

The 4 Stages of Video Marketing Maturity

A practical guide to maximizing your video ROI



Hello and Welcome!

Did you know that 76% of B2B marketers are using video marketing? You're probably not surprised since video is, after all, the medium buyers are craving — yes, even B2B buyers.

But what does “using video marketing” really mean? While some B2B marketers are posting a brand video here and there on YouTube, others have a fully-fledged video marketing strategy, are using video content throughout the entire funnel, have their own branded video hub, and are allocating significant budget to the development and promotion of video content.



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Chances are, you fall somewhere in the middle of those two types of video marketers, and you're aware of the value of video marketing. Why else would you be reading the about "The 4 Stages of Video Marketing Maturity"?



Likely, you're here for one — or a few — of these three reasons:

1. you want to implement a video marketing program but aren't sure where to start,
2. you want to improve the results you're getting from your current efforts, or maybe just understand them, or
3. you want names, leads, and sales, not just views.

Regardless of how sophisticated your current video marketing efforts are, it's crucial to understand the benchmarks and the impact video can have in generating new revenue for your organization. Once you understand what that path looks like, you can make sure every step is leading you in the right direction.

We've paved that path for you.

In partnership with Demand Spring, we've developed the Video Marketing Maturity Model to guide your progress and help you realize your video marketing potential.



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What's a Video Marketing Maturity Model?

In a marketing world that's consistently iterating, growing, and changing, it's so important to compare activities and performance with marketing standards. The Video Marketing Maturity Model helps you identify where your video efforts lie today, and what you can work towards as your video marketing initiatives become more and more sophisticated.

Simply put, rather than running blindly through the video marketing landscape, or conducting days of research on industry best practices in video marketing, you can now use our Model to chart your current location, map your future goals, and drive more business using video!

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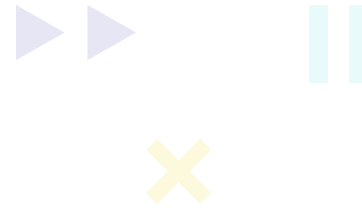
Let's face it, some organizations' approach to video marketing is more mature than others, and that's okay. Even the most accomplished had to start at the beginning to get there!

We've separated the different stages of maturity into four different levels:

1. Beginner (pg. 10)
2. Intermediate (pg. 15)
3. Professional (pg. 20)
4. Master (pg. 25)

In each stage, the Model will explore video marketing maturity using four criteria:

- i. Strategy
- ii. Technology
- iii. Creation & Collaboration
- iv. Measurement & ROI



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How to Use the Model

We created this Model by combining best practices in demand generation and content marketing with market research of companies using video marketing across different industries and throughout our own customer base. After going through the stages we outline in this Model, you will have an in depth understanding of how to take your video marketing strategy from Beginner to Master. Think of it as a report card for video marketers ... teacher's notes and all!

To use the Model, simply refer to this guide to get detailed characteristics of each of the four stages.



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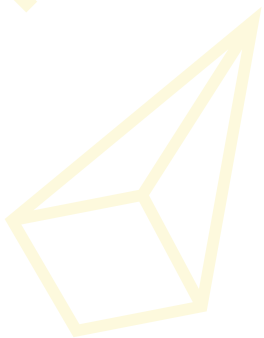
The Video Marketing Maturity Model

i. Strategy				
	Beginner	Intermediate	Professional	Master
Alignment to journey stages and buyer persona	No alignment	Starting to align video to buyer stage	Have targeted video content for full journey for at least one persona	Have targeted video content for full journey for all personas
Video marketing budget	Scattered, inconsistent, or non-existent	Partially dedicated budget from social media or content marketing team	Dedicated, recurring budget for video marketing	Dedicated, recurring budget for video marketing
Marketing and sales alignment	No communication regarding content and strategy	Marketing and sales starting to discuss video together	Sales is using marketing videos, even personalized video	Marketing and sales work together to build video strategy
Demand generation with video	No identification of MQLs based on video consumption	Starting to gather MQLs from video and implement basic Service Level Agreements	Gathering MQLs and full strategy surrounding Service Level Agreements	Gathering MQLs and full strategy surrounding Service Level Agreements
Executive support	No executive sponsorship or organizational interest	Some executive sponsorship	Executives support investment, accountable for new video revenue and ROI	Full executive support. CMO has experienced career advancement due to video





