



# REUSE, RECREATE & REPURPOSE:

5

## New Strategies for Today's Video-Enabled World



*Online B2B video viewing grew 27% from 2010 to 2011, while B2B marketer confidence in video as a form increased 36% year-over-year<sup>1</sup>*

*-Content Marketing Institute*

## » Executive Summary

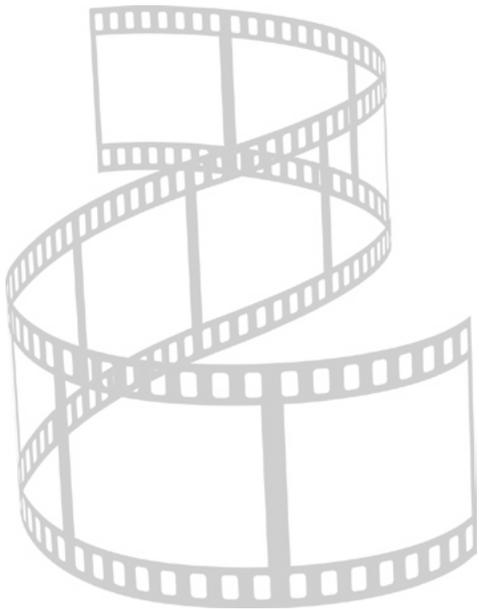
You thought you had white papers and webinars under control. Your blog is measurably raising web traffic. Maybe marketing automation, CRM and clean data have hooked up. You're even making headway in the social media rip current. So, smooth sailing ahead, right? Not so fast. A new sea change threatens to disrupt your plans. That sea change is online video.

If you need proof, there's no shortage of supporting facts. Consider these: online B2B video viewing grew 27% from 2010 to 2011. Perhaps more importantly, B2B marketer confidence in video as a form increased 36% year-over-year. Taken along with one towering reality – that YouTube is now the number two Internet search engine on the planet after Google – and it's clear

that marketers who aren't using online video are competitively disadvantaged. Clearly, having online video in your mix is the most urgent marketing priority of the coming year.

Fortunately, online video is totally doable in terms of dollars, tools and talent for most B2B companies. You can immediately access technology that enables the in-house creation of professional online videos quickly and easily. This is happening right now, without busting budgets or requiring new content.

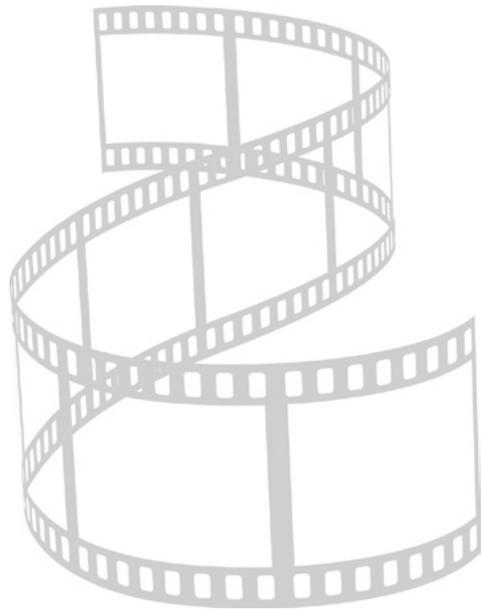
In fact, the idea of cranking out tons of new material to meet online video needs is now obsolete. Most firms already possess a wealth of content that can be reused, recycled and repurposed to meet their online video requirements. They just don't know it.



REUSE, RECREATE AND REPURPOSE



*Today, marketing content is being reenergized using online video, so to confidently wade in today's online video stream, marketers must organize their content and acquire the tools to optimize it.*



Once marketers start looking they tend to find useful content tucked away all over. Much of this is potential source material for online videos. That nixes anxiety number one – “where the heck am I going to get all of this content?” Anxiety number two goes something like, “How can I use our fresh new content (recent white papers, webinars, blogs, etc.) in a way that improves engagement?” That solution is closely tied to the first. In the coming year, marketing content is being reenergized using online video. So, organize your content (archived and new); acquire the tools to repurpose these items; and wade confidently into the online video stream.

