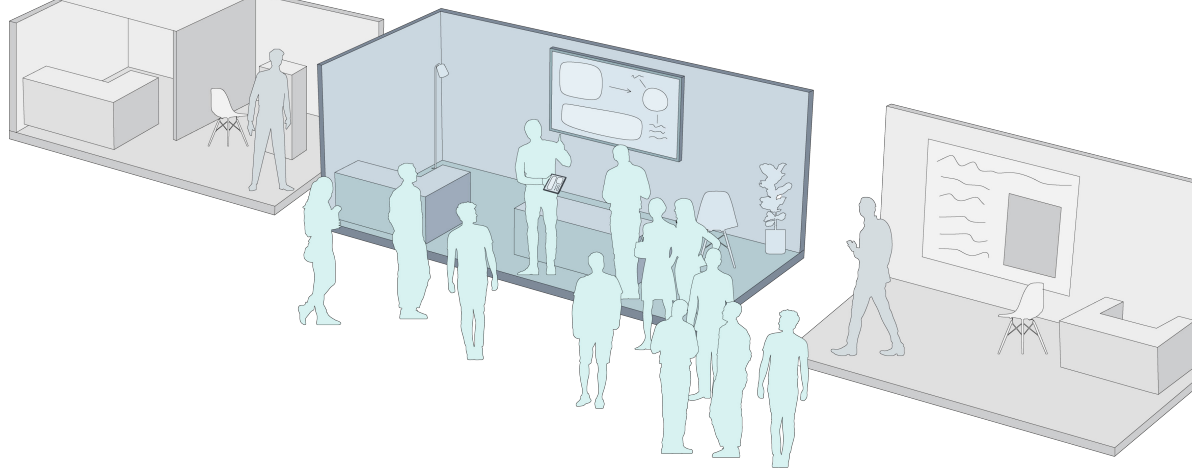
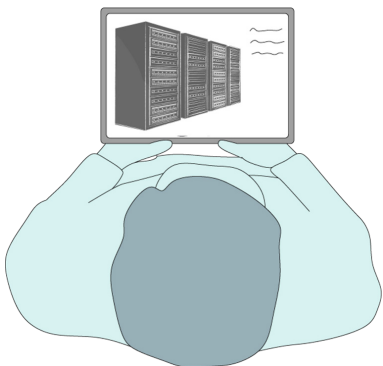




B2B VIDEO HANDBOOK

Practical Production Tips
for Low-Mid Budget Projects



July 2026

Welcome to the B2B Video Handbook!

While B2C video gets much of the attention, B2B video is essential to the communication campaigns of companies all over the world. Many of the videos I produce are for B2B and what I've learned is that B2B audience expectations are unique and, as a result, **B2B video has unique storytelling needs, messaging, formats and workflows.**

I'm often asked by customers what kinds of videos we should create to support B2B campaigns, how long videos take to produce and how much they cost. For this reason, I thought it would be useful to create a handbook covering the main types of B2B video and, for each category, look at **goals and deliverables, costs, timelines, tips and ideas.** Drawing on my years of experience, this guide also looks at how to get the best results and explores emerging B2B video storytelling.

This handbook is for anyone involved in creating B2B videos- whether you're in corporate comms, product management or internal functions and whether you have experience in video production or are just starting out. The focus here is on videos with **low to mid-range budgets**, which is relevant for the majority of B2B projects. We're also only discussing 'handmade' video and not video that is primarily AI generated.

I hope you find this handbook useful. If you have questions, feedback or would like to share ideas please connect with us.

Happy creating!

Chris Callaghan

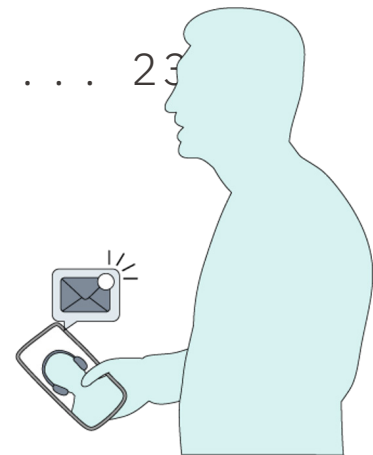


[Connect](#)

CONTENTS

1- EVENT VIDEO	03
2- PRODUCT VIDEO	06
3- CUSTOMER SUCCESS STORY	08
4- EXPLAINERS	10
5- IMAGE VIDEO	12
6- COMPANY UPDATES	14
7- EMPLOYER BRANDING	16
HOW TO GET THE BEST RESULTS	19
EMERGING: INTERACTIVE & PERSONALIZED .	21
EXAMPLE B2B VIDEOS	23

FYI: Budgets assume hiring an external producer and are based on my experience with projects in Europe. Costs can vary depending on the specific project deliverables, location and timing. Travel costs are extra.



