



TWO HEADS

B2B VIDEO FOR SAAS COMPANIES

How 3 Industry Leaders Are Using Video in 2020

2020

STATEMENTS CONTENT

02

The Research

The three companies we looked at, and why we audited their video strategy.

04

The Strategy

An in-depth look at how these B2B SaaS companies are creating and distributing their video content.

05

Measuring ROI

What are these companies looking at to assess whether or not their videos are 'working'?

06

Website Videos

An analysis of the types of videos that are hosted on their website, and key takeaways.

08

LinkedIn Videos

An analysis of the types of videos posted to LinkedIn, and their overall impact.

10

YouTube Videos

Best practices audit of each company's Youtube channel.

12

In Their Words

How do these marketing teams handle the video creation? What results have they seen?

13

Conclusion

How should your SaaS company be using B2B videos? A full analysis of what's working and best practices.

THE RESEARCH

What types of B2B videos work best for SaaS companies?

How are SaaS companies successfully using video content to reach a B2B audience?



Gong.io is a revenue intelligence platform that delivers insights at scale.



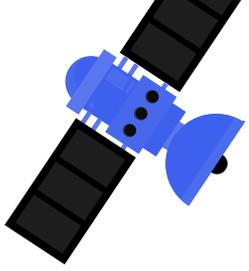
Monday.com is a team management web and mobile application.



Drift is the first conversational marketing platform and is the new way businesses buy from businesses.

TO ANSWER THIS QUESTION

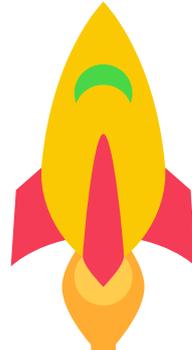
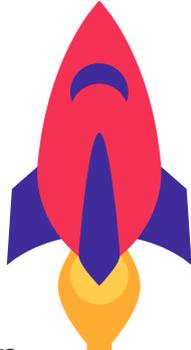
We interviewed the content team at these companies and audited their website, LinkedIn page and Youtube channel.



MONDAY

GONG

DRIFT



\$750M valuation in 2019

\$1.9B valuation in 2019

Surpassed \$100 million in revenue in 2019

Reported 5x revenue growth in 2018

Reported \$50M in annual revenue in 2018

Raised \$65M Series C

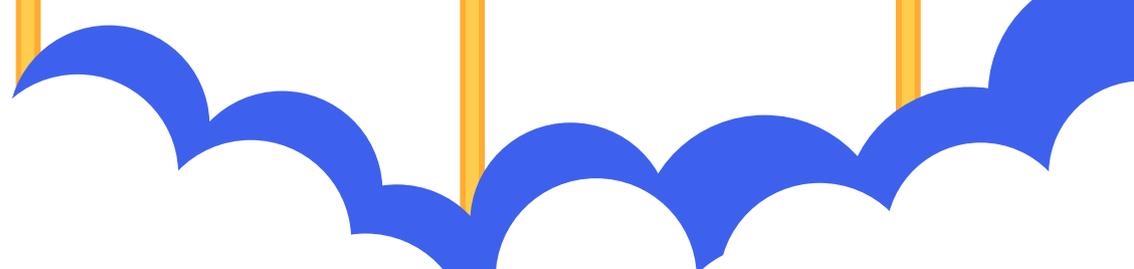
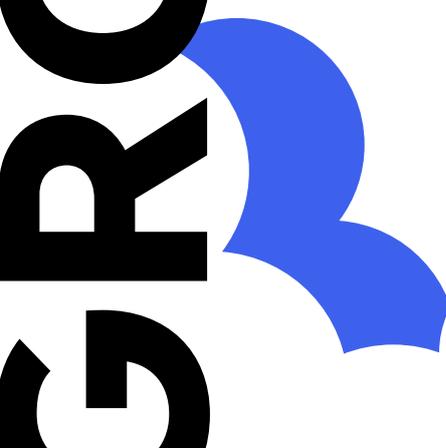
Raised over \$60M in latest funding round

3x year-to-date growth in 2019

Raised over \$107M to date

Named 2019 LinkedIn Top Startups in the U.S.

GROWTH





THE STRATEGY

All these companies use in-house resources and their own marketing team to create their video content.

They create different types of videos for different platforms.

