

Phillips MediaSource WhitePaper

5 Trends in B2B Video

The Big Picture

According to *Video Industry News* video is quickly becoming the best way for corporations to interact with their clients, prospects and stakeholders. Here are some predictions for where B2B video is going in the months ahead:

One

More corporations will begin to think like media companies. Companies in the B2B space will accelerate production efforts to match those of B2C organizations, and the amount of original B2B video produced for the web will grow exponentially.

Two

Companies will discover that most online video has a short shelf life, and will realize that to get their desired ROI, they'll need to create content in quick, frequent intervals. Feeding the web video beast will challenge organizations to grow their content creation capabilities.

Three

Companies will need to meet the increased demand for high-quality video by either hiring internal staff members to create and edit video or reaching out to outsourced video professionals to help them develop and execute a video communication strategy.

Four

B2B communications professionals will recognize the power of good storytelling and high production value in driving viewer engagement. Appropriate styles of creativity will emerge from companies not traditionally associated with what is generally regarded as creative in the video production realm.

> read more

Five

The current trend of organizations producing “one-size-fits-all” generic company overview videos will continue. However, companies will recognize that this is a strategy that doesn’t translate well to the web. They will begin to supplement these with more concise, benefit-driven videos that address the specific needs of the customer, such as client testimonials, video blogs and news-driven pieces.

Final Thought

As the adoption of video continues to grow rapidly and have a large impact on an organization’s success, it is critical to become aware of and keep up with industry trends. Using them to develop a communications strategy could save you countless hours of frustration and tens of thousands of wasted marketing dollars.

Let’s talk.

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