1- EVENT VIDEO

Trade fairs and user events are essential for engaging B2B audiences and are an opportunity to demonstrate new products, meet customers and generate leads. Creating video around your events can **extend reach, amplify key messages and improve ROI** by connecting you with people who can't make it your event.

Here's the playbook: you hire a video producer to work with your team, you plan your content and film and edit videos at the event. Weeks before you post a teaser to let people know about your event, during the event you post videos on social and after on your website and YouTube. Keep in mind that **good advance planning is key** because it can be stressful creating videos at an event when a million other things are happening!

Types of Event Video

Teasers

Teaser videos are typically 30 secs and posted with an event announcement to LinkedIn and other social. Teasers should grab viewers' attention and tell them why they shouldn't miss your event. Key info such as date, location and registration info can be included. Teasers can have a speaker inviting people or can use animated titles plus photos/clips and branded animation.

Booth Screen Videos

Videos created for screens showcase new products, speaker presentations at the event and QR code links to product pages or downloads. This content needs to be eye-catching with a minimal amount of text and can't rely on audio (it won't be heard at events). Short, dynamic clips in a looped playlist are standard.

Booth Demo Videos

Showcasing the latest innovation demos at your event, filming and sharing 1- 2 minute clips of someone from your booth team showing your audience your demo is great for all those who can't make it to the event.

Partner Videos

Your customers and partners often attend the same events you do and this presents a great opportunity to create videos highlighting how you collaborate with them. This could be discussing a joint project, a Customer Success Story (see page 8) or a demo video about your partner's tech and them talking about how you play a role in it. Filming this content at an event saves money vs. a stand-alone shoot.

Types of Event Video

Stage Talks/ Panel Discussions

If you have employees giving stage talks or participating in panel discussions at the event you can film these and share them on YouTube.

Team Highlights

Hearing from the team at your booth is a great way for people to get to know your company and is good for employer branding. You could ask your team about their personal event highlights or for their take on a new innovation your company is introducing and cut the responses together into a short compilation video.

Announcements/ Updates

While you have a camera team at your event you can take the opportunity to film company updates or product announcements with your people. A busy event backdrop gives the videos a more lively feel.

Impressions

A lot of companies film short (under 1 minute) wrap-up videos showing some of the highlights from the event and thanking the team and visitors. These videos sometimes have a speaker, sometimes only use titles to tell the story and often end with 'See you next time!'.

Timelines

To maximize impact, teaser videos should be posted at least 4 weeks pre-event. This means production should start at least 6 weeks in advance. Booth screen videos need to be ready the day before the event so allow a week or two to produce these.

Even though trade fairs and other events can last for several days, filming is typically done in one day to minimize camera team and travel costs. Some videos can be edited in real-time at the event and posted same day to your channels. You'll want to get as much content as possible up during the event, with Impressions videos going up post-event.

Creating for Platforms

Videos for social are best filmed in 9:16 format. This format is ideal for Announcements, Team Highlights and Impressions. 16:9 videos are good for website and YouTube (and also work for social). Videos that need to show demos or Partner Videos with more than one speaker can be filmed in 16:9 in order to take advantage of screen width.

Budget

Teaser videos can start at a few hundred Euros for a simple speaker invitation recorded on a small camera or be in the range of €1k if some design and more editing is involved.

Booth Screen Video costs can vary a lot depending on the types of videos and content. A simple announcement clip could cost just a few hundred while a really dynamic clip with cool animation can cost thousands.

With a budget starting at €5k you can film and create a lot of videos in one day at an event.

Tips

To get edits done in real-time it's a good idea to have the video editor on-site at the event (working away on a laptop in a corner of the booth). There is some extra cost involved here (travel costs) but when you can post videos during the event it's worth the investment.

