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Value of video marketing in B2B sales and social media: A case
study with video-production company Miaco Cinema OY

Degree Programme in Innovative Business Services
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The purpose of this thesis was to inspect and present the value of video marketing as a tool, compared to other marketing means. This involved going into theory about B2B sales, content marketing, and methodology.

Using the information and theory found, a holistic case study was built with a Pori-based video production company called Miaco Cinema. The case study revolved around a questionnaire, which was made to identify the state of video marketing inside the Satakunta area. This company was chosen, because of personal work experience from 2014 as a marketing manager. Therefore the thesis writer's own expertise can be used as a means of studying the results, comparing and analyzing them.

The questionnaire was sent to 80 Satakunta company executives and an analysis was formed by their answers.

The goal of the thesis was to improve Miaco Cinema as a company, and to give them information how to effectively use B2B strategy and social media in conjunction with their video product to its maximum potential.

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1 INTRODUCTION

Video marketing is a means of marketing taking a foothold all over the world. In this thesis I will be covering why would you want to create a video for your company and what is its value. I chose video marketing as a topic, because I have worked as a marketing manager in a video production company called Miaco Cinema for two years now. I know the importance of a good marketing video, and wanted to create my thesis around it.

This thesis mainly revolves around a case study with Miaco Cinema Oy, whose main product is videos. I wanted to find out more about the prejudices concerning video and video marketing in B2B sales, inside the Satakunta-region. That's why I created a questionnaire aimed at company executives inside this area. An analysis of the data from the questionnaire was one part of getting a better image of the attitudes towards video marketing.

The theory parts of this thesis involve B2B sales, methodology and the effectiveness of video marketing, especially in social media. I will be going through each part on their own, and in the end, I will have a solid base formed for two research questions: What is the value of video marketing inside Satakunta area and what is the value of video marketing in general.

2 CASE COMPANY / MIACO CINEMA OY

Miaco Cinema was founded in 2013 by Sami Rehmonen and Antti Kyyrö, Sami being a former graduate from Villilä film-school in Nakkila, and Antti a communications graduate from SAMK. In summer 2014, I became a part of their company as well, and took marketing responsibilities on my shoulders. Miaco has been creating videos for

different companies and individuals for three years now, and have gotten an impressive reference list as customers. Miaco currently employs three people, and their goal is to do the most meaningful content for the customers as possible.

2.1 Case problem

At the moment, Miaco Cinema faces a problem of obtaining new B2B customers, gathering new leads and closing actual sales. I wanted to obtain insight on how to possibly solve these issues. Another problem is found with Satakunta area's usage of video marketing. The concept of video marketing is still relatively new, and Miaco Cinema faces a challenge in introducing a new marketing concept to their potential customers. The questionnaire was made to take a look at this, to study the usage of video marketing inside this area.

2.2 Methodology

To get the best possible value out of this study, I chose to go with a holistic case-study. When comparing different strategies to confront this issue, case-study approach seemed the most fitting. I wanted to gain a rich understanding of the research and the processes being enacted (Morris and Wood 1991). A questionnaire was the best case-study solution to get valuable, quantitative data from potential B2B customers. The research only concerned the organization as a whole, therefore the research was treated as a holistic case-study (Thornhill, Lewis, Saunders, 2009). The questionnaire will highlight the importance of context within, because the boundaries between the studied phenomenon and the context itself are not clearly evident. (Yin 84)

3 VIDEO MARKETING

With the introduction and major successes of different social media platforms, (e.g. Facebook, Youtube) the role of video marketing has reached its place alongside other major means of marketing (Meerman Scott 2011). The importance of video marketing is hard to deny, and many statistics and studies have been done to really define the value of video marketing today, as is shown below.

It is estimated that 64% of marketing professionals expect video to dominate their strategies in the near future (Nielsen 2012). By 2017, video will account for 69% of all consumer internet traffic (Cisco 2014). A study was even made, saying that one minute of video alone is worth one 1.8 million words (Forrester research).

Practical actions were taken in order to track and use a video, based on the questionnaire results, which will be shown, starting from page 18. A look into the practical video will be found in column 6, in the solutions part. But in order to see why we created a video like the one we did, we first take a look into content marketing.

3.1 Content marketing

Consumers today have seen the traditional means of marketing. They aim to skip TV-advertising, ad-advertising, because today, time, is one of the most valuable assets (Vaynerchuck 2016). People have become so adept at online “surfing” that the way they take in new online information, makes banner-ads and pressable button-ads irrelevant. Smart marketers understand that in order to give a customer the best possible marketing solution, you cannot rely on the old ways of marketing anymore. (Meerman Scott 2011).

