



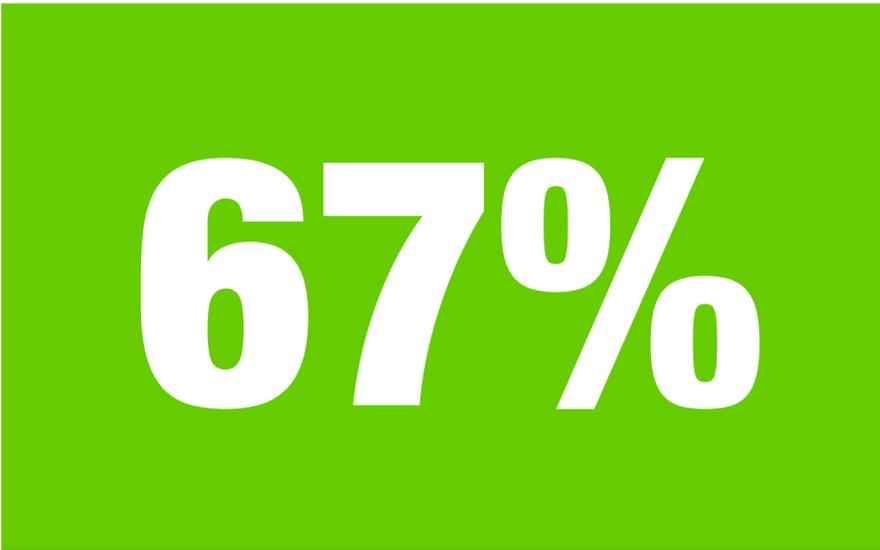
# The Power of Rich Content: How the brain reacts to rich vs text content



## The demand for rich media in B2B content marketing

Effective B2B marketers must leverage rich media content to nurture their prospects. Webinars and videos resonate with buyers in a way that goes beyond aesthetics. These formats amplify engagement, heighten a buyer's understanding of value, and tell a story in a real way.

This guide compares the value and effectiveness of rich media and text-based content throughout the buyer's journey to demonstrate the critical role rich content plays in creating leads and generating revenue.



**67%**

of B2B buyers rely more on content to research and make purchasing decisions than they did a year ago.

— Demand Gen Report 2015 Content Preferences Survey

## A healthy marketing mix

With 91% of B2B marketers using content marketing, there's an even greater need to stand out from the competition. As brands invest more in content production and distribution, providing content in a mix of formats is the best way to ensure you reach your target audience - in their preferred format.

Both text-based content and rich media content play critical roles in the buyer's research process.

### Content types used to research B2B purchasing decisions in 2015:

- **White papers: 83%**
- **Webinars: 75%**
- **Ebooks: 68%**
- **Case studies: 67%**
- **Videos: 63%**
- **Blog posts: 56%**
- **Infographics: 52%**



Among senior executives, 59% would rather watch a video than read an article when both were provided.

