

FUNNEL FOCUSED:

The Video Marketing Playbook for Winning at Every Stage of the Funnel

SPECIAL
WORKSHEET
INSIDE

Your guide to understanding and maximizing each and every touch point on a customer's journey into your brand.



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The Video Marketing Playbook for
Winning at Every Stage of the Funnel

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Presented by:



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Introduction:

**UNLOCKING THE POWER
OF VIDEO ACROSS THE
CUSTOMER JOURNEY**



UNLOCKING THE POWER OF VIDEO ACROSS THE CUSTOMER JOURNEY

Understanding the customer journey is (in some ways) as simple as this:

“Your potential customers have a problem and you have a solution – you just haven’t found each other yet.”

Wistia’s “Guide to Video Marketing” (2023)

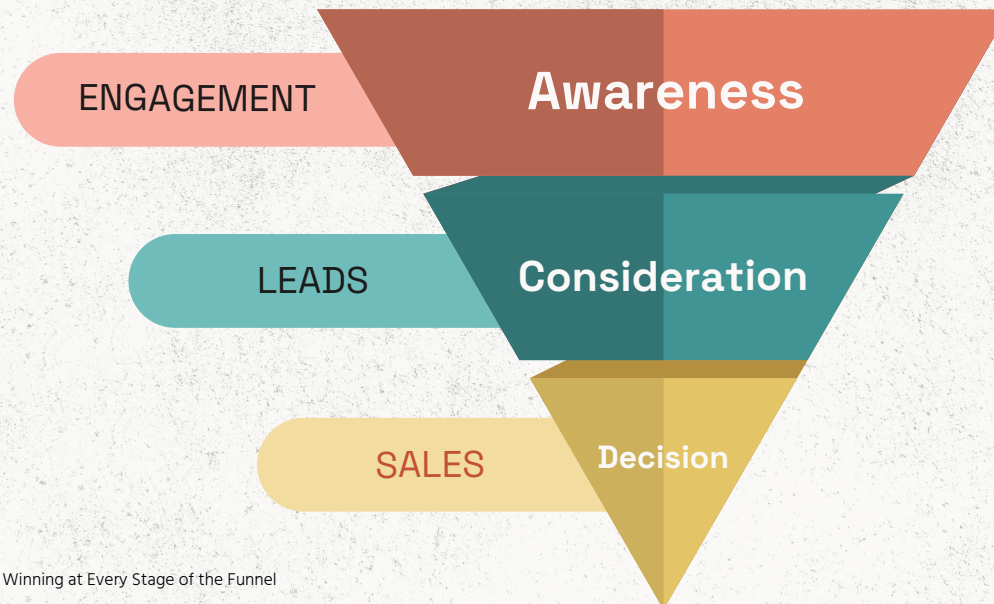
But people are complicated. And your solution is one of many available choices/options. So, in order to understand and target the actual needs of your audience (and, in turn, your business), marketers talk about that journey in simplified, visual terms.

Over the last few decades, we at Pennant have recognized that there’s no one single thing that guides every customer from awareness at the top to conversion at the bottom. At least not in a meaningful and consistent way. There are many roads, intersections, detours or off-ramps that a buyer can travel. Hence, journey and not handoff-driven-straight-line.

But here’s what we have found out: **Video is pretty dang close to being the secret sauce of getting conversions.** (We won’t belabor this, but we’re not alone in this finding – see the Resources section for some data-backed proof.)

Enter... the FUNNEL.

3 STAGES OF BUYER’S JOURNEY



We know that video moves the needle, but let's be clear about something: **Video isn't some singular thing.** And when we talk about it, we're actually talking about many different video types and the myriad problems they can address. If this sounds annoyingly complicated, then now you're beginning to get a clear idea of why we created this guide.

We created this guide **so you can easily unravel the tangled web of information about video's impact on your brand's marketing and sales efforts.** With that in mind, let's quickly lay some groundwork...

THE GROUNDWORK

Video continues to dominate other content types and drive more business by comparison. You need video. We need video. Video is the most powerful medium for engagement today.

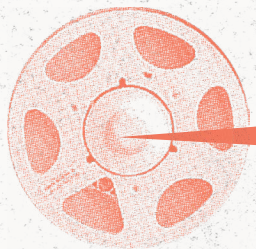
These are all true statements, but – here's where the complexity comes in – **the what, the how and the why** of video all vary greatly. And those variances depend on your needs, but more importantly on the needs of your audience.

Ultimately, **the video you create isn't about you.** (Sorry, we realize that may be hard to hear. But you already know this, to some degree, so let's keep it moving.) Great videos – which is to say videos that capture

people's attention, that entertain or enlighten, and **that work on behalf of your business' goals** – have to add value to the audience's life. And that value is different from the value your solution has to solving the customer's problem.

