

# Why Using Video with White Papers Can Boost Downloads

Winning Trust  
with  
Marketing Video

free white paper



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# Why Using Video with White Papers Can Boost Downloads

By Copy/Script Writer Peter Fogel

I know. I know. This vanilla marketing instrument has been around for so long many B2B pundits are declaring its DOA. It reminds me of what Mark Twain once said to a reporter who asked about the rumor of his demise. Twain chimed back by saying, "*The report of my death has been grossly exaggerated.*"

And so it's the same with the white paper, which sometimes is referred to as a Special Report or Industry Report.

In fact, more than ever, B2B companies are using them to influence and drive strong leads to their sales department.



As a short refresher, white papers combine an article's persuasiveness with the product information of a brochure. The beauty of these marketing darlings is that they educate the knowledgeable prospect without hard selling.

And yet, once they get into the hands of the targeted audience – they morph into a very potent sales force. But don't just take my word for it.

Eccolo Media's 2010 study *2010 B2B Technology Collateral Survey* revealed that **76% of respondents had read a white paper to help them evaluate a technology purchase. It's also worth mentioning, 67% had turned to case studies, 59% to video, and 40% to audio.** Only product brochures and data sheets were diverted to more often (83%).

Now, let's examine the video vs. text. According to Thoughtcast media, "*...where both video and text are available on the same page, 72% of people would instead use video to learn about a product or service!* – Wyzowl

Which is precisely why best practices dictate you give your prospects (and future customers), options on how they consume your content?

Now, let's imagine for a moment if you could combine the written word of the white paper... with the viral power of Video!

And here's why: With a white paper (no matter how well it's written), a busy prospect might scan the page to get the gist of the subject matter.

Unfortunately, in doing so, Senior Prospect might miss a tantalizing tidbit of info that could influence his buying decision even more.

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However, with the right crafted Video as the white paper's companion, you now have a Dynamic Duo of influence.

*There's no getting around it:* as a B2B Marcom Manager, your company has invested heavily into creating that white paper to help your sales force close deals, right?

And once completed, you want that white paper to get into as many qualified prospects and influencer's hands as possible. You want it to go Viral and reap thousands of downloads. And a way to help accomplish that goal is using VIDEO in tandem with your written content.

## **Four Sure-Fire Ways Video Can Boost a White Paper's Performance!**

When a video is strategically used with white-papers, you're adding another dimension to your marketing. Done correctly, you're making the white paper far more appealing to digest! For instance...

### **#1) Video Can Help Increase Downloads!**

And let's face it; the relationship with marketers and prospects is very Quid Pro Quo. Every B2B potential lead KNOWS if they want to download the white paper, they're going to have to fill out the proverbial landing page contact form.



And there's a strong chance a call will be forthcoming from a salesperson who will leave a voice-mail message stating, "Bob, you recently downloaded our white paper just a friendly call to see if you have any questions about our new super duper widget...."

So with so many white papers circulating in cyberspace, how do you make your white paper more inviting for your prospect?



A simple solution is to use a teaser video. Just like a movie has a preview, so can a Marcom Manager use a “video preview” to entice the prospect to download their company’s white paper.

Also, if it contains links to other videos—they could feature it on the white paper landing page, as well. *The goal is to make the journey to getting the download as interactive as possible.*

Your video links can also include links to a case study (or even a short video case study). You can even use existing video testimonials about your widget or service from satisfied customers on this same landing page.

## **#2) Video Helps with Speed Reading the White Paper!**

Most white papers are downloadable PDFs that are then printed out, or viewed on a computer screen or tablet.

The latter allows you to add live video links inside your white paper, with one caveat: as long as the videos are technical and not a sales-y mini commercial.

I hope you’ll agree that business world technology processes and workflows are easier to understand when presented as animations.

Remember, when your white paper content gets very technical, you do **not** want your prospect’s eyes to glaze over. This is where a short explainer video can help.

All you need is a live URL and copy that reads “**click here to see firsthand how our new technology can solve YOUR Company’s XYZ problem...!**”

Just think, once they click onto the video, you saved the prospect a lot of time and bandwidth. And here’s a perfect example of what I mean.

**CLICK here for Explainer Video [https://youtu.be/VoDnbhpl2\\_s](https://youtu.be/VoDnbhpl2_s)**

“...Interweaving video content and white papers’ content can strengthen the entire content marketing strategy “ (Marketing Profs)

Every Marcom manager wants the prospect to quickly grasp the wonders of their company's product or service. Yes, you want to include static illustrations. And yes, these illustrations work well with describing or detailing a study with lots of data/graphics for proof.

Nevertheless, for a particular process or workflow description, a cool animated video with a narration for your viewer will make it easier to understand. (A picture is worth a thousand words; with a video, it's 10x's more.)

### **#3) Video Helps The Prospect Read More!**

Remember, video content makes a white paper more interactive and yes, dare I say... fun. If your B2B prospect watches an engaging two-minute video (and it does its job), there's a strong chance they'll want to read the entire white paper sooner rather than later.



### **#4) Video Can Present an Effective Follow-up**

All right! Your future customer has thoroughly read your white paper--now what? The savvy thing to do is add a video that summarizes the USP or value propositions that was read in the white paper.



Also, you can follow up with a 2-Minute Explainer overview video. In doing so you've added the value of connecting the dots between the processes and concepts. Just think; the video could be the finishing touch to encourage your prospect to talk to your sales rep and move forward in the sales funnel. *And isn't that what's all about? ###*



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