



TRAINER'S BOX®

Using video for lead generation

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Setting the stage: Why we love video

Video is a rich medium. As the old saying goes, “An image is worth 1,000 words.” The impact of video is arguably worth 10,000 words because it is so rich. It lets you convey words and images, but it also lets you convey emotion. If there’s a voice-over, or if your face is on a video, you’re able to convey so much about how you feel—the energy that you are bringing to the table when you’re focusing on a certain business challenge.

Video marketing is cropping up everywhere, at companies large and small in order to meet consumer demand that is skyrocketing. [Ad Week report](#), “Cisco predicts that consumer [Internet video](#) traffic will go from 64 percent in 2014 to surpass 80 percent by 2019, with consumer video on demand traffic doubling by 2019; with high definition content amongst that figure rising from 59 percent in 2014 to 70 percent in 2019.”

At Wistia, customers range from companies like Sam Adams and Tiffany & Co to many one-person companies, solopreneurs if you will, who are using video in really clever ways. It truly is ubiquitous.

Video draws a crowd

Visually, video draws a huge crowd. It can help you get two to three times as many visitors to your website and a huge bump in organic search traffic. This is for a number of reasons. First, people love video content. Second, those Google search bots, they look for video content. They like to see video on websites because they know that it leads to a higher engagement and a better user experience. In fact, [according to Forrester](#), pages with videos are 53 times more likely to appear on the first page of Google search results. While Forrester’s research is a bit dated, and yes, [Google search and SEO algorithms are changing all the time](#), the one thing that is consistent is that every change Google makes is always about prioritizing the user experience. And if more people want video, you can bet that on-page video will only continue to grow in importance in the Google search and SEO algorithms.

Video captivates people

Video holds people's attention, resulting in "100 percent longer average time-on-site per visitor (another one to two minutes)" ([MarketingSherpa.com](https://www.marketingsherpa.com)). This is something Wistia sees with their own content. When they publish only written content versus written content plus a video, people end up sticking around longer.

This happens for two reasons:

1. People like the option to read or watch (or both). Sometimes you're in the mood to watch a video, and sometimes you don't have your headset or you're just not in the mood, and you would rather read something. Giving people more options, keeps them sticking around for longer.
2. Those who want to engage with both formats are able to do so. Wistia has found that video works wonders for attracting leads. Videos and recorded webinars give better ROI than almost any other lead gen campaign at Wistia.

Optimizing video for lead generation

Hopefully, you're convinced that video is a valuable tool to have in your marketing arsenal. Let's move on and talk about how to actually optimize for lead generation. Let's start with a problem we see in the world of marketing.

There's a disconnect:

Marketer vs. consumer

We think many marketers look at lead generation, and say, "I'm going to just collect all these email addresses, blast these emails, and convert people." They look at it from a very numbers-oriented perspective. The consumer thinks about this in a very different way. The consumer thinks, "I want to get to know your business a little bit better. I want to get to know you a little bit better. So, I'm giving you an invitation to stay in touch and continue this relationship. I think I like you, and I think I trust you. But this is just the start of a long relationship."

This is a real disconnect between the marketer and the client, and it's problematic because, often, marketers don't end up behaving in the way that the actual consumer wants them to behave.

The solution: Be a gracious guest

There is another approach to marketing. You need to give people a reason to invite you in and continue the conversation you've started with them. If that email address is really an invitation to stay in touch, give people more of an impetus to actually invite you into their inner sanctum—their inbox.

At the end of the day, people's inboxes are a very personal space. Even married couples don't like their spouse to be in their inbox. To have somebody invite you in, that means a lot. Give them every reason to trust you and to want to bring you in.

Then, once you are there, make sure that you're a gracious guest. Behave in the way that they want you to behave—not in the way that benefits you most. Because the inbox is such a personal space, we've found that the personal medium of video is an excellent way to be a gracious guest. The following are some case studies of companies that are doing a great job of giving people a reason to invite them in and behaving like a gracious guest once they are there.

Case studies: Being a gracious guest

Case study No. 1: Convert With Content

Jason Clegg and Stephanie Frasco run a company called Convert With Content. They do a lot of teaching and educating. One of the things they offer people are ebooks to help their target audience learn how to convert people better and how to write stronger content.

This is a snapshot of the page where they do lead generation to give people their ebook, and the page includes a video to help convert their visitors to leads.