Their main focus is on using video to provide value and build an audience, versus sell a product.

They utilize 'best practices' for each platform to make sure their videos are optimized for audience retention and engagement.

HOW THEY'RE USING VIDEOS ON THESE PLATFORMS:



WEBSITE

They use their website videos to convert visitors into customers.



YOUTUBE

YouTube videos are used as a way to rank in search for relevant industry search terms.



LINKEDIN

LinkedIn videos are predominantly used for thought leadership, and to increase brand engagement.

HOW THEY MEASURE ROI:

Brand awareness: increased following on social media channels, increased audience engagement, increase in search traffic



Lead generation: an increase in website traffic, sales calls and interest in the product



Thought leadership: being referred to as industry experts, and establishing trust and credibility with their target audience





VIDEOS ON THEIR WEBSITES

			
Promo	✓	✗	✗
Product	✓	✓	✗
Resources	✓	✓	✓
Testimonial	✓	✓	✓



NOTES

GONG

Their promo video isn't conspicuous on their home page, and is only seen after clicking "watch promo video" button

There's a focus on using their videos to position themselves as experts in the sales industry, versus selling a product.

MONDAY

Their prominently displayed product video showcases the visual nature of the product very well.

All other videos on the site take the viewer to their YouTube channel

Their website hosts an extensive number of product tutorial videos.

DRIFT

Their customer testimonial videos are filmed by the customers themselves using a webcam.

An entire section of the site is dedicated to general marketing tutorials and resources that don't talk about the product at all.



WEBSITE CONCLUSIONS

PROMO VIDEOS ARE OUT, PRODUCT VIDEOS ARE IN

While many companies invest in a promo video (otherwise known as an entertaining video that outlines the pain points the product solves), it seems as though these are no longer considered as effective as they used to be.

In fact, these companies understood that their website visitors wanted to actually see a product demo.

And they weren't wrong. Having a product demo video on a landing page can increase conversion rates by 82%! (1).

So before investing in a highly produced video with lights and actors, ask yourself "is this what my website visitors actually want to see on this page?"

Chances are, the answer is no.

A simple product demo will work just as well.

CREATE TUTORIAL VIDEOS FOR CUSTOMER RETENTION

Getting new users is easy...retaining them is the hard part.

All of these companies use videos on their website to show users how to get the most out of the product.

Your company can create simple screen recordings answering FAQs about the product, or product-based tutorials.

ARE HIGHLY PRODUCED CUSTOMER TESTIMONIAL VIDEOS WORTH THE EFFORT?

While many companies invest heavily in highly produced customer case study videos, it begs the question: is it actually worth it?

Gong and Monday both had professionally shot videos featuring customers who use their product. While it did a good job telling the story of the customer, 2 minutes of professionally filmed interview and b-roll showcasing the customer seems...unnecessary.

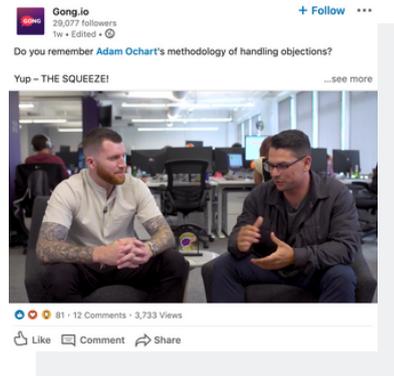
We'd recommend following Drift's example and asking customers to film themselves talking about the product for you. A webcam is more than enough to get started, and the authenticity feels more real than a highly produced video.

While this might not look as 'produced', user generated footage can be even more powerful than a highly produced customer testimonial. In fact, 79% of people say UGC highly impacts their purchasing decisions (2). So instead of investing in a whole production, try something a little more authentic.

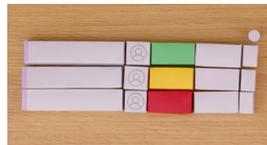
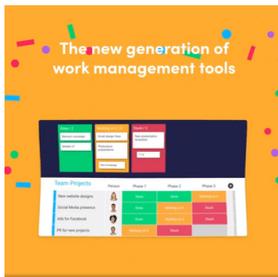


TYPES OF VIDEOS:

- Interviews
- Thought leadership
- Tips from employees
- Entertaining videos
- Holiday - themed videos



Gong posts videos on their LI company page several times a week. They focus mainly on thought leadership and showcasing the expertise of their team. All videos are clearly branded using company fonts, colors & water mark. Average video length is less than 2 minutes. They all have subtitles.