– Forbes Insights

# RICH MEDIA

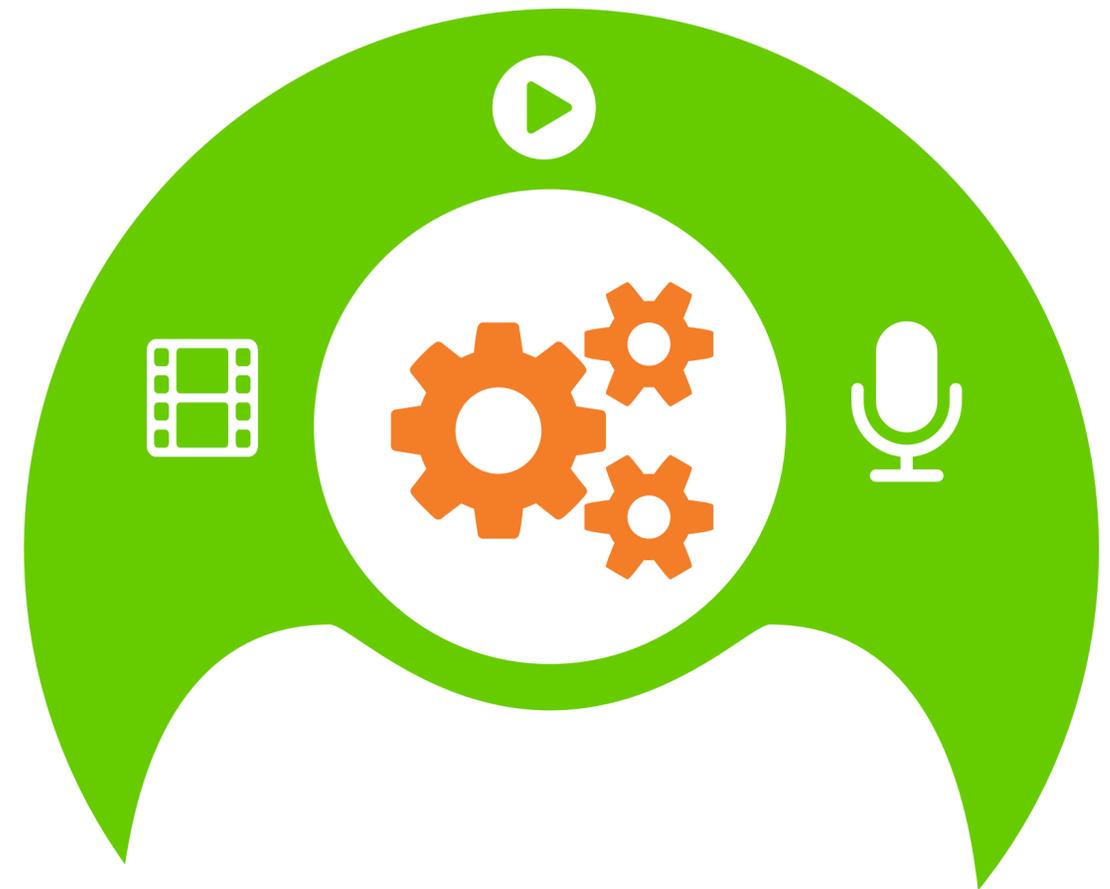
does what text alone cannot – i.e. produce an immediate cognitive and emotional effect. When it comes to fast, clear communication, rich media (i.e. videos and webinars) surpass text-based content almost every time.

Rich media are marketing tactics that incorporate video, audio, and other visuals to engage viewers.

Most popular are webinars and videos.

Since buyers process rich media faster, they are able to measure the value of your content much quicker. Rich media influences emotions and perspectives in the decision-making process.

- Rich media increases comprehension and retention. Visual content helps convey value faster and directs attention to information thus increasing recall.
- Rich media affects emotions and perspectives. This leads to a more profound understanding of the message which engages our imagination.





**Visual language has the potential for increasing human bandwidth—the capacity to take in, comprehend, and more efficiently synthesize large amounts of new information.**

– Robert E. Horn, Study of Language and Information at Stanford University

# Video and webinar content marketing effectiveness

How often are B2B buyers consuming video and webinar content? 70% of technology marketers say webinars and videos are the most effective tactics they use in reaching their prospects.

Consumption of this type of content has become [a daily or weekly behavior](#) across the board, primarily on desktops and tablets.

**JUNIOR**

**51% weekly**

**26% daily**

**MID-MANAGEMENT**

**46% weekly**

**29% daily**

**SENIOR EXECUTIVES**

**44% weekly**

**38% daily**

## Video content

Video content consistently appears among Google's top 5 results.

**90%**

of Google's traffic comes from the first page of hits and the majority of that traffic is driven through the top 5 results. Prioritize videos for top of funnel content to get people engaging with your story when they first begin researching.

YouTube is the second-largest search engine in the world and easily dominates the world on online video. High quality videos labelled with tags and descriptions will naturally rise in the search results – attracting the attention of your target audience.

- A 1 minute video is worth 1.8 million words.  
– Forrester Research
  - 85% of the US internet audience watches videos online. – Nielsen
  - 52% of companies indicate that video converts somewhat better than other content types, while 19% indicate much better.  
– Demand Metric
- Viewers are 85% more likely to purchase a product after watching a product video.  
– Internet Retailer
  - Viewers spend 100% more time on pages with videos on them. – MarketingSherpa
  - Watching videos increases purchase likelihood by 64%. – HubSpot



# Webinar content

Open source platforms like YouTube supply the reach, but don't provide the in-depth insights on the viewer to help identify prospects. This is where webinars come in. Webinar and video platforms like BrightTALK are able to prioritize expert content and gather the intent data to profile your best buyers.