#### **THIS E-BOOK PROVIDES AN OVERVIEW OF:**

- ▶▶ **The tools and techniques marketers can use right now to repurpose preexisting content affordably and effectively;**
- ▶▶ **How certain easy-to-use technology actually reduces staff time spent creating professional-quality online videos;**
- ▶▶ **What archived materials work best when repurposing;**
- ▶▶ **How online video made using recycled content effectively communicates brand messaging that's been well established in other media.**

**REUSE, RECREATE AND REPURPOSE**



*“Many companies probably don’t realize the amount of content they already have available to them to re-purpose for online video.”*

– Paul Ritter, Vice President of Interactive Media Strategies

## ▶▶ Step 1 – Identify Existing Content To Reuse In Online Video

To jump-start an in-house video production initiative, video and multimedia experts agree that marketers must first locate and classify preexisting video and other media assets within their organization. It’s easier than it sounds.

“Many companies probably don’t realize the amount of content they already have available to them to repurpose for online video,” said Paul Ritter, Vice President of multimedia market

research firm, Interactive Media Strategies. “There’s usually a range of essentially archived content such as training videos, marketing videos and promotional pieces that may have been created in the past but are basically evergreen in terms of messaging.”

Often, such information is good for gaining insights into a company product policies and philosophy of customer service. Sometimes this material exists in the form of PowerPoint presentations, CDs, DVDs – even VHS and reel-to-reel tapes.



REUSE, RECREATE AND REPURPOSE



## RECYCLING SUCCESS STORIES: FINDING HIDDEN VIDEO TREASURE

*Ritter and other experts in the online video field suggest that great ways to start uncovering hidden video treasure include:*

- ▶▶ Sending a company-wide email explaining the video initiative, asking everyone in the organization, from every department, to submit any material they may have;
- ▶▶ Ask for anything business related, such as self-shot video clips, PowerPoint presentations, audio recordings and keynote speeches recorded with professional cameras or smartphones – anything that might be repurposed for a new video project
- ▶▶ Make it clear that no one will be judged for the quality or subject matter of any appropriate business-related asset they contribute. It's a group effort.

Once these bits and pieces of material congeal, the next step is starting an inventory and classification system that organizes assets into categories based on the subject (sales presentations, executive speeches, technical how-to videos, etc.), the presenter or speaker, and the file format (taped audio/video recording, CD, pre-HD or HD video clip, DVD, etc).

This information gives project managers an understanding of what assets they have (i.e., topic, suggested audiences, length, format), and a glimpse into the kinds of materials that tend to be created in the ordinary course of business. Whether it's a product briefing, a sales meeting kick off, keynotes given by executives at conferences, panel discussions, thought leadership interviews – it's all good. Categorizing content makes it easier to match it to audience, campaign, funnel phase, etc. Inventories play a major role in defining objectives for each video.

When repurposing, it's important to look at your assets with a discriminating eye to decide where updates are needed, why, and how they'll be done. For example,

to repurpose a preexisting PowerPoint into online video, it may work best if an in-house subject matter expert is recorded (new audio and/or video) giving an older presentation a facelift with newer or more relevant messaging. "Defining something that exists that has value and could be identified for repurposing to video is actually pretty easy," said Ed Youngblood, Director of Web Strategy for Alcatel-Lucent. "The harder part is getting that done and finding the resources to manage it."

"It runs the gamut from getting a subject matter expert or a senior executive in front of a video camera for down and dirty guerilla marketing stuff which yields a ton of repurposable material in and of itself," Youngblood said.

"Let's just say I've got a white paper and I want to repurpose that for video. I may go to the subject matter expert and say, 'Can you come and spend 45 minutes to an hour describing the whole concept behind this white paper on video?' With that, I have a wealth of material that I can do many, many things with."



As online video projects emerge and take shape, B2B marketers need to manage their own internal expectations, just as they would with a client or prospect. In a recent guest blog post for marketing automation provider Marketo, respected interactive and content marketing expert, Jeffrey Davis, offered insights into keeping online video projects manageable and on track.

"Many organizations often fail to recognize that successful content marketing programs—even the seemingly simple blogs— are marathons, not sprints," Davis said. "They're long-term value propositions, not campaigns. They all require constant care and feeding—a moving pipeline of great ideas, cost-efficient production, daily promotion and outreach, talented writers and artists."

Recalling an almost quaint world of "publishing companies back when they ruled the roost," Davis said, "...Despite all the great new tools and technology within reach of any company now...it takes smart planning, creative talent, and most of all, a genuine passion for delighting the people you want to reach." A vocal advocate of content marketing in its many forms, Davis offers the following numbers as proof of its continuing expansion:

# 60%

of B2B organizations are spending more this year on content initiatives – with almost no one (3%) planning on cutting back.