“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.” (Website of Content Marketing Institute). In simpler terms, content marketing is a way to create

meaningful and interesting content for your customers and followers, in order to enhance their consumer behavior and actions.

With time being one's most valuable asset, people do not want to look at commercials (Vaynerchuck 2016). That is why content marketing is so useful. It focuses on not selling, but communicating with a businesses' potential customers and subscribers. A business does not push their products or services to their customers via an ad, but instead delivers information that aims to make their buyers more intelligent. The goal of this marketing strategy is to provide valuable information to your customers consistently, and they in order will reward you with loyal customer relationship. If traditional marketing is all about selling, content marketing is all about helping. (Website of Content Marketing Institute).

3.1.1 Video and content marketing

Video is a way for a business to start their very own content marketing strategy. With the coming of smartphones and tablets, everyone can take a video and upload it to a social media channel with just an internet connection. If one is to make video as a part of their marketing strategy, they will gain access to its benefits at the same time by e.g. Targeting an audience.

Reaching and knowing one's target audience, for who the video is for, is the most important thing. (The Guardian 2014). Online video is quickly becoming the key means for people to satisfy their information and entertainment needs. Youtube, a popular social media channel for videos, has become the largest video platform on the internet, and receives more than 1 billion unique visitors every month (Youtube, statistics). It is also the second largest search engine in the world, after Google. That's why when it comes to potential customer reach, video is peerless.

Video also has the potential to go viral. The video campaigns that have been implemented before e.g. Volkswagen, have become almost a legend. They have seen a trio of their videos go viral with over 155 million views and counting. These kind of

numbers may seem out of reach for smaller businesses, but they at least show how a successful video can work. Once users are engaged, they will share and spread your video. Possibly they will spend a longer time on your company's website and interacting with your brand. It is impossible to predict will a video become viral, or what is required to make a video go viral. But by creating meaningful and interesting content, the possibility can be raised. (The Guardian 2014)

3.2 Brand awareness

Brand awareness is a key factor to think about when a business is creating a video for their company. It is the measure of how well one's brand is known within its target markets. A brand itself is the meaning behind a company's name, logo and slogans. Having a memorable and a unique brand, helps one to stand out from their competitors and to give one's business a competitive edge. (website of smallbusiness)

I wanted to inspect brand awareness because with video, one is able to build brand awareness to suit their brand's needs. Creating ongoing, engaging video content increases the chances for a business to build brand awareness, leads and sales. In order to create a successful video marketing strategy for one's brand, there are things to take into consideration. (website of maxitmedia)

3.2.1 Purpose of video

In order to have a successful video, it should be built towards a specific goal. This will help to make it shorter and more targeted towards your audience. This will also help to get better response rates from one's viewers and people who are interested in the product that the video is about. Also choosing the type of content that is wanted to deliver, will help with targeting the audience. This content can range from educating, entertaining, informative or simply creating brand awareness. (website of maxitmedia)

3.2.2 Length of video

It is hard to measure what is an appropriate length of an online video. Usually the purpose of the video will dictate its length, especially based on my own experiences creating videos for companies. Some videos require more time to communicate, others require less. The video maybe an informative explanation for a product, and can probably get the message across in under 90 seconds. Based on the experiences gained with Miaco Cinema, usually a shorter video serves a better purpose, because it saves people time.

3.2.3 Style of video

There is not just only one way to make a video today. One has the possibility to create an animated video, time-lapse video, live, interview, documentary and many more. A business has options to choose the way their video is done. This all comes together when combining the video with a mood (business, funny, serious, informative, traditional...) and adding subtitles and audio to a video. (Website of maxitmedia)

According to my experiences inside a video-production company, the best style to create one's video though, is to be authentic. It helps to be yourself when portraying one's brand. If you make yourself relatable, it can help to retain the viewer's attention. This is particularly true inside SME's, where the owner is usually the face of their business.