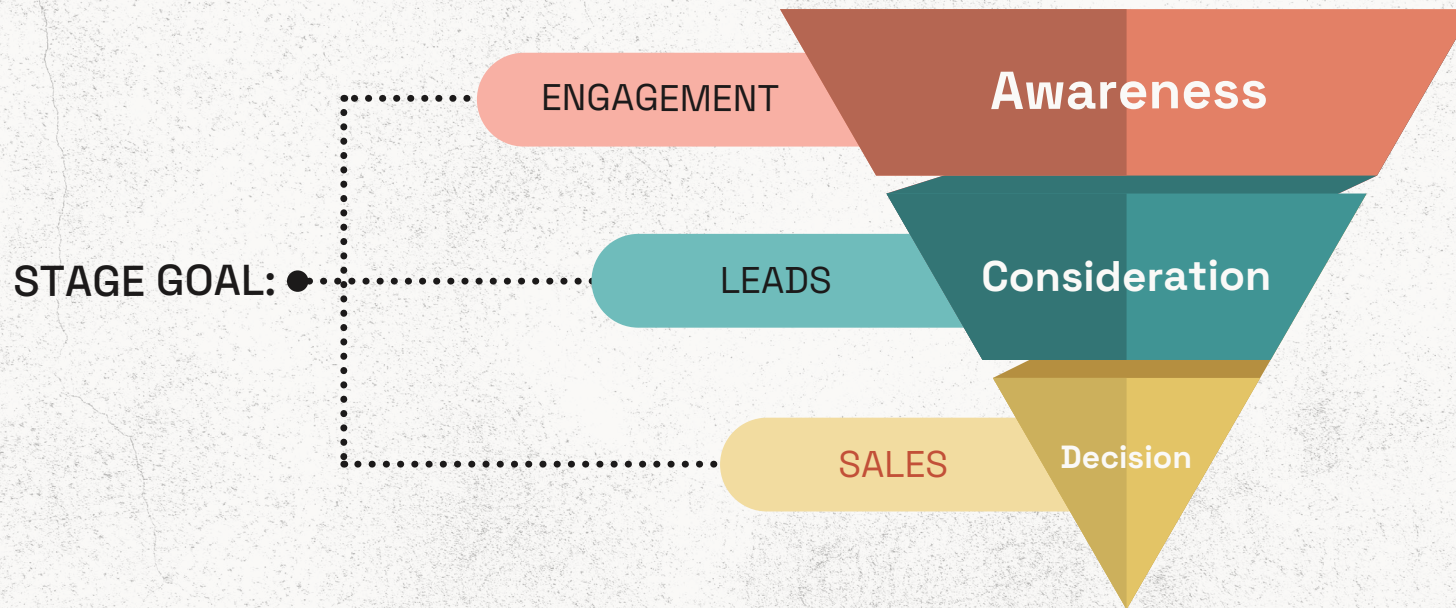
It's an annoying but extremely important distinction.

So, we mentioned before that the what, the how and the why of a particular video can vary depending on the audience and where in their journey to conversion they are. Thankfully, **how to address these variances is somewhat predictable.**



Which brings us back to... **THE FUNNEL.**

3 STAGES OF BUYER'S JOURNEY



When you apply what you know about the customer journey a la the funnel, you're able to **concentrate your video efforts.** Because you're better prepared to make the right content for the right audience and deliver it at the right time.

In this guide, we'll talk you through the exact what, why and how for every stage of the customer journey. **So you can better serve your audience and better serve your business with great videos.**

And with all that established... let's dig in!



Chapter 1

BUILDING AWARENESS AT THE TOP WITH VIDEO THAT STANDS OUT

Commercial advertising,
attention-grabbing videos, basic
brand exposure



BUILDING AWARENESS AT THE TOP WITH VIDEO THAT STANDS OUT

The funnel is a funny shape... **big at the top, little at the bottom.**

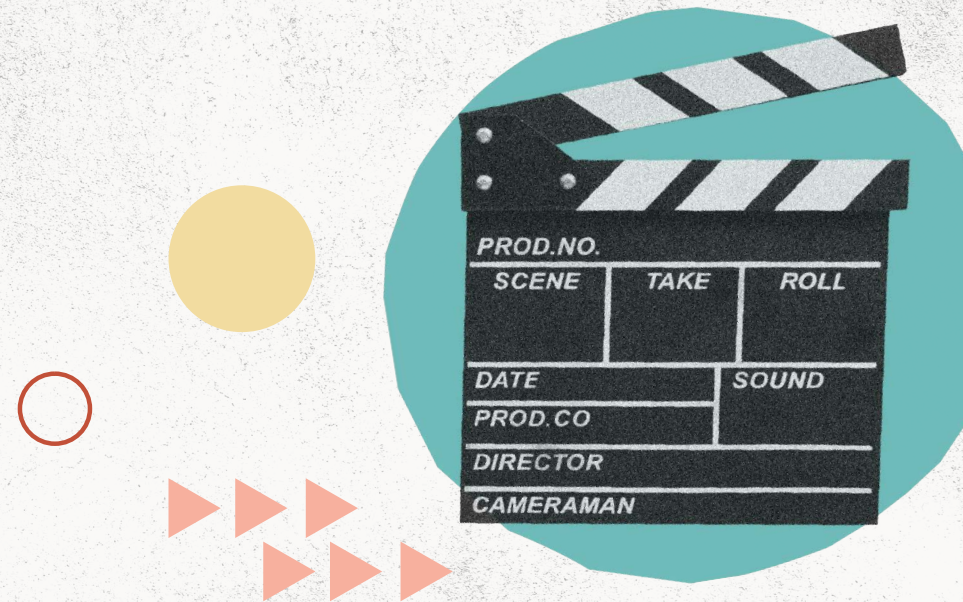
And that can be misleading when you're thinking about video, or even content marketing as a whole. **In a world that values quantity over quality** – more on that later – it would be easy to assume that the bigger part of the funnel would require more content to fill it up.