# 26%

of overall B2B marketing budgets are going to content.

# 90%

of B2B organizations are investing in some form of content marketing.

REUSE, RECREATE AND REPURPOSE



*“You need to understand your audience and respect their time, so provide them with the information you want to communicate while being concise, and use a tool that allows them to consume content the way they want to.”*

– Paul Ritter, Vice President of  
Interactive Media Strategies



## » Step 2 – Plan The Right Type Of Video For Your Content Strategy

As content marketing gains major business cred, the twin pillars of targeting and segmentation are becoming more crucial than ever. Some of these points resonate with experts from every discipline. For example, there’s widespread agreement that every content piece must consider its target audience and the user experience throughout the scripting and production process.

A leading player in the online video creation and presentation space is KnowledgeVision, whose KVStudio authoring tool is a popular platform for easily synchronizing video, presentation slides, images, animations and assorted other assets into crisp online videos.

Among others, KnowledgeVision Founder and CEO, Michael Kolowich, is a fierce proponent of having presentations delivered by people sometimes called “evangelizers.”

They’re passionate about a topic, whether it’s a product, service, or anything, and have that rare ability to hold an audience spellbound. In describing this personality type, Kolowich isn’t particularly fond of the word “presenter.” He prefers the term “storyteller” which he uses to conjure up the image of someone who can attract and retain audience attention, leaving them with a memorable experience.

“Part of the process of recreating and repurposing video assets is finding who in your organization are good storytellers,” he said. “These subject-matter experts can speak persuasively, adding new ideas and creating content that can be used and reused in your demand generation and lead nurturing programs.”

“Leverage your customer service teams and your sales department,” said Joe Pulizzi, founder of the Content Marketing Institute (CMI). “They are on the front lines on a day to day basis and are treasure troves of content!”



## TWO KEY STEPS TO DEVELOPING A SHOW AND TELL STRATEGY

*On the topic of selecting the right elements for online video presentations, KnowledgeVision's Michael Kolowich said: "I always look at two criteria, roughly classified as **Show and Tell.**"*

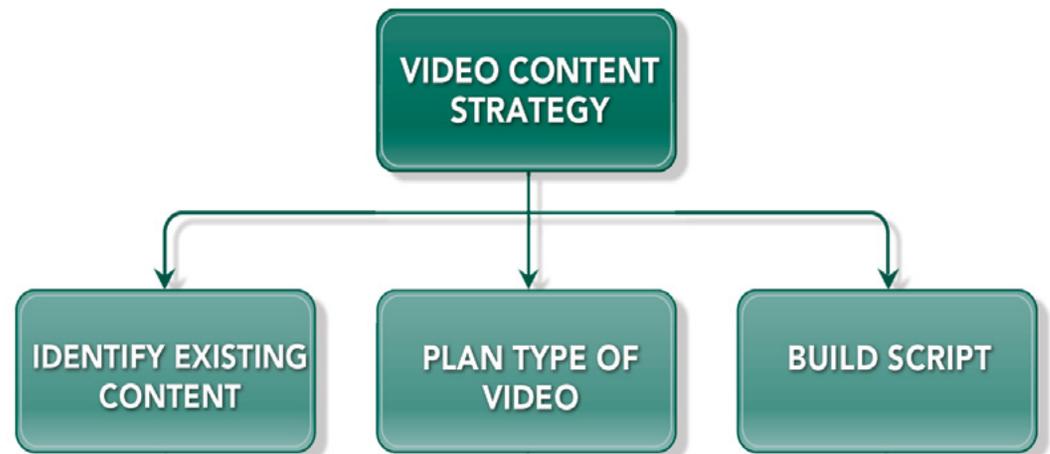
**SHOW** – Is there visually interesting and compelling material that's better seen [visually] than spoken or read? In other words, does it lend itself to diagrams and illustrations and screenshots and, ultimately, to online video?

**TELL** – Does it benefit for somebody who is knowledgeable about a topic to actually tell the story behind it? If a slide is self-evident and really doesn't need a storyteller behind it, then it might as well be something that you just put out there in print and send around. But these things really come alive when somebody who knows the topic gives color commentary.

Whether you prefer, "presenters" or "storytellers," the consensus among online video experts is to know your audience and to create a user experience tailored for them or, better yet, one they can tailor for themselves.