ii. Technology				
	Beginner	Intermediate	Professional	Master
Publishing and distribution platforms	Mainstream platforms like YouTube, Vimeo, Facebook, and Twitter	Starting to use a video platform to host and track in-depth analytics, as well as mainstream channels	Video platform, mainstream channels, video hub	Video platform, mainstream channels, video hub
Video optimization	None	Starting to use video email gates, forms, and calls-to-action	Becoming more sophisticated with gating, A/B tests, and CTA strategies	Planning for and using gating, A/B tests, SEO keyword publishing and CTA strategies
Integrations with other marketing tech	No integrations	Marketing automation and CRM	Marketing automation, CRM, interactive content platform	Marketing automation, CRM, interactive content platform, account-based marketing platform

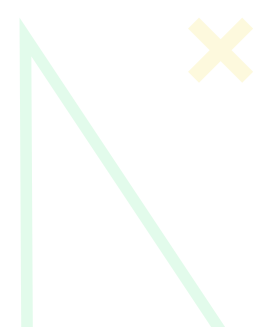


iii. Creation & Collaboration				
	Beginner	Intermediate	Professional	Master
Quality	Inconsistent quality and themes	High quality and consistent	High quality and consistent	High quality and consistent
Production	Mix of in-house and production agency	Mostly external production house	Mainly internally produced with supplemental videos done by agencies	Strong synergy between internal team and external agency
Video branding	No ownership and lack of consistency across assets	Basic standards like intros and outros plus a few reusable assets	Easily accessible branding style guide and library of reusable assets	Branding style guide and asset library is constantly evolving
Collaboration	No centralized location	Social and content teams have shared access to manage video content	Access to manage video content exists across multiple departments	Access to manage video content exists across multiple departments





iv. Measurement & ROI				
	Beginner	Intermediate	Professional	Master
Video KPIs	Mainly video views	Beyond views to new contacts, attention span, repeat viewership, conversions, lead quality, click-through rates	Cost per lead, viewership, video exit points, MQLs, attention span, repeat viewership, conversions, lead quality	Cost per lead, viewership, video exit points, MQLs, attention span, repeat viewership, conversions, lead quality
Data collection and reporting	Manually checking each system	Centrally located in a video platform	Centrally located in a video platform, send automatic reports on a frequent basis	Centrally located in a video platform and other relevant marketing systems
Determining ROI	No way to determine ROI	Tracking abilities in place, but the team is not yet consistent in reporting	Consistently evaluating ROI on each video campaign and video as a whole	Consistently evaluating ROI on each video campaign and video as a whole



Stage 1: Beginner

If you're an Beginner video marketing organization, you're just beginning to dabble in video marketing. You may have a handful of videos, but they're generally produced at random without an overarching strategy. You don't currently have a way of measuring return on investment (ROI) or a way to justify the costs that are involved with video.

This is the time to learn! Soak up every resource you can on video marketing to set the stage for future growth and build a strategic plan around a measurable video marketing strategy.

The following are some of the key characteristics of the Beginner video marketing stage.

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Strategy

You don't have a clear vision for video, so you mainly create videos whenever you get an idea for one, with little strategy considered.

Your videos aren't yet targeted to specific stages of the buyer journey, and you generally don't consider or research your buyer personas before producing video content. There's little strategy behind how videos may be perceived or understood by certain prospects in certain stages. You also may not consider the buyer stages and personas for other relevant content that can be tied to videos.

There's a scattered, inconsistent, or non-existent level of commitment to video marketing budgets.

Your marketing and sales teams are individually producing "one-off" videos for their own departments, or are not collaboratively producing any videos whatsoever. Due to the lack of marketing technology or communication between marketing and sales, there are no official Marketing Qualified Leads (MQL) using video or Service Level Agreements (SLAs) to engage with video viewers.