Plain and simple, **that's not the way it works.**

The shape of the funnel has an inverse relationship to the amount of content your audience requires from your brand to feel connected to it. And it has **a direct relationship with how concentrated your audience's attention is on your content.**

The top of the funnel has more choices, more potential solutions to their problems, and more noise. The more content you put up there, the less attention your audience has available for your product or service. Combine that with the ever-changing nature of what people pay attention to, and you're in a particular kind of pickle.

Remember, in the Awareness phase, **the only thing you're selling is a click.** Not your product, not your solution to their problem. You're doing whatever you can to get engagement – not impressions, mind you – because **engagement is an action in the direction of your brand.** Otherwise, it's likely that your audience will immediately ignore you. Or, worse, take action away from your brand (because sales messaging too early is supremely off-putting).



Here's our advice: **Don't spray and pray with your sales pitch. Don't try to get people to buy into your brand or solution. Don't even try to get them thinking about what you do, specifically (if you can get away with it).** In other words, don't sell them anything but the click.

"Awareness is a trillion dollar industry – it's called Advertising."

Tim Bradley, Co-Founder of Pennant Video

In the battle for attention, **instead focus on just that – getting their attention.**



And how exactly do you do that?

Well, advertisers learned long ago that the key to getting brand exposure is **emotional engagement**. But they also learned that not everybody responds the same way to ideas or specific pieces of content. So, the first order of business is to **dial in your target audience and what emotions will trigger their attention**. Then create content that exposes them to your brand in the context of their desired emotional trigger.

That sounds pretty easy, right? **It's not – go ask the fine folks over at our sister agency, VAGRANTS**. But if you can succeed at getting their attention, by any means necessary, then **you have officially moved them from Awareness to Consideration**.

And that, friends, is what we in the industry call a **big win**.



Chapter 2

GETTING TO THE HEART OF CONSIDERATION IN THE MIDDLE

Anthems, product explainers,
customer endorsements



GETTING TO THE HEART OF CONSIDERATION IN THE MIDDLE

By now, you've captured your audience's coveted attention, and you're ready to take your emotional and intellectual connection to the next level.

For marketers, this is **the fun part**.

That's because these videos present an **opportunity to showcase why you exist, how you solve people's problems, and who you've already helped**. These are the seeds of trust. They're **the reasons for your audience to believe** in the power of your solution.

In short, **mid-funnel videos are living demonstrations of your brand**.

Videos in this category – **where the audience's attention is that much more tuned into your brand** – work so hard on behalf of your business goals. But beyond equipping your sales team with powerful and shareable assets, **these videos exist on the web, working 24 hours a day, 365 days a year**, never taking a lunch break or griping about compensation. So, to honor these hardworking videos, we're putting in a bit of extra work on your behalf to help you understand the middle of the funnel.

Let's break down the core video types and explain just what work they do here in the mid-funnel to move your customers through the crucial Consideration phase of their journey.



THE ANTHEM // YOUR BRAND'S FLAGSHIP ASSET

Picture this: You've just finished the first chapter of an enthralling story. You know you should put it down, but you can't stop yourself from starting that next chapter. The author has you hooked, and you're willing to push your bedtime back because – seriously – how could you possibly sleep until you know what happens next??



An Anthem video is like that second chapter. It's the step beyond the initial brand introduction, where you hooked the audience with attention-grabbing ads.

Anthems let you dive into the core of your brand – the 'why' behind it – unveiling personality, values and a unique narrative. It's a powerful tool, enabling you to delve deeper into the story of your brand, **establishing a lasting impression that forges a more profound emotional connection with your audience.**

Just as a memorable encounter lays the foundation for a meaningful connection, a well-crafted Anthem video not only differentiates your brand from the competition, it sets the stage for a deep and memorable relationship between your brand and your audience.

It's the art of storytelling in motion, leaving an indelible mark that resonates long after the screen goes dark.

EXPLAINERS // OPPORTUNITIES TO SHOW OFF WHAT YOU SOLVE

Explainer videos do exactly what the name implies – **they explain**. But great Explainer videos do this work in a way that engages and delights. When created thoughtfully, **they take your brand-audience interaction up a notch by conveying less-than-sexy information in a visually stunning way**. You're not making a Hollywood film or a 10-episode Netflix series here, but your audience absolutely expects your content to entertain them.

What does this mean in the context of marketing videos? Well, in our experience, **there's no point in explaining something to people who aren't listening**.