"You need to understand your audience and respect their time, so provide them with the information you want to communicate while being concise, and use a tool that allows them to consume content the way they want to," Ritter said. "An example of this is using a chapter feature in online videos. A lot of video content is very linear, forcing you to watch from beginning to end. That's a turn-off for many viewers."

## KNOWLEDGEVISION



REUSE, RECREATE AND REPURPOSE



THE EXECUTIVE



THE RETAIL CLERK



THE SALESWOMAN



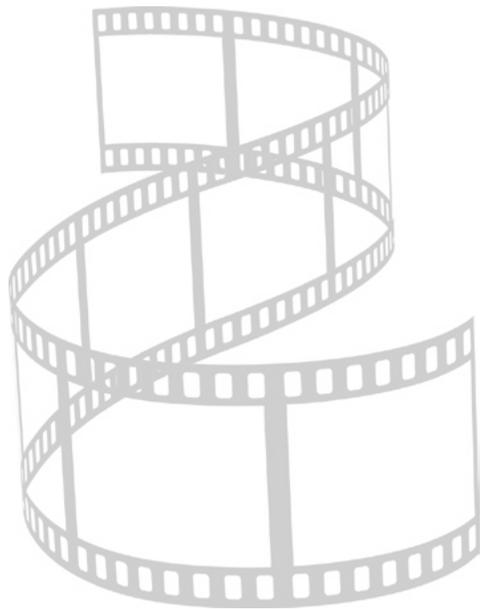
THE SUPPORT REP



THE TECH GEEK



THE SALESMAN



## TIPS FOR MAKING TARGETED VIDEOS

- ▶▶ *Structure video content in a way that encourages different viewers to self-segment, navigating their own path through the material. The person who's interested in pricing may not be at all interested in the company's back-story. Help viewers cut to the chase.*
- ▶▶ *Use a video tool that enables users to click forward to see the content they want. It shows respect for your customers and prospects.*
- ▶▶ *Find a tool that enables users to not only go to just the material they're interested in, but also provides functionality allowing them to manipulate content with zoom-ins, transcripts and more. It lets the viewer make the experience into what they want it to be.*

REUSE, RECREATE AND REPURPOSE



*“The magic of the online presentation using recycled content is that it is much less formal and much more oriented towards a personal form of storytelling.”*

– Michael Kolowich, Founder and CEO of KnowledgeVision

### »» Step 3 – Build A Script For Your Video Using Published Content

The ability to understand a viewer’s objective helps to nail the right content from the start, using elements and techniques that command audience attention in the first 5 seconds. “In many cases, being able to script videos to target the audience and maximize user experience is key,” Ritter said. “For example, asking a question like, ‘Have you ever had a situation such as...[question]’ people lean forward and some will want to consume the video because they relate to the question.”

“With long-form content it can be okay to take 60 seconds to get to the point of what the video is about,” he continued. “Videos created for high tech audiences like engineers and programmers are examples of where long form video works best. Knowing and scripting these things up front are important to a video content strategy.”

But there are differing views when it comes to in-house video production, specifically with taxonomy and how labels affect user engagement.

For example, Kolowich has a different take on labeling and the process it creates. “I have trouble with the word ‘scripting’ because part of the magic of the reuse, repurpose, recycle concept is that you aren’t scripting,” he said. “This is in contrast to scripted video where you’re actually taking the Hollywood-style approach saying, ‘First, we’re going to do this and we’re going to take this shot, and then we’re going to do the big money shot here and then we’re going to do that and it’s going to go from a wide shot to a close up.’ That’s scripting. That is highly structured video. That is very complex and highly produced.”

“Sometimes this works well,” Kolowich added, “but the magic of the online presentation using recycled content is that it is much less formal and much more oriented towards a personal form of storytelling where someone is talking off the cuff.”





*“You get material that’s really much different and far better than what you get if you put that same person in front of a teleprompter with a script that’s been bludgeoned by a twenty-person committee-style approval process.”*

– Michael Kolowich, Founder and CEO of KnowledgeVision



Part of assembling a video using today’s powerful cloud-based platforms is proving that the complexity and difficulty of traditional video production has been overcome. Unless you’re shooting a sequel to Avatar, “scripting” may be overkill.

“When video comes into the picture many marketers say ‘Oh, no. I’ve got to generate a script,” noted Kolowich. “Our point at KnowledgeVision is to find and utilize smart people in your organization who have a passion for video topics that interest your prospects.” Topical knowledge and enthusiasm replace the need for “scripting.”