On their video, Jason and Stephanie explain:

- Why they made the ebook
- What is in it
- What they think people will get out of it

They do so in such a personable way that by the end you're like, "Yeah, I trust them. I'm excited to get this ebook, and I would be eager to stay in touch with them."

Also, notice that they're smiling. A picture tells 1,000 words— and a video tells 10,000. They look friendly and inviting. It makes you want to watch. You think, "Hey, those look like my kind of people. I think I can relate to them." While friendly and inviting is good, you want results as a small

business owner too. Jason tells us that this has doubled their conversion rate.

They achieved this by continually using video in subsequent touch points with leads. I think this ties in again, to being a gracious guest.

After the initial form fill out, they send out the invitation. Then they ask for a little bit more information. Using video, Jason explains why it is that he wants a little bit more information so that he can give them content that's tailored to their needs.

There is a double opt-in, confirming their email address, so that everybody is completely clear on the fact that they want Jason and Stephanie's content. They use video here, as well to show people exactly how, where, and when they should confirm their request. That makes the process so straightforward. It not only gives you a very clear-cut idea of what you're supposed to do, but it makes you feel a lot more comfortable doing it.

Case study No. 2: The Santa Barbara Chicken Ranch

The Santa Barbara Chicken Ranch uses both Infusionsoft by Keap and Wistia to incorporate video in their marketing. As you might guess, they are in the business of chicken, and they are based in Santa Barbara. Their core business is a restaurant and catering.

On their menu page, they have a video that tells you a little bit about their menu and about how they cook things. They use this email collector at the start of the video.

The video acts as both a lead generation tool and an opportunity to build a relationship with a potential client by telling their story (not to mention get a pretty good deal on a quarter chicken plate). By using this campaign, they **grew their email list by 800 percent**.

That 800 percent email list growth is estimated to double people's likelihood of coming to Santa Barbara Chicken Ranch in a given month thanks to the coupons Santa Barbara Chicken Ranch sends to the list. And over a five-year period, they make almost **\$500 on every email address captured**.

Ultimately, these businesses are making themselves more human through video. And the results are huge.

Best practices using video for lead generation

Here are a few best practices on doing lead generation with video:

1. Where to put your video on the page

You may have heard the phrase above the fold. It's an old newspaper term indicating the content that went on the top half of the newspaper versus the bottom half of the newspaper. The placement in the newspaper had a lot of impact on how much that article was read, or how important it came across. Also, how much traction that newspaper piece got.

In the world of websites, it's often asked, "Does it really matter whether the content is on the first part of a web page, or do people scroll down and find your content?" Let's look at some data to figure this out. Out of 200,000 people with Wistia accounts, we took a look at 80,000 different pages that had Wistia-hosted videos on them. Here's what we found.

We looked at these different zones on a webpage, each of which is 250 pixels in height.

Then we looked at the play rate on a video, and broke it down by zone. The reason this is important is because if you want people to actually give you their email address in the video, just as you saw with Santa Barbara Chicken Ranch, you need to know when and where to ask for that email address.

We found that for zones one, two, even three, the play rate was still quite high. After that, there's a significant drop-off.

This indicates that it's vital to put your videos high on the page. That's how you're going to get your message across and convey a more human side of your business to the most people. Ultimately, that's how you're going to get people to give you that coveted email address, thanks to the video content that they're seeing.

2. The impact of the video player thumbnail and color

The second tip that we have to help you be as successful as possible is about the player itself. For those of you who aren't familiar with the term thumbnail, it refers to the thumbnail image that is displayed before somebody clicks play on the video. When you're using other video services, oftentimes the thumbnail image is chosen for you. You don't necessarily have control over the thumbnail image, which is a huge bummer because when you actually custom control and custom create the thumbnail image you can bump up your play rate by as much as 35 percent.

The next thing that is similarly easy to accomplish, but gives you a really big return is changing the player color for things like the play button and volume controls. We've found that people who change the player color—oftentimes choosing a player color that aligns with their brand identity or their logo—end up seeing a 19 percent increase in play rate.

Some other ideas on when you could change your player colors would be during Valentine's Day, you can have it red. During October, it could be orange. During breast cancer month, you can have it pink. During the Super Bowl, you can put the colors of your favorite team. It's so easy to do, and it just takes a second. People like that because it makes you a human, it makes you real, and it makes you fun. Everyone likes to smile.