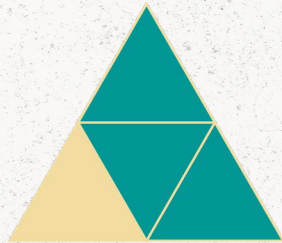
Which means if you don't give your audience a reason to pay attention to how you can solve their problems – by **presenting detailed breakdowns of features, benefits and value propositions in an engaging way** – then all you're doing is talking about yourself again. And we've already established that these videos aren't about you.

Great Explainers go beyond what you do by **demonstrating your empathy and understanding for your audience's experience**. That's because on top of being a deep dive into the ins and outs of your

product or service, they give you an opportunity to present the world and the solution you provide through the eyes of your customers. In turn, they feel seen and open themselves to what you're explaining.

The audience justifies your investment by paying attention.

Plus, your audience will use this video to help inform their decisions. **According to Lemonlight, 73% of people are more likely to make a purchase after watching an Explainer video.**



ENDORSEMENTS // YOUR AUTHENTIC THIRD-PARTY VALIDATORS

Which do you trust more: Advice from a friend or advice from a total stranger? Or how about a referral from someone in your network versus a targeted ad?

That's a no brainer. **Trusted sources of information will always take precedence** over random ones (and people who are paying to put their



message in front of you). In a sea of misleading, inaccurate and paid sources, **we actively seek out things we can validate.** And even if we don't know the source personally, if we trust or respect someone who does, then we're more likely to give that source a chance.

That's the primary marketing function of Endorsement videos.

“84% of B2B executives say that customer testimonials have a significant impact on their purchasing decisions.”

G2's Software Buyer's Behavior Report (G2).

By featuring your happy customers giving a thumbs up to your product or service, **you give social proof and lay the foundation for trust.** When your audience sees others with similar challenges and experiences endorsing your brand, it's like getting an in-network recommendation. Functionally, it's the equivalent of a friend saying, “Hey, this is legit, you should check it out!” That is, it's advice they can trust.

Voiced by real people with unique stories and perspectives, **Endorsements make your brand feel more human and relatable.** Ultimately, they validate your brand's reliability and build confidence for potential customers.



THE MID-FUNNEL TRIFECTA OF ANTHEMS, EXPLAINERS + ENDORSEMENTS

In the marketing game, this middle zone is all about building connections by being savvy and genuine. Think of Anthems, Explainers and Endorsements as your trusted allies and the tools that pave the way for that ultimate step toward a lasting connection.

So, keep it cool, keep it engaging, and remember: in the middle of the funnel, **it's all about making your audience fall in love with your brand**, one second at a time.

Oh, **and have fun!**



Chapter 3

THE BOTTOM OF THE FUNNEL AND BEYOND

Thought leadership, educational video, brand-building content



THE BOTTOM OF THE FUNNEL AND BEYOND

We've said it before. We'll say it again...

One of **the biggest trends** in video marketing – and most creative fields – is that **more is better**.

Sometimes that means bringing more ideas, perspectives and risks into the mix for creative direction. Other times it's integrating more visual layers into design so you can stand out in a crowd.

Here at the bottom of the funnel, though, **it really just means more**. More videos on more topics. More places to put those videos – think social platforms, newsletters, landing pages, etc. **More, more, more!** That's because what your audience needs from you is a focus on **the quantity of your video output, rather than the quality of those specific videos**.

But this part of the funnel is so small! How are we going to fit all this content there?!

Remember that inverse relationship we mentioned earlier? With your audience's attention concentrated on your product or service as the solution to their problem, you have the freedom to give them more. To bring them closer to your brand and build a long term relationship with them.