This idea is contrary to the old narrator/presenter format, but there is a reason. “When someone with a passion for the product is given visual aids and put in front of an audience, turn on a camera and magic things happen,”

Kolowich continued. “You get material that’s really much different and far better than what you get if you put that same person in front of a teleprompter with a script that’s been bludgeoned by a twenty-person committee-style approval process.”

In-house online video “...is the best of both worlds,” he added. “It’s video. It’s interactive. It’s engaging. It’s relatively easy to produce from materials that already exist in the organization, using talent that’s already there as well.”

It’s also worth noting that in the email marketing and SEO realms, online video has been shown to raise open rates; create more memorable impressions than other content forms; and it tends to generate more search engine visibility. Marketing pros know these factors help deals convert faster, at higher values.



## »» Step 4 – Match Your Existing Content’s Message And Brand Fit

Ensuring that videos convey brand identity is vital, and this can be done in a variety of ways. Ideally, corporate identity guidelines drive this aspect. But in many cases B2B organizations haven’t gone through that exercise, so the video team has to fly blind and do its best to communicate brand effectively. Some marketers see brand recognition as another checkbox in the larger production. “I’ve used a couple of criteria,” Youngblood said.

### Considerations for Branding In Online Video:

- »» The length of the piece, which is a factor of the end user;
- »» An awareness/branding piece isn’t the same as a demand generation piece. But both can be used to support recognition.

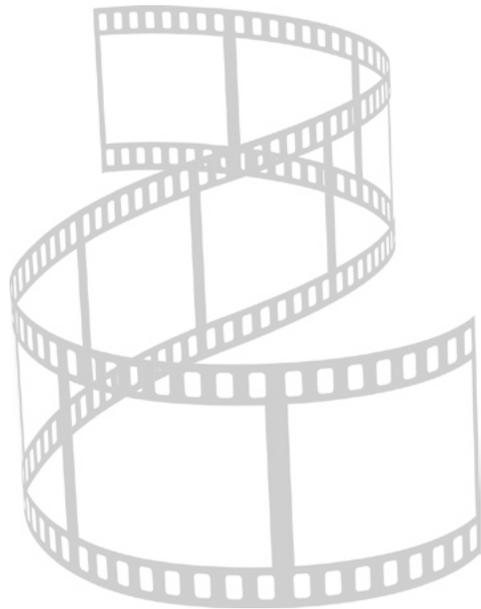


REUSE, RECREATE AND REPURPOSE



*“Branding while being consistent across your advertising and marketing messages is something that companies pay a lot of attention to.”*

– Paul Ritter, Vice President of Interactive Media Strategies



When prospects aren't familiar with your brand, there's often a debate about whether to gate content, and what content to gate. Typically, blog posts, short-form promotional videos and the like are ungated. They contain branding and links that lead readers back to your web site anyway. The idea is that quality content creates good will, which leads to engagement.

Webinars, white papers, E-books and high-level thought leadership pieces are often gated, even if the online form only asks for a name and email address. And while content may be repurposed, the audience doesn't know that, making it valuable enough to gate for certain types of lead generation. High value content that's taken a lot of work to repurpose, possibly using a great “storyteller” and new material for added relevance, can also be gated.

“Branding while being consistent across your advertising and marketing messages is something that companies pay a lot of attention to,” Ritter said. “Brands evolve and marketers want to make sure [repurposed assets are] representative of who their company is today.”

The screenshot shows a webinar player for a session titled "Change The Conversation" featuring Tom Burns, President of Alcatel-Lucent Enterprise. The video player shows a man speaking, with a progress bar at 00:07 of 04:20. To the right is a graphic with social media icons and the text "Tom Burns, President, Alcatel-Lucent Enterprise, CHANGE THE CONVERSATION". Below the video, it says "Speaking: Tom Burns, President - Alcatel-Lucent Enterprise & Strategic Industries". A transcript is visible at the bottom, starting with "Hello, my name is Tom Burns, and I'm president of Alcatel-Lucent Enterprises and Strategic Industries. I'm here today to talk to you a little bit about our strategy in the enterprise, and the way to make communications a strategic part of your business. You know, we look at the market and we see that there's tremendous opportunity but also tremendous challenges. The challenges are around the innovations that have occurred in the consumer side. It's about chat. It's around social media. It's around different ways of communicating and collaborating like we've never had before. Just think of the technology and the capability around some of our smart devices. In essence, I have access to the information I need, when I want it, how I want it. I can go from chat to a voice call to video in real time. These consumer innovations and changes are starting to impact the enterprise. And it's important that we

### Alcatel-Lucent Example



There is also a tiered approach to video content and targeting. The 3-tiered methodology characterizes video types based on a matrix of production values, messaging effectiveness and thoughtful audience targeting.