Webinars are second only to in-person events in B2B marketing tactics. – CMI 2016 B2B Content Marketing Benchmarks and Trends



**44% of the companies surveyed used webinars as one of their principle ways to generate leads.**

– 2014 B2B Lead Generation Survey, Chief Marketer

# Why are webinars such an effective form of rich media?

## **INTERACTION**

Webinars are the most interactive content available. No other format offers the experience of engaging with the material so completely. Participants can pose questions live and delve into conversation with like-minded peers around the globe. The interactive capability of this format creates high-impact, memorable content.

## **CONVENIENCE**

Webinars offer a convenient format for viewers to engage with content presented by expert speakers. Webinars can be accessed through tablet or mobile devices - at home or in the office. Webinars provide direct access to leaders that they might not have been able to connect with before. On-demand webinars allow prospects to view the content on their own their own time.

## **REAL-TIME CONTENT DELIVERY**

Related whitepapers, guides, case studies or webpages are provided during their moment of focus. Marketers have the ability to deliver planned content during peak interest. Delivering relevant, engaging content at the right time can expedite the buyer's journey.

## **INTENT DATA**

Powerful webinar platforms provide a wealth of information on prospects that can be used to effectively lead score through integrations. From here you'll be able to target and identify your best customers.

## **COST-EFFECTIVENESS**

Webinars are less expensive than holding or attending a one-off live event and offer a much wider reach. On-demand webinars continue to engage after the live event, further maximizing cost-effectiveness and increasing ROI.

# TEXT CONTENT

pulls in consumers. Rich media content provides a deeper emotional relationship with your customers with a more human element.

Blogging remains the most common content marketing outlet for B2B marketers. Out of 11 different types of content, blog posts are most likely to be shared by B2B buyers, with 40% saying they share them frequently.<sup>1</sup>

# Rich media vs. text in the buyers journey

Text content pulls in consumers. Rich media content provides a deeper emotional relationship with your customers with a more human element. Neither text nor rich media content alone is sufficient. Use the appropriate content format in the appropriate stage of the buyer's journey for maximum success.

Driving demand at every stage of the buyer's journey:

## AWARENESS

Position yourself as the expert. Stimulate insight and research. Interpret the latest trends. Repurpose webinars and establish thought leadership. Provide an "introduction to" guide and video, a short "how to" video, or online summit sponsorship with keynote.

## CONSIDERATION

Convert casual awareness into product curiosity with a webinar series on actionable best practices, industry news commentary blog posts, and "how to" webinars and videos including case studies.

## DECISION

After building trust and a relationship, make it clear that your product is the solution to your prospects' challenges by offering detailed textual content, webinars and longer videos to capture vital customer information, including product demo webinars and video, Ebooks that illustrate solutions, and product value clips.

# Repurposing rich media and text-based content

Compared to text, rich media tends to require more resources to produce. You can make a small budget go a long way by repurposing content.

Effective marketers stretch content across the funnel in different formats to drive more engagement with less effort. Craft larger in-depth stories into a webinar highlighting 5 key insights then leverage these into a variety of content formats to produce a range of offshoots that serve as awareness, consideration and decision-level content.

Repurpose your webinar's 5 key insights into:

- YouTube series with 8 videos
- 5 short-form videos for website collateral
- Thought leadership sound bites based on the content
- 12 blog posts that back-link to the source
- 12 blog posts that back-link to the source
- Abridged webinar content in Ebook form
- Discussions or Q&As about the content on your social profiles

# Generate more leads & revenue with rich media

Rich media content provides deeper engagement with your prospects through engaging with visual and audio components. Webinars and videos are the optimal way to generate more leads and revenue and this allow you to:

## **BOOST ENGAGEMENT**

Create more videos and webinars, produce content decision makers need. Take an episodic approach. Distribute via mobile friendly video destinations and embeds.

## **IMPROVE LEAD QUALITY**

Prioritize leads who view videos and webinars. Use intent signals from other relevant videos and webinars to increase lead scores and improve database quality.

## **MEASURE SUCCESS**

Track average views vs. competitors. Measure video and webinar numbers per month vs. competitors. Track impact on conversion to MQL/SQL and marketing-sourced pipeline.

Prioritizing rich media in your content marketing mix is a powerful way of reaching and engaging with your target audience in a way that is personal, engaging and informative. Videos and webinars are a must have marketing tactic to reach all stages of the buyer's journey for maximum lead and revenue generation.



For more resources on running effective webinars, [visit the BrightTALK Academy.](#)