To prevent your camera team getting in the way of visitors to your booth, try to keep equipment to a minimum and use smaller mobile cameras without special lighting set ups. If you're creating in 16:9 and 9:16 it's a good idea to choose a camera that can easily switch between the two formats.

Ideas

At events you have several employees in one place and this gives you the chance to film content for employer branding videos while you're there.

If you're introducing a new product or innovation you could interview visitors and get their feedback for a reaction video. Getting everyone you interviewed to sign a release form is a safe bet.

When we see line-ups for a booth at a trade fair its usually because there's some kind of interactive experience. An experience involving user generated personalized video (page 22) could help you attract and engage with visitors and generate leads.

2- PRODUCT VIDEO

Probably the most common B2B videos, introducing and providing insights into new products and services using video is essential to B2B marketing campaigns. In addition to highlighting features and benefits, a key aspect of B2B product videos is that they often **need to explain to audiences how products work, their applications and what makes them innovative.**

Product videos can involve filming live clips of products in action and/or use product images, 2D animation and 3D product animation. Videos can be narrated or can rely on titles to tell the story. Having dynamic titles and branded animation helps capture the viewer's attention and choosing the right background music is an underrated key ingredient.

Types of Product Video

Product Insight Videos

These are longer videos (1:00- 2:30) that cover features, benefits, applications, innovations and how the product or service addresses a customer need.

Social Product Teasers

Short teasers for social platforms (30- 45 secs) create excitement around a new product (or tease its upcoming launch) while focusing on one or two key messages. Links in the

video and post can lead to a product page or announcement.

Tech Demos

These videos highlight a specific technology and demonstrate how it works. This can be a simple 'bench test' video or a more elaborate 'road test' video showing how a technology performs in real world conditions. For larger scale tech demo videos it's not unusual for the video to feature more than one technology partner.

Timelines

For Product Insight Videos a runway of one month before launch should be enough. If filming new content or creating 3D animation is required plan 6- 8 weeks. For Social Product Teasers using existing product clips or images combined with simple animation and titles two weeks could be sufficient. Tech Demos can take a week or can take months depending on the project brief.

Creating for Platforms

16:9 for longer Product Insight Videos and Tech Demos for your website and YouTube. Create in 9:16, 1:1 or 4:5 for Social Product Teasers.

Budget

Short Social Product Teasers can start around €1k using existing visuals. Longer and more detailed videos using existing assets can start at €3k. Budgets increase when filming new product clips or creating animation is involved.

Simple 'bench test' Tech Demos can cost under €1k to produce when they are filmed on a small camera and need only simple edits. 'Road test' Tech Demos filmed on location can start at €5k for a single day shoot or can start at €10k for videos with a larger scope and multiple filming days.

Tips

Including a CTA at the end of your product video (with a link or QR code) helps drive people to your website where they can learn more about your product.

Try to treat all your product videos like teaser videos and keep them short as possible. That means sticking to the highlights and not going into every technical detail (people should visit your website for more product information).

Avoid 'timestamping' your video by including information (dates, pricing) that may need to be updated after a short period of time. It's less expensive to update this info on your website vs. updating and reposting your video.

Ideas

You might find it user-friendly to create an overview video for a product group or for all the products within a business group.

A different approach is a 'challenge video' that starts with a product-related challenge your company wanted to tackle – for example, reducing a product's energy consumption – and shows how your team went about achieving this goal.

An interactive version of a product video (page 21) allows viewers to deep dive into the features, applications and benefits that they find most interesting and download helpful resources such as spec sheets via links in the video.

3- CUSTOMER SUCCESS STORY

A video format that is unique to B2B marketing, the Customer Success Story **features two or more companies talking about how they work together.**

Usually a customer-supplier collaboration, the customer talks about how they use the supplier's products/services and how this contributes to their own success. These videos are usually paid for by the supplier who benefits the most from the positive recommendation. Customer Success Story videos typically run 2- 3 minutes.

The challenging aspect is that **these videos require two companies to align on organization, a script and the final edit.** The goal is to make everyone happy so be prepared to have more planning calls than for other video projects.

