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# HOW HENNGE CREATED MORE VIDEO CONTENT WITH FEWER RESOURCES

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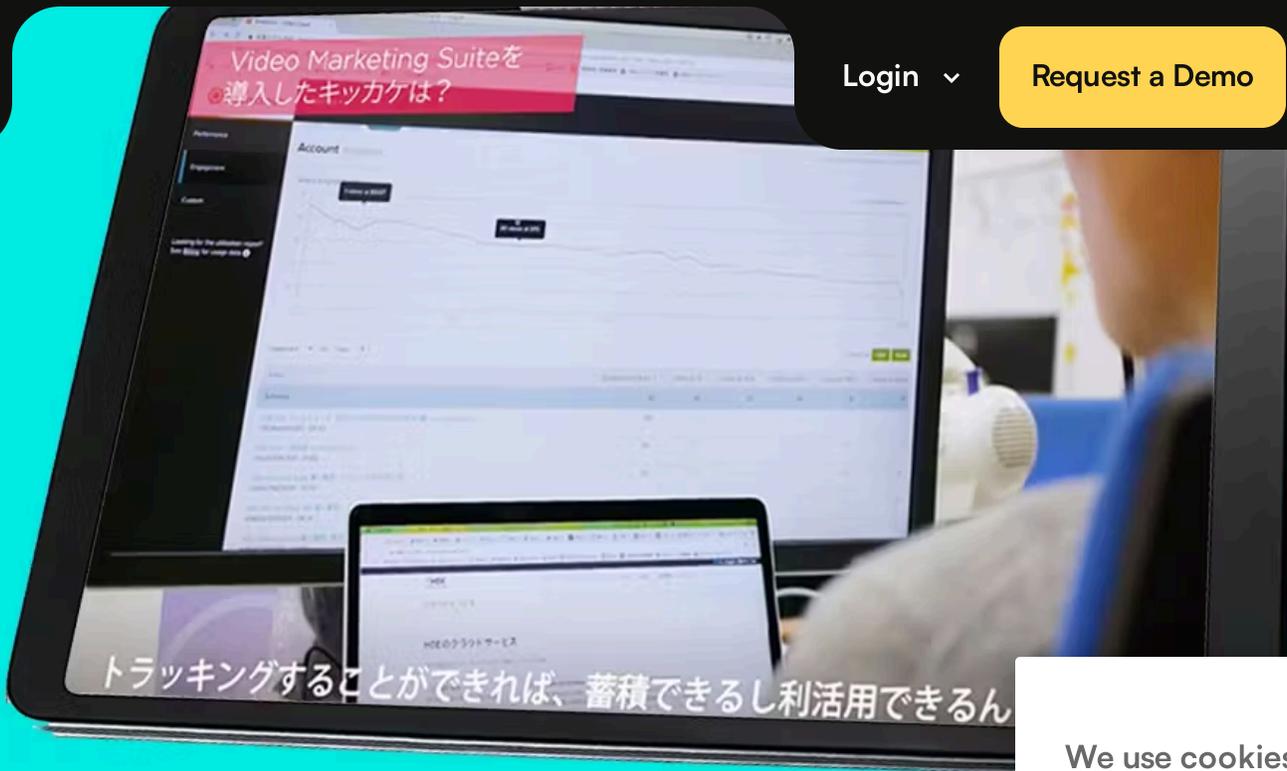
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If you are in charge of marketing or sales promotion, you are likely to face the challenge of how to make use of leads that have stopped being followed up on, or product information that is not being used. HENGE's practical example shows that these problems can be solved by introducing video marketing. The company focused on a new approach to marketing without using any special technology or hiring new staff, they succeeded in reducing the number of "dead leads" that were piling up, mass-producing high-quality content, and improving the qualification. How did they achieve this?

## ISSUES: ACCUMULATING "DEAD" LEADS AND WASTING OF RESOURCES

HENGE is developing various digital marketing measures with the aim of increasing the number of inbound leads. In addition, in order to acquire more leads, they are also successfully implementing outbound measures such as cold calling. For the leads they acquire, the sales representatives would quickly arrange appointments for initial visits, but for the leads that were deemed to have a low probability of becoming projects were rarely followed up



pany, which was aware of the issues and possibilities  
w approach method that combined video content and

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## Measure 1: Utilizing existing content

In this situation, the company's attention was drawn to the seminars it held several times a month. Hiroaki Mizutani of the company's Cloud Sales & Marketing Division says, "The idea came from the simple concept that if we recorded the seminars and made the minimum necessary processing as video content, wouldn't it be much easier to mass-produce content than to create white papers and web content? In fact, once we had decided on this policy, we were able to quickly put together a large quantity of content with a small amount of resources." Because the seminars themselves were well-planned and well-developed for customers, they were able to produce a large quantity of high-quality content by making effective use of them, and at the same time, they were also able to solve the problem of human

## Measure 2: Automate distribution and accumulate insights

Once they had built up a library of recorded seminar content, HENGE ne  
right audience. When considering a platform for distributing videos, the  
requirement was that it should be able to link with the MA tool "Marketo".  
introduced Salesforce.com for CRM, so they also placed importance on b  
that. "If you just want to distribute videos, then a free video distribution p  
tracking who has watched how many videos and storing that data in a da  
to your advantage in various activities. We looked for a platform that wou  
and also allow us to develop it quickly." If too many resources are taken u  
will have an impact on the closing rate for high-quality deals. Therefore,  
sales team was set up to re-approach the 90% of leads that had been ab  
tool "Marketo" was introduced as a system that would enable them to ap  
the time they needed. In addition, by using videos, they are not only track  
browsing history, but also the viewing history of the video content they ha  
time, such as "who has watched how much? they are able to determine v  
with what kind of conversation to approach each lead. The company plac  
importance on the length of time spent watching the videos. Based on th  
who spend a certain amount of time watching the videos are highly intere  
have a strong desire to purchase, they prioritize making calls to leads wh  
than 50% of the videos they have provided.

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*By tracking who has viewed what and storing this data in a database, it becomes possible to advance various activities in a favorable way.*

**Hiroaki Mizutani**

General Manager, Cloud Sales & Marketing Division, HENGE Corporation

**Core**

Host & Stream

Manage Video Library

Player

**Features**

Analytics

Interactivity

Gallery

AI Suite

Live Streaming

OTT

**Resources**

Resource Center

**Platform**

Developer APIs

Accessibility

Security

Content Monetization

Integrations

Social Integrations

**Solutions**

Communications Studio

Media Studio

Marketing Studio

Beacon Studio

Zencoder

**Get Started**

Contact Sales

**Brightcove for**

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