## SHOWPIECE VIDEOS

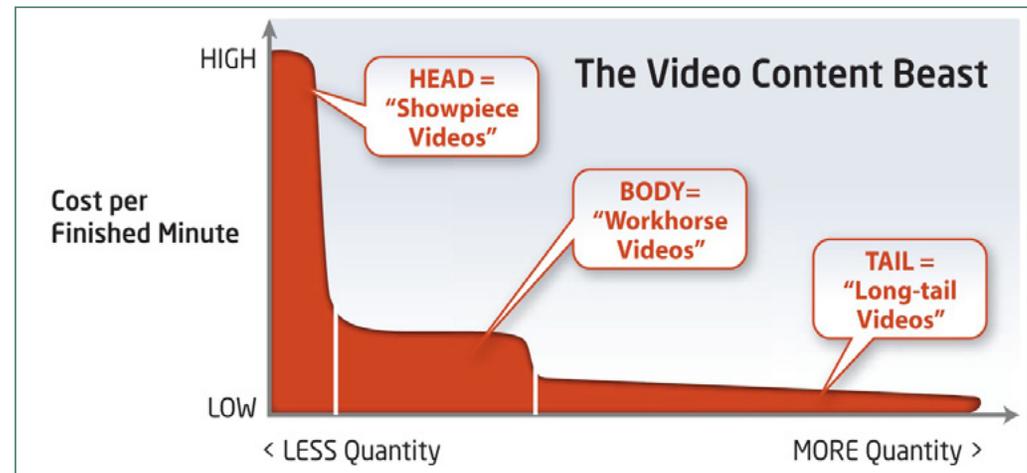
- ▶▶ Put a company's best face forward;
- ▶▶ Energize employees, customers and prospects; and
- ▶▶ Utilize production values that convey a company's finest attributes.

## WORKHORSE VIDEOS

- ▶▶ Explain the company's most important products, corporate policies and procedures, introduce key technologies, and even feature its MVPs;
- ▶▶ Keep your organization united and sharpen skills, while moving prospective buyers along in the buying process; and
- ▶▶ Are shareable, with clear messaging for groups involved in a buying decision, or when new information must be conveyed in a focused, authoritative, clear way that exhibits the organization's personality.

## LONG-TAIL VIDEOS

- ▶▶ A series of videos that draw prospects into a deeper understanding of your products and the thinking behind them;
- ▶▶ A satisfying source for FAQs appealing to the many influencers in any deal, addressing all involved in the buying decision:
- ▶▶ A fertile media for company subject-matter experts, as well as front-line experts that are inventing solutions and dealing with customers.



Dive deeper into this topic by going to our other white paper:  
<http://tinyurl.com/TameTheOnlineVideoBeast>

*"Divide to Conquer: How to Tame the Online Video Content Beast New Strategies to Create the Right Video Content without Breaking the Bank"*



179 million U.S. Internet users watched nearly

**38 Billion**  
online videos in February 2012.

### »» Step 5 – Find Opportunities To Use Your Recreated Video Content

Industry research indicates that 179 million U.S. Internet users watched nearly 38 billion online videos in February. Predictably, YouTube figures are dominated by music and gaming. But B2B online video has stats of its own. eMarketer, a source of data and analysis on digital marketing, media and commerce, estimates that online video spending will rise as much as 55% this year, making it "...the fastest-growing ad format in 2012." Major contributing factors include "...video's high growth rate [and] its relatively low base of spending; data from media buying solutions provider [STRATA](#) showed just under 28% of US ad agencies used digital video as a part of their online advertising efforts in Q4 2011."

Additionally, there's the well-known success story of the salesforce.com YouTube channel, whose views were hovering around 7.6 million per day in early April 2012 with a subscriber base of 12,299.

The Salesforce/YouTube mash-up definitively proves that distributing B2B online video is a sexy concept. But it operates under essentially the same rules as other content: targeting, segmentation and the user experience.