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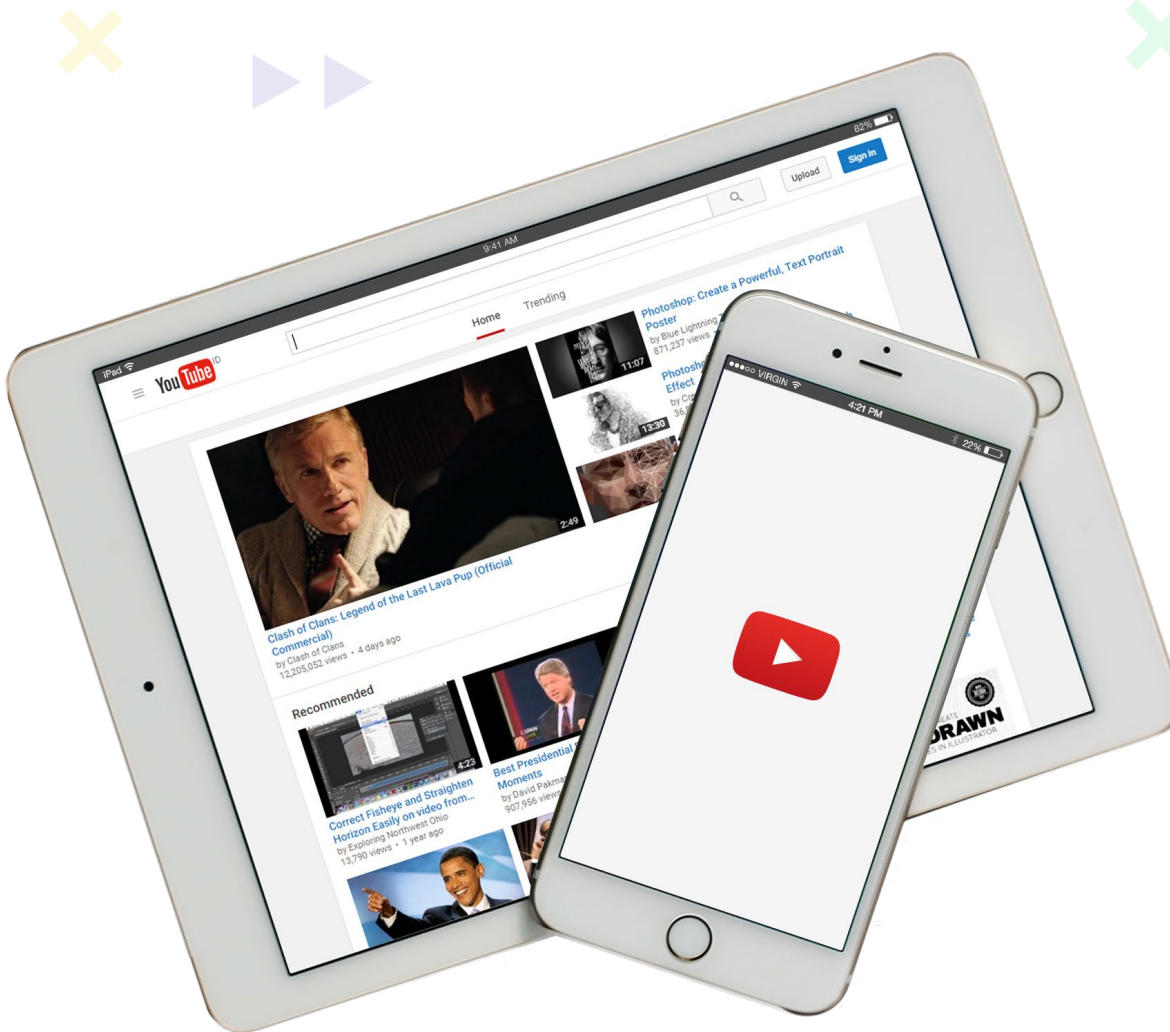
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Technology

You're probably using a mainstream video channel like YouTube and Vimeo to target buyers, and maybe social sharing using Facebook and Twitter.



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Creation & Collaboration

You are using a mixture of internal and agency-created videos, which makes for varying levels of quality. When producing videos internally, they're created at random, and the quality is not as great as it could be. You don't have a specific person or department responsible for best practices, video themes, timing of posts, or video branding.

There's no centralized location to share or collaborate on video content among employees or departments, and there is little understanding of what makes a reasonable video post. Your executive team may lack the motivation or understanding of how to use video within a modern marketing plan, and if video is produced, it comes from a quarter-end budget.



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Measurement & ROI

You don't have any way of measuring ROI or justifying the costs associated with video. Generally, there's a lack of understanding of the impact of video on sales and marketing.

Your marketing technologists or automation Masters may be using video view counts as the main Key Performance Indicator (KPI), and manually checking each individual system. You likely don't have your video content and viewing data integrated with your marketing automation system.

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Stage 2: Intermediate

At this stage, your company understands the basics of video marketing and you're starting to think holistically about video marketing by integrating this medium into your greater marketing strategy.

