

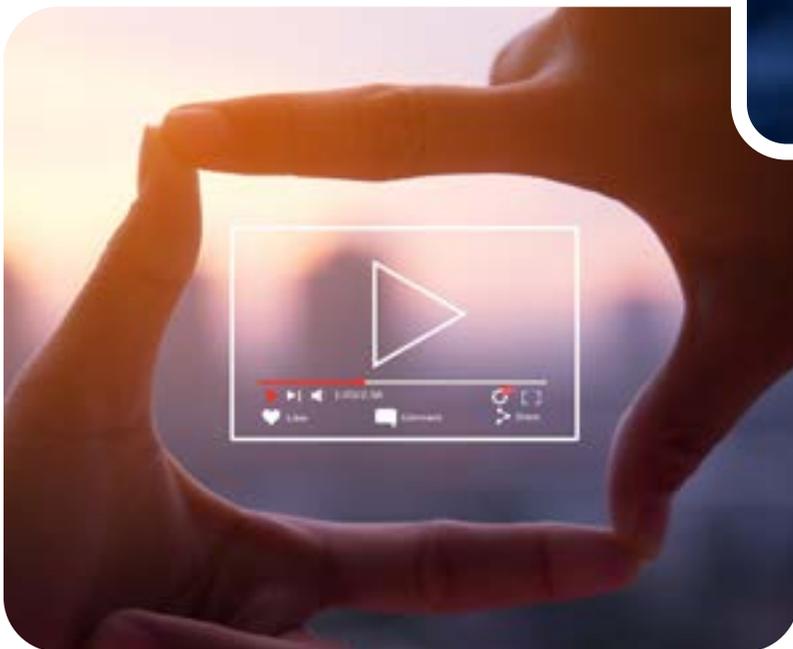
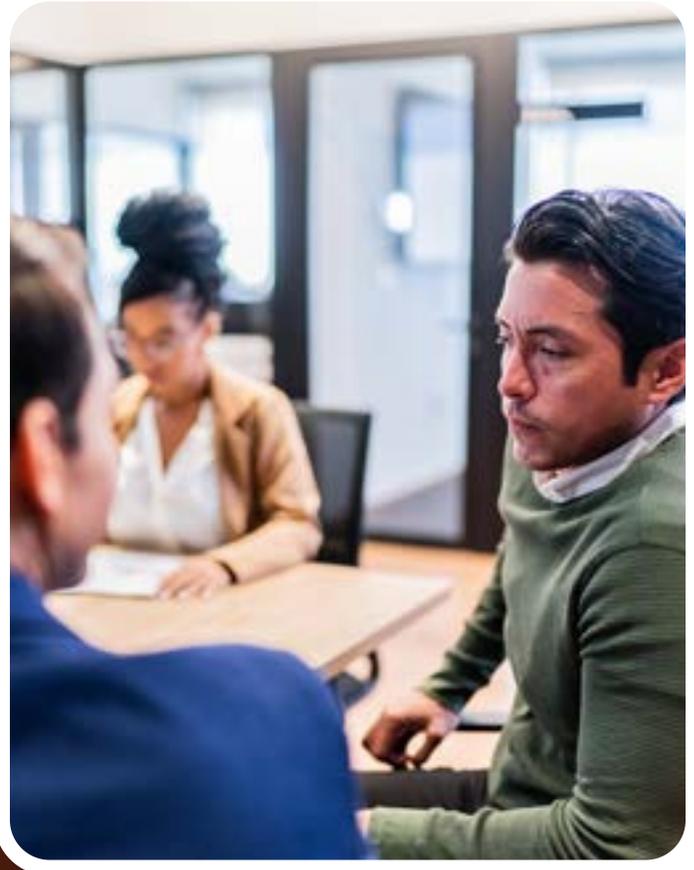
# The Big Three

Why These Video Types Dominate  
B2B Tech Marketing



## Picture this...

You're having a strategy meeting, coffee in hand, staring at last quarter's numbers. Leads are lukewarm, engagement metrics? Meh. The sales team has been venting about buyers ghosting halfway through the funnel. Someone leans forward and finally asks, "What's missing?" Here's the answer no one in the room can ignore anymore: **video.**



