

EXECUTIVE GUIDE

DON'T FALL BEHIND

USE MORE VIDEO, HERE'S HOW

Integrate video into your
strategy to stay competitive



By Digital Accomplice



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CHAPTER 1. OVERVIEW AND THE BOTTOM LINE

Stop thinking of 'video marketing' as this separate entity that is optional for your business. Video is an effective form of communication that needs to be integrated into each and every aspect of your existing marketing efforts.

- James Wedmore, Business Coach and Host of the Mind Your Business Podcast¹

OVERVIEW

Video has become a vital driver of business growth in today's digital landscape, it offers unparalleled opportunities through the remote work revolution, advancements in AI tools, and the rise of video-centric social media platforms. As video content continues to dominate as a preferred medium, it also provides significant SEO advantages, enhances user engagement, and allows businesses to track and optimize the buyer's journey from awareness to conversion. By integrating video into your marketing strategy, you can capitalize on these trends, meet evolving consumer expectations, and stay ahead of the competition, making video a non-negotiable element of modern business success.

THE BOTTOM LINE

Video is an essential tool for modern business growth. There are also now new opportunities through the rise of remote work, AI-driven creation tools, and video-centric social platforms. Add to that the SEO benefits and measurable impact on the buyer's journey and the case is quite strong that it is crucial to integrate video into your strategy to stay competitive.

FACT:

More than 1,000,000,000 hours of videos are viewed on YouTube **daily**.²



CHAPTER 2. WHAT VIDEO CAN DO FOR YOUR MARKETING



Video as a Growth Catalyst: Video content is essential for driving business growth, especially with the shift to remote work and the availability of AI tools that simplify production. Now that *"91 percent of businesses use video as a marketing tool"*,³ it is essential to develop a sustainable video strategy. Marketers who fail to leverage these opportunities often feel overwhelmed and left behind as competitors gain the upper hand by harnessing video more effectively.



SEO & Customer Engagement: Video not only improves search engine rankings but also deepens customer engagement, making it easier to guide potential buyers through the sales funnel. Search engines, like Google, increasingly favor video content which increases visibility and captures viewer attention better than static text. Marketers struggling without video often face frustration and anxiety as their other efforts fail to resonate with today's video-centric audience.



Essential Competitive Advantage: In a market where video is a critical communication tool, not using it can lead to stagnation and missed opportunities. When marketers can't meet the demands of their audience, they risk damaging their reputation and hurting their company's growth.

68%

of marketers who didn't use video marketing plan on using it in 2024⁴

43%

of marketers lacked skills for video marketing⁴

40%

of marketers lacked the budget to provide video marketing⁴

CHAPTER 3. THE VIDEO REVOLUTION: NEW OPPORTUNITIES

FACT:

Marketers using video marketing made revenue 49% faster than organizations not using video marketing.⁵

If you haven't noticed, video is having a moment. It's growth has been explosive in about every possible way. There's more of it and people are spending more time watching it in different ways and across different channels. While this may be pretty clear, there are some more subtle developments that seem to have crept into the marketplace without marketers fully realizing the opportunities right under their noses, such as:

1. Remote Work and Remote Video Revolution

- **Increased Accessibility:** Video conferencing, webinars, and virtual events have become essential, allowing businesses to reach global audiences with minimal cost.
- **Cultural Shift:** The normalization of video in everyday business activities has expanded its use from marketing to training, customer service, and internal communication.

2. Cultural Changes in Video Usage

- **Versatile Applications:** Video is now used for a wide range of purposes, including customer testimonials, product demos, training, and even personal branding by executives.
- **Acceptable Quality Range:** Today's audience is more accepting of various video quality levels, from polished productions to authentic, candid clips. This flexibility allows businesses to create content quickly and cost-effectively.

3. AI Tools for Video Creation and Editing

- **Efficiency Gains:** AI-powered tools like automated video editing, scriptwriting, and content generation streamline the production process, making it easier for businesses to create high-quality videos without a massive budget.
- **Personalization:** AI enables the creation of highly personalized video content that resonates with individual viewers, increasing engagement and conversion rates.