Types of Customer Success Story Video

Customer-Supplier Videos

These videos typically feature an interview with a speaker from the customer introducing their company and their product/service and demonstrating how it works. The customer also discusses how they work with the supplier and use their product/service to help power their offering. Key messages include why the customer chose the supplier, what makes the supplier's product/service a difference maker and the support the customer gets from the supplier.

Partner-Partner Videos

Representatives from both partner companies appear in this video (either together in conversation or filmed separately and cut together) and describe how they collaborate to create and sell a product/service or work together on a research project. Often the company that has the most to gain from the video organizes and pays for the production, although sometimes the cost is shared.

Timelines

The alignment between two companies can be time consuming and that's why these videos can require months of planning pre-filming. Approvals of the draft video can also take a few weeks if both companies require their own set of changes.

Creating for Platforms

These videos are mainly used on YouTube and company websites so creating them in 16:9 is standard.

Budget

Projects can start at €5k and range up to €10k including planning calls, script writing, a one-day shoot with a director, camera team and equipment (high end camera, full lighting setup, teleprompter) and editing.

Tips

Script approval before filming is especially important because rewriting during filming is usually a no-go as both companies would have to sign-off on all changes.

If the customer company is much larger than the supplier they may need some incentive to participate in the project which will mainly benefit the supplier. Offering to film special content just for the customer as part of the filming day can help convince them.

Try to minimize the time you need to film the customer interview part so you don't tie up the speaker for too long. Two hours for the interview should normally be enough.

Ideas

Offer to create two different edits of the same footage so that each party has a version of the video more suited to their messaging and needs. This adds complexity and additional budget but expands the overall reach of the project because both companies are motivated to share the content.

In the case of a partner-partner video, you could try something innovative and create an interactive video (page 21) that allows the viewer to choose which partner perspective they would like to watch, providing an interesting twist to the standard single perspective story.

4- EXPLAINERS

B2B products and services often need a lot of explaining and how better to do this than creating an explainer video? Some still think of explainers as those old videos where you see a hand drawing things on a white screen, but here they are videos that show how things work (often a complex technology or process).

Answering the questions ‘What is...?’ or ‘How does ... work?’, the focus is on informing and not so much on advertising. A good example is someone googling to find out how semiconductors are made and work and the video you produce answers those questions (and also happens to mention your company’s semiconductors). For this reason, explainers can reach a larger audience and this broad reach can lead to more viewers exploring your content.

Explainer videos are typically narrated and use existing visual assets and stock imagery. They can also use 2D and 3D animation to explain technologies and workflows. Because explainers contain more information **lengths of 5- 10 minutes are not uncommon.** A longer running time doesn’t have to be an issue- if people find the topic and your explanation interesting they’ll keep watching!

Types of Explainer Video

Existing Image Explainers

These explainers use existing visuals such as a company’s photos, video clips or purchased stock photos and clips. Infographics, tables and diagrams are also used. To keep the cost down, creating new video or photos is uncommon. In addition to narration, titles are used to emphasize key points.

Animated Explainers

Explainers leveraging animation to tell the story are particularly useful in helping to explain more abstract concepts such as timelines, workflows and how complex technology functions. Customized animation is more expensive to produce so animated content is often used sparingly in explainers.

Timelines

Existing Image Explainers can take as little as a couple of weeks to produce once a script has been agreed on. Animated Explainers will take longer, with factors such as amount of animation and its complexity determining how long you need to plan.

Creating for Platforms

Explainers are usually produced for YouTube in 16:9 format. Narration captions can be exported in separate SRT files.

Budget

Explainers are basically ‘assembled’ using images, animation and narration so it’s easiest to calculate explainer costs on a per minute basis. Existing Image Explainers including narration and scripting can start at around €2k for the first minute and then €500- €1k for each additional minute (excluding stock costs). Costs increase when new visuals are created.

The pricing of animated explainers can vary greatly depending on the type of animation (2D or 3D) and the complexity of the animation.

Tips

Once the story outline and script have been approved, it’s a good idea to invest time in creating a very basic storyboard to show how images and titles will be used to bring the story to life. A storyboard can avoid a lot of misunderstandings and save time during production when changes to animation or sourcing new images/stock can be time consuming.