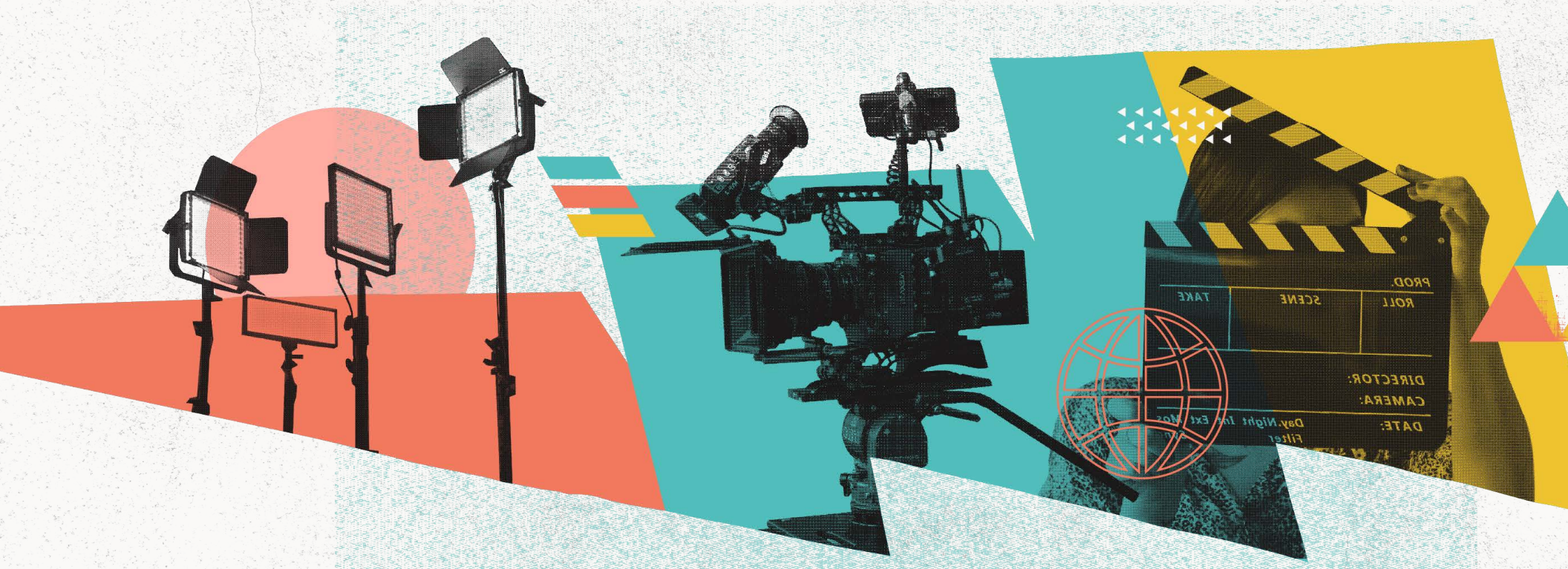
They want to look your CEO in the eyes and hear her tell a human-centric story. They want lengthy product demonstrations and release notes. They want to be educated with an episodic series. They want to learn what makes your employees tick (and TikTok). They want to like and share your social videos. They want to feel like they're an extended member of your team.

Basically, **they want more**.



Many companies opt to produce these bottom funnel videos with **in-house creators** because the content itself is so close to the brand. Doing so allows you to focus on the quantity of videos, **without worrying about onboarding (or paying for) an outside vendor.**

And without stressing about 6k cameras, immaculate lighting, or any of the other marks of high quality top- and mid-funnel videos, **your in-house content team can rapidly generate nurturing content and share it directly with your customers.** (If you're not doing this already, we highly recommend this approach!)



If you've guided them along their journey with the right videos at the right times, your customers will want to advocate on behalf of your brand – not just recommend your products or services. That's because they've invested their attention and you've rewarded them with content that reinforces those connections.

The audience wants more – **all you need to do is give it to them.**



Conclusion

**FOCUS YOUR MARKETING
EFFORTS ON MID-FUNNEL
VIDEO**



FOCUS YOUR MARKETING EFFORTS ON MID-FUNNEL VIDEO

Be honest: When you're putting together a video marketing strategy, how much time do you spend thinking about the customer journey?

Probably not enough.

Between budgets, content calendars and meetings about meetings about meetings, the focus of video marketing often swings toward the understandably practical concerns of who, what, when and how much. But marketers often lose sight of what really matters.

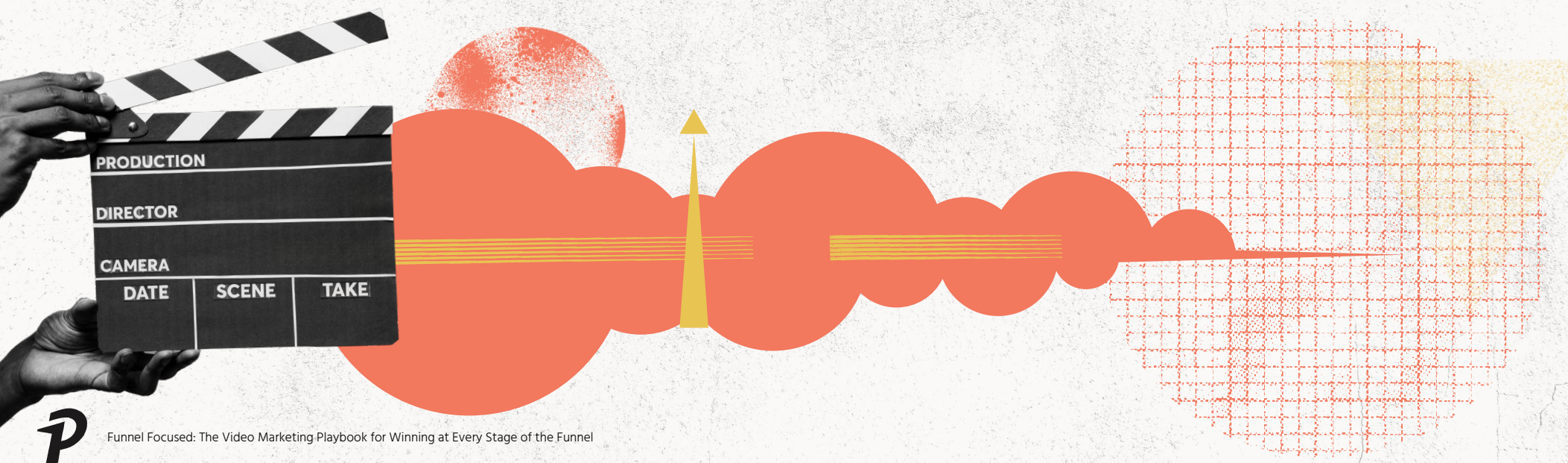
No, it's not the brand or its products and services. And it's not even really the videos themselves (as deliverables, anyway).