If you're at this stage, you've received buy-in from your organization, adopted a video platform, and are using video consistently to generate new leads. You're definitely doing well! But there's still a lot to learn and a lot of potential to reach.

Let's take a look at some of the key characteristics of the Intermediate video marketing stage.



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Strategy

You understand that different buyer stages demand more targeted content rather than tossing videos their way and hoping they pick them up. You've done light research on buyer personas and buyer journey stages, started to rearrange your videos based on the sales funnel, and have even begun to gate your video content. You're optimizing videos using A/B testing and promoting further engagement with the use of calls-to-action (CTAs).

You have a partial budget dedicated to video, likely under the "content marketing" or "social marketing" umbrellas. Videos are part of the discussion, but you don't have a dedicated budget or commitment from the "higher-ups" ... yet!

Your marketing and sales teams understand the impact video has on lead generation, and you have discussed "nice-to-haves" for the next videos. You've started to build MQLs from your best videos, and lead hand-offs to sales using basic SLAs.

Plus, your sales team is now using a video platform to send videos and monitor engagement. Perfect.

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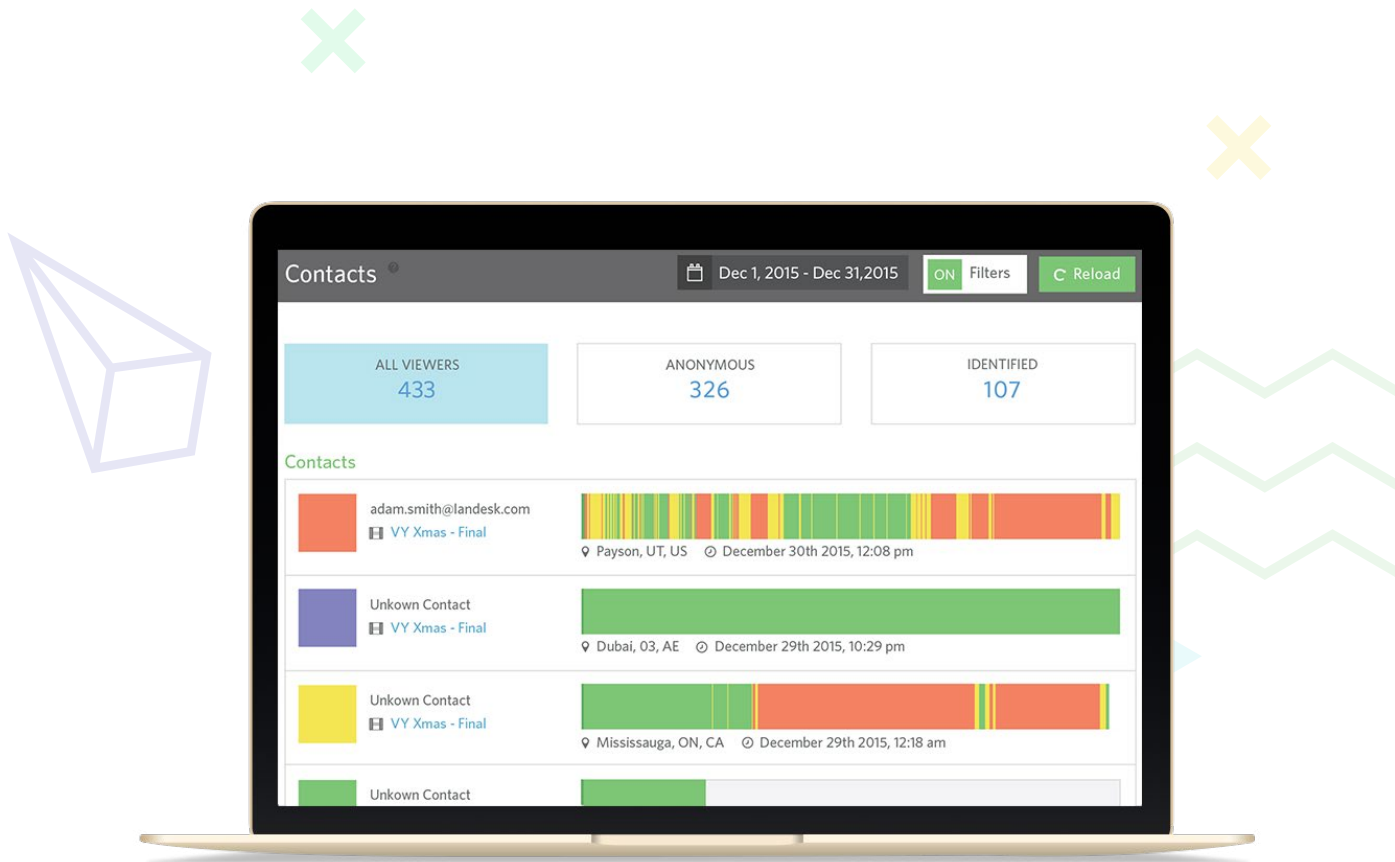
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Technology