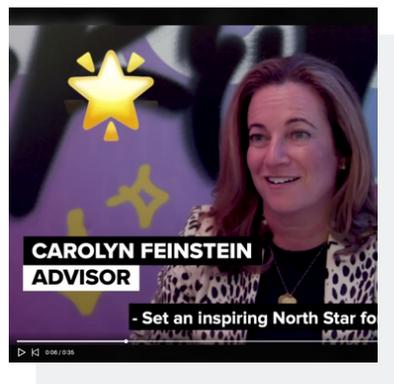


Monday's company LinkedIn page is surprisingly empty. Despite their robust YouTube channel, they rarely post videos on LinkedIn. However, there are a few stop motion/animation videos that are in Monday's signature playful style.



TYPES OF VIDEOS:

- Thought leadership
- Team interviews
- Speaker, panels, podcasts
- Entertaining videos
- Event videos



Similar to Gong, Drift focuses on developing thought leadership. All their videos feature team-members, instead of hired actors. Drift also repurposes lots of event footage- including micro-content from speakers and promotional material.



LINKEDIN CONCLUSIONS

PUT YOUR EMPLOYEES ON CAMERA

LinkedIn is an incredible place to establish thought leadership, especially in the B2B space. And what better way to do that than showcase your employees as the experts. Use bite-sized, valuable video content to establish credibility and trust, while making your audience feel like they are developing a personal bond with your team.

In addition, organic views and engagement significantly increase when employees natively share videos to their personal pages. People want to engage with real people. Use this to your advantage!

CONSISTENCY IS KEY

While each video might not get thousands of views, over time your audience will become used to seeing your content and engage more often. If you track the performance of each video, you'll need to be patient.

However, the results can be incredible. Gong saw a 200% increase in their LinkedIn following in the past 6 months, and give a lot of credit to their video content efforts.

Don't post one video a month. Constantly be pushing out video content, no matter how short. Also, feel free to upload the same video more than once!

REPURPOSE EVENT FOOTAGE

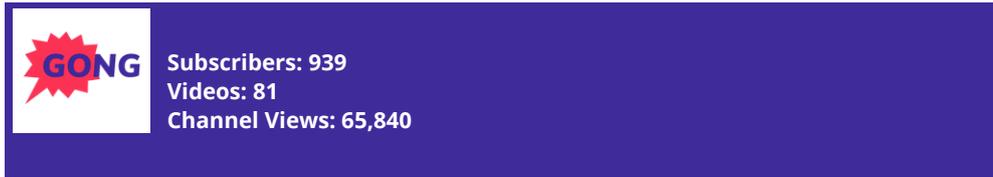
Are you hosting an event or speaking at one? Use it as an opportunity to create 10 short video clips for your company or personal LI page.

Follow Drift and Gong's examples: they both create several different videos from one event

USE BEST PRACTICES:

Keep it short, add text and subtitles, and don't be afraid to add an entertaining flair.

People on LinkedIn want to see real faces, so a "talking head" video will go a lot farther than a product tutorial or event promo.



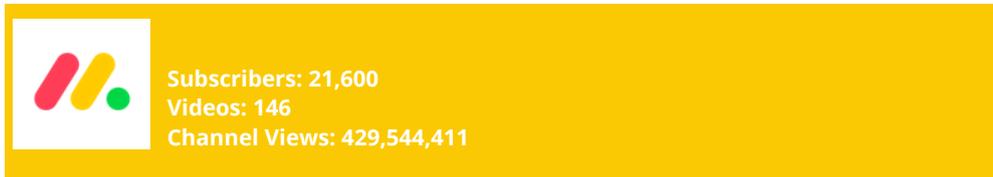
GONG Subscribers: 939
Videos: 81
Channel Views: 65,840

TYPES OF VIDEOS:



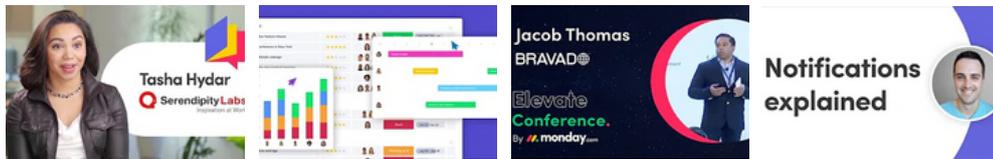
Interviews Tips / Tutorials Entertaining Webinars

A year ago, Gong transitioned from posting lots of 'customer success' videos, to more educational content. Now, they consistently post how-to videos, tutorials and expert interviews. They optimize all their videos, and properly title and tag them to rank for relevant industry search terms. Despite having a relatively low number of videos on their channel, they've seen a significant increase in views since upping their video content game.