It's about the audience. You know, the customers.

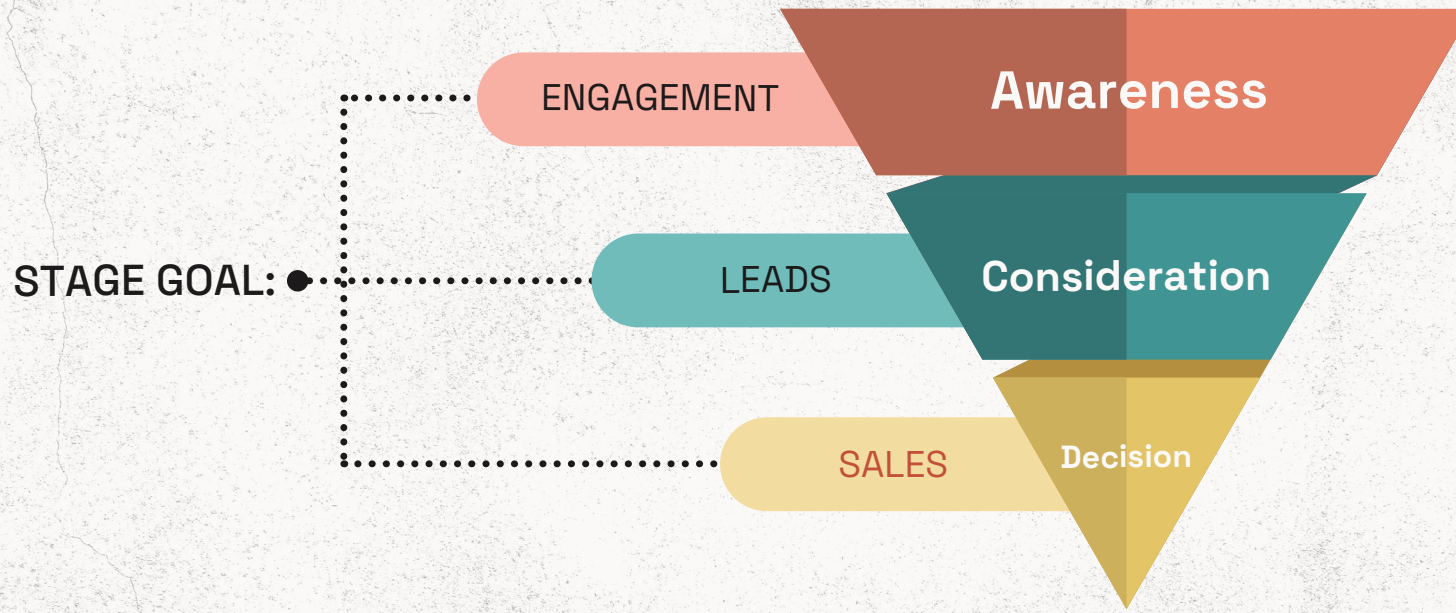
See, the purpose of a video marketing strategy isn't to give a brand an opportunity to gaze lovingly at itself in a mirror. Video marketing is about looking at the brand through the eyes and experiences of the audience. And the simplest way we've found to do that is to understand where your audience is in the funnel.

So, as we bring our exploration of video marketing across various stages of the funnel to a close, it's time to zoom in on a critical truth: the real action, especially for marketers, happens in the middle of the funnel.

You could even say mid-funnel videos are the only true video marketing assets.



WHICH, ONCE AGAIN, BRINGS US BACK TO... THE FUNNEL.



What's so special about the mid-funnel, you ask? It's simple. The top of the funnel is about making acquaintances – casting a wide net. The bottom? That's where you seal the deal. But the middle – ah, the middle is where the marketer's craft is truly tested. It's where interest is nurtured into desire, where curiosity is shaped into commitment.

Here, in the lush fields of the mid-funnel, Anthems resonate with emotional depth, product Explainers clarify with engaging precision and empathy, and Customer Stories (read: Endorsements) add the authentic human touch that seals those connections.

This is where your audience is actively considering, comparing and contemplating. It's where your message needs to be not just seen, but felt. It's where brand stories are told, product features are showcased, and customer testimonials make their mark.

In the mid-funnel, every frame of your video content counts. Every story told is an opportunity to connect deeper, every explanation given can turn skepticism into belief, and every customer story shared can tip the scales from consideration to decision.

