

# Button Press Autumn 2021



Useful content for the video  
marketing community

# Welcome to Button Press



**MARK BURGESS**  
Founder

**Autumn is upon us already, so it's time for another edition of Button Press - our quarterly round-up for marketers who work with video, or are interested in exploring its potential. Button Press draws together some of our most useful content into a handy single document.**

In this issue, we highlight two of our recent successful industry webinars: '*Video for Customer Advocacy*'; and '*How Long Should My Videos Be?*'. Both of these are still available on-demand, and can be accessed from the links provided in each article.

Our *On the Button* podcast continues to grow in popularity, and we feature two recent contributors. Jasper Martens from pension provider PensionBee talks about the company's video journey from its early days as a start-up. For video strategy consultancy Moving Image, Steve Garvey offers ground-breaking insights into using data effectively to drive video strategy, and discusses his recent research and published report on the subject. The interviews offer differing perspectives on video for marketing, but it's fascinating to see the connections between Steve's report and Jasper's 'on the ground' video activity.

Finally, we feature two recent blogs, one of which comes from guest blogger Jeremy



Stinton. Jeremy is Head of UK at leading video marketing and webinar platform TwentyThree, and for this blog he lends his expertise on video delivery to discussing the pros and cons of using YouTube.

We hope you find the information in Button Press useful; if you have any feedback on how we might improve future issues, please contact [mark.burgess@bigbutton.tv](mailto:mark.burgess@bigbutton.tv)

Big Button is a Televisual Top 50 Strategic Video Agency, based in London and Birmingham. We specialise in producing video for business across three key verticals: Technology, Engineering and Rail, and Financial and Professional Services.

Our work is thoughtful, creative, and award-winning; we focus on delivering clearly defined, measurable results which support your business objectives.





PODCAST EPISODE #10

# Steve Garvey

## Moving Image

**Steve Garvey is the founder of Moving Image and has a 30-year track record in video, including as former Chairman and CEO of industry body EVCOM.**

In this podcast episode, Simon talks to Steve about the importance of using data to drive your video strategy; the conversation has a particular focus on a recent industry report created by Moving Image, which uses data to deliver great insights on the question of 'optimum video duration'.

**"I think that video measurement is particularly difficult. If you're analysing text using data techniques, you can do things like search for keywords and things like that. It's much more difficult to analyse video. Sure, you can capture data about it, if you're willing to do quite a lot of work to find that data in the first place, but what does that mean? And the only way you can really make any sense of it is to have an understanding both of the creative side of what you want, and of the measurement side of what you're doing. If you've only got one of those two pieces, you don't see the whole picture."**

**CLICK HERE TO LISTEN TO  
THE PODCAST ON YOUR  
PREFERRED AUDIO PLATFORM:**



**"There is an assumption that video has to be short, but there is no evidence whatsoever in all the thousands of videos we have looked at that shows they get any better engagement or views."**



**WE SPOKE TO:**  
**STEVE GARVEY**  
Founder,  
Moving Image

## WEBINAR 1

# Video for Customer Advocacy

When done well, customer advocacy can be an incredibly successful marketing strategy, helping increase brand awareness, sales and profit - and video is a particularly effective medium to communicate this powerful customer content.

In this webinar we explore how to create best practice customer advocacy video content. The session includes great insight from three fantastic speakers:

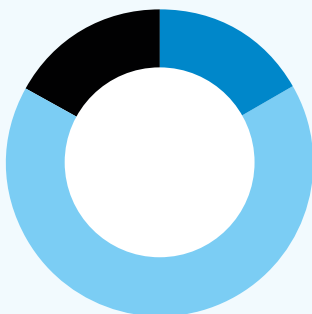
- **Catherine Staite, Customer Advocacy Expert at GoCardless**, on how they are using customer advocacy and the results they are achieving
- **Simon Crofts, Client Services Director at Big Button**, gives best practice advice on producing and distributing customer advocacy videos
- **Jeremy Stinton, Head of UK at TwentyThree**, gives tips on generating leads from your video content, and using analytics to further improve the customer advocacy content you create

Whether you're just starting out with customer advocacy content or are looking to improve the results you've been getting, this is a must-see webinar that will equip you for success.