Ready to discuss how we can help you stay competitive by integrating more video into your marketing?

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4. Proliferation of Video-Centric Social Media Platforms

- **Dominance of Video Content:** Platforms like TikTok, Instagram Reels, and YouTube are prioritizing video content, making it the most effective way to reach and engage with audiences.
- **Organic Reach and Virality:** Video content is more likely to be shared, leading to increased brand visibility and organic growth.

5. SEO Advantages of Video Content

- **Improved Search Rankings:** Videos are favored by search engines, especially when they are original, engaging, and relevant. Google's algorithm prioritizes content that keeps users engaged, making video an essential part of SEO strategies.
- **Enhanced User Experience:** Video increases the time visitors spend on your site, reducing bounce rates and signaling to search engines that your content is valuable.

6. Tracking the Buyer's Journey with Video

- **Customer Engagement:** Video allows you to track viewer interactions, providing insights into what content resonates most with your audience.
- **Attribution Across the Funnel:** Video content can be mapped to different stages of the buyer's journey—from awareness to consideration to conversion—helping you measure its impact and ROI effectively.

FACT:

39% of video marketers have created video testimonials, making this the most popular singular use case for video marketing in 2024.³



CHAPTER 4. BUILDING A CASE FOR YOUR TEAM

In most companies, marketing is a group effort with multiple stakeholders. While you may be convinced that the integration of more video into your strategy is critical, you may need to get buy-in from others in your company, especially the ones making the purchasing decision.

They may not have all the information and there are few frequent objections that come up. Here are a few of the typical mental roadblocks and some perspective that should help inform the unconvinced:

1. "Video production is too expensive and time-consuming."

Counterargument: With the advent of AI tools and the acceptance of a wider range of video quality, producing effective video content is more accessible and affordable than ever. Not investing in video now, could mean falling behind competitors who are leveraging these tools to engage customers more effectively.

2. "Our audience doesn't consume much video content."

Counterargument: Video consumption is at an all-time high across demographics, and it's likely your competitors are already capitalizing on this trend. If you're not meeting the demand for video content, someone else is.

38% of video marketers create their content in-house
(Down from 60% in 2023.)³

24% of video marketers exclusively use external vendors to create their content (Up from 11% in 2023.)³

And 38% of video marketers rely on a mixture of both in-house and external teams to create their content (Up from 29% in 2023.)³

FACT:

According to WorldStream, 33.33% of all online activity is video consumption.⁵

3. "We don't have the expertise to create quality video content."

Counterargument: The availability of user-friendly tools and platforms has lowered the barrier to entry. Additionally, there are numerous agencies and freelancers who specialize in video production, making it easier than ever to start creating impactful content.

4. "We're not sure how to measure the ROI of video."

Counterargument: Video provides clear metrics, such as view counts, engagement rates, and conversion tracking, that can be directly tied to business objectives. Ignoring video as part of your strategy means potentially missing out on a highly measurable and effective marketing losing market share to more forward-thinking companies.

FACT:

84% of people say that they've been convinced to buy a product or service by watching a brand's video.⁵

5. "We're already overwhelmed with other marketing channels."

Counterargument: Video can integrate with and amplify your existing marketing efforts, creating a more cohesive and engaging brand presence. The high return on investment that video offers means it can actually reduce the need for other less effective channels.



CHAPTER 5. HOW TO SUCCEED IN THESE NEW MARKET CONDITIONS

Given these drastic changes to the marketplace that favor video as a medium, here are your options:

1. Do nothing, wait and see
2. Do it yourself
3. Work with a video partner

Failing to embrace video in your business strategy means missing out on opportunities for growth, engagement, and customer loyalty. The digital landscape is rapidly evolving, and video is at the forefront of this change. Your audience is spending more and more time watching video and if you aren't in front of them where they are spending their time, someone else is.

Once you remove confusion as a reason, the reasons for not doing video don't really add up. It can be very cost effective and time effective and if you look at what else you're doing, video can also be leveraged to continue and augment those existing content channels, while also improving your video capabilities. In a way, not taking action is conceding defeat.

