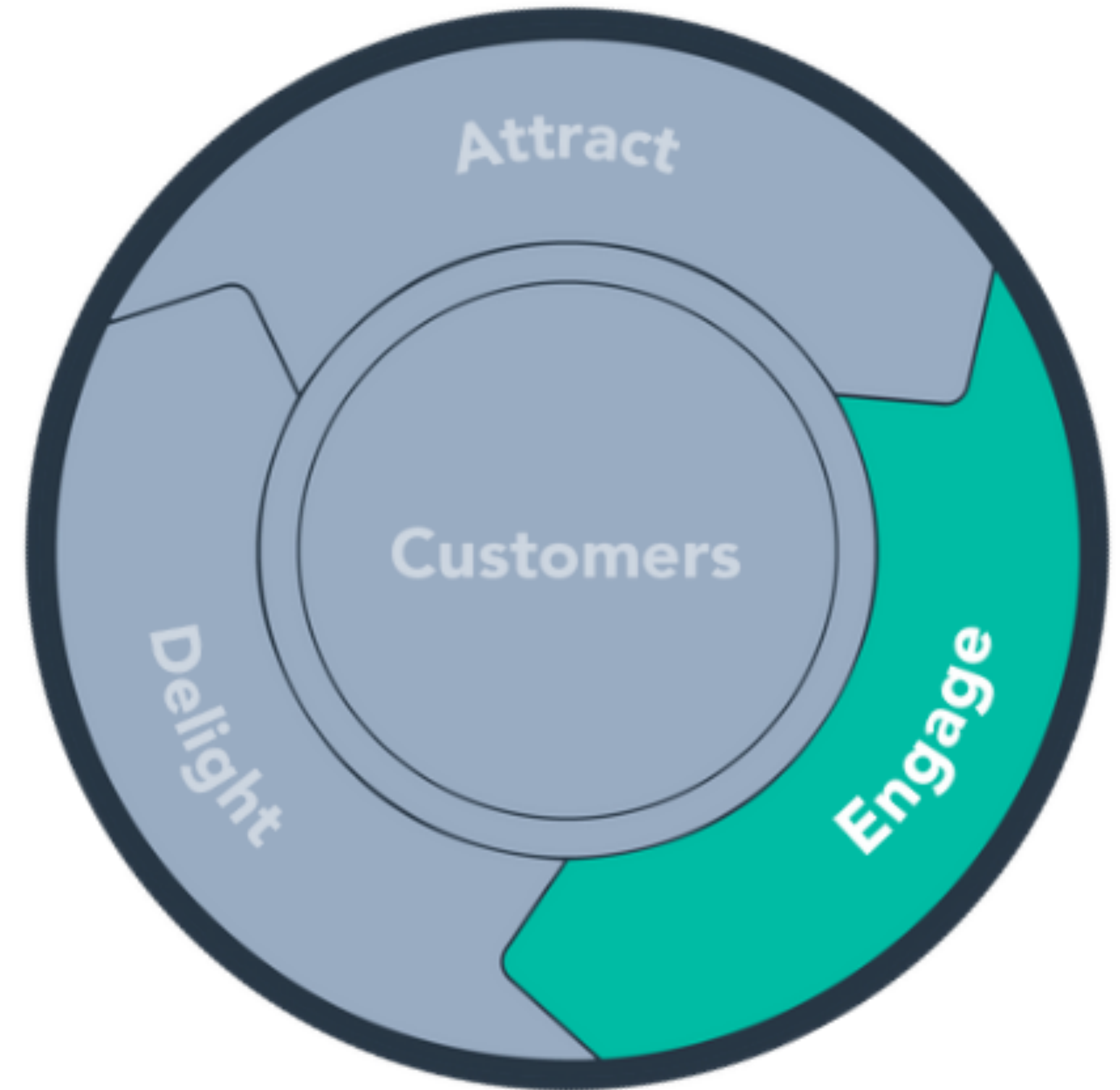
PAGEVIEWS



#INBOUND19

METRICS

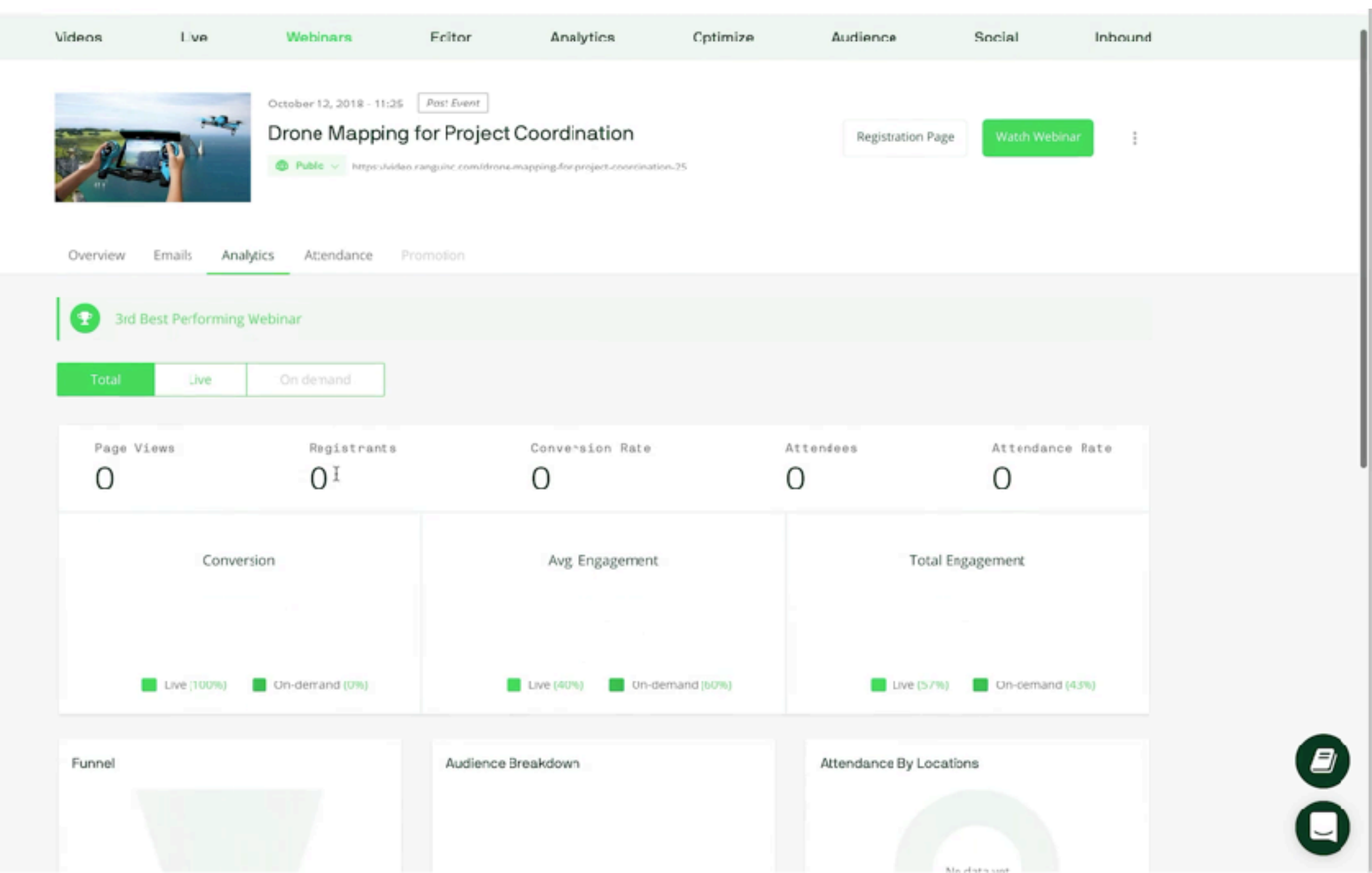
ENGAGE STAGE



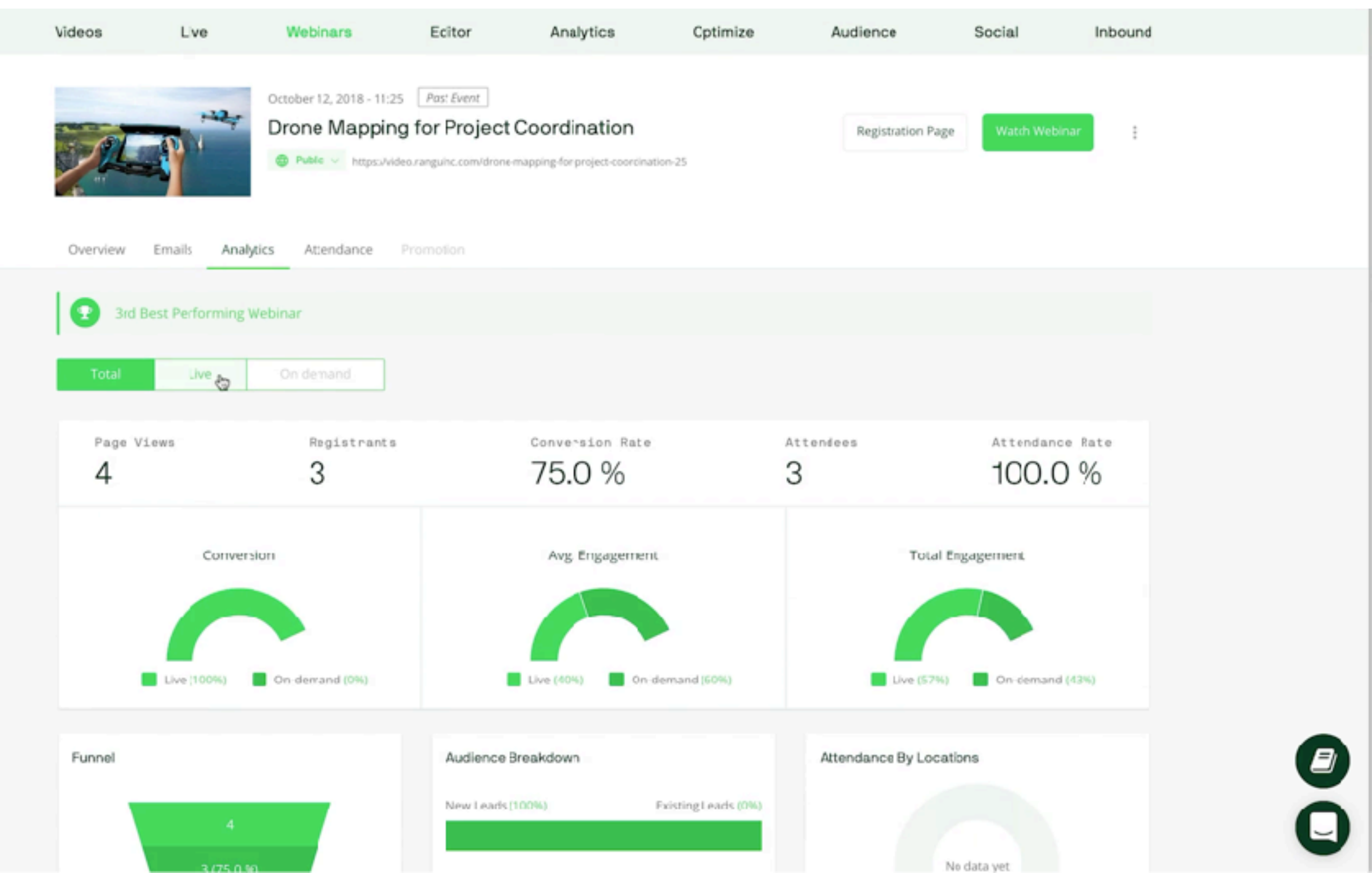
#INBOUND19

A. WATCH RATE

TIME SPENT WATCHING



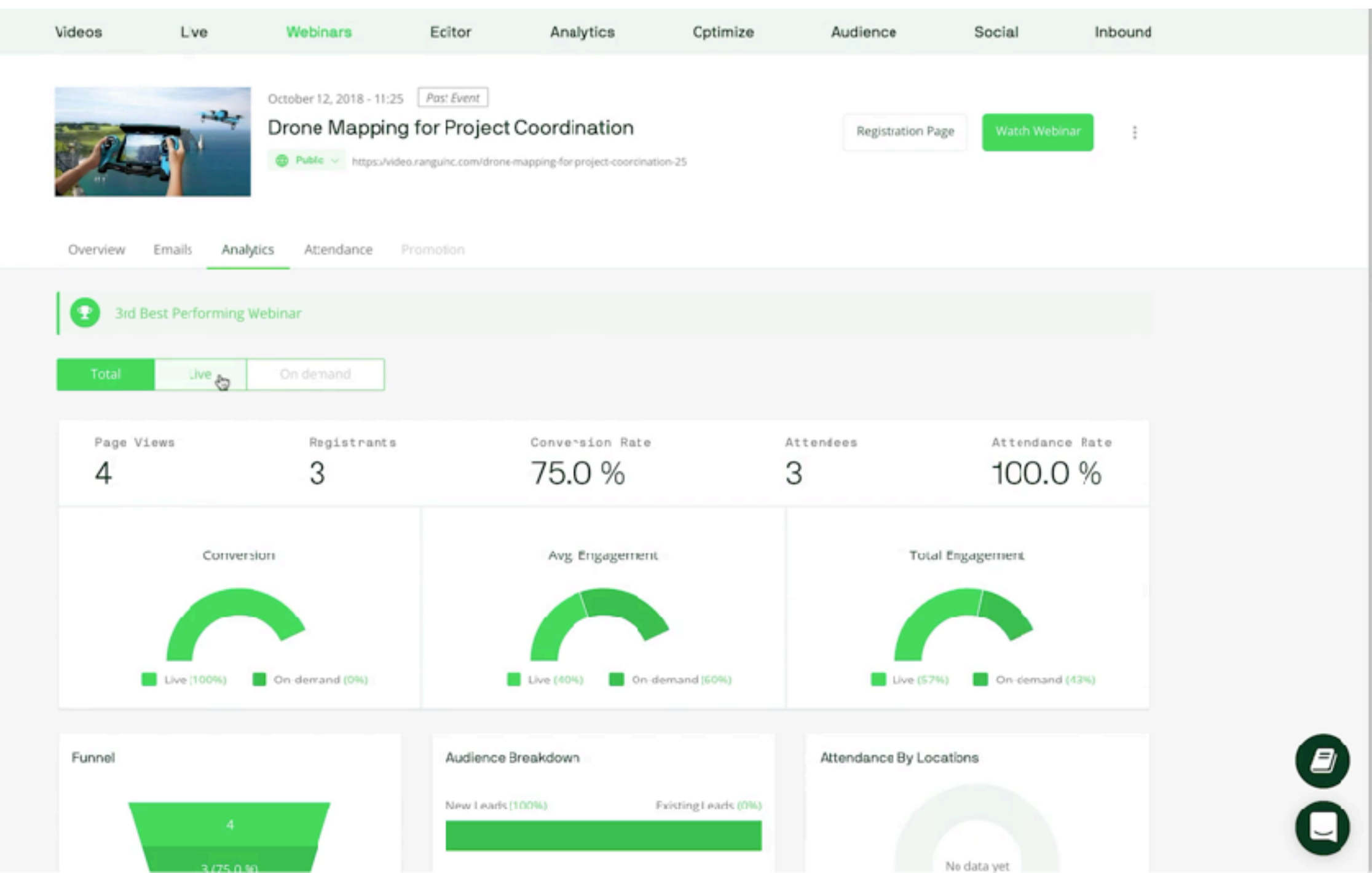
A. WATCH RATE



TIME SPENT WATCHING

% AUDIENCE DROP-OFF

A. WATCH RATE



TIME SPENT WATCHING

% AUDIENCE DROP-OFF

% OF VIDEO COMPLETED

WATCH RATE INSIGHTS

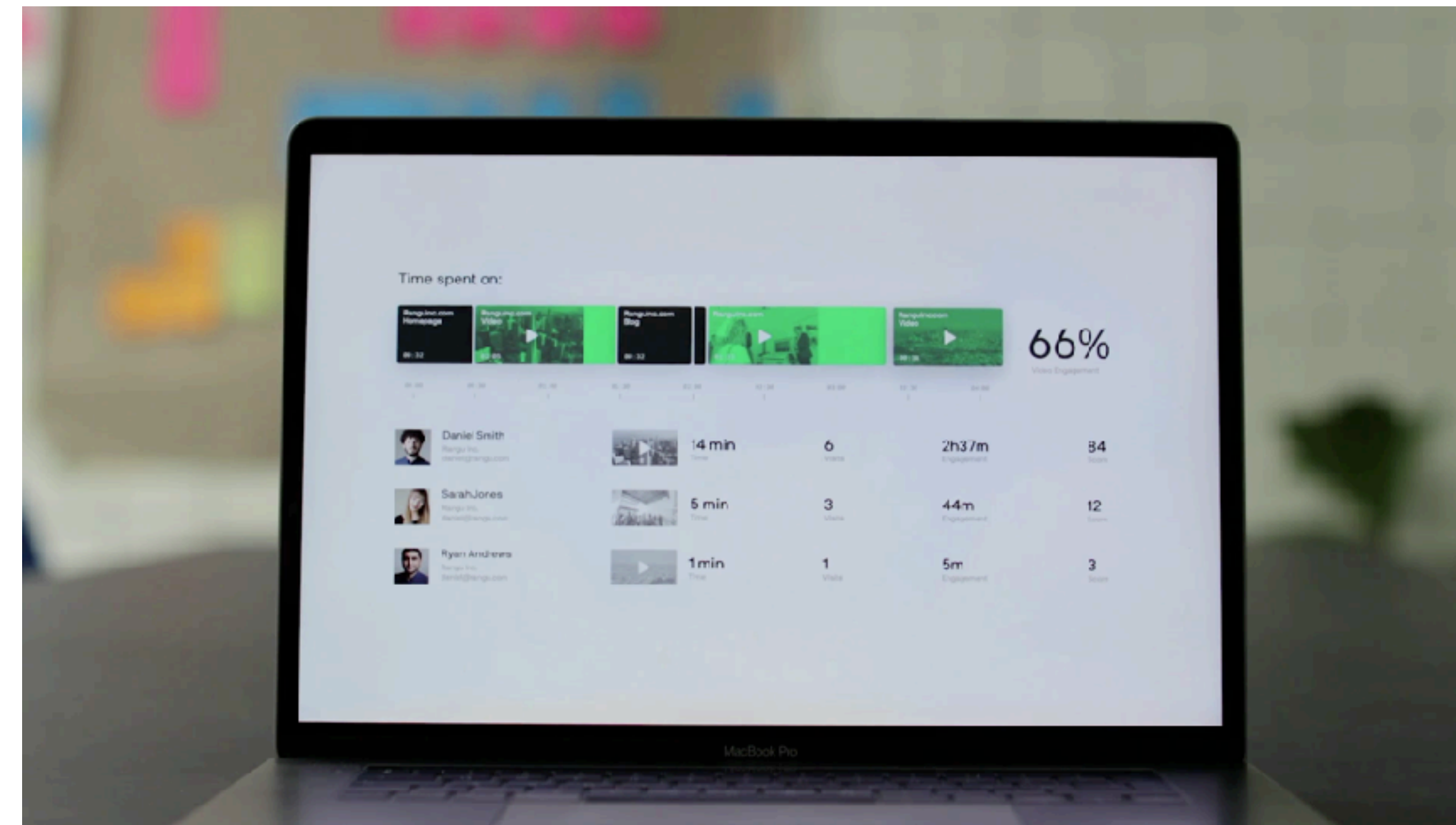
TOPIC RELEVANCE



WATCH RATE INSIGHTS

