

6: Scoring Viewer Behavior

There's more to video than meets the eye. Hidden underneath the compelling stories and special effects is a data goldmine. Due to video's linear nature, it is an extremely trackable medium. Meaning you can see how much of a video viewers watch, what they skip, and what they re-watch. It's a perfect picture of your audience's digital body language: what topics they're interested in and what buying stage they're at.

Individual viewing data can help you qualify and score leads based on how much video they're consuming and what topics they're interested in. You can score leads based on how much of your video a prospect's consumed: the longer they watch for, the more likely they are to be interested in your product or service. And the further the video is down the funnel, the higher the score for a certain completion rate. This can then help you to better qualify leads, build or improve nurture programs, and create or enhance audience segments

Instructions:

Pin down specific guidelines for how you'll react to viewer engagement with your videos. How will you score leads and build nurture programs based on how many minutes of video they've consumed, how much of each video they've watched, or what topics they've spent time with?

Scoring Viewer Behavior Rules Worksheet

Video Name	Type of Video	Sales Stage	Number of Points	More than 50% Watched	Total Video Lead Scoring Points
The power of video	Commercial	Awareness	10	No	10
Winning more business with Video	Teaser	Awareness	10	Yes + 5	15
Video Marketing Tips for Legal Firms	Expert Interviews	Awareness	10	No	10
4 Crucial Steps for Kicking off Your Next Video	Thought Leadership	Awareness	10	No	10
Humanising your brand, with BOXmedia	Brand Film	Discovery	20	No	20
Improving business performance	Explainer Video	Discovery	20	Yes + 5	25
Strategic engagement partner	Tips Series	Discovery	20	No	20
Personalisation and automation for sales	Interactive Video	Discovery	20	No	20
How to shoot with my iPhone	How To	Solution	30	Yes + 5	35
Fitting video into the mix	Webinar	Solution	30	No	30
Support	FAQs	Solution	30	No	30
Internal communication - Induction	Product Demos	Decision	40	No	40
Great service, great people	Testimonials	Decision	40	Yes + 5	45
How to use video	Case Studies	Decision	40	No	40

Our [BOXmedia] vision is to be UK's goto video marketing agency,
to help businesses increase sales and communicate more
efficiently using video in this ever evolving digital space.



STRATEGY | PRODUCTION | MARKETING

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