

7 Ways Video is Redefining Success

For High-tech B2B Marketers



Picture this...

You're scrolling past yet another whitepaper download offer, another static infographic. Then, boom. A video on your screen shows a CTO enthusiastically explaining how their company saved millions with a single tool. It's short, snappy, and resonates on a human level. You're intrigued.

That's the magic of video. High-tech B2B companies are waking up to the fact that their audiences don't want to wade through endless jargon-packed PDFs. They want stories, clarity, and solutions they can visualize. Video brings it all to life. It's the most powerful way to convey value and build trust in today's competitive landscape.



If you're a CMO, content marketing manager, sales enablement leader, or product marketing pro, video should look less like an option and more like a must-have.

Here's why...

01

Simplifies Complex Products and Services

Have you ever tried explaining how your platform's AI algorithms work using only words? It's like trying to describe color to someone while wearing sunglasses. **Enter video.**

One SaaS company nailed this with a 90-second animation showing exactly how their analytics platform processes messy data into actionable insights. The results? Prospective clients who finally "got it" and were more inclined to ask for demos.



It turns out that...

73% 
of video marketers have created
explainer videos.

99% say video has helped their
customers understand
their products better.

Need more proof?

87% of viewers are convinced
to buy after watching an
explainer video.

**With video, what's complicated
suddenly becomes crystal clear.**

02

Turns Interest Into Action



Think back to any B2B IoT product ads you've seen. Now imagine one featuring a logistics manager standing in front of pallets, explaining how IoT tech reduced downtime. It's specific. It's relatable. And it's way more convincing than another "efficiency integration" buzzword-packed blog post. **That's why landing pages with embedded videos see a conversion rate that's...**

80% higher.

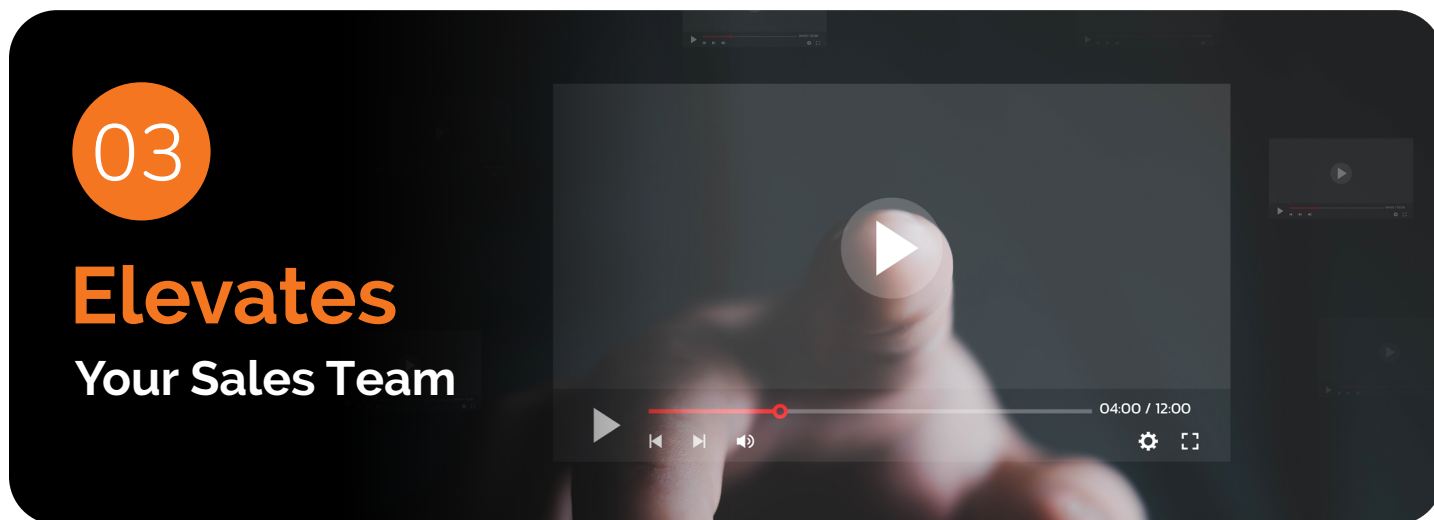
Plus...



88%

of marketers confirm video creates high-quality leads.

The right lightning-in-a-bottle story, told on video, can transform a casual browser into a signed deal faster than you'd expect.



Here's a scenario. You hand your sales rep an overly technical PowerPoint deck. They stumble through it on a call, drowning in acronyms. Now imagine they click "play" on a sharp, 2-minute product demo video that makes the concept click instantly. That's the edge video can give your sales team.



99% of marketers say video enhances customer understanding which means your reps can spend less time explaining features and more time closing deals.



What's more...

62% fewer support queries roll in when products are supported by video.

Think of video as a deal-making sparring partner for your team.

04

Builds Trust Like No Other Tool



When was the last time you read a dry case study and thought, “Wow, I’d sign with this company immediately?” Thought so. Video testimonials, on the other hand, create connection and trust.

Take the cybersecurity firm that filmed interviews with their long-term clients. Watching real people validate their reliability spoke volumes to prospects.



91%



of consumers say video quality impacts their trust in a brand. And trust is what turns consideration into commitment.



Pair that with testimonial videos that get an average of

50% completion rates

and it’s clear you can’t afford to skip this one.

05

Boosts Engagement Across Every Channel



Think about this next time you post on LinkedIn. Video isn't just an addition to your content strategy; it's the glue that makes it stick.

One B2B logistics company grew its LinkedIn engagement by triple digits with videos showing product applications in action. Prospects saw how it worked, not just what it was.



Video's retention power is on another level...

Viewers retain

95%



of a video's message, compared to a paltry 10% when reading text.

Meanwhile...

70%



of video marketers swear by LinkedIn as their top B2B platform.

Stop scrolling and start captivating.

06

Proves Its ROI

When budgets are tight, CMOs need to justify every spend. Video isn't fluffy "nice-to-have" stuff. It's quantifiable gold.

A mid-sized SaaS company ran five targeted explainer videos to nurture prospects. ROI? Doubled their ad spend, measurable revenue increase, and a boatload of credibility.



They're not alone...



93%

of marketers say video delivers good ROI.

Short-form, snappy videos consistently rank as the most ROI-friendly format for platforms like YouTube and LinkedIn. CMOs, if number-crunching is your thing, videos are here to show you the proof.

07

Keeps Customers Coming Back

Customer loyalty doesn't magically appear out of quarterly contracts. Video helps nurture it. Think training videos, onboarding series, or step-by-step tutorials that clearly demonstrate expertise.

One telecom provider streamlined onboarding with a short video series.

Churn dropped...



20%

in one quarter, and customers felt like partners, not just clients.



84% of marketers

improve engagement and dwell-time through instructional videos.

Keeping clients satisfied isn't just nice; it's ensuring those contracts renew without question.



The Takeaway

Video is no longer a “maybe someday” option for high-tech B2B companies. It’s your differentiator, elevator pitch, and long-term relationship builder.

Tell them the story. Show them the value. **ENGAGE. CONVERT. RETAIN.**

With video, you’re not just staying in the game but leading it.

How will you **rewrite your story** with video today?





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