No matter which way a business chooses to create their video, they need to make sure the video is relevant to the audience they are trying to reach. No one way is correct, where it an animated video or an interview with a company CEO. But it should be the most appropriate means of getting their message across, otherwise they may simply be wasting their time. (The Guardian 2014)

3.3 Social media

Today there are dozens of different social media platforms to choose from, biggest ones being Facebook, Instagram, Youtube, Twitter and also, Snapchat. (Website of statista). In order to fully maximize the potential of a video, businesses should not neglect social media. For a small business to be doing a video a couple centuries back, would've been unheard of. Today however, the production costs have fallen significantly and one does not need any special technical capabilities in order to shoot a functional video. E.g. Instagram with its maximum 15 second clip-length has drastically increased the opportunities for businesses with limited budgets to join social media, and start doing their own videos. (The Guardian 2014)

In order to reach a maximum amount of a businesses' target audience, they should promote their videos on multiple social media channels, and familiarize themselves with them. Once a business has shared their video, they still have to make sure it is easy for their audience to find and to share it. A company should also make sure their video is compatible with mobile, since a tenth of all video-plays in the world happen on mobile, and the number is growing, with mobile phones holding 41% consumption of all video (Ooyala 2013)

4 B2B SALES PROCESS

At the time of creating this case study, case company Miaco Cinema Oy was having a hard time gaining new customers, getting new leads and closing actual sales. In order to improve the situation, I wanted to take a comprehensive look at the actual process of B2B sales, and how to give Miaco Cinema the tools to improve their sales and customer contacting process.

"Always be closing... That doesn't mean you're always closing the deal, but it does mean that you need to be always closing on the next step in the process."

Shane Gibson

The purpose of a successful B2B sales process is to get to the end of the process which means closing the deal. A closed deal will help both parties of the sale. Providing company will help to solve their customer's problems and they in return will get a successful deal and money in the bank. Closing deals is important for any business to strive, and that is what salespeople aim to do. But a working sales strategy is more than just closing deals, it is about defining a sales process that reflects one's company, their customers and the products or services that they sell. By truly understanding your own customers and actually offering a solution for their problems, the providing company would already be one step closer to finishing their sales process and hopefully gaining a long-term business partnership.

(Stephen Davies, 2010)

4.1 Steps of a B2B sales process

A working B2B sales process can be split up in eight different steps. (Davies 2010) I will be covering the theory through each individual step, and in the end will examine the theory through my own observations and experiences regarding the topic inside Satakunta area. Note that while marketing and sales go hand-in-hand, their sales processes are different. This is mainly due to the fact that marketing is about generating qualified leads for sales personnel to use, sales is about using those leads and turning the leads into satisfied customers. (Davies 2010)

4.1.1 Understanding customer demands

In order to build a successful sales process and to offer the best possible solution for their customers, a business needs to understand their demands. A customer demand is comprised of two elements:

1. The customer's need or desire for a product or a service
2. The customer's ability to pay for a product or a service

When the customer has a need or a desire for a product or a service it can be assumed that the customer has shown interest towards a product and is interested in buying. The customer's ability to pay for a product or a service means that one knows the customer has the required funds to be able to go forward with the process.

Identifying both elements of the customer demands begins the building of a B2B sales process. A company can contact a potential customer and start by talking to them, to find out what is it that they really need and do they have the ability to pay. An ability to pay depends on their budget, but also the timeframe within they are able to sign off on the deal. Usually during the first talk or meeting with the customer, these points already arise in the conversation. Asking them about their budget and timeframe of completion allows your company to prioritize customers and see who would be most willing to buy what a company is offering. It is possible that a customer is interested in the product but does not currently have the ability to pay for it. This is worth knowing, but of course the focus will be on the customers which cover both elements of the customer demand. (Davies 2010)

4.1.2 Developing and proposing a solution

After going through the customer's demands, it is time to develop a solution based on those demands, and then to propose it to the customer. It is sometimes possible to make a proposal to the customer before a solution is developed. Most of the time it can be preferable to offer a proposal that is based on a part of the solution, and then go refine the solution with the customer.

A solution requires feedback from the potential customer. This is the step to make sure your solution fits the customer's needs, and to make sure they have the ability to pay for it. If they are satisfied with the proposed solution and have the ability to pay for it, the probability of the deal increases. (Davies 2010)

4.1.3 Evaluating the solution with the customer

At this step, if the customer is excited about the deal and keeps in touch without prompting, it is a good sign. If the providing party needs to keep trying to contact them in order to get an answer to a question needed for the solution, the sale is probably going nowhere. The key at this step is to act decisively on customer's feedback. If they are not satisfied with something, or wish to make changes, the changes should be done as quickly as possible to keep the customer happy. Providing party should also mention if they think a change is a bad idea, and explain their own view. A possible solution to move to the next step could be to accept to make the negotiated changes, and the customer agrees to buy the product now. This allows for an early sale and helps the customer to use the solution earlier.