If you’re using stock visuals in your project, you can first use watermarked or lower res ‘previews’ for the draft video and only buy the stock after the draft has been approved.

To extend the reach of your explainer to global audiences, you can translate video titles and captions into multiple languages, thereby making the content accessible to more people. Additionally, you could spend a little extra and record the narration in multiple languages.

Ideas

Explainers don’t have to be limited to describing how technologies work and could also applied to other corporate comms topics such as employer branding or corporate sustainability. The results would be different than the usual content and could really help your messaging stand-out.

5- IMAGE VIDEO

Image videos are useful for telling audiences **what your company does and how and why it does what it does.** These videos are B2B comms standard content because many B2B companies are not as well known and so have the added job of constantly having to introduce themselves to new audiences.

B2B image videos often cover topics such as company history, global operations, product/services, customers, what makes the company innovative and what makes the company's employees stand-out. They mostly use narration combined with B-roll shots of company facilities, products and employees at work. They can also include short soundbites from management and employees. Image videos vary in length, but its always good if you can keep them under 2 minutes.

Types of Image Video

The Image Video

There really is only one kind of image video with many variations in messaging, style, scope and budget.

Timelines

Image videos take more time to produce than other B2B videos. Since these videos tell the story of the entire company, scripting usually takes longer because there are more topics and more people involved in the process. Also, filming B-roll in multiple company locations requires time and planning. Lastly, expect more changes than usual in the editing process because everyone involved in the project needs to be satisfied with the end result.

Creating for Platforms

Image videos are usually produced in 16:9 format for websites and YouTube.

Budget

Budgets can start at €5k for a simple concept using mainly existing footage and range up to tens and even hundreds of thousands for more ambitious and complex productions.

Tips

Some image videos can be very generic so it makes a real difference if you get creative to help your company's video stand-out. You could start with an employee brainstorming to discover how they view your company and what makes it unique. This process can help spark ideas for storytelling and make everyone involved feel more invested in the image video project.

Be sure to involve all the key stakeholders from different parts of the business and get sign-off on scripts, storyboards and final edits to avoid reshoots, more editing or re-recording narration.

Set a budget and keep an eye on costs as stakeholders contribute their ideas and add deliverables during the production process.

Expand the reach of your image video by creating local language versions for your global audiences. You can adapt the entire video by localizing narration and titles or only adapt the language of narration captions.

Ideas

You could take a different approach and combine the image video and employer branding formats (page 16) to show your company from an employee perspective. This would result in a more uniquely personal portrait of your company.

Because there is so much content you can cover in an image video, an interactive version of the video (page 21) that lets viewers explore specific company sub-topics could be an engaging and user-friendly option.

6- COMPANY UPDATES

Video is a great way to update customers, partners and shareholders on the latest company news. **In B2B, company update videos are especially useful for keeping you connected with audiences that expect more direct communication with a company.**

Company update videos can be C-level updates on strategic developments or leaders updating on the latest news within a business group. Update videos are usually interview videos, either with a single person speaking or a one-on-one discussion with someone asking questions and a company representative answering.

Types of Company Update Video

Announcement Videos

One person either responding to an unseen interviewer or looking directly into the camera to address the viewer. These announcements are scripted, with the speaker often reading off a teleprompter.

Video Podcasts

Longer and more informal conversations between an interviewer and interviewee, with key discussion points agreed on beforehand. These videos can be filmed with multiple,

fixed small cameras for lower costs and to provide more options in editing.

Live Interviews

A discussion between an interviewer and company rep that takes place on stage at events or in front of an audience at a company location. Can be pre-recorded and edited or livestreamed.

Timelines

Company update videos can be created in only a matter of days when the script writing and approval process is streamlined. Editing these videos is simple and can be done in a matter of hours.

Creating for Platforms

These days many update videos will be social first and therefore filmed in 9:16. For videos intended for the website or embedded in press releases 16:9 is suitable.

Budget

If you're using a small photo camera and a simple light setup for filming Announcement Videos the entire video production could start around €1k. The cost of Video Podcasts and Live Interviews will vary depending on the setup and length of the interview.

Tips

Using a teleprompter is practical if every spoken word has to be what's in the script, but if the viewer can tell that the speaker is reading (you can tell by the eye movement) then it undercuts the authenticity of the message. Teleprompter reading can be practiced and it also helps if the speaker really knows the script so that what's on the teleprompter is only a helpful reminder.