TOPIC RELEVANCE

SPEAKER PERSONAS



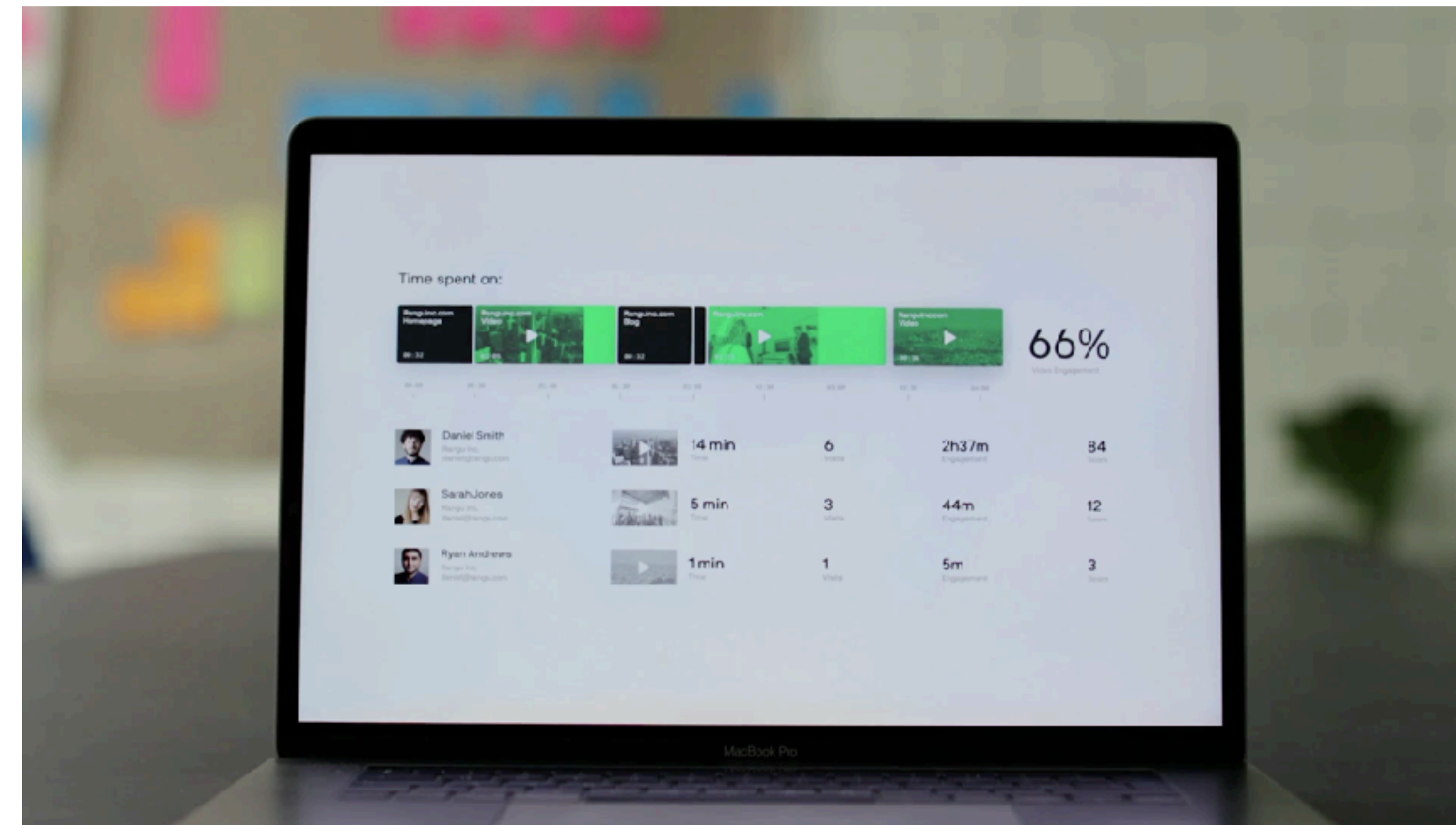
#INBOUND19

WATCH RATE INSIGHTS

TOPIC RELEVANCE

SPEAKER PERSONAS

VIDEO CONTENT / LENGTH



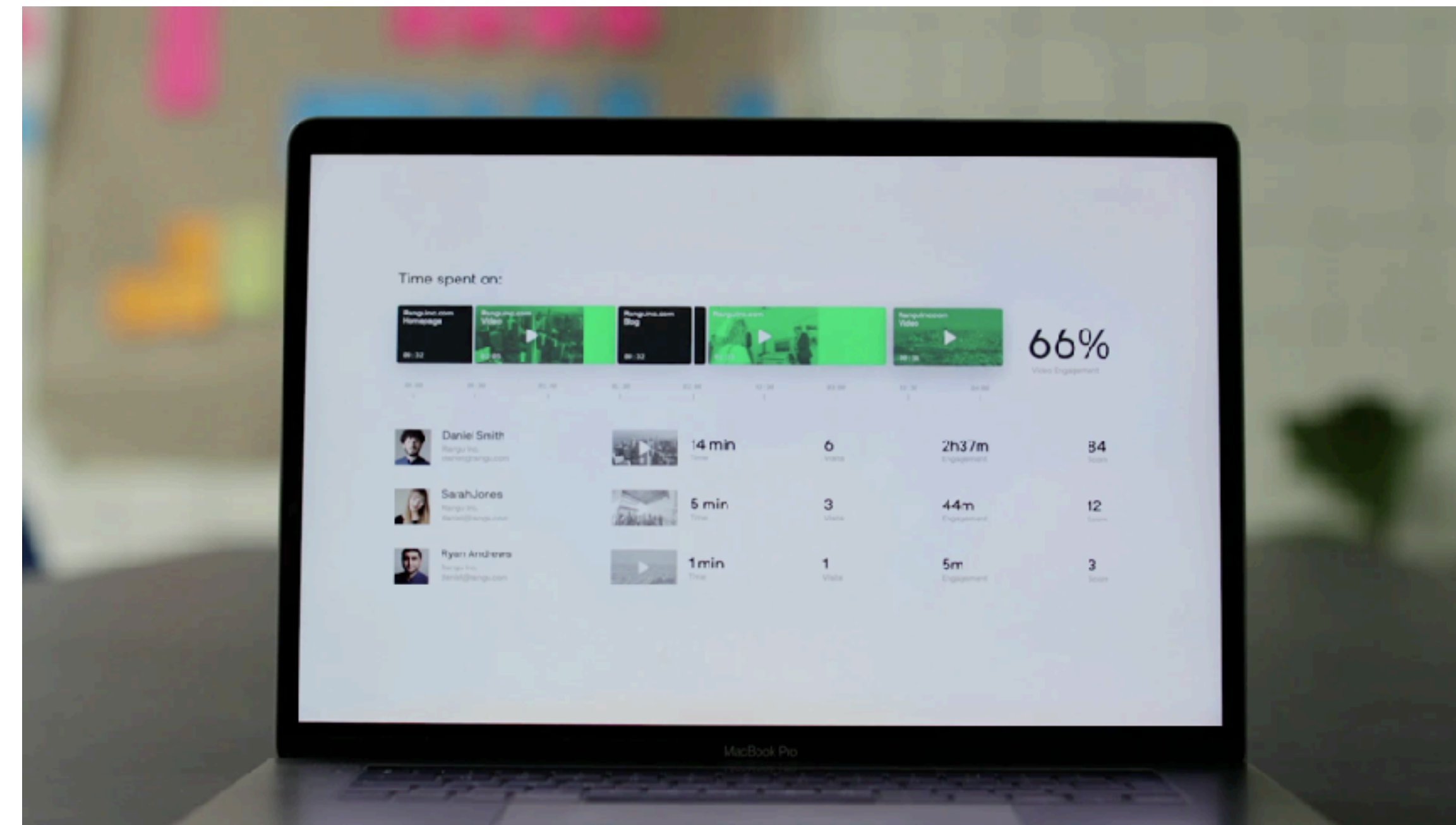
WATCH RATE INSIGHTS

TOPIC RELEVANCE

SPEAKER PERSONAS

VIDEO CONTENT / LENGTH

IMPORTANT MESSAGING

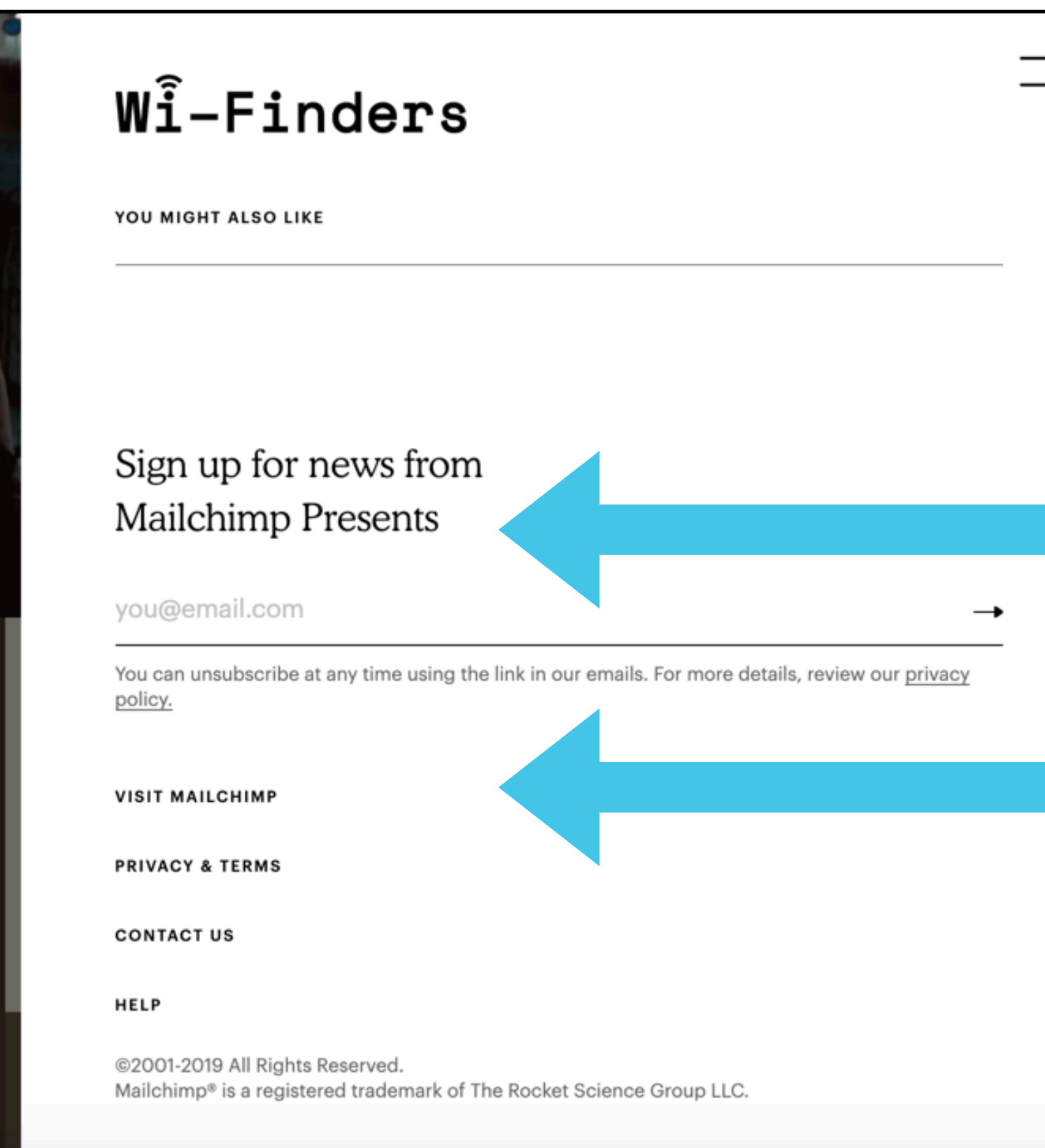


CONVERSIONS

#INBOUND19

B. CONVERSIONS

LANDING PAGES

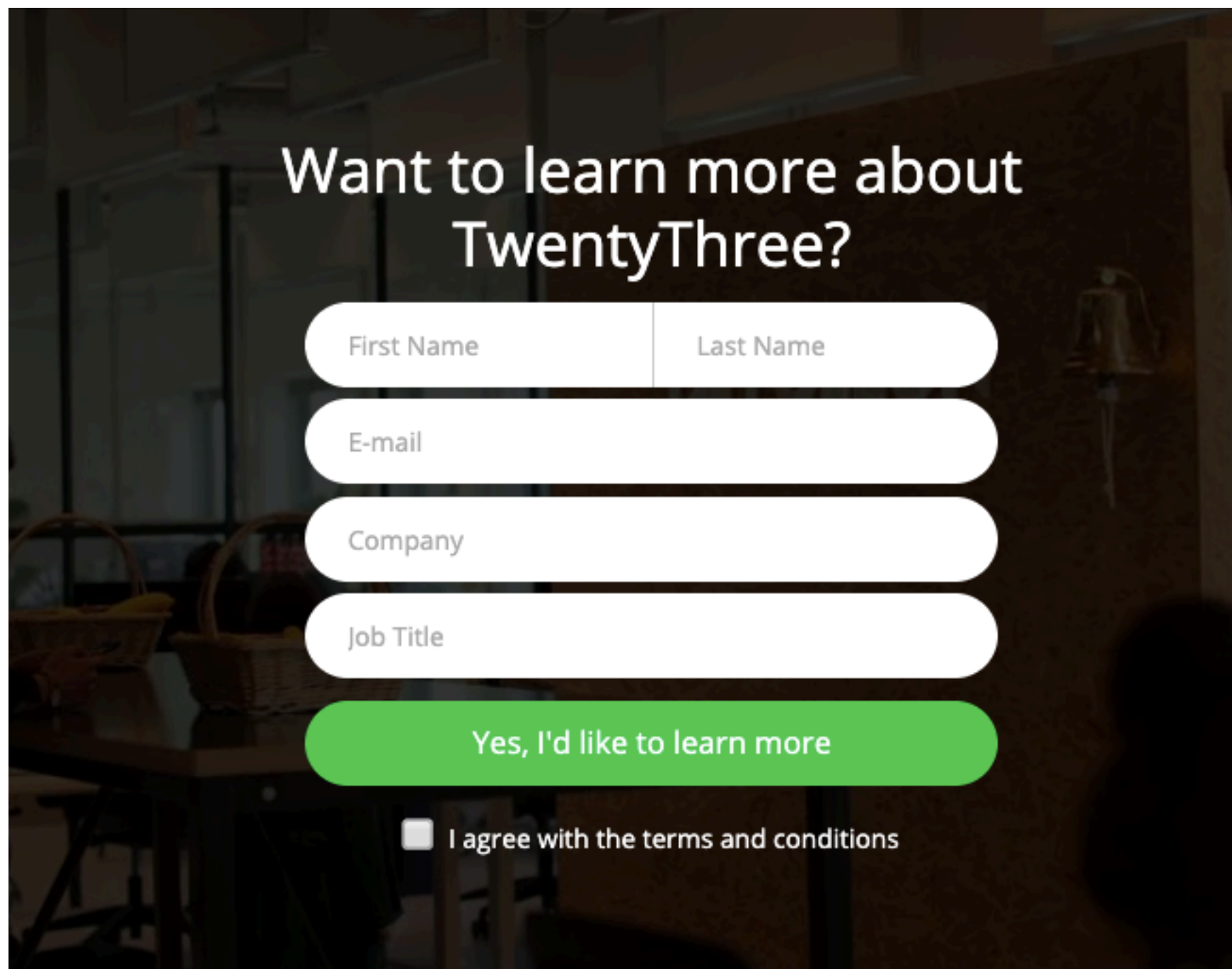


CTAS

#INBOUND19

B. CONVERSIONS

COLLECTOR FORMS



Want to learn more about
TwentyThree?

First Name Last Name

E-mail

Company

Job Title

Yes, I'd like to learn more

☐ I agree with the terms and conditions

B. CONVERSIONS

COLLECTOR FORMS

Want to learn more about
TwentyThree?

First Name	Last Name
------------	-----------

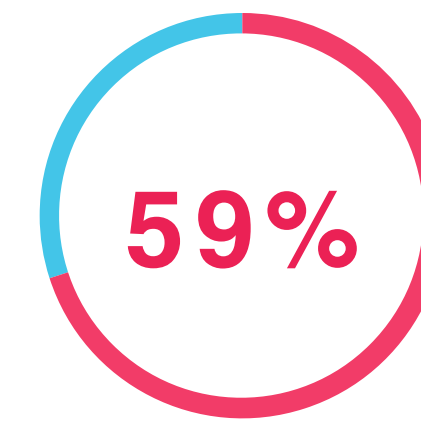
E-mail

Company

Job Title

Yes, I'd like to learn more

☐ I agree with the terms and conditions



BEGINNING

B. CONVERSIONS

COLLECTOR FORMS

Want to learn more about
TwentyThree?