If you're at this stage, you've adopted a video platform to host your video content and track in-depth video analytics. You're using basic gating strategies and CTAs to generate new leads. You're also embedding videos on your website, but still utilizing mainstream video channels such as YouTube or Vimeo for additional social reach.



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Creation & Collaboration

For you, video is used as a staple content piece for major event initiatives like conferences, and your content teams are consistently brainstorming new video ideas. Although, you haven't yet defined a video marketing roadmap.

Your new videos are high quality, consistent, and more likely than not, agency-created. Your team has thought out branding standards and your video content has some reusable assets such as intros/outros, graphics, and music preferences.

Your social or content marketing teams, who have shared access to user IDs and passwords, probably manage your video content as well as the strategy. After strategically posting video content, these teams will either tell their colleagues in other departments, or provide access to relevant videos in the video platform.

Your focus is on optimizing the core website, since you have limited resources. But you're ambitious, and planning to branch videos out to regionalized sites in the future!



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Measurement & ROI

At this point, your marketing automation Masters have considered “view counts” inconsequential because viewer names are now KPIs (since you have a video platform!) Your team is tracking metrics via the video platform such as: attention span, repeat viewership, conversions, and lead quality.

You may not have full integrations with marketing automation platforms or Customer Relationship Management (CRM) at this point.

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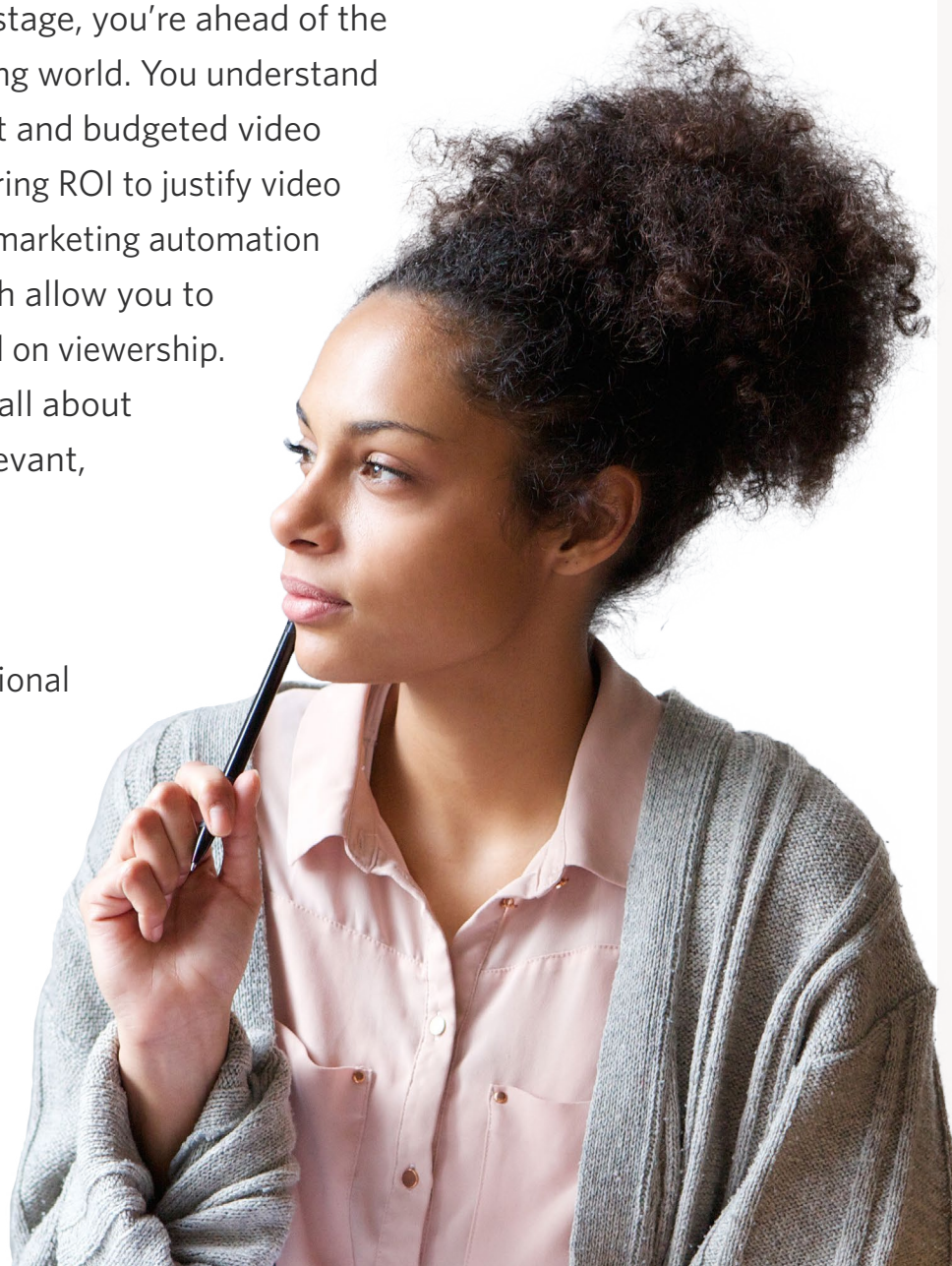
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Stage 3: Professional