3. Using video for capturing email addresses

Wistia is a firm believer in asking for an email address over your compelling video content—what is commonly called gating your content.

[Turnstile](#) is very flexible. You can edit the copy that appears above and below the submission form. You can allow people to skip past the email sign up or not. And most important, you can change where in the video that turnstile appears.

As we were looking at the Santa Barbara Chicken Ranch, they had the turnstile right in the very front. They don't want you to even look at that video until you've given them an email address. This aligns with their goal, which is to collect email addresses. The choice depends on your strategy—whether you're trying to optimize the number of people who

watch that video or trying to optimize for lead generation.

Ultimately, your strategy depends on your goals. However, let's take a look at some data again to give you some insight into what works for others. Wistia looked at more than 1 million email addresses that were collected across both their and their client's sites to see what the conversion rate was based on where the turnstile was in the video.

Here's what they found.

- If you ask for the email address at the end of the video, there is a conversion rate of 3.4 percent
- If you ask for the email address at the start of the video, along the lines of what Santa Barbara Chicken Ranch does, there is a 16 percent conversion rate
- If you put it in the middle, there is a 24 percent conversion rate

Our conclusion from the data is that it's important to give people a teaser. You're letting them see a little bit about the content you're about to share to let them see why there's value in it.

The cool thing about this is that if you're really strategic about where you put the turnstile, you can take advantage of things like cliffhanger moments. Wait until you're about to share a really juicy piece of data or some outcome of a story, and then trigger the turnstile right there. Watch your conversion rate soar.

The power of using Wistia with Infusionsoft by Keap

There are more than 1,000 people who use Wistia and Infusionsoft by Keap together in really strategic ways.

With the integration between Wistia and Infusionsoft by Keap, you can collect an email address in the video turnstile, drop those email addresses directly into an Infusionsoft by Keap campaign, then build segmented campaigns that target those people differently based on which videos they watch or how they interacted with that video content.

Additionally, you can use video within an Infusionsoft by Keap email campaign as the primary call to action, which allows you to track anybody who opened that email, clicked on the video, watched the video, and even if they re-watched the video. You're leaving money on the table if you're not tracking this data about what people are doing and what they care about within your emails and videos.

We've done a lot of testing around this. The data is perfectly consistent across a lot of companies. With a regular email you might see a click to open ratio of about 12 percent. Meaning, of those people who actually open your email, about 12 percent of them end up clicking on the call to action.

When you use video as the call to action, we see click to open ratio's skyrocket to 38 percent—more than a three times improvement. At the end of the day, using video in emails, gets people to click through. Combine that with using video on the site allows you to capture more leads, improve conversions, and get more sales.

Wistia and Infusionsoft by Keap in action together

You're probably wondering how you can use these two systems together, or maybe you're just curious to learn more about how these two software applications can help you grow your sales.

Imagine someone watches your ten-minute Wistia video, and you capture their email address. When you do this you can see a chart on where in the video that person started and where they stopped. Next you can grab a list of names of the people who watched less than two minutes of the video, import that list into Infusionsoft by Keap, and drop them into a campaign that will reiterate what they learned in that two minutes while encouraging them to watch the rest of that ten-minute video.

Now you can send them an email saying, “Hey, it looks like you didn’t finish the video. We wanted to make sure you didn’t miss out on this valuable piece of information.”

When you follow up with people like this, it lets them know that you’re paying attention and enables you to stay in touch with useful and relevant content—the best part is it can be automated.

Takeaways

Video will help you get a lot more traction with your audience—and put your marketing efforts in to hyper-drive.

Start thinking about lead generation and how it's the start of an ongoing relationship, so you can get more personal with your marketing. Put yourself out there, get in front of a camera, record a voice-over, or record your webinars and share them. Adjust your player color and your thumbnail image, so that people are more likely to engage with your content. And remember, lead generation performs really well mid-video because you're already giving people a taste of the kind of information that you're able to share. Getting them bought-in on that content, before you ask them for that email address.

Last, make sure you are tailoring your message, based on people's past video viewing behavior. You can create a separate list within Infusionsoft by Keap, for people who watched your pricing video. Then you can create a different one, based on people who watched your product video. Treat people differently, based on what they do and watch your sales grow.

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