**CLICK HERE  
TO VIEW THE  
WEBINAR**

## LIVE POLLS





**We asked attendees if they had made a video for customer advocacy**


- 17% - Yes
- 66% - No
- 17% were planning to


## Q&A

Some of the questions in the webinar:

 The quality isn't always there with virtual filming but it feels more authentic, which is best?

 Each have a part to play and it depends on the objective of the film, the audience, channel and budget. You can create professionally produced content that feels authentic if it's done properly.

 What should we include in the opening 5 seconds?

 Get straight into the action, and never waste any time starting with a logo or titles - include voice or interesting cutaways from the beginning.

For more information about successful customer advocacy campaigns, our podcast with Hamish Wood from GoCardless can be found [here](#)

## BLOG

# Video – do you measure up?

**Measuring the effectiveness of video is finally becoming a priority for some marketers and communicators, but it's taken a long time to get to this point - and we've still got a long way to go (11% still don't measure anything\*)!**

So why is measurement still limited and, in some cases, non-existent? The simple and obvious answer is because it's difficult. Looking at YouTube analytics is one thing – a quick glimpse will show how many views you've had and how much those people watched – but it's taking it to the next level that takes some commitment.

If you really want to demonstrate a return on investment, understanding exactly how your audience are responding to your content and what they do after they've watched it is essential. That means co-ordinating multiple teams and departments across your business to access the appropriate data, and then collating that information to create useful reports that identify patterns and trends. Then, all of that data needs to be interpreted to understand how viewers are responding to different pieces of content across different channels over time.

Sometimes within an organisation, just finding the account owner and getting access to your *YouTube* channel can be hard; co-ordinating at this level can be a real challenge. It means accessing data from your video hosting platform, your Google Analytics, CRM platform, social channels and more. It all takes time and patience but it's well worth the effort - imagine what you could do with that insight! Solid reporting creates an accurate picture that can demonstrate a real return on investment (or otherwise) from your video.

To hear how seriously London fintech [GoCardless](#) take measurement of their videos' effectiveness, listen to our podcast [here](#)

\*Big Button poll 2021



**SIMON CROFTS**  
Client Services  
Director

**“If you really want to demonstrate a return on investment, understanding exactly how your audience are responding to your content and what they do after they've watched it is essential.”**



## WEBINAR 2

# How long should my videos be?

**An issue that never seems to get resolved in the world of video for marketing and internal comms is that of optimum duration.**

Lately, the trend has been to create shorter content, with some films lasting as little as 6 seconds. Is that always the right way to go, though? How much can you say in 6 seconds?

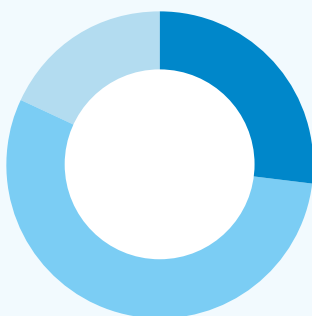
The desperation to grab attention quickly and a fear of 'losing' the audience, coupled with the limitations on video length imposed by some social platforms, seems to have driven a charge towards shorter content.

In this webinar we explore how to interpret useful data from your video activity, and how to decide on the right duration for your audience and objectives.



**CLICK HERE  
TO VIEW THE  
WEBINAR**

## LIVE POLLS



### How long are your videos?

- **0%** said less than 30 seconds
- **27%** said less than a minute
- **55%** said 1-3 minutes
- **18%** said 3-5 minutes
- **0%** said over 5 minutes

## Q&A

**Some of the questions in the webinar:**



**Is there a difference between B2B and B2C when it comes to duration?**



**Not really - the platform you're using will have a bearing, but it mainly depends on message and audience rather than whether the content is B2B or B2C.**



**Are there better ways to end a video rather than a fade out?**



**A 'call-to-action' (CTA) is common, but this shouldn't only feature at the end. The audience may not watch all of your video, so you need to include CTAs earlier on as well.**

PODCAST EPISODE #3

# Jasper Martens

## PensionBee

We've worked on a range of successful projects with innovative pension provider PensionBee, including TV campaigns and a brand documentary for the launch of their recent IPO. In this episode, Simon is joined by the company's Chief Marketing Officer, Jasper Martens.