Now is the time to act and leverage the power of video to propel your business forward while these opportunities are still new and not fully leveraged by the marketplace. This window won't last forever, you can be one of the first movers and reap the rewards.

Video drives measurable results—act now.
Your competition (likely) already is.

86% of video marketers say video has helped them increase web traffic.³

87% of video marketers say video has helped them generate leads.³

87% of video marketers say video has directly increased sales.³

CHAPTER 6. EXAMPLES + USE CASES FOR VIDEO IN YOUR MARKETING STRATEGY

THE HERO VIDEO

While it is called by many names - a “Sizzle” video, an “About Us” video, “Explainer” or “Overview” video. This is the kind of big splashy video that a company might create as the main piece of content, center-stage on their website.

It’s a great place to start, a sort of “video business card”. It says “this is what we do and what we’re all about”. From a video like this, you can get a quick sense of the brand’s voice and value proposition. For most companies, this would likely be a very sharable piece of social media content as well. You might not be able to afford Idris Elba, but who knows?

If you’re just starting out with your video content for your company, this is a great way to go. It could be live-action footage, shot with a camera, or maybe an animated video with motion graphics. You might use company team members to be on camera or even customer interviews. Perhaps a scripted voice-over or even an A.I. Voice reading text-to-speech may be the best way to go. There’s a lot of ways to approach creating this format of video and the wide range of uses for a “Hero” video make this approach fairly easy to justify for a one-time expense that can be leveraged, perhaps for years.



VIDEO-FIRST CONTENT MARKETING PIPELINE: AKA “THE VIDEO OCTOPUS”

For some companies, they have already been creating some video content, but they are finding it difficult to create and distribute high-value content like video consistently. This can be due to cost, difficulty production process or possibly of “content-fatigue”, meaning the challenge of finding new creative approaches to create content that effectively engages an audience with lots of other distractions.

One new approach I’ve been using is to harness the post-pandemic adoption of remote-video and new AI editing tools to create a sustainable pipeline of high-quality content that is also low-lift and lower costs. I’ve written an [in-depth article](#) about it that will help provide some details. This approach would be a great option if you are focused on boosting your visibility but being more consistently present in the channels your audience is in.

By making some noise more frequently you can drive [thought leadership](#), even if the thought leaders aren’t your employees. If you are able to invite subject matter experts onto a video podcast or show that you create and publish online, the “content breadcrumbs” still lead back to you as well!

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A Content Marketer's Secret Weapon: The Video Octopus



TWITCH: SALES ENABLEMENT

For over 8 years my company, [Digital Accomplice](#), functioned as an “outsourced in-house” video production department for Twitch’s sales team by creating a steady pipeline of video case studies.

1-2 minute “sizzle videos” helped show the true value of Twitch branded activations with influencers on the platform. These “secret weapons” did the heavy lifting of helping brands - and the bosses above them - see, hear and FEEL the impact of their influencer campaigns, showing the ROI and helping Twitch sell even more campaigns to double down on the clear successes. The big take-away is that your customers will buy more if you can SHOW THEM your solutions work.

Spreadsheets have a place, but a video can do much more to show and tell than asking an exec to comb through a spreadsheet or sales deck. Once they see it, a minute later, they “get it” and they’ll be lining up for more.

There’s a great [case study](#) about how we helped Twitch on our website. (password=1234)



Case Study 1: Twitch case study

For over 8 years we have supported Twitch’s Sales Department by providing a wide variety of video production services and deliverables. This has proven to be an essential ingredient in their amazing revenue growth by driving sales, showin...

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BOOST AWARENESS WITH A SOCIAL CAMPAIGN

The rise of social media platforms like TikTok, Instagram and YouTube Shorts have been dominated by big brands and consumer-focused purchasing. The B2B world has been slow to realize and take advantage of these developments, but that's starting to change. In many cases, your customers are on those platforms as well as more traditional places like LinkedIn and now may be a good time for your company to get on board.