If your company already produces audio podcasts, why not look into the additional cost involved to film them. Video podcasts are hugely popular and help bring discussions to life.

With a goal to regularly update audiences, it's helpful to prepare an editorial calendar to plan your video updates throughout the quarter/year. You may not have the content for these videos months in advance, but when your team has a plan it will help everything run smoother.

Ideas

If you find yourself creating a lot of company update videos it might make sense to setup a small studio or dedicated room in your office with good lighting and acoustics. Purchase a professional photo camera with video function and wireless mics so that you can record announcements yourself without having to use an external camera team. Although this option requires some investment, it provides maximum flexibility and can save you money in the long run.

7- EMPLOYER BRANDING

Employer branding videos are produced for B2B and B2C comms, but what makes the B2B versions different is that they often need to spend more time introducing the company and explaining what it does.

Recruiting videos are the most common employer branding videos, but there are many other ways to engage with potential employees and companies are getting creative with how they do this. While the general recruiting video is a standard for the 'Careers' page, **social platforms have emerged as a popular way to share employer branding videos.**

Keep in mind that **employer branding isn't just about recruiting, it's also about retaining talent** so the best employer branding videos do both- attract people to your company and make current employees feel proud to be working for your company (and want to stay).

Types of Employer Branding Video

The Recruiting Video

The one on the 'Careers' page and shown at Career Days, this video focuses on the top-level reasons why candidates should want to join your company. The goal is to show as much of the company's USPs, with the occasional employee soundbite, in under 2 minutes.

Employee Portraits

These videos focus on the unique stories of individual employees- their background and hobbies, why they joined the company, challenges they've faced, what they do and why they enjoy their job. A combination of interview and B-roll showing them at work tells the story. Some of these stories can be inspiring, particularly if

an employee has had to overcome significant obstacles in their work or private life.

Behind the Scenes

Similar to an employee portrait but less personal, this format has an employee take viewers behind the scenes to give an insider view of their daily work or a significant work event. We can follow the employee or it can be filmed from their POV.

Employee Events

Showing how great your employee events and recruiting events are in a 30 second to 1 minute impressions video can help sell your company.

Timelines

Employee Event videos can be organized and created quickly, within a matter of days.

Employee Portraits and Behind the Scenes videos can be planned and created in a few weeks while The Recruiting Video can take months to align with everyone, approve the scripts and complete filming in multiple settings.

Creating for Platforms

9:16 for Behind the Scenes and Employee Events can give the impression that someone filmed the video on their phone which makes it look authentic (you could actually film it on a phone if you want).

16:9 for the Recruiting Video and Employee Portraits are standard, with 9:16 also a good option for Employee Portraits shared on social.

Budget

Recruiting Videos can start as low as €5k, but costs typically run higher when more story complexity, the number of filming locations and higher production values are part of the deliverables.

Employee Portraits and Behind the Scenes require planning and story development and can start at €3-€4k each when filmed by a camera team. These videos can cost less if you can film more than one per day.

Employee Event videos can be cost less than €1k to produce if filmed on a small camera or phone instead of using a camera team.

Tips

When your employees appear in a video and are talking about their personal experiences try to resist writing a script they have to memorize or read from a teleprompter because this will come across as less authentic. It's good to discuss talking points before filming, but try to let employees tell the story in their own words and then choose the content and takes you like the best during editing.

Try to avoid the cliché messages and phrases that other companies use in their employer branding and focus on telling a story that is unique to your company. It's a good idea to watch employer branding videos from your competitors and ask yourself how you can make yours different and better.

For videos telling an employee's story you'll want to get sign-off on the final edit from the employee before sharing it.

Ideas

Try something different with an interactive 'Choose your career path' video that allows viewers to explore multiple career options and outcomes within your company. This could be more fact-based or could involve a more fun and imaginative storytelling approach.

Why not ask your employees what kind of ideas they have for employer branding videos and see what they come up with? They may surprise you with some interesting and original stories.