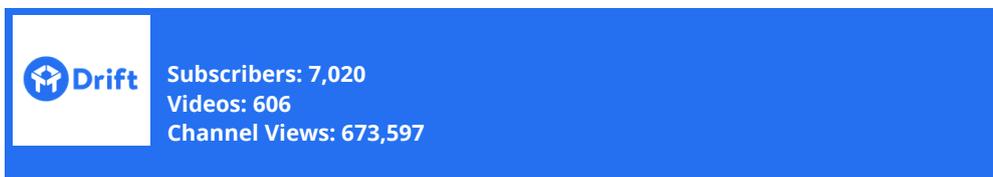
Serendipity Labs Subscribers: 21,600
Videos: 146
Channel Views: 429,544,411

TYPES OF VIDEOS:



Testimonials Video Ads Webinars Product Tutorials

Monday's Youtube channel is a comprehensive library of product tutorial videos, webinars and testimonials. Many of their most viewed videos are simple screen recordings done by people on the their team. Most of their videos are properly tagged and rank for relevant search terms. Videos are organized in easy to find playlists, based off of video topics. While they do run many video ads, most of their tutorials have a high number of organic views.



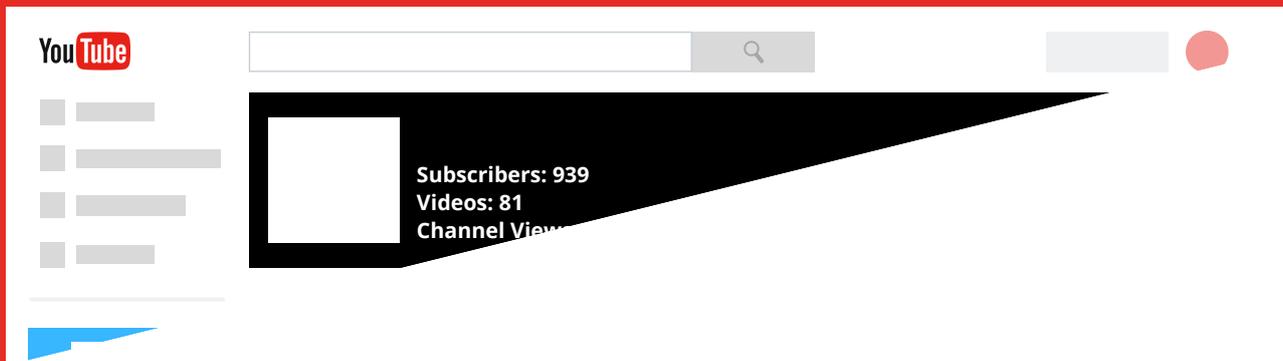
Drift Subscribers: 7,020
Videos: 606
Channel Views: 673,597

TYPES OF VIDEOS:



Interviews Thought Leadership Event Recap Tutorials / How to

Drift has invested a lot of time and effort into creating tons of videos for their channel. They range from general marketing tips on ABM and chatbots, to event speakers and product news. Drift has the largest video library of all three companies, and focuses on building an audience that recognizes them as the industry experts.



YOUTUBE CONCLUSIONS

YOUTUBE IS A SEARCH ENGINE: USE IT THAT WAY

Just because your company has a great idea for a video, doesn't mean you should create it and post it on YouTube.

Youtube is the world's second largest search engine, which means that your audience is actually looking for certain topics.

All you need to do is make sure the videos you're creating are ones your audience is actually searching for!

In addition, making sure your videos are properly titled and tagged (think SEO for video) will increase your chances of ranking for relevant search terms online.

NO ONE IS SEARCHING FOR CUSTOMER SUCCESS VIDEOS

While customer success videos are popular to create, they are usually the videos with the least views on a YT channel.