For many B2B tech and SaaS companies, there now exists an opportunity to leverage the high-discoverability platforms by [cranking out relevant content](#) that addresses your prospective customers' subject matter interests while also fitting with the conventions of the platforms.

For example, behind the scenes and how content can be a key driver of awareness to your brand. Thought leadership content that fills the vacuum on the topics your audience cares about can be a significant driver of company growth.



[My shot + Your illustration](#) | Dropbox Paper

[BI vs. IT: The Struggle for Data Ends Now](#) | Snowflake Inc.

[Introducing the new SurveyMonkey](#) | Survey Monkey

44% of people prefer to learn about a new product or service via short video content.⁶

87% of marketers say video marketing has directly increased sales.⁶

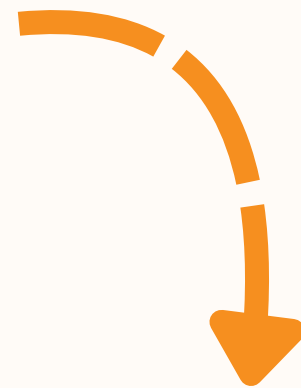
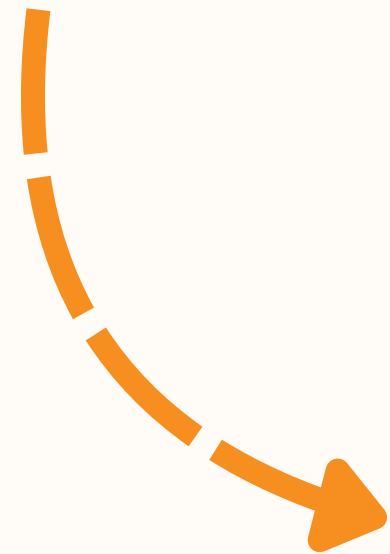
Short-form video offers marketers the highest ROI of any social media marketing strategy, with 30-60 videos seeing the most success.⁶

LINKEDIN VIDEO PROMOTIONS

LinkedIn has been a historically text and image based content channel, but video has increasingly been making its way on the platform. Yet, only a small fraction of posts are video. This is your opportunity. I would argue that any post can also be a video, either in addition to or in support of. Video tends to get more engagement and with new tools it's easier than ever to support or replace what you're doing on the platform with richer, more engaging, visible content like video. [I recently did a test](#) and recorded myself asking my audience a question in video format on a post and I got 3X the typical engagement. I'd suggest you try it and see what you learn!

"VIDEO-WITHOUT-VIDEO"

Sometimes, people don't want to be on camera. They don't like the way they look today, they are uncomfortable putting themselves out there, maybe you don't like the sound of your voice. Well, I got some news for you. [You can still create video content!](#) Just text on screen and an A.I voice still counts as video. There's slots of options for different graphics, maybe music, etc. So don't get hung up thinking video is only one format, there's a lot of ways to go. Just remember, anything can be video and it doesn't have to be hard!



Let's Connect
on LinkedIn

CONNECT



Dane Frederiksen on LinkedIn: Did you know you can have a video even without having any video? I'll...

Did you know you can have a video even without having any video? I'll explain... I made this is one minute in Descript. Here's how: I wrote a text...

linkedin / Sep 5



CHAPTER 7. NEXT STEPS

“Online video is the Swiss army knife of internet marketing. It really can be used all over the customer lifecycle, whether it’s customer service, marketing, or even recruitment.”

-Mark Robertson, Head of Marketing, vidIQ

We are video-experts and can help you develop and execute a comprehensive video strategy with efficiencies like repurposing across channels, at the heart of the plan.

Let’s discuss and we can show you how video can be integrated into your business, marketing and sales strategies to meet your specific business goals. Whether you’re starting from scratch or looking to enhance your current efforts, we can create a tailored plan that drives measurable results.

By integrating with what you’re already doing, we can enhance your capabilities with video content that drives awareness, consideration and conversion of your customers, helping you grow your business with the piece of mind of having a solid video creation strategy working for you.

Take the next steps...

Let’s Chat



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BOOK A CALL



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