Typically this step has a high-risk of a customer to lose interest. The main reasons for this are:

1. One of the parties provided misleading information
2. Customer feels they no longer need the solution
3. Supplying company fails to deliver required changes in time and/or in a cost-effective manner

If one of the parties has provided misleading information, this can mean a misunderstanding about the price, the product or the service regarding the solution. The customer feeling that they no longer need the solution can mean the customer having lost interest in the actual product or they may feel they can get a better one elsewhere. This relates heavily with the third point, if a supplying company has failed to deliver required changes in time and/or in a cost-effective manner. If this would be the case, the risk is high for a customer to lose interest, or they possibly will not want to do business with the providing party's business again in the future. (Davies 2010)

4.1.4 Negotiation and contracts

At this point of the sales process there is not much to negotiate anymore, assuming the previous steps have been done successfully. The main points of focus in this step of the process are:

1. Product features
2. Release date
3. Selling price, including possible discounts
4. Warranty or maintenance costs

Negotiations about product features should end in both parties understanding what is expected of the product to feature in the end. The products release date should be an exact date when the product will be released. When agreeing about the selling price and possible discounts within the sale, it is important to make sure both parties understand it clearly, making it a good way to make the solution one step closer to be fulfilled. If any warranty or maintenance costs need to be paid by either party during the transaction, they should be covered during this step of the process.

The goal of this step is to solve all of the business issues, the legal issues will be covered in the contract step. If a business introduces legal departments too early, the negotiations will take longer and the sales process can be compromised. Once agreement has been reached, a letter of intent will formally close the negotiation step, which outlines all of the business issues. Sales can still be lost in the contract phase though, e.g. if a legal team finds an issue of some kind. (Davies 2010)

4.1.5 Lost deals

If any step of the process is failed, that means the deal is lost. In the event of the customer coming back in the future, the process should be started from the beginning due to sales conditions that have likely changed. No one ever wants to lose a sale, but if it happens you have to be able to learn from it. It is recommended to follow up with the customer and find out why the customer decided not to buy the providing party's

product/service. From the customer's feedback, it is possible to determine what changes could be made to the solution in order to win the sale, if the opportunity arises.

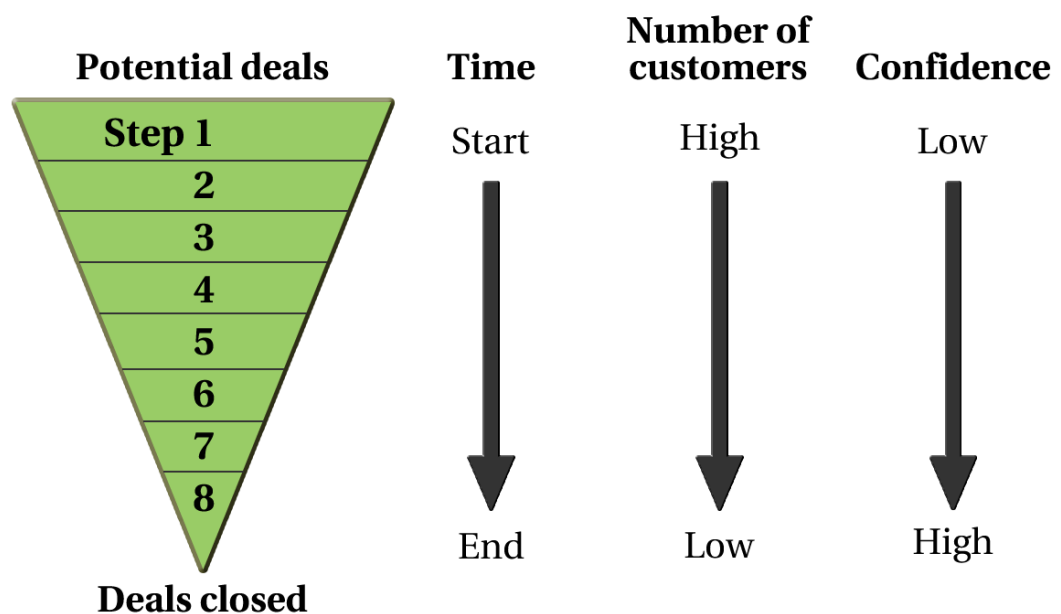
4.1.6 Closing a deal

To have achieved this step is to end the B2B sales process. Both parties have agreed and finished the deal. At this point the providing company has gained a new customer, and should work hard to keep it. It typically is 10 times more expensive to gain a customer, than to sell to an old one. (Davies 2010)