Not just any video, though. B2B tech marketing isn't about cranking out flashy TikTok videos or overproduced brand ads. We're talking about strategic, impactful videos that do the heavy lifting for your business. Three kinds, in particular, stand head and shoulders above the rest in delivering results for B2B tech companies. I call them **The Big Three.**

Customer testimonials build trust like nothing else. Executive thought leadership videos position your company as the expert, the leader, and the one to watch. And explainer videos? They make even the most intricate, jargon-laden products crystal clear. Together, these three wield unmatched power to engage, educate, and convert.



But why are these three so effective? How do they work their magic at different stages of the buyer's journey? And more importantly, how can you make them work for you? Please stick with me. I'll show you why these three video types dominate B2B tech marketing and how to leverage each one to take your strategy from good to unstoppable.

## Why Video is a Game-Changer for B2B Tech

Everyone says video is important. But why?

### ▶ VIDEO STICKS

Viewers retain



of a message when they see it in a video, compared to only **10%** when reading text. If you want to communicate ideas that stay? *Go with video.*

### ▶ IT DRIVES RESULTS

**88%** of marketers say video delivers excellent ROI.

Landing pages with videos can skyrocket conversions by up to **80%**

### ▶ YOUR AUDIENCE LOVES IT

A whopping

**96%** of B2B buyers prefer watching product videos to reading about them.

**75%** of executives tune into work-related videos every week. This isn't just a trend; it's a preference.

01

## Customer Testimonials

Building Trust and Social Proof



### IMAGINE THIS SCENARIO...

A skeptical buyer is sitting at their desk, weighing options, with their inbox overflowing with pitches. Your competitor just emailed them four bullet points on “why we’re the best.” Meanwhile, you send them a 2-minute video where one of your customers says, “Implementing your solution transformed our workflow. We’ve cut costs by 25% and tripled product output.” Who do you think wins that prospect’s trust?



**That’s the power  
of a customer  
testimonial.**



## HERE'S WHY THEY WORK SO WELL FOR B2B TECH COMPANIES:

### ▶ THEY BUILD TRUST.

Trust is everything in B2B, and **92% of buyers** trust recommendations from peers and customers more than a company's slick corporate claims. These videos show your success stories in action, backed by real stories.



**92%**  
of buyers trust  
testimonial more

### ▶ THEY DRIVE DECISIONS.

Watching a testimonial video isn't just engaging; it converts. **64% of viewers** are more likely to purchase after watching a testimonial.



**64%**  
of viewers are more  
likely to purchase

### ▶ THEY DELIVER ROI.

**73% of businesses** see a solid return on investment with testimonial videos.



**73%**  
of businesses  
see solid ROI

## HOW TO USE THEM:

Feature your customer's stories on product pages. Share them in your email campaigns. Include them in your sales presentations. And don't underestimate social media; nothing builds credibility faster than a client putting their reputation on the line to vouch for you.

**Pro Tip: Keep it real.** These videos should look polished but authentic. Nothing tanks trust faster than a testimonial that feels rehearsed.

02

## Executive Thought Leadership Videos

### Establishing Authority



#### NOW, PICTURE A DIFFERENT TYPE OF BUYER.

They're actively researching solutions but don't just want a product. They want a **partner**. Someone who understands their challenges, anticipates their needs, and sees where the industry is headed. Here, your secret weapon is **executive thought leadership videos**.



These videos showcase your company's top leaders sharing insights, breaking down trends, or addressing pressing challenges in the industry.



## WHY THEY WORK:

### ▶ **THEY POSITION YOU AS A LEADER.**

When executives lend their voice to key industry topics, it signals authority.

**75% of decision-makers** rely on work-related videos weekly, so you want your leaders' voices in the mix.



### ▶ **THEY HUMANIZE YOUR BRAND.**

People trust people, not logos. Seeing a relatable, knowledgeable leader makes your company more approachable.