If you're at the Professional stage, you're ahead of the curve in the modern marketing world. You understand the importance of consistent and budgeted video marketing, and you're measuring ROI to justify video costs. You're also leaning on marketing automation and CRM integrations, which allow you to re-target top prospects based on viewership. You know that marketing is all about content that's engaging, relevant, and well-timed.

The following are some key characteristics of the Professional video marketing stage.



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Strategy



You've done your own buyer persona research and developed content for at least one persona and one product/solution buyer journey, either yourself or through an agency. As a result, you have a deep understanding of content journey gaps and you're planning to fill these gaps with video content (because you're smart like that!)

You've also started to use interactive video to increase engagement with your audience. With the help of a video platform, you're using different gating, A/B testing, and CTA strategies based on persona and buyer stage.

You have a dedicated, recurring budget associated with video marketing.

You have a deep understanding of how video speeds up the sales cycle and engages prospects more efficiently. You have a full strategy in place for SLAs and passing leads from marketing to sales, automatically.

Your sales team is using video regularly, and monitoring viewership to drive follow-ups. They're even starting to use personalized video to capture attention and engage prospects!



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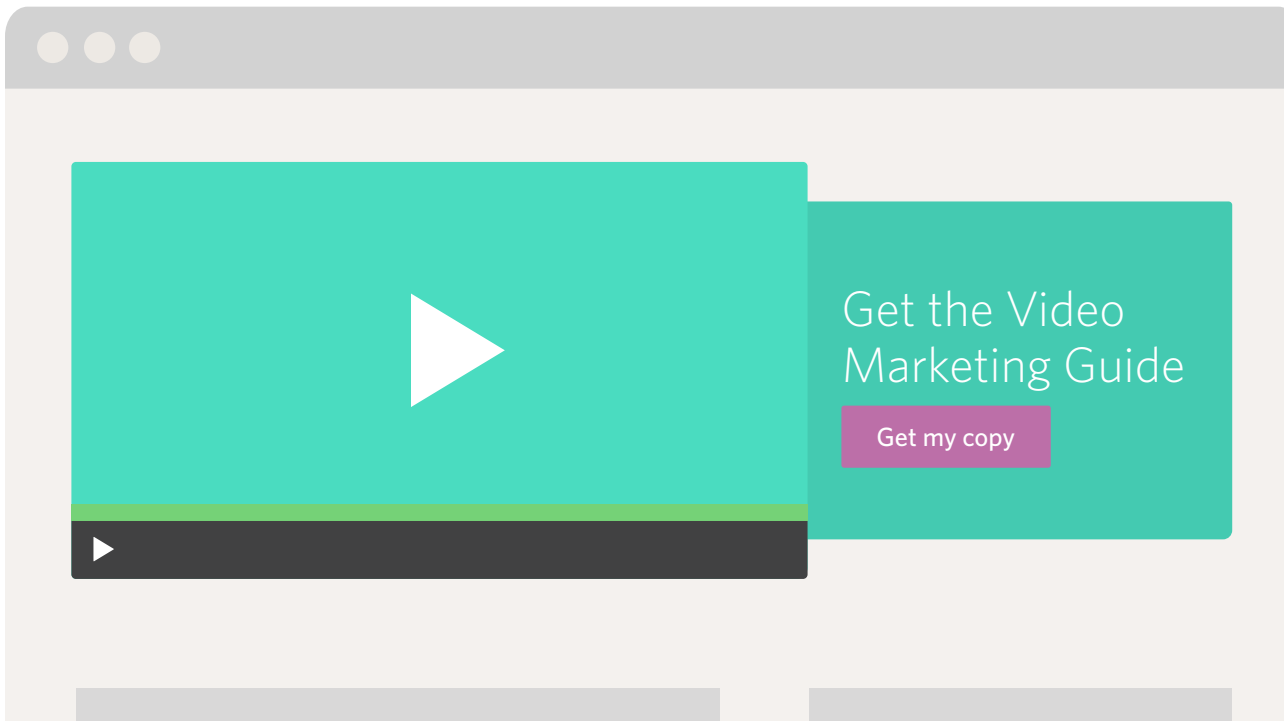
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Technology