4.2 Sales funnel

The steps of the sales process are a natural process through a deal. Usually companies do not focus on one deal at a time though, and can have multiple deals being enacted at a same time, at different steps of the sales process. A sales funnel is one possible way to track a company's current customers when going through the sales process. Figure 1 below shows the steps of the B2B sales process, and shows that while the number of customers at the beginning is higher, the confidence of the remaining customers in the end is increased. (Davies 2010)

Figure 1. Example of a sales funnel



4.2.1 Creating the sales funnel

In order to successfully use the sales funnel, a company first has to give probabilities to each step of the sales process. A probability of a customer buying the solution at a given stage. They can track their company's own success with the sales process to enact a more exact probability percentage, or using hypothetical probabilities shown below in figure 2. A company will have to add the potential customer and insert them in the process, and assign their contract value inside the opportunity. This way the spreadsheet of the funnel can be built. This is used to track the flow of customers through the sales process. Example below in figure 2.

Figure 2. Hypothetical spreadsheet of a company X's sales funnel

		Totals/Average	52%	\$390,000	\$202,000	02-Jan-11	127
Company	Opportunity name	Funnel stage	Stage probability	Contract value	Funnel value	Est Close Date	Days to close
Generic Ltd	Product A	Propose Solution	60%	\$100,000	\$60,000	05-Jan-11	130
Alpha Co	Product A and B	Initial Communication	10%	\$50,000	\$5,000	15-Apr-11	230
Beta Co	Product B	Fact Finding	25%	\$40,000	\$10,000	01-Dec-10	95
Gamma Corp	Product A	Develop Solution	40%	\$30,000	\$12,000	16-Dec-10	110
ABC Ltd	Product C	Propose Solution	60%	\$50,000	\$30,000	15-Dec-10	109
DEF Inc	Product A, B and C	Solution Evaluation	75%	\$30,000	\$22,500	24-Nov-10	88
Kappa Ltd	Product C	Negotiation	85%	\$40,000	\$34,000	04-Nov-10	68
Bob Co	Product C	Contract	95%	\$10,000	\$9,500	30-Sep-10	33
Lambda Ltd	Product A	Propose Solution	60%	\$30,000	\$18,000	05-Jan-11	130
Epsilon Inc	Product B	Initial Communication	10%	\$10,000	\$1,000	01-Jun-11	277

The analysis is finalized by adding an estimated closing date for the deal. This is hard to evaluate because it is not guaranteed to get the sales, the amount or when the closing date will actually be. (Davies 2010)

4.2.2 Conclusion

Creating a sales funnel like this can be one way to track a company's sales processes development with each individual client. To be successful in B2B sales it is important to develop a practical sales process and make it a part of your sales strategy. Different organizations (applicable also to Miaco Cinema Oy) can go through their sales

processes with just giving it a go, failing and trying again, which results in wasted time and resources. Understanding the sales process as a whole can help a company keep track of their own sales, possibly see the weak and the strong points in their business and help them focus where improvements are needed.

5 QUESTIONNAIRE

In order to find out more about the situation regarding video marketing inside Miaco Cinema's main operating area, Satakunta, I created a questionnaire regarding the usage of video marketing and different marketing methods inside SME's in the area. The questionnaire was sent to 80 SME company executives, and 31 answers were obtained. The businesses had the option to give their company's name in the answers, or answer anonymously. I wanted to find out what are the prejudices regarding video and video marketing within SME's and would they consider using video marketing as a marketing tool themselves.

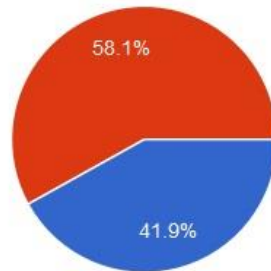
The questionnaire was made with Google Forms tool and in Finnish. The focus of the questionnaire was not towards any particular business industry, so the executive's answers give an understanding ranging from different businesses. I didn't ask anything too sensitive or too hard, because I wanted to maximize access.

I will be showing each question as one figure, and analyze each question on their own. My analysis will be based on the quantitative data gathered, what we can assume from it and also my own observations and experiences made during my two years of working in the business.

5.1 Analyzing the results

Figure 3. Question 1 (Have you used video as a marketing method before? Yes=Kyllä, No=Ei)

Oletteko käyttäneet videota markkinoinnin keinona aikaisemmin?