Instead, get your team to create tutorials or answer FAQs that they often get from customers. These types of videos will be much more effective for Youtube.

DOCUMENT AND REPURPOSE

You don't need to spend months on producing a video.

Film industry events that you attend or speak out, and share the most relevant parts to your Youtube channel.

Recording a podcast? Stick a camera in front of yourselves and film it too. No need to be fancy or highly produced - many of the videos on these company YT channels are filmed with minimal equipment, but still offer value to their audience.

IN THEIR WORDS

WHY INVEST IN VIDEO?

"Customers want to hear your voice and see your face and have conversations with real people."
- David Cancel, (CEO, Drift) (3)

"Video is simply the best way to convey information in an engaging and entertaining way. It's also a great way to repurpose written content."
- Devin Reed (Content Strategy, Gong)

WHAT HAVE BEEN THE "RESULTS" FROM INVESTING IN VIDEO CONTENT?

"Our LinkedIn following grew 200% in the past six months, and a large portion of that is credited to our video content marketing efforts... We get a lot of traffic and inbound interest based on our content... We create content that's thought provoking and educational... and that builds trust and credibility within our space and with our audience."
-Devin Reed (Gong)

HOW TO MEASURE A VIDEO'S ROI

"It depends on what are the goals you are trying to achieve, if you are using video in every step of the buyers journey you can attach the content to the specific goals that are being pursued."
- Gonzalo Veloz, (Senior video producer, Drift)

WHAT SORT OF RESOURCES DOES A COMPANY NEED TO CREATE IN-HOUSE VIDEOS?

"I believe in creating high quality video content, but you can do it without spending \$100k/year if you're gritty and scrappy. Between your iPhone... an add on lens ...and editing software, you can create great content. But the biggest investment is time. Making video isn't enough, it's all about the messaging and delivery. The messaging has to be compelling and interesting. Video is simply the vehicle to deliver the message."
- Devin Reed, (Content Strategy, Gong)

"Depends on the size of the company. It can be freelancers or in-house people but the company needs to be consistent in the investment. Not because "it didn't work" after 2 weeks of producing content means that is really not working."
- Gonzalo Veloz, (Senior video producer, Drift)

CONCLUSIONS

(WHAT THIS MEANS FOR YOUR COMPANY)

VIDEO ISN'T ONE-SIZE FITS ALL

All of these companies exhibit the same understanding of the importance of using video to provide value. But most importantly, they understand that videos aren't 'one size fits all.' Videos are optimized for each platform's audience and goals. They create different types of videos for each touch point, and use best practices so that their audience will find them, and stay engaged..

QUANTITY VS. QUALITY

It's time to stop asking this question, because the answer is: both.

You need to be creating videos constantly, and using it as a way to have a conversation with your audience and customers.

And, you need to make sure that your videos are 'quality'. But that doesn't mean you need a fancy camera or paid actors. In 2020, 'high quality videos' means providing value to your audience and making sure it's relevant and digestible.

A cinematic masterpiece that showcases your product is no longer considered 'quality' if your audience doesn't want to watch it.

YOUR EMPLOYEES ARE YOUR BIGGEST ASSET

Gong, Drift and Monday all understand the importance of 'having a face' in their videos. But, instead of outsourcing to highly trained actors, they put their own employees in front of the camera.

Doing this not only establishes your company's credibility and expertise, it also allows you to generate videos your audience wants to see with minimal investment. Plus, your audience will be much more willing to engage with real people.

IN-HOUSE VIDEO TEAMS: IT'S WHAT'S UP

44% of medium sized companies (\$25-500 million annual revenue) utilize internal resources to create videos. (4)

This trend will continue towards in-house creation as the demand for video creation rises. If you want to stay up to speed, consider finding an in-house video person to get started.

SOURCES

1. https://www.eyevirtualdigital.com/documents/eyevirtual_brochure.pdf
2. <https://stackla.com/resources/reports/bridging-the-gap-consumer-marketing-perspectives-on-content-in-the-digital-age/LinkedIn.com>
3. <https://www.drift.com/blog/forbes-cloud-100/>
4. (https://awesome.vidyard.com/rs/273-EQL-130/images/2019-Video-in-business-benchmark-report_WEB.pdf)