

CRAMER

# **5 STEPS** **TO BUILDING** **A WINNING** **B2B VIDEO** **MARKETING** **STRATEGY**





**52% of B2B marketing professionals worldwide named video as the type of content with the best ROI.<sup>1</sup>**

## **LIVING IN A VIDEO WORLD**

In today's digital landscape, high-quality video content is the backbone of successful digital marketing. It's not just table stakes, it's what audiences are demanding. Over 40% of companies make at least one video a week.<sup>2</sup>

But it isn't just about creating flashy visuals—it's about forging genuine connections, sparking emotions, and inspiring your audience to take action.

Whether you're looking to boost brand awareness, generate leads, engage your internal teams, or increase conversion rates, a well-crafted video marketing strategy can transform your business.

**How can you harness the power of video to elevate your brand?**

# VIDEO'S BUSINESS IMPACT

Video marketing combines the art of storytelling with the science of digital marketing. When done right, it can boost your brand's presence across multiple touchpoints by supporting a diverse content mix in your marketing funnel strategy.

## ENHANCED BRAND AWARENESS

**96%** of video marketers report that video has helped increase brand awareness.<sup>3</sup>

## INCREASED CONVERSION RATES

According to Wyzowl, **87%** of video watchers they surveyed have been convinced to buy a product or service after watching a video.<sup>3</sup>

## STRONGER CUSTOMER ENGAGEMENT

**99%** of video marketers report that video has helped increase user understanding of their product or service.<sup>3</sup> And videos under one minute have the best engagement rate.<sup>2</sup>

## BETTER SEO PERFORMANCE

With search engines favoring pages that feature video, your site is more likely to rank higher in search results when you integrate high-quality video content. Search results with video thumbnail make up **30%** of all organic results.<sup>2</sup>



## **TAILOR-MADE MESSAGES FOR YOUR TARGET AUDIENCE**

Well-crafted content reflects your brand's personality and values and connects them with your audience's values.

**Video simplifies your complex ideas into engaging visual narratives that resonate with your audience on an emotional level.**





# HOW TO BUILD A VIDEO STRATEGY THAT CONNECTS WITH YOUR AUDIENCE

You understand the power of video, but how can you align it with your current marketing strategy? The good news is that video marketing isn't so different from any other kind of marketing. But you need to take the correct steps to get it right.

Follow these **five tips** for building a marketing strategy that works for you.

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**SET CLEAR GOALS & OBJECTIVES**

4

**PLAN YOUR PRODUCTION PROCESS**

2

**IDENTIFY YOUR TARGET AUDIENCE**

5

**DISTRIBUTE, MEASURE, & OPTIMIZE**

3

**CRAFT A COMPELLING STORY**

# 1

## SET CLEAR GOALS & OBJECTIVES

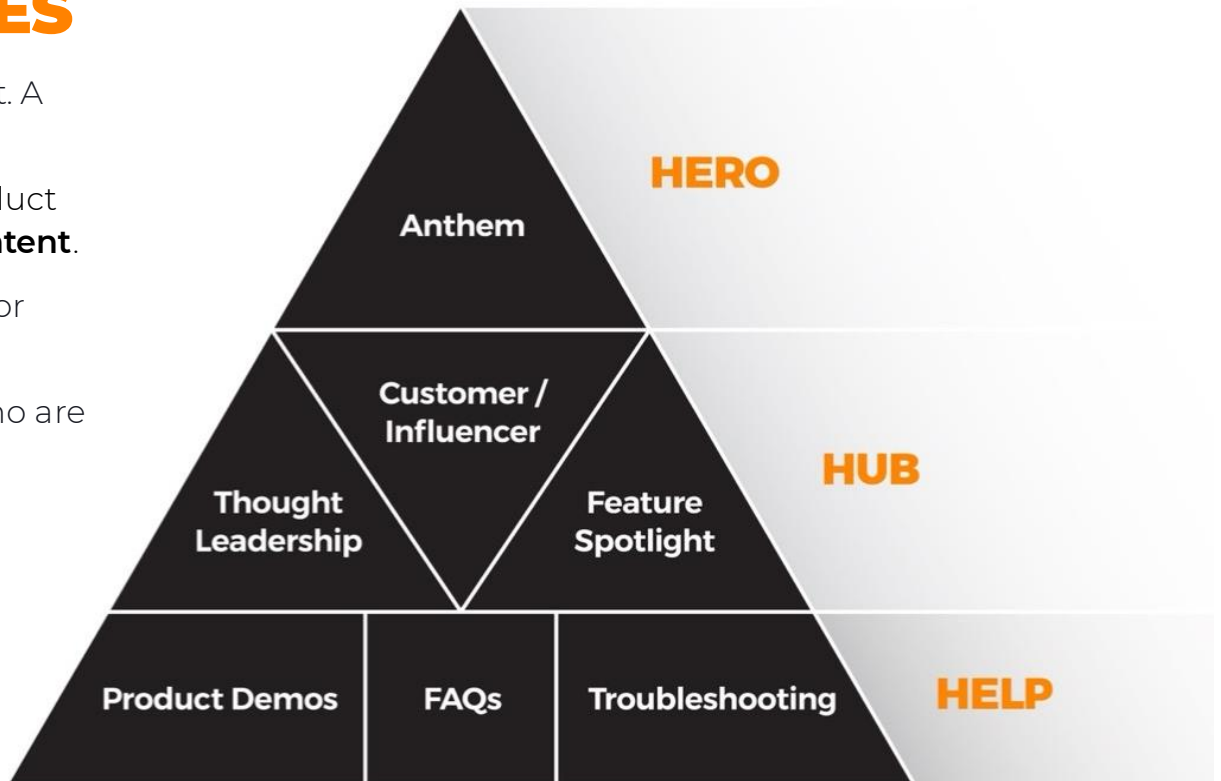
Begin by defining what you want to achieve with your video content. A helpful framework we use at Cramer is the **Hero-Hub-Help model**.