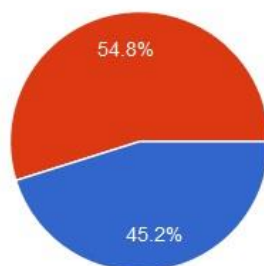
Kyllä	13	41.9%
Ei	18	58.1%

I wanted to start out with finding out about the usage of video marketing, if the businesses have already tried it out or not. Like stated before in the thesis, video marketing is still relatively new, yet 41.9% had already tried some form of video marketing before, and 58.1% had not. From the figure we can see that the majority of the businesses have not tried video marketing yet, but with almost half having tried some form of video marketing already, we can conclude that there is an interest towards video marketing inside the Satakunta area.

Based on my own observations the figure is on-point. I was positively surprised with the percentage of how many businesses had already tried video marketing, and expecting to see the numbers to grow.

Figure 4. Question 2 (Have you planned to make a video in the future? Yes=Kyllä/No=Ei)

Oletteko suunnitelleet videon tekemistä tulevaisuudessa?



Kyllä	14	45.2%
Ei	17	54.8%

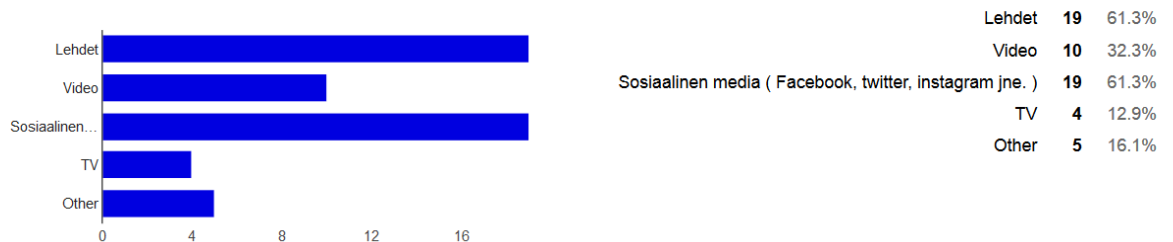
This question was asked in order to see if businesses had already heard of video marketing and had gained an interest towards it, or possibly even talked about making one for themselves. From the answers gained, 45.2% had actually planned to make a video, where as 54.8% had not.

If we take a look at the first question in the questionnaire and the results gained from it, the percentages are close to each other when it comes to having already made a video and planning to make one in the future. From the answers gathered in the second question, it is impossible to tell whether a company who had done video marketing before answered yes, and wants to make more in the future, or if a company who has never done video marketing, answered yes and is willing to try it out. What we can see from this figure however, is that almost half of the businesses who answered to this questionnaire are interested in doing a video for themselves, meaning that there is definitely a market to be reached.

Why has the majority still not planned about doing a video? From my own experience, it could be that businesses can find it challenging to create a video. It could be technically difficult, too expensive, or perhaps they just don't see the need in video marketing. The challenge for Miaco Cinema is to find those who have not planned about making a video, and turning them into customers.

Figure 5. Question 3 (What kinds of marketing have you done before? Magazines&Newspapers=Lehdet/Video/Social media=Sosiaalinen media/TV/Other)

Minkäläistä markkinointia olette tehneet?



The Satakunta area offers many different kinds of businesses, and I wanted to get a better look into what kind of marketing means do businesses in this area find useful.

The possible answers ranged from more traditional advertising (magazines, TV) to more modern ways of advertising (social media, video).

From the figure we can see that most of the marketing done were in either a magazine or a social media channel, both gaining 61.3% percentage. From this we can determine that magazine or social media marketing is found most useful, since it has been done the most. Video had been tried out by some, and even fewer had done TV-advertising or some other kind. Not everyone answered this question, meaning they had done no marketing whatsoever or only internal marketing.

It is an interesting mix between more traditional ways of marketing and newer ways. Based on my experience, business owners today feel that having some sort of social media presence is almost a must and, almost all of the businesses the questionnaire was sent to, owned at least a Facebook page. This can be really good for Miaco Cinema, since adding video marketing inside one's already known social media presence could be easily implementable.

Figure 6. Question 4 (Do you think that video marketing could suit your needs? Yes/no)

Oletteko sitä mieltä, että videomarkkinointi voisi sopia teidän tarpeisiinne?



This question was asked to see if businesses found video marketing actually useful. The surprise here was to see how many actually thought it to be possibly useful for them, 67.7% and 32.3% thought it would not be. Based on the second question (if a business had planned about making a video in the future) and its percentage being a lot lower than the one here, we can correlate it with my observation that businesses

can find doing video marketing challenging. This is due to the fact that a lower percentage had not thought about actually doing a video, but here we see that majority thinks it could fit their needs. There is definitely an interest towards video, and based on the high percentage, it is also found useful.