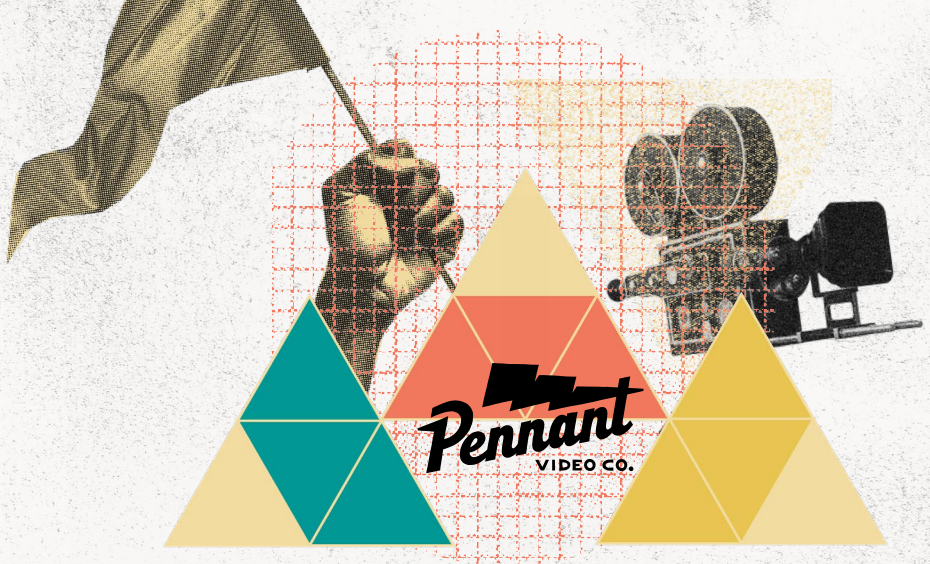


THIS IS HARD WORK

Getting all the way from planning out a video marketing strategy to closing deals is a complicated process in and of itself. So, once you're able to do it, you really should pat yourself on the back for that big win.

Raise a banner, raise a glass, raise whatever you've got handy. Because you've done something that most marketers only dream of – you've unleashed your inner champion.

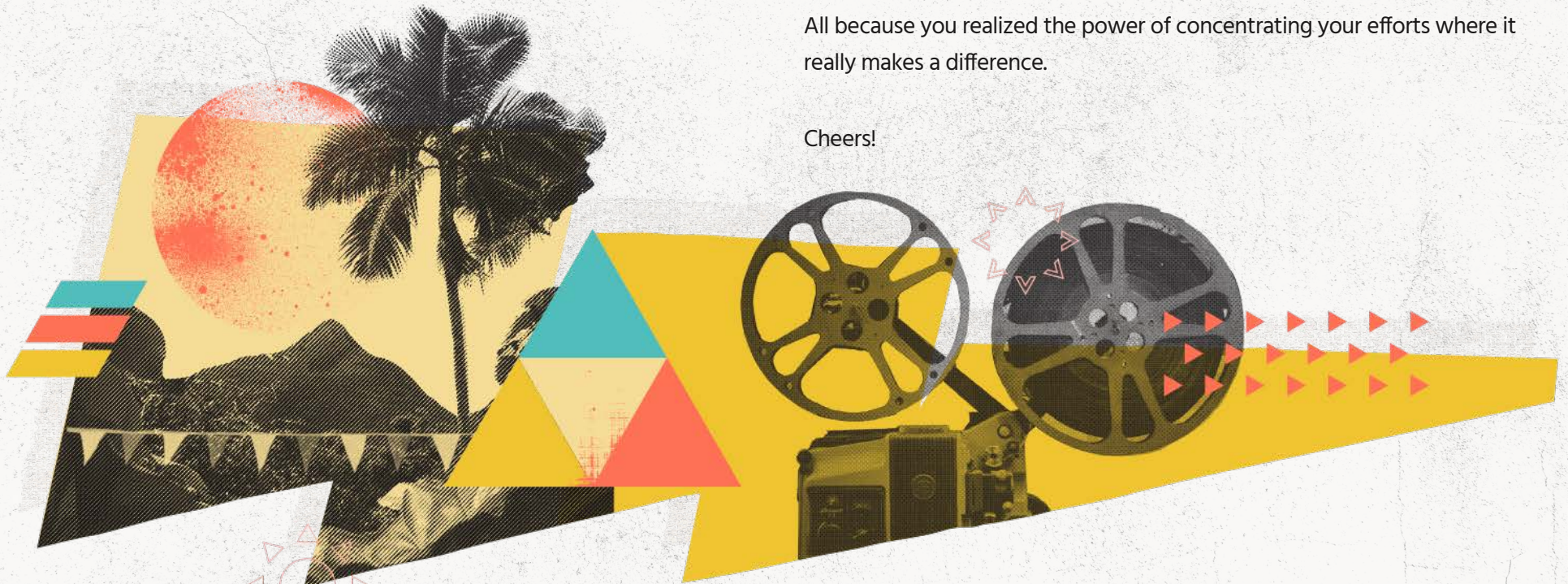
And as champion, you'll see how you're now no longer working in service of an (arguably) outdated and oversimplified visualization of the customer journey. You'll start to understand how that funnel is actually working in



service of your business and its customers, helping you know what problems to solve and how to solve them.

All because you realized the power of concentrating your efforts where it really makes a difference.

Cheers!









Funnel Focused Worksheet / Quiz

INSTRUCTIONS: Circle one answer for each question and take note of how many points you earn.







1

What's the primary business challenge that you think video can help resolve?