"The traditional way of thinking about this is determine if you trying to reach new people.' Are you trying to engage people who already know you on a deeper level, or are you trying to create a process that does both?" Kolowich explained.

"This is something that we've seen a lot of people struggle with as they ask, 'Should I be putting my video on YouTube or should I be putting it on my web site?'" I think that you take different approaches depending on whether you're trawling for new prospects that might not know you very well, or might not know a concept, or might not know a product or a feature that you're offering."



REUSE, RECREATE AND REPURPOSE



*Youngblood and his team were surprised that a highly successful online video that went viral didn't deliver much web site traffic.*

### ▶▶ Recycling Success Stories: B2B Viral Videos

Even B2B firms with a lot of video expertise still experiment with distribution channels and learn lessons about what their audiences want from B2B video.

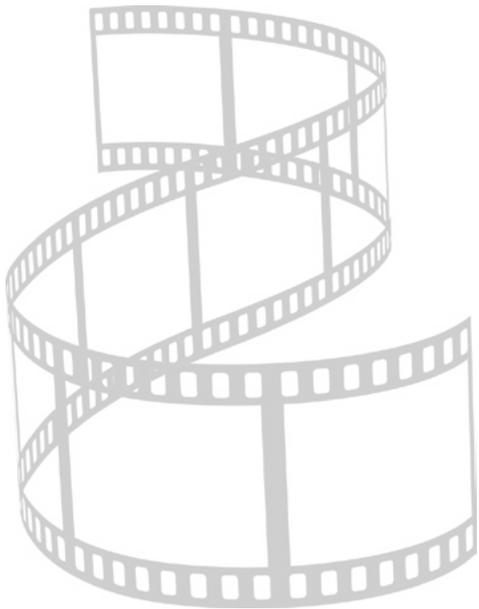
"We did this viral video and it was really successful," Youngblood said. "We got almost a quarter of a million views. We had an engagement rate that was through the roof." But Youngblood and his team were surprised that a highly successful online video that went viral didn't deliver much web site traffic.

"I learned two things from that experience," he said:

- ▶▶ That video duration can and often should be modified, with length thresholds cut down to about 90 seconds based on user/viewer stats:
- ▶▶ That viewers of viral video content are more inclined to go to social media sites than to a company web site.

"That video ramped up traffic to our Facebook page, but didn't deliver much traffic to our web site. I think that's the nature of the YouTube audience and how they engage," Youngblood added.

Many B2B marketers don't view YouTube as a mass consumption channel for business video. However, B2B marketers report that the biggest value of YouTube is how it exposes their marketing material to long-tail searches that tend to come up more often in search results.





*Companies who don't have it are likely to lose lead gen opportunities to competitors that do use video.*

## » Conclusion

The cost and time investments associated with traditional video production are out of step with the lower costs and offered by B2B game changers like marketing automation, CRM and now, online video production.

Audiences in the B2B and B2C worlds don't think of video as a nice-to-have. They expect to be able to engage with brands via. Companies who don't have it are likely to lose lead generation opportunities to competitors that do use video.

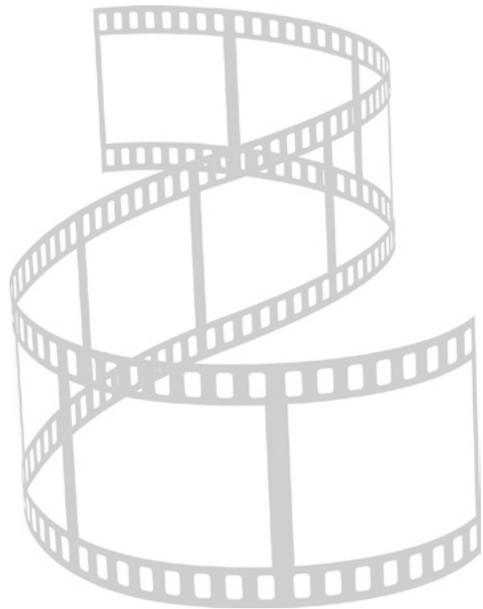
The good news is that most organizations are sitting on a wealth of material in all manner of formats that can be repurposed quickly and very cost-effectively using new tools that make video production easy. When existing materials are recycled into a highly interactive experience, it reflects positively on the brand and acts as an excellent lead generation and lead nurturing conduit for B2B audiences.