First Name	Last Name
------------	-----------

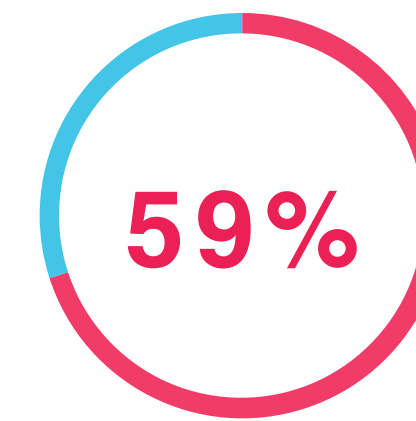
E-mail

Company

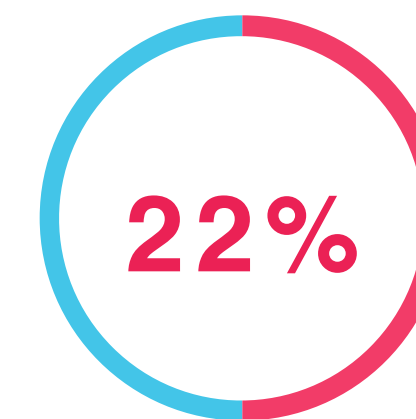
Job Title

Yes, I'd like to learn more

☐ I agree with the terms and conditions



BEGINNING



MIDDLE

B. CONVERSIONS

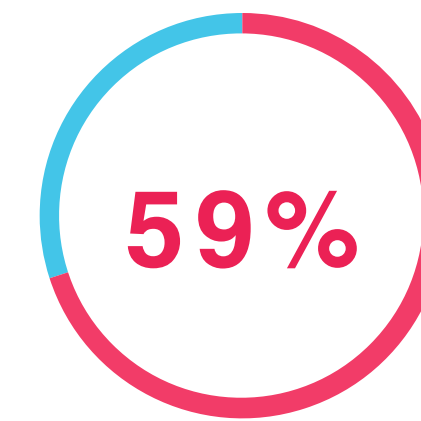
COLLECTOR FORMS

Want to learn more about
TwentyThree?

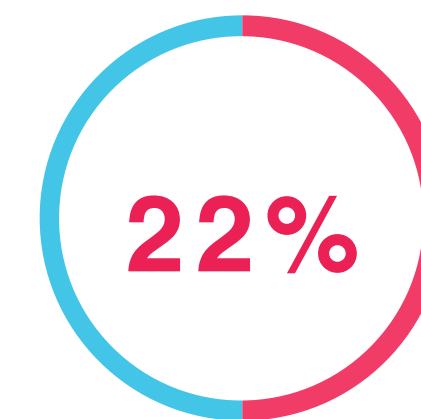
First Name	Last Name
E-mail	
Company	
Job Title	

Yes, I'd like to learn more

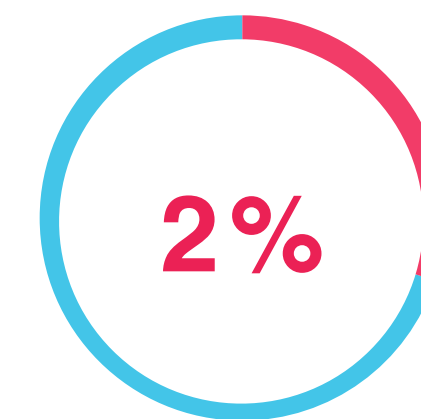
☐ I agree with the terms and conditions



BEGINNING

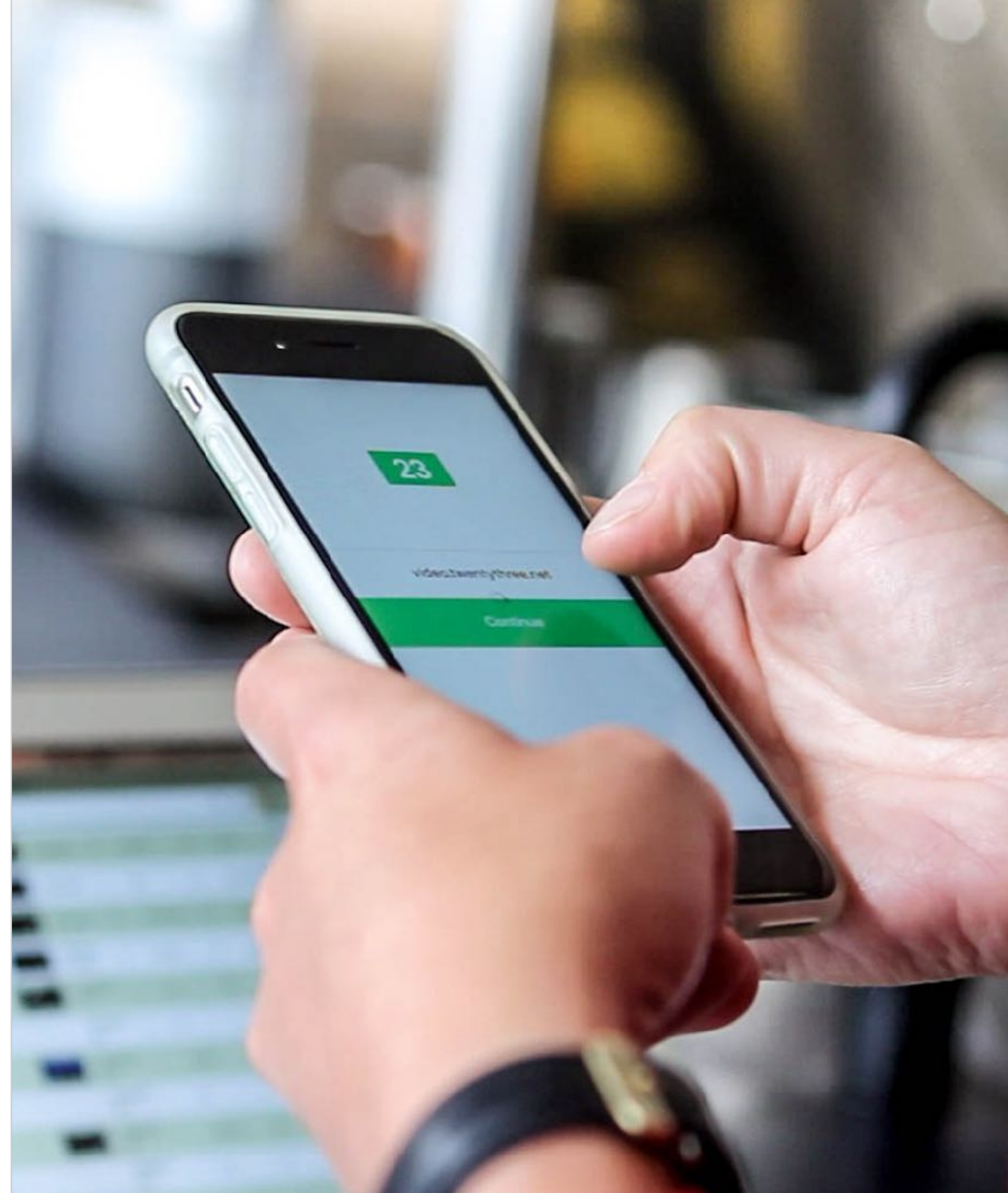


MIDDLE



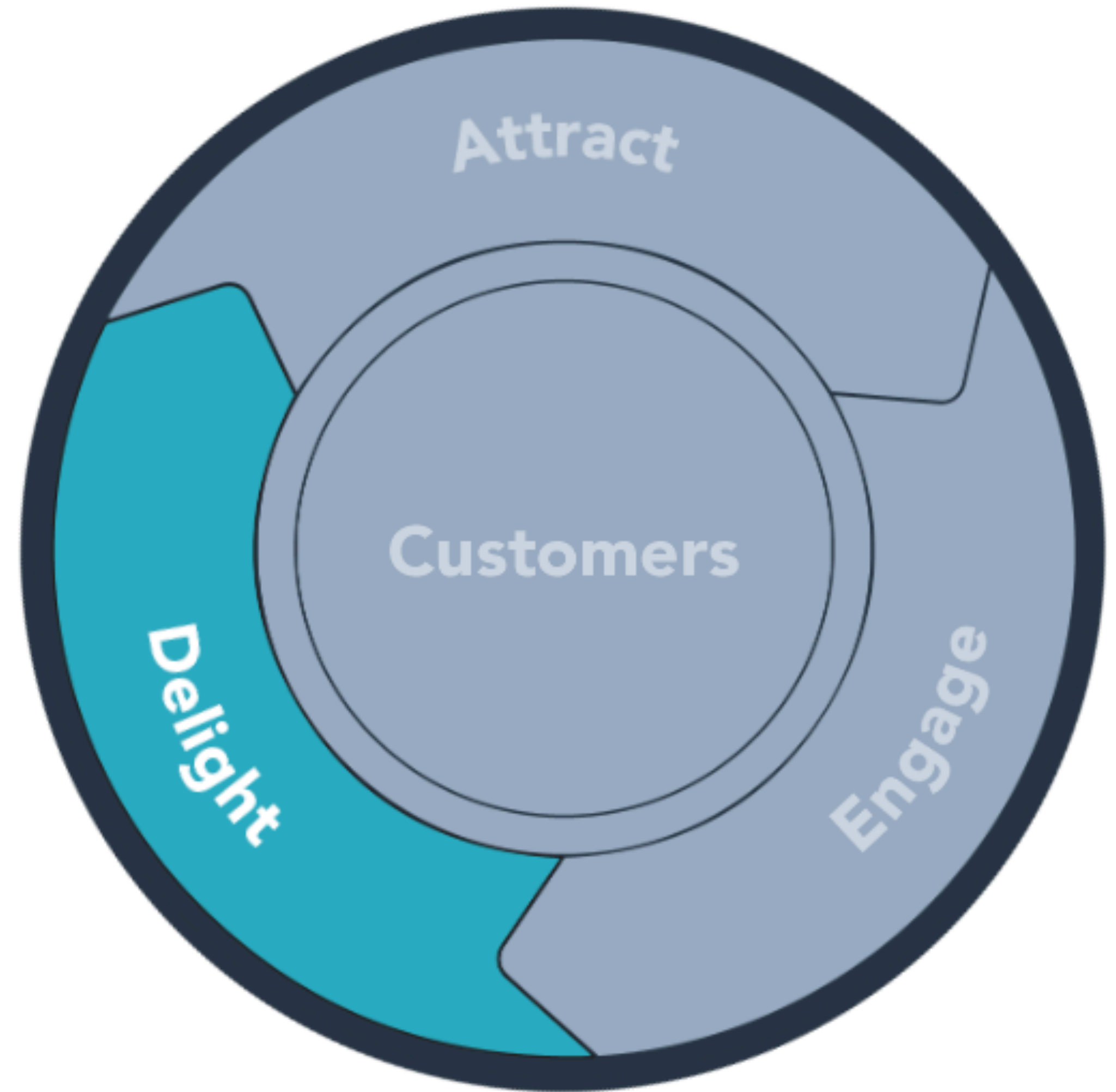
END

**ONLY 18% OF
MARKETERS
COLLECT
LEADS WITH
VIDEO FORMS**



DELIGHT

TIE YOUR
SUCCESS TO YOUR
CUSTOMERS'



#INBOUND19

AWARENESS

CONSIDERATION

CONVERSION

LOYALTY

ADVOCACY

SOCIAL VIDEO

EXPLAINER VIDEOS

PERSONAL VIDEOS

WEBINARS

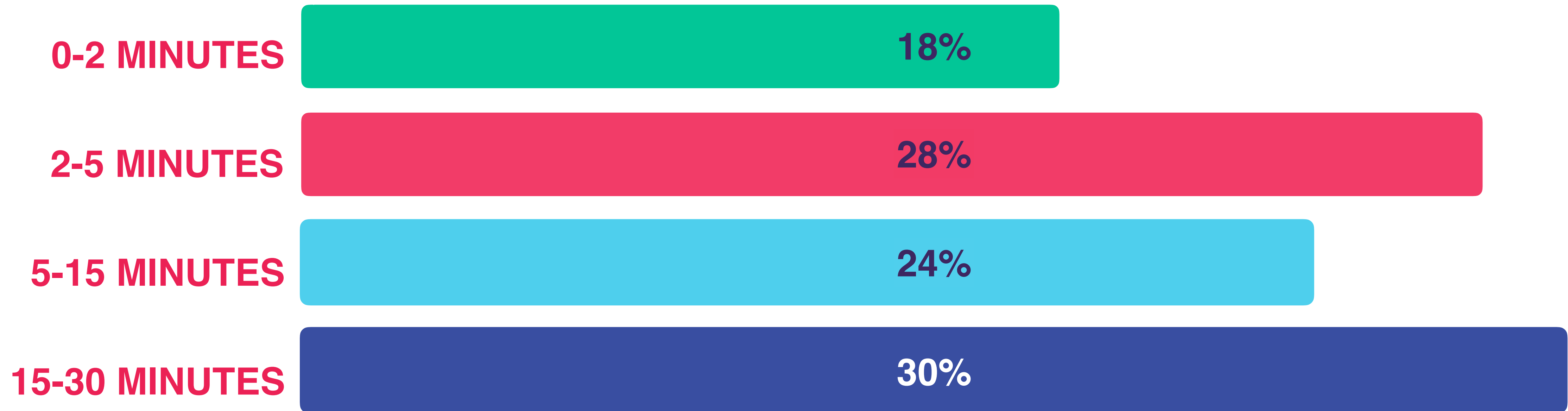
CUSTOMER CASE STORIES

TUTORIALS



PRODUCT VIDEOS

AVERAGE WATCH TIME



TUTORIALS

WHEN I WORK

HELP CENTER



[Back to the App](#)

[Submit a Ticket](#)

[Sign In](#)

[Home](#) > [Education](#)

Education

You made it! Thanks for showing some interest in our webinars and other resources to help you quickly get your When I Work account set up. We are excited to help in your workforce management!