Figure 7. Question 5 (Do you find video marketing to be problematic? Yes/no)

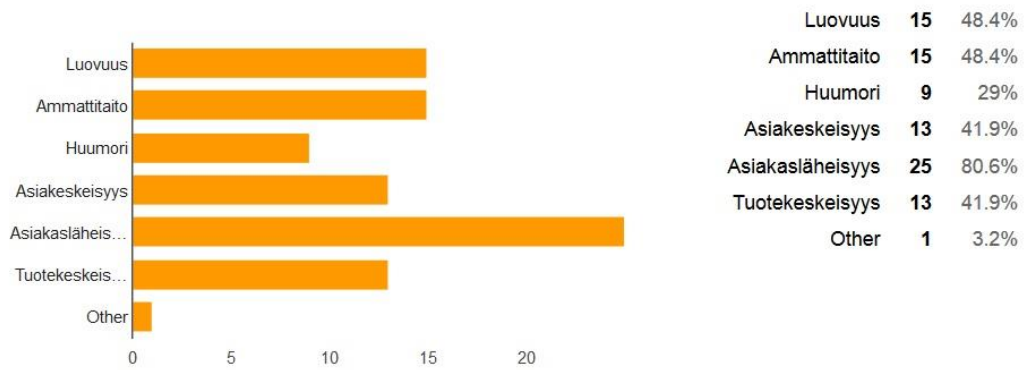
Koetteko videomarkkinoinnin ongelmalliseksi?



I wanted to see if businesses felt video marketing to be problematic for them, and if so, how many felt that way. From 31 answers, 8 (25.8%) answered that they did and 23 (74.2%) felt that it did not. So a majority of the businesses answered that video marketing is not problematic for them at all. However, some of the businesses that answered that they do not find it problematic, also wrote that they just find it too expensive or unnecessary. The results show a positive result towards video, since it is so easy to make a video today, as mentioned before in the thesis.

Figure 8. Question 6 (What, in your opinion, are the most important things about video marketing? Creativity=Luovuus / Professionalism=Ammattitaito / Humor=Huumori / Customer focus=Asiakaskeskeisyys / Customer relatable=Asiakasläheisyys / Product focus=Tuotekeskeisyys / Other)

Mitkä ovat mielestänne tärkeimmät asiat videomarkkinoinnissa?



For the last question I asked the businesses that what is it that they feel to be the most important factors in video marketing. Like mentioned in the thesis, there are many ways to make a video, and many styles of emotions to choose from. I put in points that have been felt to be important based on my observations in the video production-business.

The most important thing in video marketing according to the results, was that a video should be customer relatable, with a majority of 80.6%. This correlates well with the facts stated before, that you should always know your target audience when creating a video and how important it is to be able to direct the video towards it. The most unimportant thing was humor. Humor can be a powerful tool to use in a video, but from these answers we can see that it is not found to be that important in video marketing. Creativity and professionalism were also highly valued, from where we can state that a well-made and original content is sought out for, and is what people want to see.

5.2 Own observations

The questionnaire was formed of questions that I wanted to get clarification to, and I was happy to see that even 31 people saw it fit to answer it. I had some base knowledge about the situation inside this area, and now gained actual quantitative data towards video marketing attitudes.

