

APPIAN DRIVES CONVERSIONS WITH BRAFTON VIDEO MARKETING

HIGHLIGHTS

- ▶ 100+ video viewer conversions within one business quarter
- ▶ Average time on site increased 93 percent for viewers
- ▶ Unique Video Pageviews increased 309 percent



Appian is a leading Business Process Management (BPM) software provider. The company's product suite allows departments to collaborate in a fully mobile work environment, helping enterprises increase productivity and cut costs. The company uses content marketing to highlight how its complex offerings simplify customers' workflow.

Appian's Director of Marketing Programs Mary Kirkman published several videos of product overviews on the site, but needed strategic and production resource. The brand partnered with Brafton to execute a strategy with consistent and diverse video content that supports the full prospect-to-customer journey.

CHALLENGE

Move from one-off videos to a consistent strategy for brand awareness, SEO

GOALS

- ▶ Brand awareness and new visitors
- ▶ Increase engagement on Appian.com
- ▶ Conversions

After developing a corporate blogging strategy for the Appian brand, Kirkman understood the site also needed interactive content, like videos, to gain visibility in search and on social networks. While the brand had already produced some video product demos as sales tools, it lacked clips that reached and engaged new audiences and wasn't seeing conversion potential with existing videos.

Appian had been creating video content with a studio, and the cost of video production used most of its budget for this format. Ultimately, this limited the company's ability to create more than one or two videos a year.

"Appian stays on the cutting edge of marketing, but because we don't have that large of a team, we have to be that much smarter about what we're doing."

Ben Farrell, Director of Corporate Communications

Appian needed to increase video production within budget for a consistent, diversified strategy. Working with Braffton, it looked to create videos that engage users at different stages of the purchase funnel.

“A lot of companies build in-house teams to produce necessary volumes of engaging content. That wasn’t a model that was going to work for us. Braffton has become an extension of us — our Braffton team understands the value of videos for our brand and how we can get value from them.”

Kirkman

STRATEGY

Create monthly video content in line with a range of corporate goals

STRATEGY

- ▶ Monthly vertical-targeted animation videos or product demos
- ▶ Monthly studio video blogs with industry commentary
- ▶ Design simple video navigation options based on subject or “category”
- ▶ Built-in resource for videos to support timely campaigns

Braffton worked with Kirkman to create an editorial calendar for video production based on the brand’s overarching corporate marketing strategy. Appian gets a mix of studio-based video blogs and animated product clips each month, as well as strategically timed videos to support marketing programs during important product launches.

At first, Kirkman was primarily interested in animated videos to showcase the capabilities of Appian’s BPM suite and solutions for specific verticals. Thanks to Braffton’s consulting, the site additionally hosts monthly video blogs discussing the advantages of using a collaborative software suite. These aim to attract new prospects, and also re-engage current subscribers.

The dynamic strategy and communication between Braffton and Appian also empowers the company to create other types of videos that serve marketing opportunities. Braffton and Appian collaborate on in-depth, animated videos two months prior to sales initiatives or campaigns. For instance, Braffton created an on-site expert interview with Vice President of Industry Markets Marc Wilson.

“Braffton shows creativity not just in the project, but in the process itself. There is a synergy between our companies that’s almost cultural.”

Kirkman

RESULTS

Conversions from video viewers, increased site engagement

“The team is very responsive, very accommodating and very rapid. I think that’s a great thing. It makes for a smoother relationship.”

Kirkman

Appian has seen strong results since increasing its video marketing efforts with Braffton. In its first three months publishing Braffton’s video content, Appian’s video viewers generated 124 conversions, and they had a 249% higher than non-viewer conversion rate overall.

The videos are effectively converting traffic into leads and customers, and they are also bringing more visitors to the site overall. Between Q1 and Q2 2013, the number of Pageviews to Appian’s BPM-Video landing page increased 248 percent. The number of unique PageViews rose 309 percent during that reporting period.

Because Appian wanted to increase engagement, it was important that video content made the site stickier. The Braffton video content kept visitors on pages longer, increasing the average viewers’ Time on Site 30.78 percent between Q1 and Q2 2013, correlating to the introduction of Braffton’s content.

Appian also noted impressive (continued) gains for the product and customer categories Braffton helped it develop on its video landing page, indicating the company is winning new traffic and effectively directing existing site visitors to relevant video resources based on their place in the sales cycle. Quarter over quarter after launching Braffton’s videos, Product video unique Pageviews saw an 880 percent lift, and Customer video unique Pageviews rose 371.3 percent. The average time on site for both of these categories went up 73 percent because Appian exemplified the ideal storytelling brand in its video content. This established thought leadership and industry authority.

The video category landing have already increased site stickiness, drawing in visitors and keeping them there 30 percent longer than other pages. Its product video category performed even better with an average time on site 93 percent longer than the site average.

“Video accounts for 5 percent of all traffic to the site.”

Kirkman

WHAT'S NEXT

Appian started off creating animated videos and blog pieces for brand awareness and engagement, and Kirkman wants to incorporate a thought-leadership angle. Overall, the Appian brand is looking for opportunities to create dynamic content that keeps it one step ahead of its competitors.

“Braffton and Appian are alike because we both see ourselves as an extension of the other companies’ team. We’re trying to scale our marketing to keep up with rapid business growth. There’s been a change in what the market’s all about. With a limited team, we have to be really smart, connected with partners and using the latest content to bring all of our efforts together.”

Kirkman



Braffton, Incorporated
One Winthrop Square FL5
Boston, Massachusetts 02110

 617.206.3040

 866.272.8122

 www.braffton.com