Use the following links to get you started with When I Work:

[Live Webinars](#)

[Account Holder, Manager & Supervisor Training](#)

[Employee Training](#)

Your Customer Care Team

The When I Work Customer Care team is based at our headquarters in Minneapolis, Minnesota.



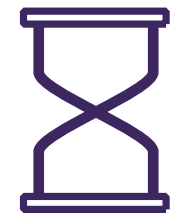
#INBOUND19

TUTORIALS

WHEN I WORK

HELP CENTER

EFFECTIVENESS



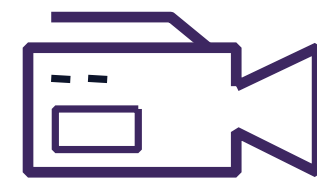
59%
DURATION



65% REDUCTION
FAQS



70,074
PLAYS



2 HOURS
PER VIDEO



\$0
COST

4

UPCOMING TRENDS



#INBOUND19

IMMERSION

#INBOUND19

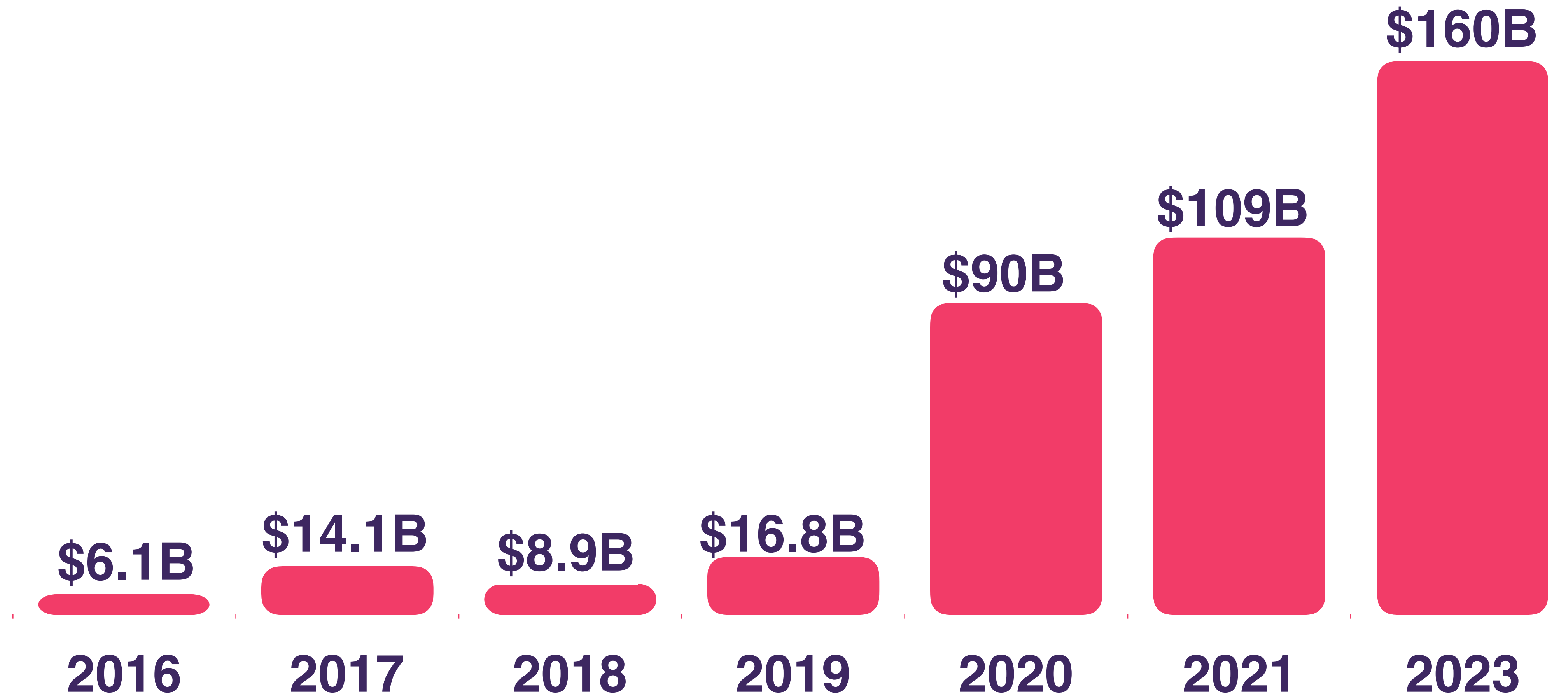
IMMERSION PERSONALIZATION

#INBOUND19

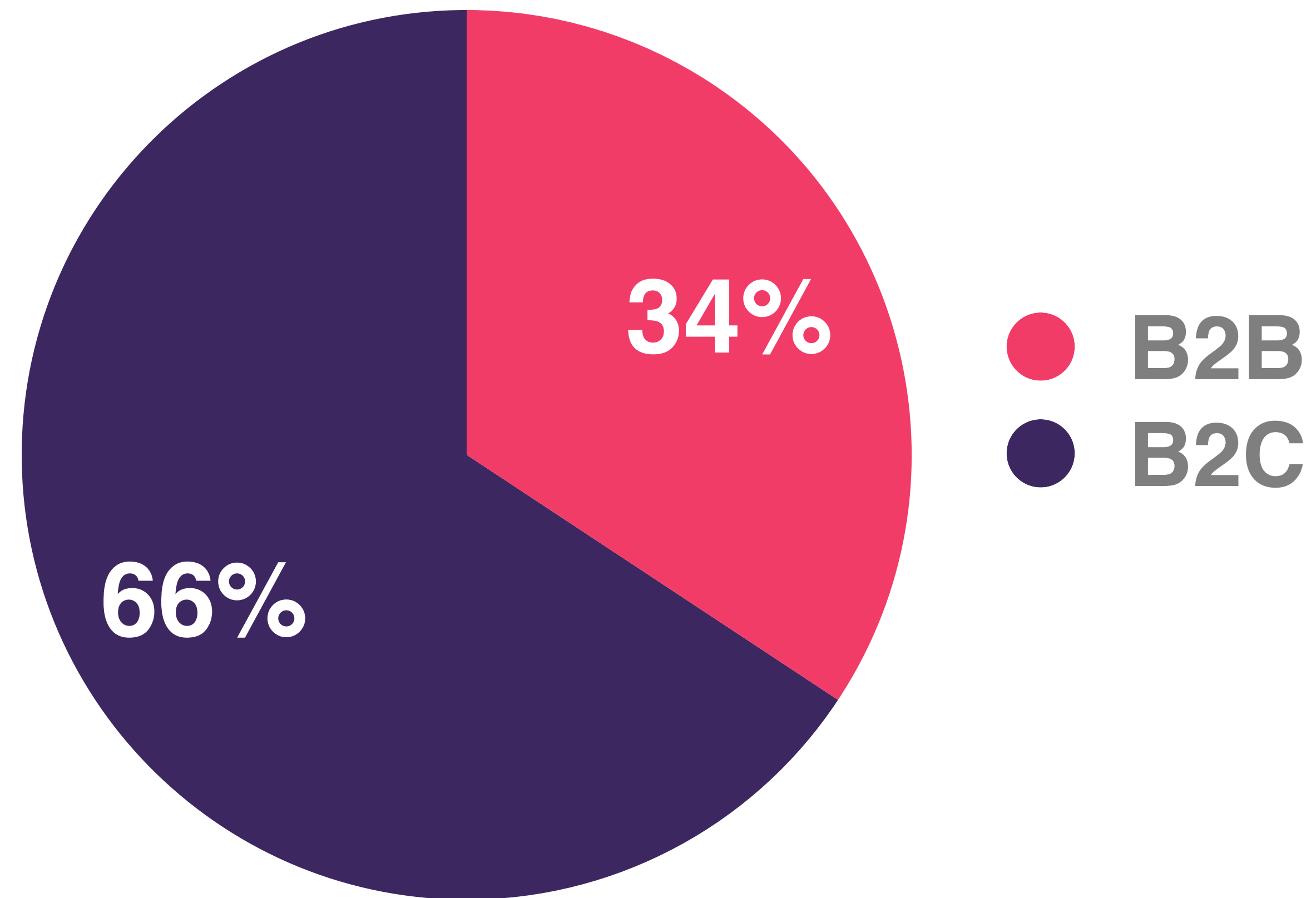