-  Brand awareness **5 pts**
-  Standing out in a crowded space **4 pts**
-  People don't understand what we do **3 pts**
-  We lack industry credibility **2 pts**
-  Customer retention / loyalty **1 pt**
-  To be determined **0 pts**







2

What's the current status of your brand identity / positioning / messaging?

-  Our brand is firmly established **5 pts**
-  We're currently going through a rebrand or planning one in the near future **3 pts**
-  Our client list speaks louder than our brand identity **1 pt**
-  Our brand is unimportant compared to our product/ service **0 pts**







3

What's your overall vision for video?

-  Cinematic **5 pts**
-  Story-driven **4 pts**
-  Rooted in our product or service **3 pts**
-  Customer-centric **2 pts**
-  Cheap **1 pt**
-  To be determined **0 pts**







4

Where do you expect the videos you need to live?

-  Everywhere all at once (TV, streaming services, Vegas Sphere – hey why not) **5 pts**
-  Front page of our website **4 pts**
-  Product-specific landing page **3 pts**
-  Social media channels **2 pts**
-  Any web-based channel we can get it onto **1 pt**
-  To be determined **0 pts**

5

Very broadly, how do you define your target audience?

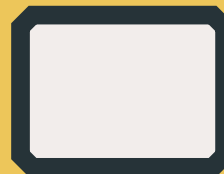
-  Anybody and/or everybody **5 pts**
-  Industry-specific potential customers **4 pts**
-  Decision makers at targeted businesses **3 pts**
-  Frustrated users of competitors' products or services **2 pts**
-  Existing customers, mostly **1 pt**
-  That's a great question... **0 pts**









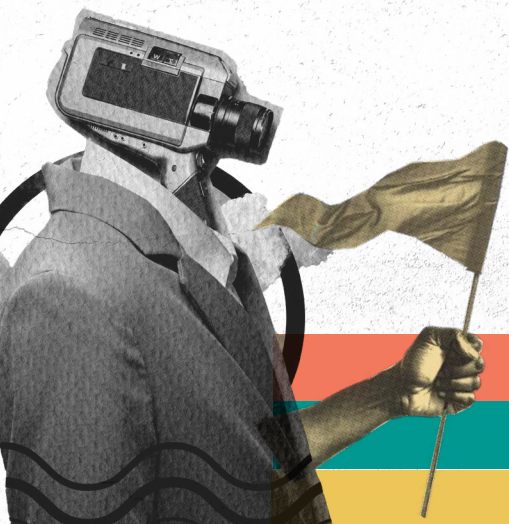
NOW, ADD IT UP!

Your total score:

What's next? See below.



-  **23-25 points... Talk to Our Sibling Agency, VAGRANTS**
 - You're thinking big. Like, 8K big. On-location, craft services, SAG-AFTRA on set big. Your audience is the whole world, and you've got the budget to prove it. To poise yourself perfectly, bring it big to the top of the funnel.
-  **18-22 points... Differentiate Your Brand with an Anthem**
 - You know your brand. You know your audience. But does your audience know you know? Your anthem is the perfect opportunity to engage and empathize with your audience's world, as told through the lens of your brand's story.
-  **13-17 points... Demonstrate Your Value with an Explainer**
 - Your website is likely lacking. Your booth is just a tad bit boring. And your sales team is somewhere in the wind. Equip yourself to close some deals with an effective Explainer.
-  **8-12 points... Validate with Some Endorsements**
 - Since you've already read our ebook, you know how powerful third-party validation is to how real people make real decisions. Take what you're already doing with written case studies, but make yourself stand out with video.
-  **4-7 points... Leverage Your Internal Team**
 - Howdy! Bottom of the funnel here... I might look small, but that's because your audience is super concentrated here. At the crucial point of Conversion and beyond (aka, Nurture), you'll need as much content as possible. Your customers will thank you for connecting so deeply with them.
-  **0-3 points... Seems like you have more questions than answers – Let's talk.**



About Pennant Video

Here at Pennant, we understand that the mid-funnel is not just a transition phase – it’s a critical battleground where you can solidify brand affinity and heighten purchase intent. We’re not just creating videos – we’re building relationships, fostering trust, and guiding potential customers through their journey with a blend of artistry and strategic insight.

And we don’t just understand this – we live and breathe it. We specialize in mid-funnel magic, creating video content that isn’t just engaging but transformational. We’re not here to just catch the eye – we’re here to capture hearts and minds. Our goal is to give your prospects the confidence to choose your brand.

So, to our fellow marketers, the message is clear: Hone your focus on the mid-funnel.

This is where your skills, creativity and strategic thinking come together to create a compelling narrative that moves your audience. And for those narratives to truly come alive, Pennant is your partner at every step of the journey.

Together, let’s turn the mid-funnel into a beacon of engagement and a catalyst for conversion.

RESOURCES

Wyzowl *“The State of Video Marketing 2023”*

Wistia *“Guide to Video Marketing”*

Hubspot + PlayPlay *“The Video Marketing Playbook: Trends & Tips to Create a Video Strategy in 2023”*

Wistia *“State of Video Report 2023”*

