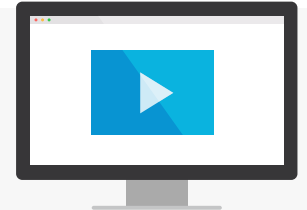


Video Case Study: Keysight Technologies

“ This is really the best way to reach our prospects and it works well with our other marketing efforts...”

– Joan Horwitz, Marketing Manager for Nanotechnologies and Nanomeasurement Systems, Keysight Technologies Inc.



Adding video to the marketing mix was not a difficult decision for Joan Horwitz, Marketing Manager for nanotechnologies and nanomeasurement systems at Keysight Technologies Inc. More than seven years ago, she pretty much pulled the plug on print advertising and put more dollars toward reaching her target audiences with video.

“We had to follow the trend,” she says.

The atomic force microscopes, scanning electron microscopes, and nanomechanical testing systems that Horwitz was selling to researchers were very often being evaluated by post-doctoral students and other young researchers in academic and government labs. And they were using social media.

“The people searching for instruments and making recommendations to professors were in their late 20s and using social media and YouTube,” Horwitz says.

Disillusioned with the ROI from print advertising, Horwitz saw other divisions in the company working with Biocompare to produce video – and she wanted to give a try.

Today, she produces a variety of video to raise awareness and consideration among target audiences. The videos appear on the Keysight website, its YouTube channel, and Biocompare.com, where they help users evaluate and shop for the nanotechnologies Keysight offers. They are also used at tradeshow, which has been very effective – especially at smaller shows when they do not ship instruments to demo.

Horwitz says the videos are product-centric, demonstrating **features and benefits**, or **instructional** to show how easy it is to operate. Additional videos showcase specific applications, such as for polymer science. Still others are produced for training purposes. Some are as long as 15 minutes, but shorter 1-2 minute versions are produced as well.

“It’s Painless”

Video is just part of Horwitz’s marketing strategy, which includes 32 scientific seminars annually, trade shows, and face-to-face workshops and seminars. So when it comes to producing video, she doesn’t have much time.

Working with Biocompare has been “painless,” according to Horwitz.

“They’ve done a terrific job for us,” she says. “Number one, they understand our product and how to present it. They understand the market, our customer, and what our customer wants to see. They communicate well and make suggestions. It’s painless. The management for me is really very easy. I can call today and say, ‘I want a video of this,’ ... and, depending on the timing of the video shoot, it can be two weeks later and we’re editing and tweaking.”

Typically, shorter videos are prepared within 2-4 weeks.

Because she all but eliminated print advertising, Horwitz has been able to pay for video production within her existing budget.

Paying Off

While Horwitz does not quantify the return on investment in video, she is confident it’s the right move to reach her audience. She is more than satisfied with the number of views. And she points out it has saved money when they don’t have to ship instruments to some trade shows. They are also used as sales tools with potential customers.

Video has enabled Horwitz to bring Keysight Technologies’ AFM, FE-SEM, nanoindenters, and universal testing machines to life for prospects who are using social media to learn about and shop for such instruments.

“This is really the best way to reach our prospects and it works well with our other marketing efforts,” she said. “Plus, it’s such a pleasure to work with the people at Biocompare.”