



THE VERY BEST VIDEO HOSTING

GENERATE LEADS. ELEVATE YOUR BRAND.
ENGAGE WITH CLIENTS.

In the land of content, video reigns supreme. Prospects love it. Customers love it. Algorithms love it. What's more, this trend is only gaining steam, as 66% of customers now say they prefer to learn about a product or service through video.

Video is an amazing vessel for brand identity, but it is also a highly prolific lead generator. Why? Because it builds trust. Trust is one of the most important aspects of lead generation, and videos uniquely improve trust between clients and businesses by creating real connections via voices, faces, and music.

That said, to truly tap into the ROI potential behind video hosting, it is critical to choose the right video format for the task at hand.

THE TYPES OF LEAD GEN VIDEOS



CULTURE OR EVENT VIDEOS

Celebrate your company's culture and pique a prospect's interest by shining a spotlight on your successful projects and employees.



TESTIMONIAL VIDEOS

There is nothing a potential lead trusts more than an already satisfied client. Establish yourself as proven and reliable.



BRAND AWARENESS VIDEOS

It is critical to remind current clients and future prospects of "who you are" as a company – your mission and your values. Define or redefine your brand in style.



SERVICE EXPLANATION VIDEOS

Not every prospect precisely understands what they need. Explain the services you offer and what makes them special to encourage more confident leads.



3 Essentials to Creating Quality Videos

- > Plan ahead with storyboard and script.
- > Develop branded and unified graphics.
- > Optimize each video for platform deployment.



VIDEO HOSTING

WHAT IS POSSIBLE?

With the right guidance — and the right video — you can enhance every stage of your prospect funnel and every moment of the client experience. Selecting the right video platform, then developing and maintaining a robust channel of video content, is no easy task. However, comprehensive video hosting systems have a myriad exclusive capabilities and allow you to unlock the full potential behind video messaging.

CUSTOMIZED BRANDING

Accommodate customized branding to give the lead generation process a polished and professional look.

CUSTOM CTAs

Drive viewers to a form or landing page at earlier, more precise moments for greater ROI.

CONTENT CONTROL

Create a highly configurable funnel of “Up Next” engagement via robust video channels.

EVERGREEN EMBEDS

Keep valuable information on your website at all times and continuously generate leads.

GATED CONTENT

Collect CRM-ready information via high-quality webinars, presentations, etc.

IN-DEPTH ANALYTICS

Show metrics in real time and allow for in-depth analysis and targeted A/B testing.

SEO OPTIMIZATION

Utilize titles, thumbnail images, and captions to greatly extend content reach.

About SCORR Marketing

SCORR Marketing is the leading full-service marketing agency for the health science industry. Executing globally, SCORR partners with companies involved in the research, development, and commercialization of biopharmaceutical and device products, as well as those delivering health care products and services. SCORR provides integrated programs to help clients achieve their goals and improve health and well-being worldwide. Learn more at www.SCORRMarketing.com.

CHOOSING A POWERFUL PLATFORM

Your access to these game-changing strategies depends on the video hosting platform you choose for deployment. As such, SCORR recommends video hosting that is as cutting edge and comprehensive as possible. The very best video hosting platforms can:

- › Integrate seamlessly with CRM systems
- › Provide robust and real-time reporting
- › Make SEO-friendly website embedding simple
- › Allow annotation links for quick customer action
- › Utilize motion thumbnails for email embeds
- › Be optimized for the mobile experience
- › Include fully customized branding
- › Support highly interactive CTAs

WHY SCORR MEANS MORE

Good video is good video, but industry expertise cannot be fabricated. SCORR not only understands video development, but also how each video can create robust lead generation opportunities and heightened brand awareness within the life sciences industry.

Harness the
power of SCORR
video hosting
capabilities!

