



# THE RISE OF B2B VIDEO MARKETING IN 2025

**WHAT B2B MARKETERS NEED TO KNOW:**

***A Concise Summary of Video Trends,  
Insights and Recommendations***

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# The Rise of B2B Video Marketing

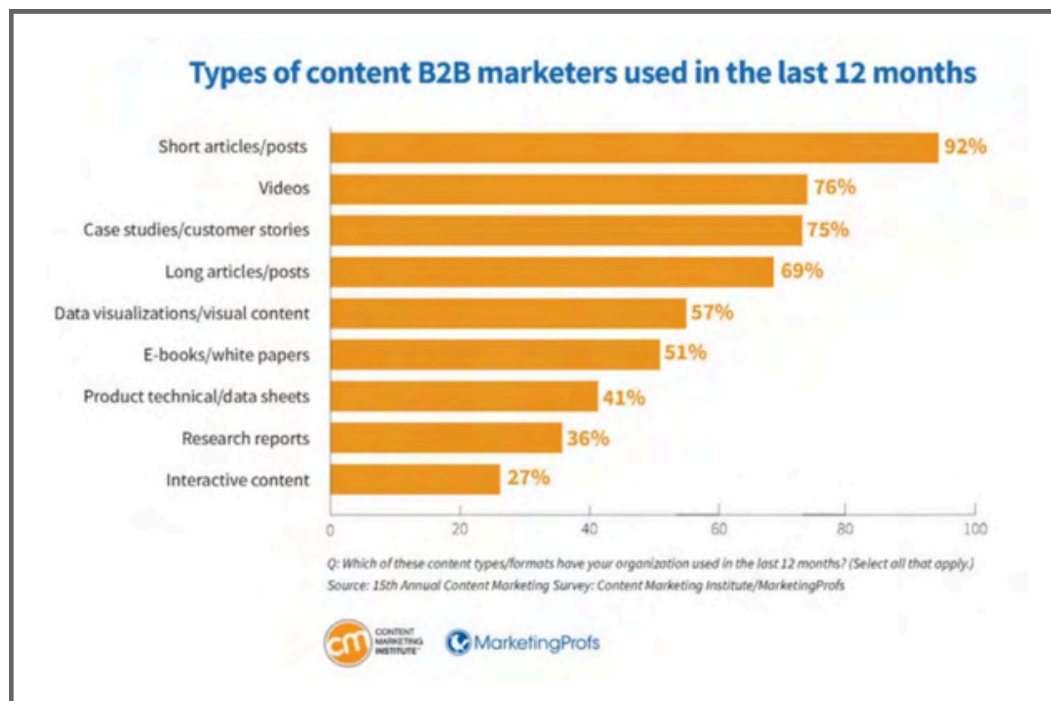
## Guide Overview

THIS GUIDE compiles industry statistics, research findings, and actionable insights to help B2B Marketers effectively use video. The facts clearly show that B2B video marketing is growing, effective, and can't be ignored as an essential strategy to reach targeted business buyers. Specific recommendations to improve your B2B video marketing program are provided as well as YouTube Channel optimization tips.

## B2B Video Is Popular, Effective, and Growing

Content Marketing Institute's [2025 B2B Content Marketing Report](#) provides insights into how B2B marketers are utilizing video.

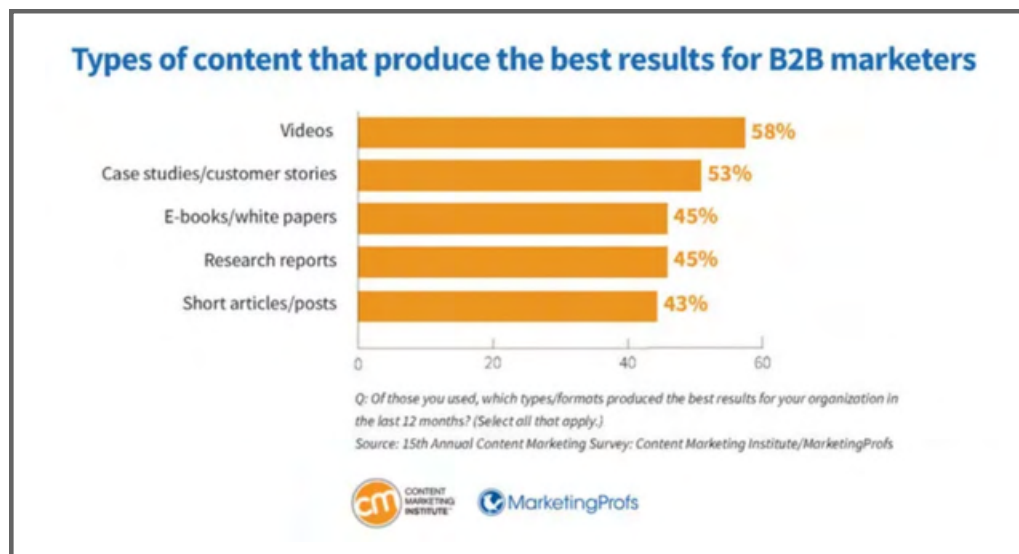
### Video Marketing is Exceedingly Popular