In addition to using a video platform, you're using mainstream channels such as YouTube and Vimeo. You're also using Facebook, Twitter, and other social media channels, both organic and paid, to generate website traffic.

You have a branded video hub within your own website to keep your video content all in one place and your viewers on your owned content.

You're also making use of an interactive content platform to create interactive content experiences with video. You are using a video platform to gate content and using calls-to-action on web pages and within your video hub(s).



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Creation & Collaboration

Video is a hot topic at your company. It's used for events and as part of a "permanent" inbound strategy across most stages of your buyers' journey. A lot of the production and strategic discussions happen internally, mainly by the content and marketing automation teams. Your video initiatives are also supplemented by an agency for larger projects. Your main focus for video creation is on driving new traffic to, ultimately, generate qualified leads to pass to sales.

At your company, multiple departments have consistent access to video content and work together to build a cohesive video strategy. Your executive team supports the investment in video and they're accountable for new revenue and ROI. Lastly, you have an increased demand for aligning corporate video strategy across regional sites.



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Measurement & ROI

Your video platform is fully integrated with your marketing automation platform and CRM system. The platforms enable viewing data like who's watching what, how much they've watched, or if they've re-watched parts of a video, and other intelligence to drive your lead-scoring model.

Your finger's on the pulse of your KPIs and you're regularly looking at metrics like cost per lead, viewership, video exit points, and MQLs.

At this point, your marketing technologies are set up to do a lot of the heavy lifting and they're automatically communicating with each other.

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Stage 4: Master

If you're at this stage, you're using a variety of video types like cultural content, explainer videos, product tours and demos, customer testimonials, and onboarding resources to build awareness, generate leads, and move buyers closer to purchase.

You're utilizing both in-house and external video production resources and have a clear understanding of who's watching which videos and how their video content is influencing pipeline and won opportunities. As an Master-level company, you're known as a thought leader in the revenue marketing landscape and you have a high customer retention rate and strong customer advocacy.

The key characteristics of the Master video marketing stage are as follows.



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Strategy

You've partnered with an agency to develop coverage for every single one of your buyer personas throughout their entire buyer journey for all products and solutions. You've uncovered new buyers in new markets using persona and journey research. What's more, you're maximizing your video platform, marketing automation platform, and CRM, and all videos have been strategically rearranged across all product areas.

You're utilizing an account-based marketing (ABM) approach to target specific accounts with specific videos.

Your videos include interactive elements that not only increase engagement but help to build stronger prospect profiles, and you're tracking this content in your marketing automation platform.

You're also consistently auditing your video content to increase sales conversions, and you're effectively using multiple styles of personalized video depending on the buyer stage. Look at you go!

You have a dedicated and recurring video budget with annual and easily-justified budget increases across various content areas and events.

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As a video marketing Master, you know how video speeds up the sales cycle and engages prospects more efficiently. Your marketing and sales teams share definitions and discussion, and have a full strategy in place for SLAs and automated hand-offs from marketing to sales.