HOW TO GET THE BEST RESULTS

Get more content all at once

Camera teams are a large part of every live action video project budget (this includes the cost of the director, crew, equipment and travel costs). To get the maximum out of shoot budgets, think about what else can be filmed on a booked shoot day in addition to the video you have planned. Keep in mind that camera crews are usually booked for a 10 hour shift (including travel time) and that this is a flat rate even if you only need them for a few hours. So if you're planning a management interview at your office that will only take 2 hours to film you might also want to take the opportunity to shoot something for an internal video, employer branding or a teaser for an upcoming event. Coordinating filming for other projects with your colleagues takes additional time, but if you can do more filming for less it'll be worth the effort.

Be clear about the cost for additional deliverables

Every additional video creation deliverable costs extra. Adding an extra 30 seconds of animation costs more, longer shoot days mean overtime, additional change rounds cost money. While the cost for your internal teams may be a flat rate, the cost for the time and equipment of external providers increases with every new item. Budgets are agreed before a project starts, but it's after the work has begun that things can get complicated. Video creators don't appreciate when they're expected to provide additional deliverables at no extra cost and companies rightfully don't appreciate when invoices are higher than quotations. To avoid cost overruns and awkward discussions post-project, clear communication about how much everything costs before new work is performed is essential.

HOW TO GET THE BEST RESULTS

Make your assets accessible

Videos are made up of many stand-alone assets including photos, clips, graphics, stock content and music and it's a good idea to store these assets (and the final videos) in a user-friendly CMS. Being able to easily locate, preview and download tagged assets for future video projects can save your team a lot of time when planning the next video and can also save money when assets are reused.

Promote your content

Videos need views and to get views they need an audience. Although video view numbers and engagement metrics are not always top priority in B2B, it doesn't make much sense to spend a lot of time and money creating videos that your audience doesn't watch. Many B2B video projects are declared finished once a video has been posted but letting your audience know about new content through organic and paid promotion is essential to ensure ROI. The key to success in B2B is targeted promotion- making sure your target audience gets the opportunity to watch your video. Remember, in B2B video it's always quality over quantity.

EMERGING: INTERACTIVE VIDEO

An emerging format in video storytelling, **interactive video allows viewers to choose which content they want to deep dive into** (this is called ‘branching’). Interactive video is perfectly suited to B2B comms because it’s a user-friendly way to provide the viewer with more information without overloading them.

With interactive video viewers can:

- Choose paths to different content within the video
- Select external links to access websites, documents and contact forms
- Participate in viewer ratings, surveys and polls

The stand-out benefit of interactive video is that it has **better viewer retention rates vs. standard video**, with viewers spending more time engaging with content. Additionally, it has the potential to deliver more conversions thanks to in-video links to your product and sales pages.

Interactive video limitations include not being supported by YouTube or LinkedIn. Instead, it is better suited to being shown on your website and on touchscreens at events.

Types of Interactive B2B Video

Product Video

With interactive video, viewers can easily deep dive into the product features, benefits and applications that are most interesting to them. Download links for product spec sheets, brochures and web pages give easy access to useful resources. These videos require 3- 4 weeks for simple projects and 6- 8 weeks for planning, scripting, editing and assembly of more detailed projects.

Trade Fair Video

The interactive trade fair video shows your company’s booth and allows the

viewer to select booth demos or presentations they want to watch. Videos can be created using live action sequences filmed at your event. These videos allow people who missed your event the chance to experience what it would have been like to attend.

Sustainability Report Highlights

Interactive videos featuring highlights from a company’s Sustainability Report enable the viewer to select sustainability topics that interest them. The video makes Sustainability Report content more accessible and compliments full report PDFs.

EMERGING: PERSONALIZED VIDEO

Personalized videos allow you to communicate directly with customers or employees by **making the text/messages and visuals in your video specific to each individual viewer**. By creating hundreds or thousands of personalized versions of a video template you can make videos more relevant and engaging.

Ways you can personalize videos include:

- Show the recipient name in within a scene
- Tailor content, messages or offerings in the video to individuals
- Adapt graphics and photos within the video
- Select specific scenes for specific people (depending on their interests)
- Include user generated graphics or clips

Statistics show that **personalized videos are highly effective in both user engagement, conversions and increasing brand loyalty**. Personalized videos are more commonly thought of as a B2C use case, but using them in a B2B context can be equally effective.