### ▶ **THEY'RE IN DEMAND.**

Nearly **89% of customers** say they want brands to create more video content and thought leadership videos to deliver the unique value they crave.



## HOW TO USE THEM:

- ▶ Share leadership videos on LinkedIn, the go-to space for professional connection and expertise.
- ▶ Use them in virtual events and webinars to engage audiences in real-time.
- ▶ Build a library of thought leadership clips on your website to establish a consistent voice and showcase your C-suite.

**Pro Tip:** Shoot a long conversation with your executive on various topics. Know ahead of time what you want to cover, but then have it be a freewheeling conversation (not a pitch). Then, edit the interview into a series of shorter, tighter, more powerful thought leadership videos. And, where appropriate, cut to animation to demonstrate the more complex parts of the executive's discussion.



*Here is an example of how Dayton Children's Hospital used our client's product to help save lives.*

03

## Explainer Videos

### Simplifying Complexity

If there's one thing B2B buyers hate, it's feeling confused or, worse, too "non-technical" to understand your product. That's where **explainer videos** shine.

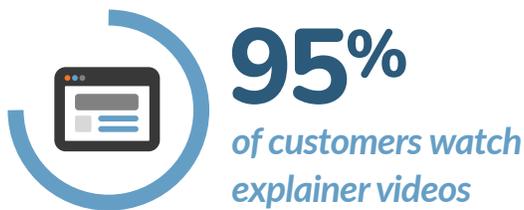
Take an enterprise software solution, for example. Your product is robust, versatile, and revolutionary. But explaining that in a dense three-page PDF? Good luck. However, show it in a well-executed video, and suddenly, your prospect is onboard.



## WHY THEY WORK:

### ▶ THEY SIMPLIFY THE COMPLEX.

We're living in the age of speed, and **95% of customers** say they watch explainer videos to better understand products or services.



### ▶ THEY DRIVE CONVERSIONS.

Adding an explainer video to your landing pages can **boost conversions by up to 88%**.



### ▶ THEY'RE BUYER-FRIENDLY.

**96% of B2B buyers** would rather watch a product video than read about it.



## HOW TO USE THEM:

- ▶ Place explainer videos front and center on product pages.
- ▶ Use them in onboarding workflows to guide new customers or employees.
- ▶ Share them in email drip campaigns to educate and nurture leads.

We worked with a startup in the property management space that had a killer solution that uses AI to spot document fraud in apartment lease applications. We created a **simple explainer** that unlocked meteoric growth. The result? Snappt is the fastest-growing AI startup on the Inc 5000 list.



# Why These Three?

What makes these three video types so impactful is how they complement one another, forming a powerful trifecta across the B2B buyer's journey.



## CUSTOMER TESTIMONIALS

tackle the trust gap at the decision stage. Buyers want proof, and nothing beats hearing it from a peer at a similar company.



## EXECUTIVE THOUGHT LEADERSHIP VIDEOS

grab attention at the awareness and consideration stages. They make your brand's name synonymous with expertise, subtly planting the idea of you as a partner—not just a vendor.



## EXPLAINER VIDEOS

seal the deal and onboard effortlessly by removing the complexity, a huge win for anyone hesitating at the final step.

Together, they cover all bases, from the emotional (trust) to the rational (understanding). And the stats back it up. Video marketing across these formats consistently drives results, with **88% of marketers** reporting strong ROI. When tailored to the right moments in your funnel, **The Big Three** deliver serious impact.



## Final Thoughts

B2B tech marketing today demands more than clever ad copy or a slick website. It requires authenticity, authority, and clarity. That's what video enables, and why the **"Big Three"** formats of customer testimonials, executive thought leadership videos, and explainer videos should be central to your strategy.

If you're ready to see what these videos can do for your business, reach out to Connect. We can help you craft impactful, compelling videos tailored to your audience—from building trust to simplifying even the most complex products.

It's time to stop talking about video and **start creating the ones that matter.**

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**Your buyers are waiting, and so are your results.**



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