Your sales reps are actively using video to sell products and services, plus they're monitoring engagement to guide follow-ups. You are consistently using personalized video to increase customer acquisition across various buyer stages.



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Technology

Of course you're using mainstream platforms such as YouTube and Vimeo, as well as Facebook, Twitter, and other relevant social channels in both an organic and paid capacity, all in the name of driving more web traffic. You're also using a branded video hub to keep your video content all in one place and your viewers on your website.

In addition, you're creating targeted email campaigns using video. You're also making use of an interactive content platform integrated with your marketing automation platform for more engaging experiences and stronger prospect profile-building.

You're using an ABM platform to offer targeted video content to key accounts.

You're using a video platform to gate content and add CTAs on web pages and within your video hub(s).

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Creation & Collaboration

You have a dedicated internal video marketing team that works closely with agencies on content production, marketing automation, and strategy alignment. Your video teams have a video marketing roadmap, which is spread across multiple departments. It's also dynamically planned for at least one year (maybe even more!) and it aligns with both corporate and regional content channels.

Your video branding and graphics are consistent with current brand guidelines, which are constantly evolving based on analytics and feedback.

Your video content is being shared and integrated on various content hubs such as forums, internal HR hubs, and customer advocacy portals.

Your brilliant video marketing team contributes to a video marketing community by educating colleagues and executives on best practices and roadmap expectations.

Your CMO has experienced career advancement due to outstanding results in customer acquisition, customer retention, and inbound marketing with video.

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Measurement & ROI

As an Master, you have a full integration between your video platform, your marketing automation platform, and your CRM system. You're using these platforms to drive your lead-scoring model by including things like who's watching what, how much they've watched, or if they've re-watched parts of a video. You're leaning on this data to guide nurture campaigns and you're always up-to-date on advanced KPIs, like cost per leads, viewership, video exit points, and MQLs.

Your marketing and sales technologies are communicating with each other ... always!

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You now have a solid understanding of the four stages of Video Marketing Maturity and what it takes to progress to each new step. From Beginner to Master, you should have a pretty good idea of where you fit within the model.

But no one ever aims for 'pretty good'.

Take our online self-assessment to understand exactly where you sit and get targeted recommendations to help you reach greater maturity.



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With this clear vision of the great heights your video marketing could reach, you're probably itching to get started right now. We don't blame you! Here are five great resources that will help you climb all the way to Master.

Blogs

The Vidyard Blog

Get practical tips and techniques for building your own video marketing strategy, and answers to your many video marketing questions from the Masters at Vidyard and beyond.

Pipeline Perspectives: The Demand Spring Blog

Find insights and opinions on revenue marketing news, technologies, and trends, with a smattering of marketing automation tips from Demand Spring.

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E-Books & Downloads

Transforming Your Marketing Organization into a Revenue Marketing Beast

Learn how to assess your overall marketing maturity in marketing automation, content marketing, analytics, marketing and sales alignment, and lead nurturing.



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How to Use the Model

The Video Marketing Maturity Model

Stage 1: Beginner

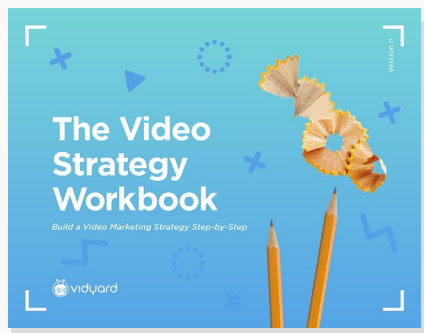
Stage 2: Intermediate

Stage 3: Professional

Stage 4: Master

Rate Your Video Marketing Maturity

Five Resources to Get You Started



The Video Strategy Workbook

This workbook will take you through the process of creating a real, live video strategy that you can start implementing right away.

The Video Marketing Handbook

From insights into storytelling to video strategy and video marketing success criteria, this one has it all.





Vidyard (Twitter: @Vidyard) is the industry's leading video intelligence platform that helps marketing and sales teams drive results and ROI with online video content and video analytics. With Vidyard, customers can add video to their websites in minutes, get real-time analytics, syndicate video to social networks and YouTube, create calls to action, optimize search engine hits, and capture leads all from one place. Vidyard tracks the viewing activities of each individual viewer and integrates with key marketing automation and CRM tools to deliver user-level video engagement data that helps businesses identify their hottest prospects and turn viewers into customers. www.vidyard.com



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NAVIGATION

Hello and Welcome!

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