Video marketing is the second most popular form of content marketing, in part due to the growing prevalence of video in search engine results. In fact, [SEMRush indicates](#) that **30% of all organic results now include a video thumbnail, up 72% since 2023.**

## Video Marketing Is Highly Effective

B2B marketers indicate that videos are **the most effective** type of content, followed by case studies, ebooks/white papers, research reports, and articles/posts.



## B2B Investment in Video is Growing

46% of B2B marketers indicate that their content marketing budget will increase in 2025, & **the largest percentage of these marketers (61%) indicate that growth will occur in VIDEO.**



Another data source, a recent [LeadForensics study](#), supports these findings, indicating that **87% of B2B marketers plan to invest in video marketing in 2025.**



# What Type of Videos are B2B Companies Creating?

*ContentB* provides a deep dive into [types of B2B videos](#). The most popular include:

- Customer Testimonials
- Explainer Videos
- Product Demos
- Training Videos
- How-To Tutorials
- Webinars
- Event Videos
- Product Launches
- Promotions & Offers
- Trending Topics & Thought Leadership

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## Video Engagement & Lead Generation

*Wistia* recommends that marketers add [3 types of interactive features](#) to videos:

1. **Lead Gen Forms**, asking viewers for contact information.
2. **Call-to-Action Buttons**, encouraging viewers to take the next step.
3. **Annotation Links**, sending viewers to additional relevant information/resources.

In general, interactive video features, such as lead gen forms, work best **at the end of a video** (unless the video is *very* long). Prospects who watch an entire video are engaged and more likely to take action. Plus, an “ask” at the end feels like a natural next step instead of an unwanted interruption.

For more information, *Wistia's* [State of Video Report: Video Marketing Statistics for 2025](#) provides details on *who* is developing videos, at what *frequency*, and top *challenges* faced. **Engagement rates** for types of videos, and tips on **conversion actions** and **CTA placement** are provided. Video **benchmarks**, like play rate, engagement rate, and conversion rate, are shared by company size and type of video.

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## YouTube Insights for B2B Marketers

As video becomes more and more important, it's essential to understand the world's largest video platform: **YouTube!** *Foundation* recently published a [summary of YouTube statistics](#). See the next page for a sampling chart of facts that are relevant to B2B marketers...

### MASSIVE REACH

YouTube has **2 billion users worldwide**. These are active users who log in at least once per month, and watch videos without using a Google Account. The only social network that has more active users is Facebook.

### GLOBAL INFLUENCE

YouTube has local versions in more than 100 countries and offers support in 80 different languages **covering 95% of the global internet population**.

### DIVERSE AUDIENCE

YouTube is not just for teens and millennials. Google reports that **75% of those aged 35- to 53-years-old watch YouTube videos at least once a month**.

### SEARCH POWERHOUSE

YouTube is now **the world's second-largest search engine**, after Google. **YouTube generates 3 billion searches a month**.

### BUYER INFLUENCE

*The International Data Group* shared that **46% of B2B technology buyers purchase a product or service after viewing video content**.

### MOBILE VIEWING

Even in the B2B space where typically we see most engagement happening on a desktop, **48% of B2B buyers use their smartphones to watch videos**.