If you're looking to raise awareness or communicate a brand or product story in a compelling way, you might want to create **Hero video content**.

If you want to engage your audience about a specific interest, topic or product, you may want to create **Hub video content**.

Or you may want to offer insight, support, or guidance to viewers who are already familiar with the brand or product with **Help video content**.

In the last 2 years, the number of short-form videos in search results has grown by 183%, making video a great way to boost SEO.<sup>2</sup>





## 2

# IDENTIFY YOUR TARGET AUDIENCE

Once you've established your goal, map out your buyer personas. Understanding your audience's needs helps you align your message with what they're looking for.

### **Who are they?**

Are they marketing executives? Brand managers? Creative directors or event planners within mid-to-large enterprises?

### **What are their challenges?**

For example, do they have limited resources or difficulty crafting clear communication strategies across a company with consistent, high-quality content?

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## CRAFT A COMPELLING STORY

Decide on the narrative you want your video to tell. Not sure where to start? The classic “hero’s journey” framework never disappoints. Think of your favorite Disney movie. It probably follows the framework of protagonist, conflict, quest, and resolution.

### PROTAGONIST:

A representative of your target audience

### CONFLICT:

Common pain points your audience faces

### QUEST:

How your product or service provides the solution

### RESOLUTION:

The positive outcome achieved by using your solution







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## PLAN YOUR PRODUCTION PROCESS

Professional video production ensures that every element of your content—from concept to distribution—communicates complex information while maximizing viewer engagement and lead generation.



### PRE-PRODUCTION

Brainstorm creative concepts, develop a script, and create a storyboard.



### PRODUCTION

Execute the shoot with the right intention, ensuring every frame aligns with your brand identity.



### POST-PRODUCTION

Edit the footage, add motion graphics or animations, and finalize the video with professional sound design.

## 5

# DISTRIBUTE, MEASURE, & OPTIMIZE

Once your video is ready, plan its distribution based on your original objective. You'll want to strategically select the right mix of channels to make sure it gets in front of the right eyes and drives engagement and conversions.

### Events

For B2B businesses, events can be an important activation strategy for speaking directly to their aligned audiences. This can be supported with prerecorded video content or a professional streaming experience.

### Owned Media

Publish your video on your website, blog, email newsletters and social threads.

### Paid Media

Consider targeted ads on social platforms to reach a wider audience.

### Earned Media

Encourage shares, reviews, and backlinks by promoting engaging, share-worthy content.

Track key performance indicators (KPIs) such as view counts. Engagement rates, and conversion metrics. Use these insights to tweak your strategy to continually improve and maximize your ROI.



# THE FUTURE OF VIDEO

Just making video isn't enough. That's why at Cramer, we're continuously pushing boundaries and setting trends that shape the **future of video**.

## ARTIFICIAL INTELLIGENCE

Over 41% of professionals are using AI to create videos in 2025.<sup>2</sup> But how should you use it? At Cramer, AI is a tool that we integrate into our creative workflows to enhance the work our creative professionals do. We use it to accelerate processes and augment creativity, rather than as a substitute.

## INTERACTIVE VIDEO

Sometimes audiences don't just need a video—they need an experience. We've created a series of interactive videos for some of the biggest finance and tech companies. By immersing the audience in the story, they can connect with the content in a more personal way.



## READY TO CREATE A VIDEO?

Video marketing is more than a trend, it's a strategic investment in your brand's future. At Cramer, we blend creativity with strategy to produce videos that move your audience to action. Whether you're a tactical buyer looking for a quick product demo or a strategic leader planning a long-term campaign, our end-to-end solutions are designed to help you succeed.

We manage every step of the video production process in-house and ensure that your video content is not only visually stunning but also strategically aligned to achieve measurable business outcomes.

Ready to elevate your marketing game with compelling, result-driven video content? **Let's chat about your next video project.**

<sup>1</sup> Top B2B Video Marketing Trends to Inform Your Video Marketing Strategy [+ Data & Expert Insight]. HubSpot Blog, [blog.hubspot.com/marketing/b2b-b2c-video-marketing-trends](https://blog.hubspot.com/marketing/b2b-b2c-video-marketing-trends). Accessed 24 Apr. 2025.

<sup>2</sup> "State of Video Report: Video Marketing Statistics for 2025." Wistia, 26 Mar. 2025, [wistia.com/learn/marketing/video-marketing-statistics](https://wistia.com/learn/marketing/video-marketing-statistics).

<sup>3</sup> "Video Marketing Statistics 2025 (11 Years of Data)." Wyzowl, [www.wyzowl.com/video-marketing-statistics/](https://www.wyzowl.com/video-marketing-statistics/). Accessed 25 Apr. 2025.

<sup>4</sup> 75 Staggering Video Marketing Statistics to Tune Into, [www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics](https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics). Accessed 25 Apr. 2025.

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