IMMERSION

#INBOUND19

VIRTUAL & AUGMENTED REALITY

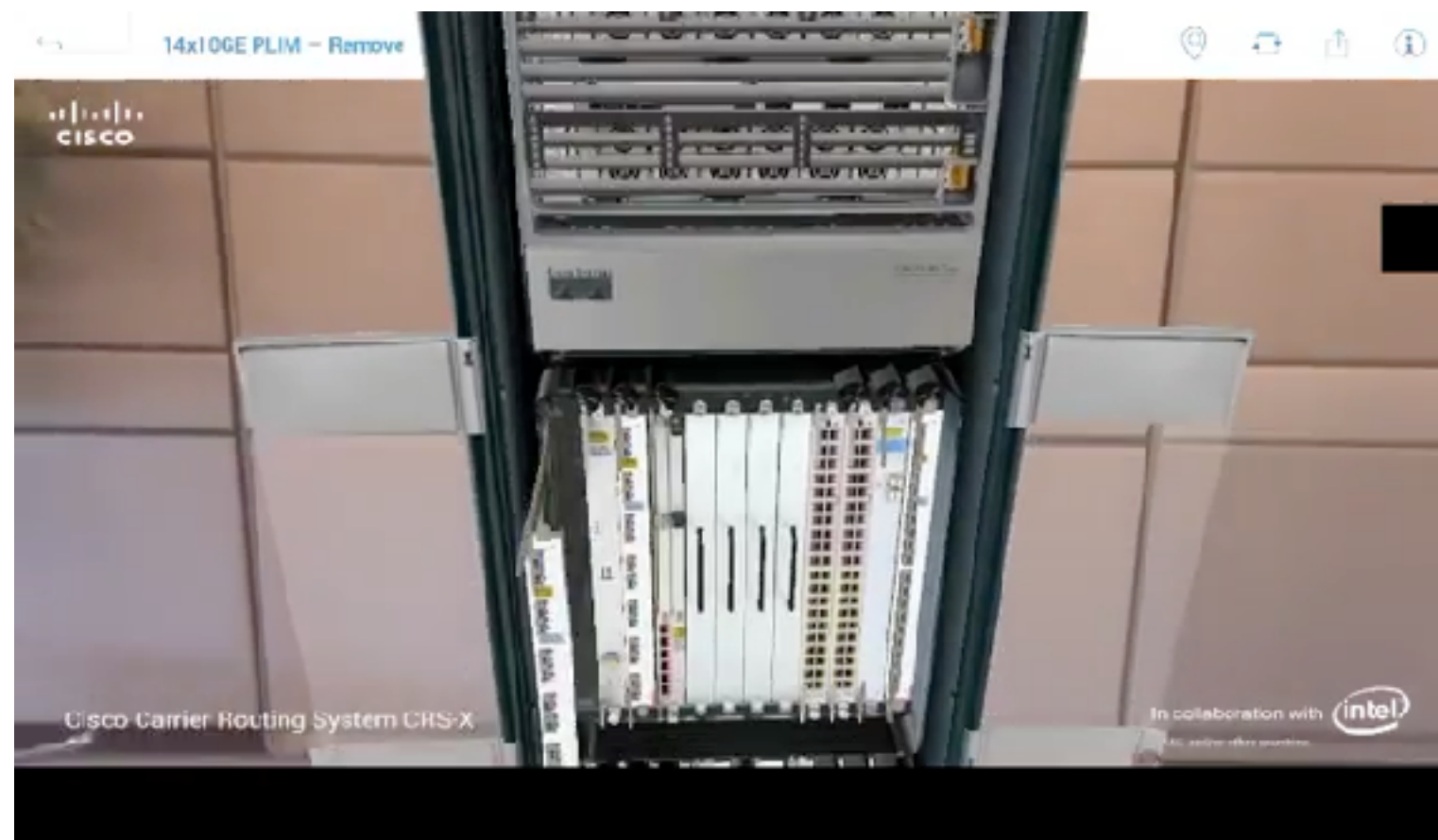


VIRTUAL & AUGMENTED REALITY SPEND





360° VIDEO ADVERTISING



AR VIDEO PRODUCT DEMOS



VR VIDEO STAFF TRAINING

#INBOUND19

PERSONALIZATION

#INBOUND19

STORIES: DAILY USERS

700

525

350

175

0

2014

2015

2016

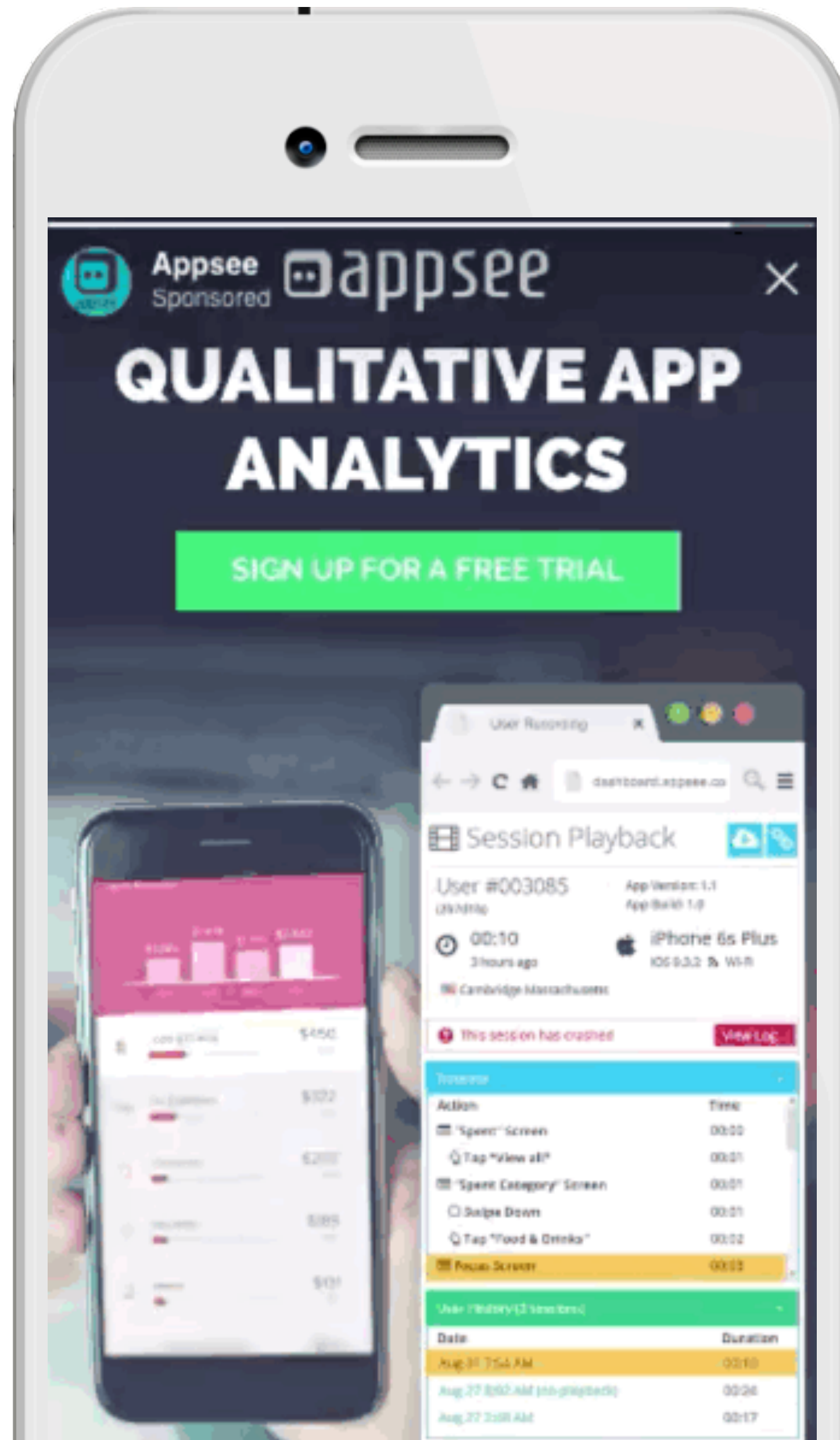
2017

2018

2019

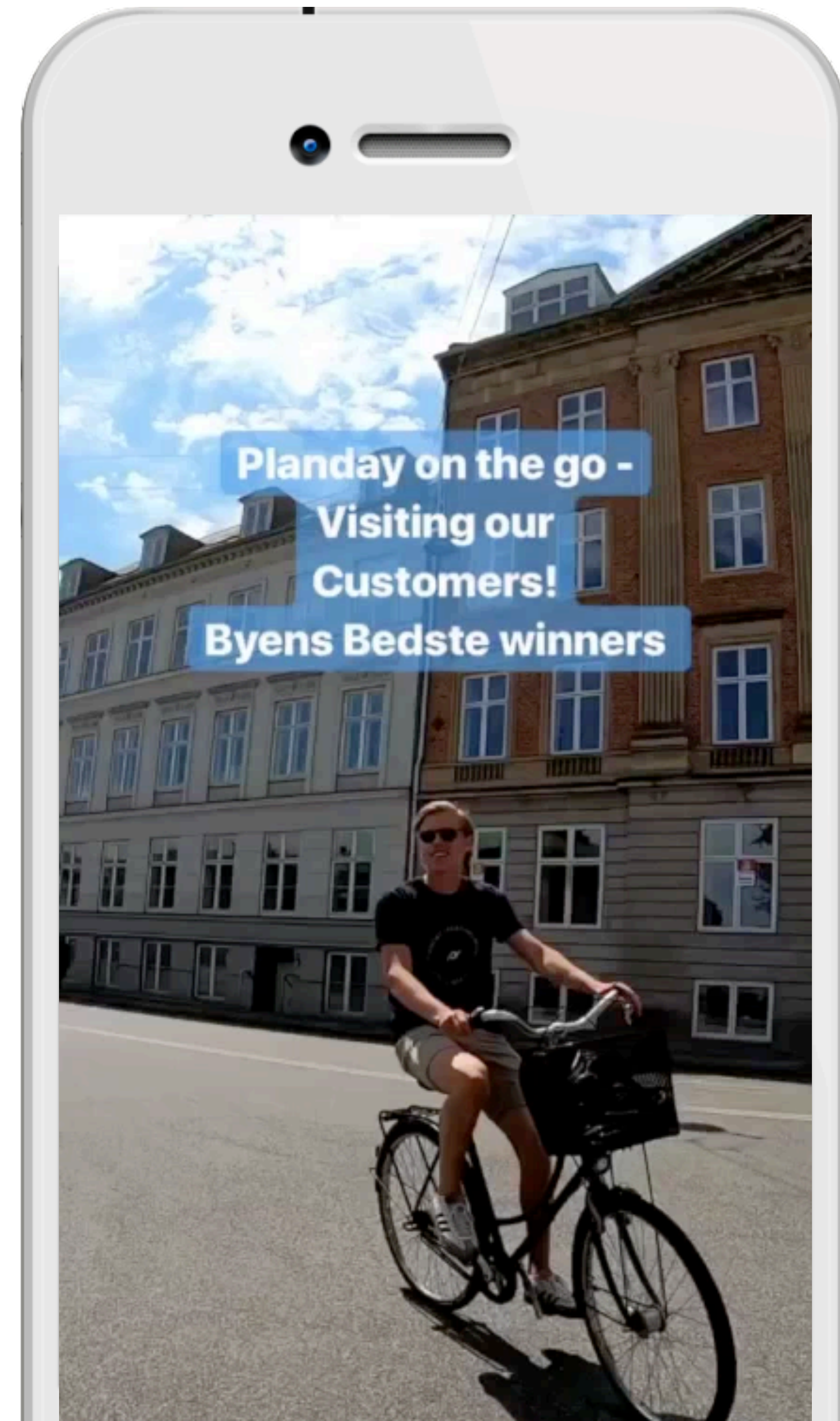
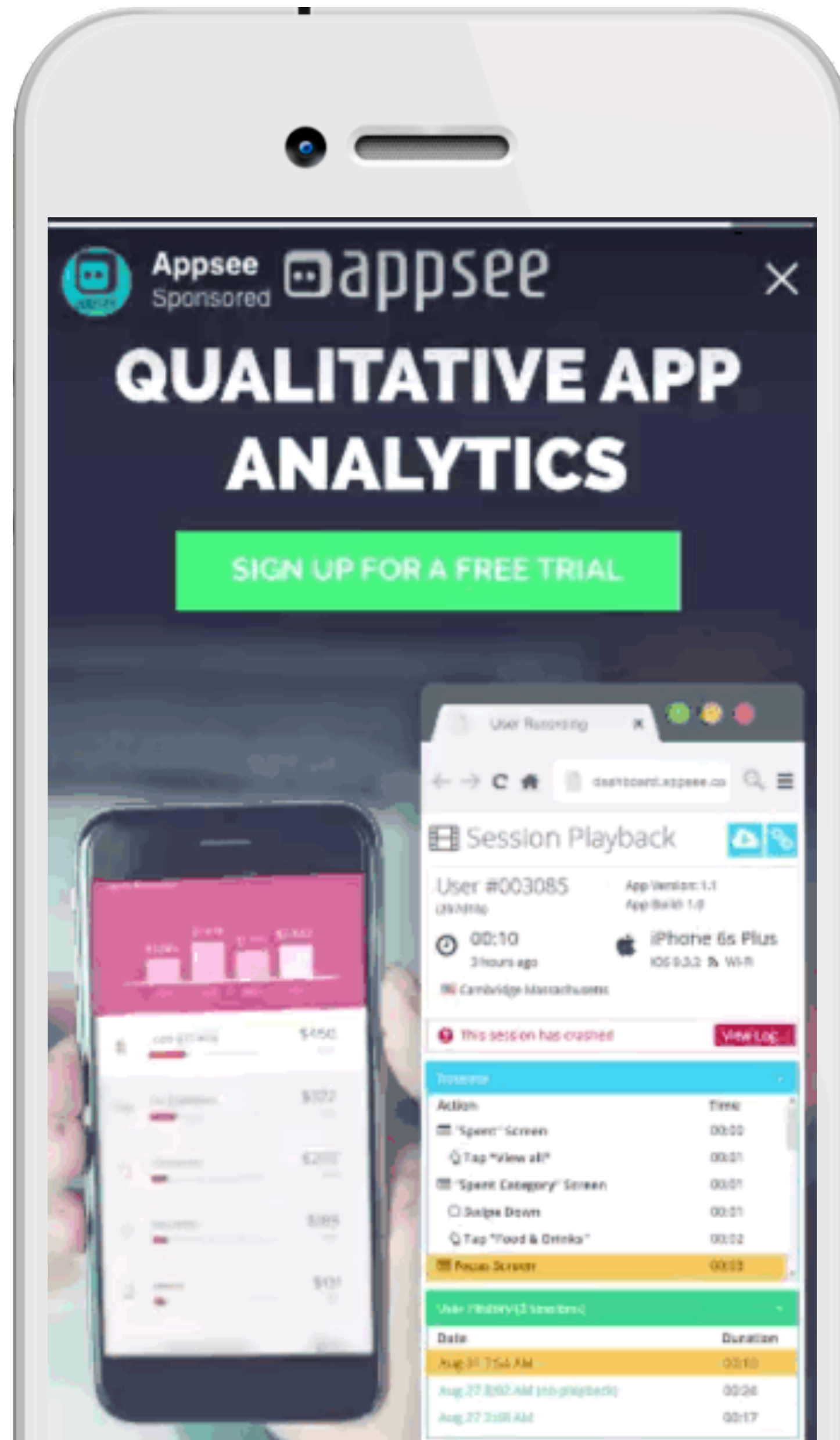
2020

INSTAGRAM STORIES



#INBOUND19

INSTAGRAM STORIES



EMAIL ANIMATIONS

Hi Anabel,

As agreed on LinkedIn I am sending you an email to explore the opportunities in terms of hosting a side event during OMR this year.