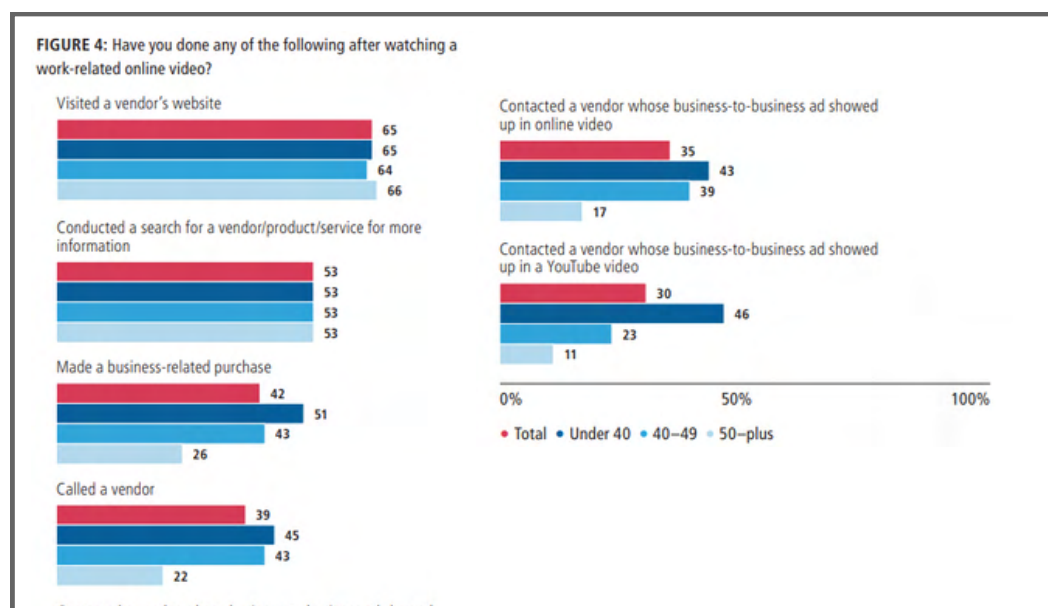
## How Do Business Leaders Utilize Video?

**Forbes Report: Video in the C-Suite** indicates that over **75% of Fortune 500 executives are viewing videos**, proving that YouTube is an effective platform for reaching business buyers.

The report states that executives (of all ages) are not only willing to watch work-related videos, but many take action after viewing.

For example, **65% have visited a vendor's website**, and **53% have conducted a search** to locate more information - *after* watching a video.

### Actions Taken by Executives (by Age) After Watching a Work-Related Video



# Video & SEO

We've established that video is a highly effective B2B marketing strategy. We know that investment in video marketing is increasing, and we've determined that YouTube is an important platform on which to find and engage business executives and decision makers.

How to capitalize on this opportunity? One critical step every marketer must take is to **apply fundamental SEO principles to video content**. Just as you optimize web pages, downloadable assets, and blog posts – you must optimize videos to maximize their effectiveness.

Bottom line: Ensure that your videos are prominently displayed in search results (on YouTube and other search engines) for relevant queries.

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## YouTube Optimization Recommendations

Avid Demand recommends starting with a **YouTube Inventory** to fully understand your YouTube channel. During this process, we analyze playlists, videos, privacy settings (public, private, unlisted), attributes such as popularity (views), currency/age (publish date), video length, and watch time. This provides insights into your YouTube channel's effectiveness and baseline metrics from which to improve.

Next, **audit your videos for SEO best practices**. Every video should have:

1. A descriptive, **keyword-rich title** and description
2. **Video tags** (#keywords)
3. Optimized **links to relevant web pages** and additional resources on your site
4. A compelling **Call-to-Action** or a lead gen form

For more information, see Avid Demand's [YouTube Optimization Process](#) and check-out a recent [YouTube Client Case Study](#).

### Benefits of Optimizing Your YouTube Channel include:

- Improve **brand visibility** in Google and YouTube search results (video impressions).
  - Increase **prospect engagement** (video views).
  - Drive **website traffic** (clicks from YouTube videos to website).
  - Generate **qualified leads** (lead gen forms and CTAs).
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## Looking for Inspiration?

Here are a few lists of “Best B2B Videos” to spark new ideas and provide creative inspiration:

- [20 B2B Video Examples That Are Anything But Boring](#)
- [10 Great B2B Video Examples](#)
- [9 of the Best B2B Videos Ever](#)

## 3 Key Take-Aways for B2B Marketers

- 1 The facts are clear. **Business buyers are utilizing video** to make decisions and select partners/solutions.
- 2 B2B marketers **must invest in video content** to strategically position their brand, effectively engage prospects, and proactively move customers through their buying journey.
- 3 Optimized videos (on your website and on YouTube) play a critical role in any **successful full-funnel marketing** strategy.

Is your video content unique, helpful, AND fully-optimized for search? [Start with a YouTube Inventory and Audit](#) to formulate your video improvement plan.

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### Sources

[2025 B2B Content Marketing Report](#)

[SEMRush: Video Results](#)

[24 Must-Know B2B Marketing Statistics for 2025](#)

[State of Video Report: Video Marketing Statistics for 2025](#)

[41 Need-to-Know YouTube Statistics for Marketers in 2024](#)

[Forbes Report: Video in the C-Suite](#)





# NEED SOME ASSISTANCE?

*Looking for a partner to help you improve your video marketing program?*

## SCHEDULE

### **B2B Video Marketing Discovery Call**

**(with Patricia Hursh, B2B Marketing Strategist)**

If helpful, we'll share examples of YouTube Audits, Project Plans, and Performance Dashboards.

**Let's Talk**

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Work with the B2B agency that **ensures measurable marketing** and **proves ROI.**

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