Jasper speaks about PensionBee's journey, and how the brand tries to solve a common pension problem for its customers. He also discusses how his thinking around video has evolved, and how it has become a central component of the company's marketing strategy.

**"Video brings your message to life; it's as simple as that. Nobody reads complicated brochures, but people are willing to look at a two-minute video. If I was on the train scrolling through my Facebook or Instagram feeds, what would really get to me? Somebody who instantly starts speaking, and you see that video image... compared to a written testimonial, I think most people would agree - that video will hit home much better with the audience you're trying to attract."**



CLICK HERE TO LISTEN TO  
THE PODCAST ON YOUR  
PREFERRED AUDIO PLATFORM:



**"Financial products are not Lamborghinis, they're not a super-hot product off the shelf. How can you turn this cold purchase into something that's a really warm and exciting experience? Don't be shy, talk about the emotions that come from joining your brand. Adding customer testimonials from real customers to our website was really important."**



**WE SPOKE TO:**  
**JASPER MARTENS**  
Chief Marketing  
Officer, PensionBee



# Should I share my video on YouTube?

**Many marketers think that YouTube is the right place to present their videos, but it depends on the objective. YouTube has a large audience, which means that it is easy to get ranked and to have your content showcased, but the serious downsides outweigh the positives for most marketers.**

YouTube is the second biggest search engine, with 3 billion searches per month. By comparison, Google has 3.5 billion searches every single day. 500 hours of video are uploaded to the YouTube platform every single minute, so it can quickly become hard for a brand to stand out.

Nothing in life is truly free of charge, and for YouTube, its cash cow is advertising. YouTube beats any cable channel for ad revenue, since it exists on a foundation of seeking to keep users on the platform until they click on an ad (or are forced to watch one). So as an ad platform, YouTube's ambitions are potentially at odds with what you are trying to achieve as a brand.

Since you have no control of what the viewer will do next after watching your content on YouTube, they might easily end up watching a related video from a competitor, or even something completely different (like a cat video), because YouTube's main aim is to keep viewers on their platform for as long as possible. They've also recently changed their policy on the monetisation of content; now, ads will appear on all videos (including yours) and you won't have any control over that unless you're enrolled in the YouTube Partner Programme.

The conflict becomes even more problematic if you are embedding YouTube videos on your website. Apart from having no control over the branding of



**JEREMY STINTON**

Head of UK,  
TwentyThree

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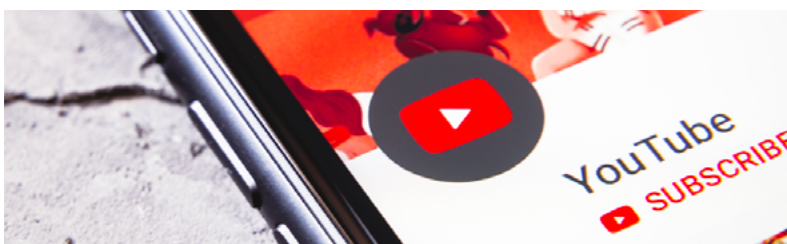
the video player, I can guarantee you will be driving traffic away from your website.

**The reasons for this are twofold:**

- That pesky 'watch on YouTube' and clickable title link on the YouTube player will be leaking anywhere between 3% and 10% of your page traffic back to YouTube (and those cat videos). Why would you do that when you've worked so hard to get traffic onto your website in the first place?
- If the video is on YouTube and has search terms aligned with those of the page it's embedded on, the YouTube video will potentially rank higher than your page; the result is traffic being driven to YouTube to watch, rather than engaging with your site.

The better choice, therefore, would be to drive visitors to your site and keep them there; that way, you can control where they click next. Using a video marketing platform like TwentyThree will allow you to embed content directly on your website. When embedded, the video will help the SEO performance of the web page, and in turn drive more traffic to your website. Another key benefit of using a video platform is that you'll also be able to gain rich engagement data on who is watching, which can then be fed directly into your CRM or marketing automation.

Click [HERE](#) to learn how Universal Robots have generated half of their leads by using TwentyThree's video marketing platform.





# Strategic Video Agency

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