My name is Stine and I am running [TwentyThree's](#) Video Marketing Meetups. With communities blooming in cities across both North America and Europe, the [Video Marketing Meetup](#) has featured speakers from Google, LinkedIn, Adidas, Prezi, Peakon, Bynder, Marketo, Novo Nordisk and many more. The meetups are bringing together a global community of the best video marketers in the world - to discuss and develop the video marketing stack, social video, video production, webinars and beyond.

Let me know when it would be a good time for you and I'll make it happen.

Cheers,
Stine Kjærsgaard

Head of Global Video Marketing Meetup
+45 29417749
Stine@twentythree.net

TwentyThree™. The Video Marketing Platform.
twentythree.net

EMAIL ANIMATIONS

Hi Anabel,

As agreed on LinkedIn I am sending you an email to explore the opportunities in terms of hosting a side event during OMR this year.

My name is Stine and I am running [TwentyThree's](#) Video Marketing Meetups. With communities blooming in cities across both North America and Europe, the [Video Marketing Meetup](#) has featured speakers from Google, LinkedIn, Adidas, Prezi, Peakon, Bynder, Marketo, Novo Nordisk and many more. The meetups are bringing together a global community of the best video marketers in the world - to discuss and develop the video marketing stack, social video, video production, webinars and beyond.

Let me know when it would be a good time for you and I'll make it happen.

Cheers,
Stine Kjærsgaard

Head of Global Video Marketing Meetup
+45 29417749
Stine@twentythree.net

TwentyThree™. The Video Marketing Platform.
twentythree.net

Hi Anabel,

As agreed on LinkedIn I am sending you an email to explore the opportunities in terms of hosting a side event during OMR this year.

My name is Stine and I am running [TwentyThree's](#) Video Marketing Meetups. With communities blooming in cities across both North America and Europe, the [Video Marketing Meetup](#) has featured speakers from Google, LinkedIn, Adidas, Prezi, Peakon, Bynder, Marketo, Novo Nordisk and many more. The meetups are bringing together a global community of the best video marketers in the world - to discuss and develop the video marketing stack, social video, video production, webinars and beyond.

Let me know when it would be a good time for you and I'll make it happen.

Cheers,



Stine Kjærsgaard
Head of Global Video Marketing Meetup

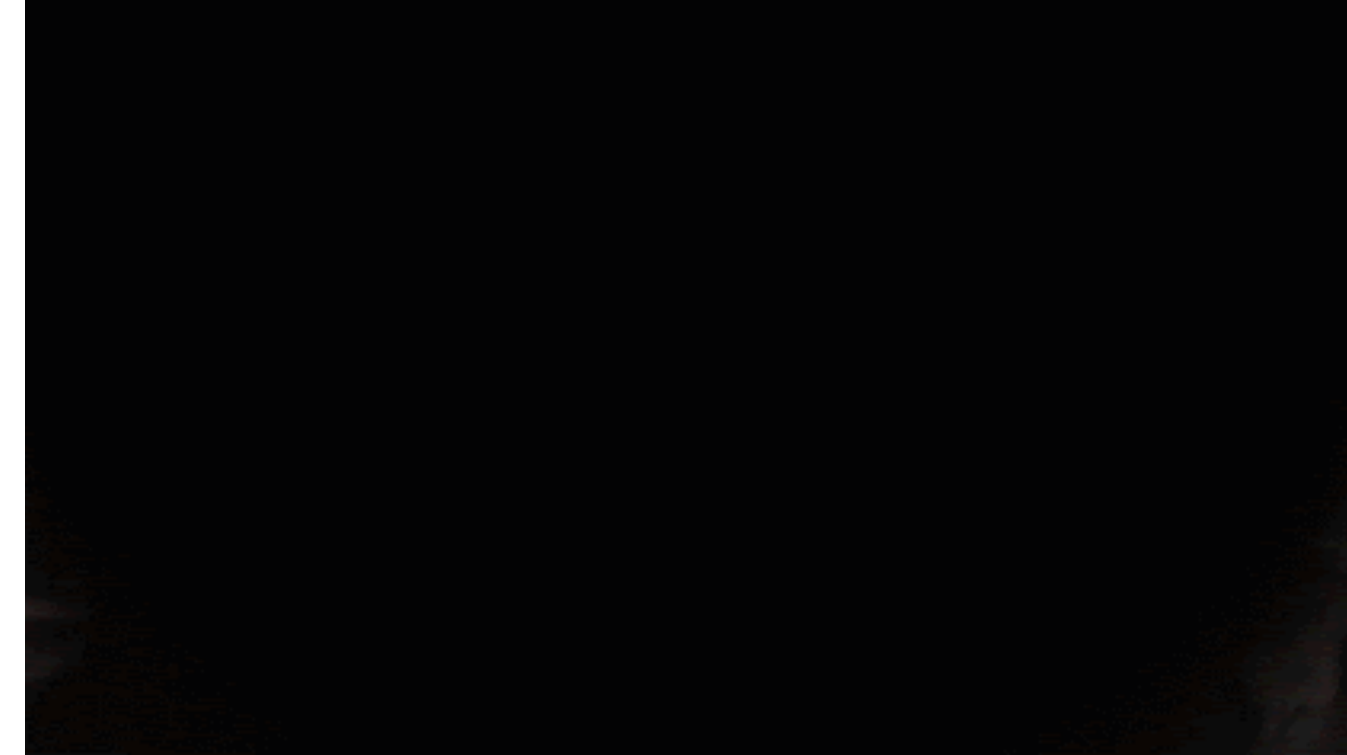
+45 29417749
Stine@twentythree.net

TwentyThree™. The Video Marketing Platform.
twentythree.net

#INBOUND19

GIFS IN COLD EMAILS HAVE 62% CTR

...compared to emails without



PERSONAL VIDEOS

Hi Joakim,

I'm reaching out because I've been following your company and I noticed you are producing quality video content. I'm Rachael, I work in video marketing strategy at TwentyThree and I'd like to help you out with your current video marketing set-up.

Let me know if you'd like to schedule in a time to chat?

Best,

Rachael Murray

Video Marketing Strategist & Webinar Expert

+45 26 28 76 05

TwentyThree™. The Video Marketing Platform.

twentythree.net

#INBOUND19

PERSONAL VIDEOS

Hi Joakim,

I'm reaching out because I've been following your company and I noticed you are producing quality video content. I'm Rachael, I work in video marketing strategy at TwentyThree and I'd like to help you out with your current video marketing set-up.

Let me know if you'd like to schedule in a time to chat?

Best,

Rachael Murray

Video Marketing Strategist & Webinar Expert

+45 26 28 76 05

TwentyThree™. The Video Marketing Platform.

twentythree.net

Hi Joakim,

I'm reaching out because I've been following your company and I noticed you are producing quality video content. I'm Rachael, I work in video marketing strategy at TwentyThree and I'd like to help you out with your current video marketing set-up. I've recorded a little introduction for you, I hope you like it:



Let me know if you'd like to schedule in a time to chat?

Best,

Rachael Murray

Video Marketing Strategist & Webinar Expert

TwentyThree™. The Video Marketing Platform.