Types of Personalized B2B Video

Event Invitation and Follow-Up Videos

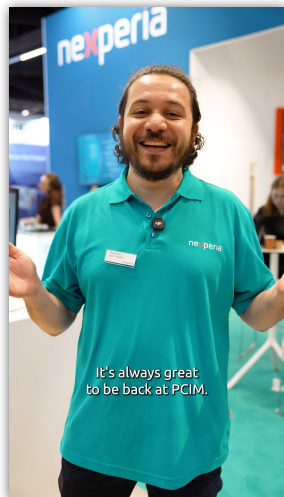
Sending out personalized event video invites goes way beyond including someone's name in their video- you can also highlight the topics at the event that will interest that person by customizing text and graphics and also include an individual event contact person (a sales rep responsible for that person). A personalized 'Thanks for attending!' video is the bookend and can include a photo of the person at the event and personal thank-you message.

Event User Generated Content Takeaway Videos

Takeaway Video allows event visitors to customize a video template you create with their own user generated content. They can then download their individual video after the event (when sent a link by email when you collect their name and address) and share them on social. The result is something that's unique, interactive and fun. FYI, Takeaway is also a great idea for employee events and brainstorming.

EXAMPLE B2B VIDEOS

Event Video



Event Team

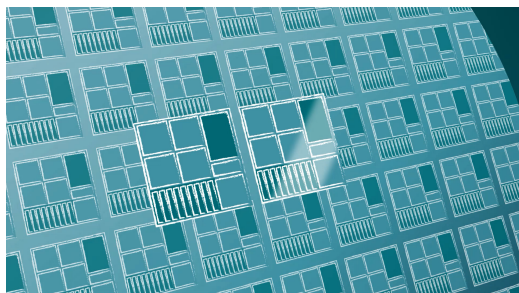


Event Booth Screen



Event Demo

Product Video



Product Insights

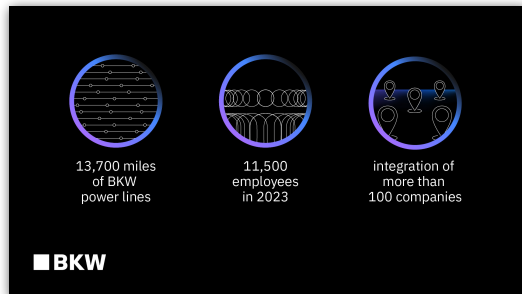


Product Social Launch Teaser



Tech Demo

Customer Success Story



IBM X BKW

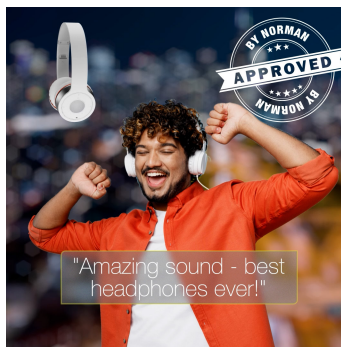


Zebra X EDEKA

Explainers

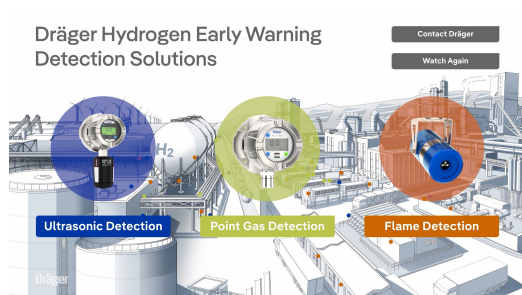


What is Wide-bandgap?

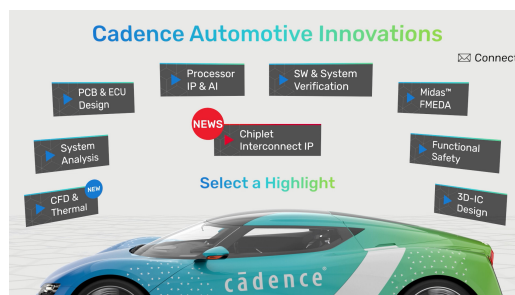


Personalized 'Product Tester' Takeaway Video

Interactive Video



Dräger Hydrogen Solutions



Cadence Automotive Innovation

CONNECT WITH US



[Connect](#)

