



MARKETING

Video has been a major component of marketing for decades. But now, a shift towards data-driven decisions and content marketing means today's marketers are stepping it up when it comes to video.

VIDEO THROUGHOUT THE CUSTOMER LIFECYCLE

Video is great at every point of the funnel. Build awareness with video advertising and a video blog, inform customers with video demonstrations and webinars, ensure conversion through video case studies, and maintain loyalty with detailed how-tos, best practices, and other nurturing campaigns.

UNIFY MESSAGING ACROSS CHANNELS AND PLATFORMS

The range of video channels—TV, digital, social—continues to grow, increasing the need for centralized video management and easy distribution to ensure a consistent voice. Make sure your video can be delivered with an adaptive bitrate to ensure a beautiful playout on whatever device it's viewed on.

DRIVE CONVERSION WITH MORE ENGAGING AND INTERACTIVE VIDEOS

The days of passive watching are over. Whether it's a webcast with viewer-controlled slides or calls-to-action embedded directly in the video, take advantage of tools that get your viewers engaged.

INTEGRATE VIDEO WITH YOUR MARKETING AUTOMATION SYSTEM

Integrating video into other marketing tools, from marketing automation systems like Eloqua, website platforms like Drupal and WordPress, and social business platforms like Microsoft SharePoint makes it easier to tie video campaigns together.

REUSE MATERIALS FROM ACROSS THE COMPANY

Great footage can come from anywhere. With today's emphasis on authenticity, user generated content from your customers and employees can be an amazing resource. But make sure you have the backend structure to be able to find the best—and filter out the rest.

SHARE WITH SALES

Get more impact from your marketing materials by making them easily accessible to sales. With social interactions, get immediate feedback from the field to continually refine your messaging.



Looking for more information on crafting your video strategy?

Contact us at +1-800-871-5224, or fill out this form <http://corp.kaltura.com/company/contact-us>