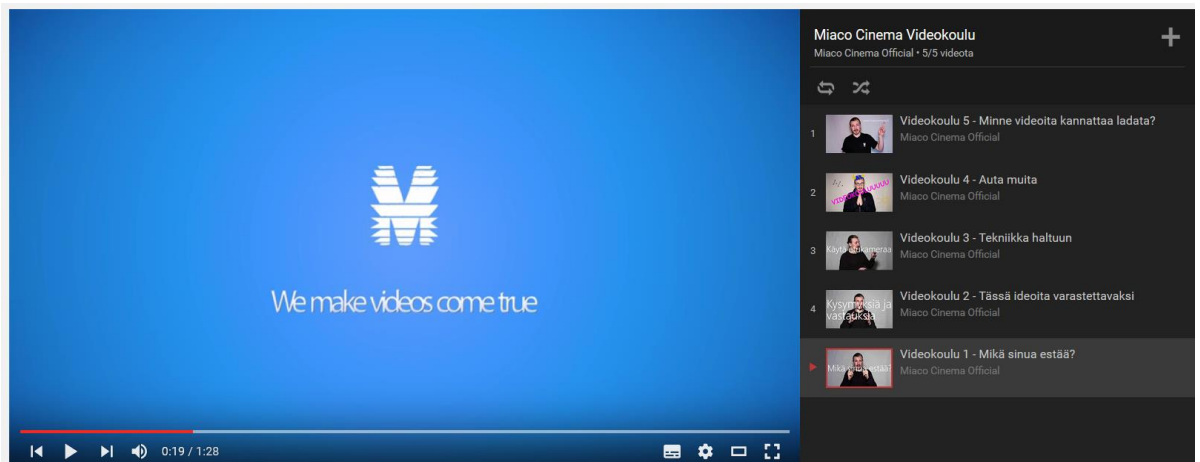
Since starting to make this thesis, I have had experience with B2B customers and video marketing. I had my own experiences to base these questions on, and beforehand some assumptions how the questionnaire answers will turn out. My original prediction about Satakunta area was that traditional means of marketing were heavily preferred, and most businesses found video an interesting concept but nothing worthwhile, due to it being too difficult to make, too expensive, or simply not something necessary to have. Now based on the analyzed data from the actual questionnaire answers, I was wrong to some extent and right to some. It was refreshing to see how social media was found so important next to the traditional ways of marketing. This could potentially lead to more interest towards video marketing, since video and social media go so well hand-in-hand. Most social media sites give more exposure when uploading videos instead of a picture or just simply text, even that alone makes video marketing a thing to consider.

6 SOLUTIONS FOR CASE COMPANY

6.1 5-episode film school

After the questionnaire results and own studying, getting to know more about the business and what's happening around it in the area, we wanted to take practical action. We realized the importance of content marketing and wanted to share our own information and expertise in the form of content marketing. What we did is that we created a 5-episode film school series, which gives the viewer the tools on how to make your very own online videos. The complete series can be found and seen in Youtube for free, inside Miaco Cinema's own Youtube channel called "Miaco Cinema Official".

Picture 1. Screen capture of the 5 episode series



The idea behind this 5-episode film school series, was to teach some basic tips about shooting one's own video, with just an internet connection and a mobile-phone with a camera. The series launched on the end of April 2016, and at the point of writing this thesis, it is hard to estimate what kind of reception it will get. We wanted to help people get started with their own videos, to help them realize the potential they are missing when not using video marketing to your advantage.

Once the series is complete, the idea of the series is to gather possible leads. We can send this to possible customers and offer it as a small free gift. The aim is to get people excited about video marketing, and by that, hopefully contacting Miaco Cinema and investing in their services as well.

6.2 Creating a sales funnel

By knowing the actual B2B sales process better, Miaco Cinema can more effectively identify potential customers and their customer behavior, and aim to close their deals faster and easier. They gain the understanding if something goes wrong during the steps of the B2B process to see what actually went wrong and how to possibly remedy the situation.

If leads are successfully gained from the video series, or from somewhere else, a working sales funnel should be helpful to keep in track of customers and the current

steps of the B2B process taking place. Until now Miaco Cinema has not been using any kind of way to track their current B2B processes, so utilizing the sales funnel practice, would give them an advantage over their current situation.

7 CONCLUSION

The goal of this case study was to inspect the value of video marketing in itself, compared to other means of marketing today, and to prove the usefulness in doing and using video marketing. To get the best possible answers, it involved getting into theory about B2B business and sales, content marketing, brand awareness and social media. I believe video marketing to be useful in many aspects and also think I managed to prove it to the best of my ability. I wanted to prove that an effective use of video can not only lead to new customers, but to boost sales as well.

The actual case study was made to gain information regarding video marketing in B2B sales and the attitudes and prejudices towards it inside Satakunta area, for a Pori based video production company Miaco Cinema Oy. This was done by sending a questionnaire to 80 different SME company executives inside Satakunta area. The results consisted of quantitative data for the amount of 31 answers gained from different businesses. The results were analyzed and from them we got the wanted information of the situation inside this area. The results differed a little from the original prediction, and ended up offering valuable information that shows the definite interest, and a market opportunity, towards video marketing in Satakunta.

Video marketing is a ways of marketing that is worthwhile, but takes a little getting to know. It is easy for a business to create their very own videos, and to start their own video marketing campaign. I hope I managed to improve Miaco Cinema as a company and to give them helpful information regarding B2B sales, video- and content marketing and information gathered from the questionnaire.

The information on this thesis shows that video marketing can be used to achieve much, and is a desirable way to present your business in different social media platforms.

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