REUSE, RECREATE AND REPURPOSE



## 5 KEY POINTS AND BEST PRACTICES FOR VIDEO PRODUCTION:



### 1. IDENTIFY EXISTING CONTENT TO REUSE IN ONLINE VIDEO

- a. Is your material a natural fit for visual presentation?
- b. Does your product or feature lend itself to training or demonstration?
- c. Do you have thought leaders who can present well and get attention?

### 2. PLAN THE RIGHT TYPE OF VIDEO FOR YOUR CONTENT STRATEGY

- a. What are the expectations of your audience?
- b. How do customers interact with your brand?
- c. Are the benefits of your product or service easily defined?
- d. Is your product or service heavily detailed and complex?

### 3. BUILD A SCRIPT OR "STORY" FOR YOUR VIDEO USING PUBLISHED CONTENT

- a. What is your brand's personality?
- b. Can your product or service be described in plain language?
- c. Can you turn your message into a story?

### 4. MATCH YOUR EXISTING CONTENT'S MESSAGE AND BRAND FIT

- a. What kind of environment best showcases your brand or product? (i.e.: corporate, casual, retail, factory, entertainment, etc.)
- b. Does your presentation require multiple settings? (i.e., should you show a development setting, a sales setting, a use case setting, etc.)
- c. Can your product be shown in a recommended use case?

### 5. FIND OPPORTUNITIES TO USE YOUR RECREATED VIDEO CONTENT

- a. What web properties do people use to interact with your brand?
- b. Does your material offer a learning opportunity or thought leadership?
- c. Can your material be used to offer value and generate leads?

REUSE, RECREATE AND REPURPOSE

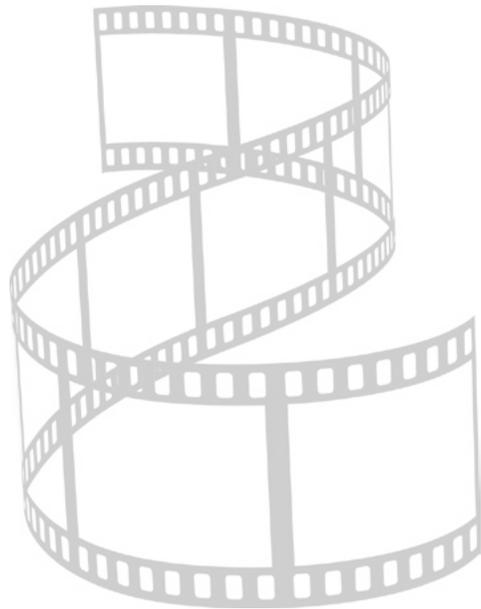


<sup>i</sup> *B2B Content Marketing: 2012 Budgets, Benchmarks and Trends*, the Content Marketing Institute (CMI).

<sup>ii</sup> *B2B Content Marketing: 2012 Budgets, Benchmarks and Trends*, the Content Marketing Institute (CMI).

<sup>iii</sup> comScore Video Metrix is a service offered by leading digital monitoring firm comScore, announced that.

<sup>iv</sup> Social Blade is a source of social media and webcast statistics. The statistics cited in this E-Book can be found at [www.socialblade.com](http://www.socialblade.com).



## KNOWLEDGEVISION

[www.knowledgevision.com](http://www.knowledgevision.com)  
(781) 259-9300  
676 Elm Street – Suite 200  
Concord, MA 01742  
For inquiries:  
[inquire@knowledgevision.com](mailto:inquire@knowledgevision.com)



## DEMANDGEN REPORT

[www.demandgenreport.com](http://www.demandgenreport.com)  
(201) 257-8528  
411 State Rt. 17 South, Suite 410  
Hasbrouck Heights, NJ 07604



## About KnowledgeVision

KnowledgeVision is the world’s most flexible online presentation platform. Synchronizing video, presentationslides, images, animations, just-in-time footnotes, and virtual handouts, KnowledgeVision presentations may be embedded within any website for on-demand, live, and mobile applications. Our powerful, easy-to-learn KVStudio authoring tool works with our robust cloudbased system to make online presentations easy to deliver, organize, and maintain. With no special hardware required, KnowledgeVision presentations can be built and published on Windows, Mac, and Linux computers. Special programs for independent producers and content creators are available. KnowledgeVision is reinventing the business presentation for an online, on-demand, multi-sensory, anytime/anywhere world.

## About DemandGen Report

DemandGen Report is a targeted e-media publication spotlighting the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of our coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.