twentythree.net

#INBOUND19

PERSONAL VIDEOS HAVE **+26% RESPONSE RATE**

...compared to emails without

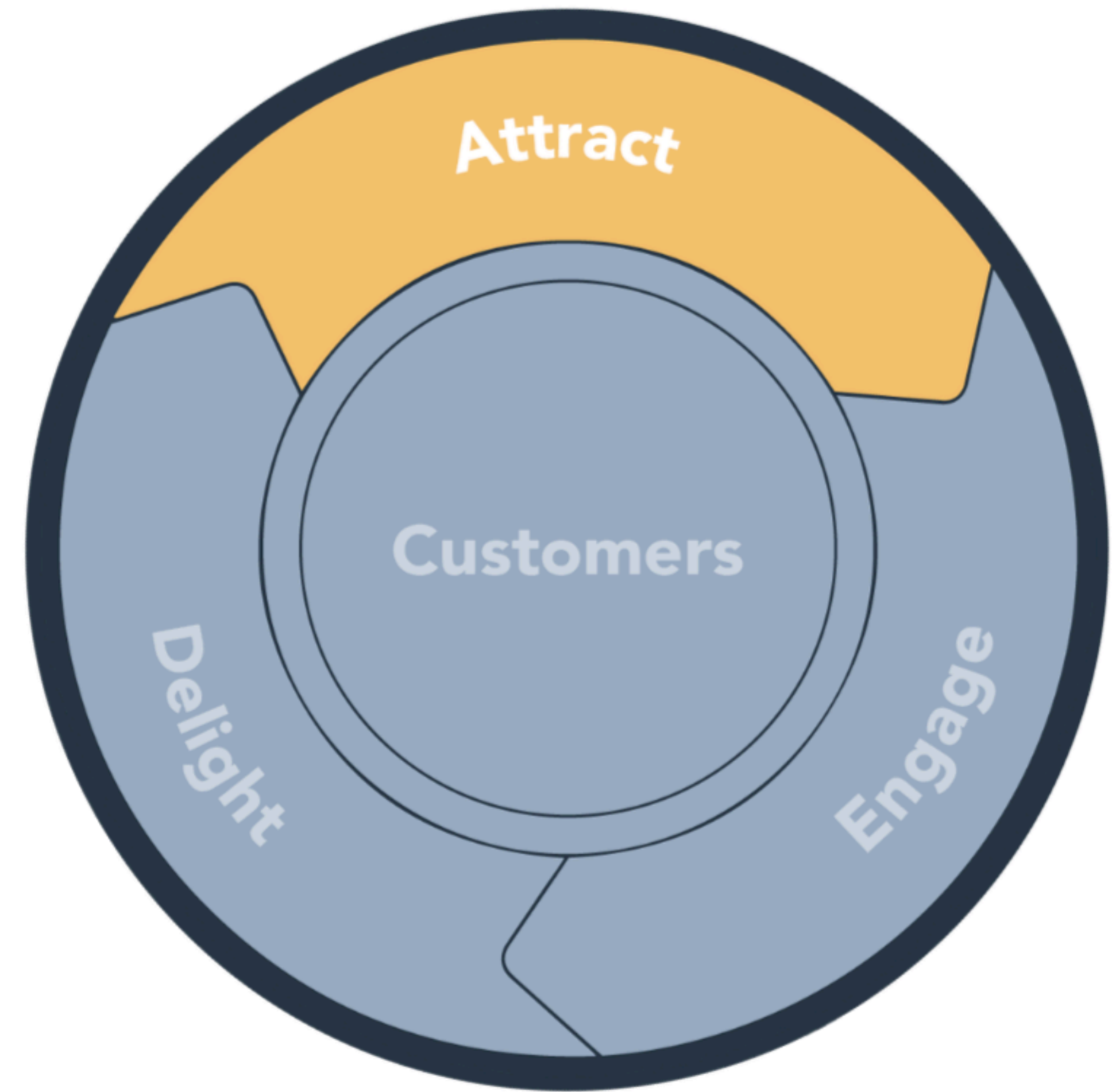


SUMMARY

OPTIMIZE FOR AVERAGE
WATCH TIME

QUALIFY AUDIENCE
EARLY

DRIVE TO YOUR SITE

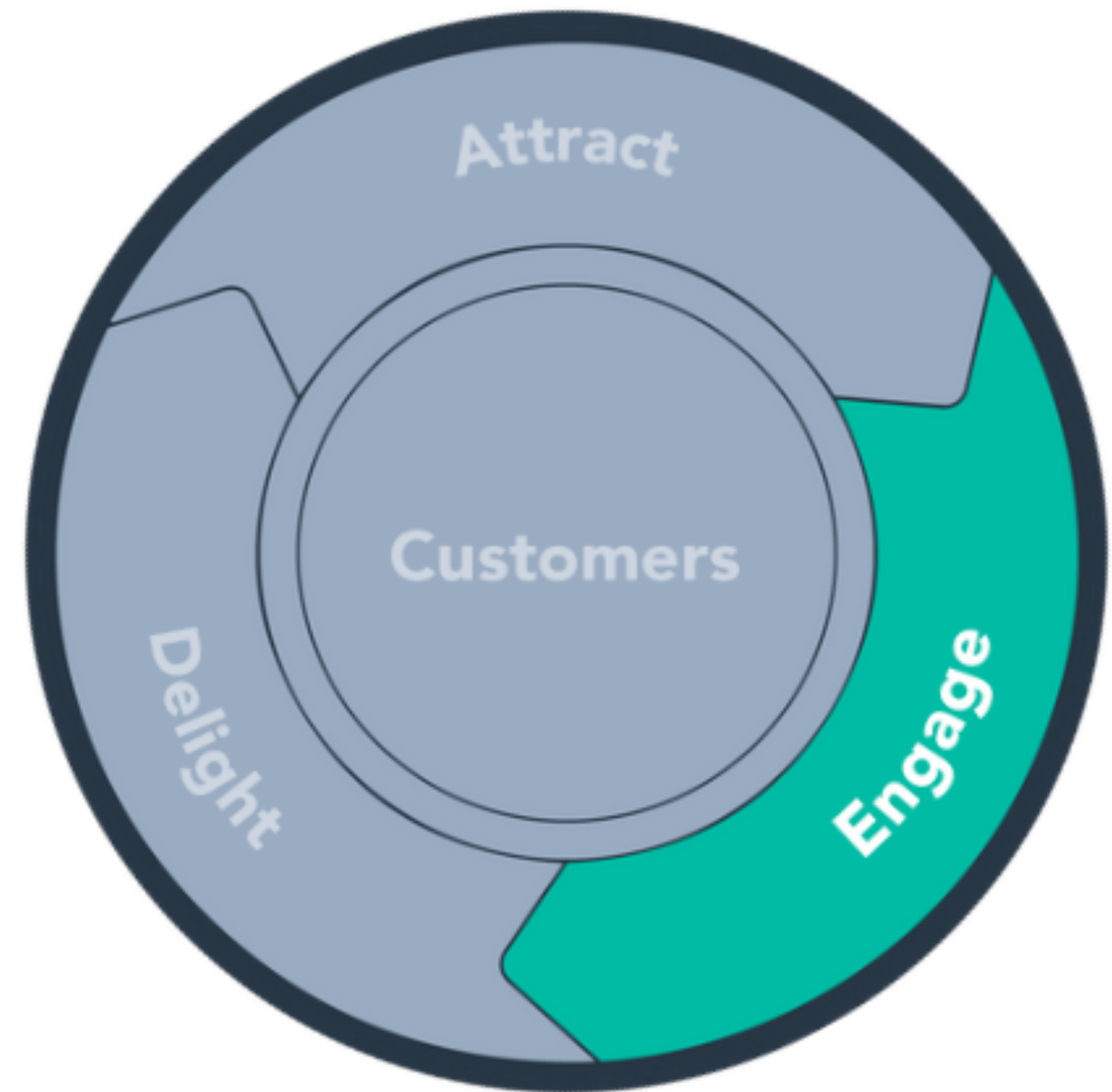


SUMMARY

OPTIMIZE FOR AVERAGE
WATCH TIME

AB TEST

LEAD COLLECTORS IN
VIDEOS

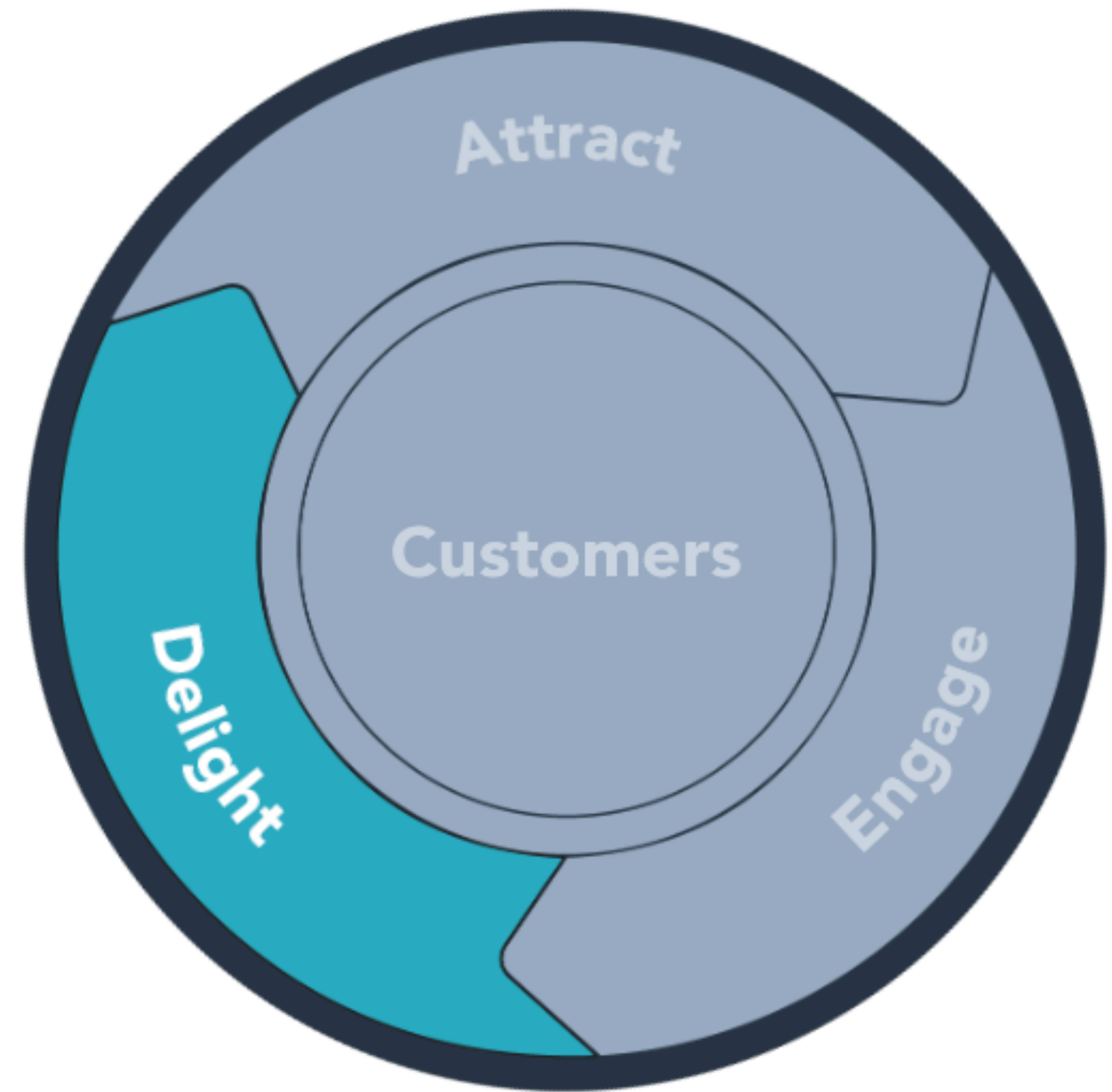


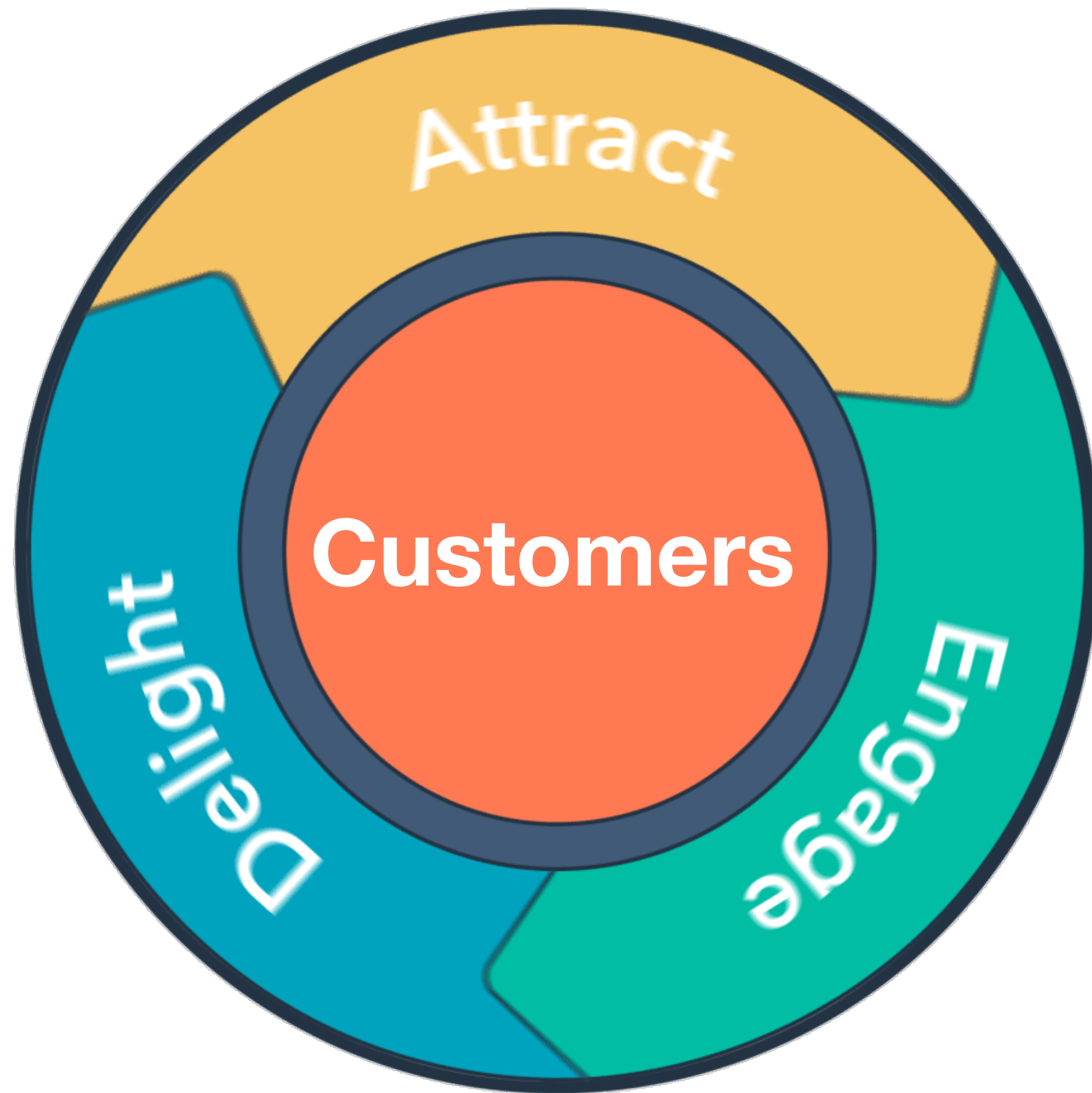
SUMMARY

OPTIMIZE FOR AVERAGE
WATCH TIME

ONBOARDING & TRAINING
VIDEOS

ENABLE CUSTOMERS TO
SUCCEED





**VIDEOS ACROSS ALL
STAGES OF THE FLYWHEEL**

**TREAT VIDEO LIKE ANY
DIGITAL ASSET**

JUST GET STARTED!

FREE STUFF!



#INBOUND19



Video Marketing Meetup



#INBOUND19

JENNIFER MONTAGUE

 JENNIFER@TWENTYTHREE.NET

 /JENNIFERMONTAGUE

 @JMODIGITAL



#INBOUND19