

# Top 6 B2B Video and Webinar Trends

Create unique content that excites and engages more B2B buyers.

In 2025, B2B buyers will consume 12 pieces of content before making a purchasing decision. What are you putting in front of them? Our team has been helping clients tell compelling B2B stories for 20+ years.

Here are the top trends we see moving the needle for our customers.



## Go from B2C to B2B

Double your subscriber base by drawing inspiration from B2C content like [Hitachi Vantara's](#) programs that reference Comedians in Cars Getting Coffee, Mythbusters, and BuzzFeed's Puppy Interviews.



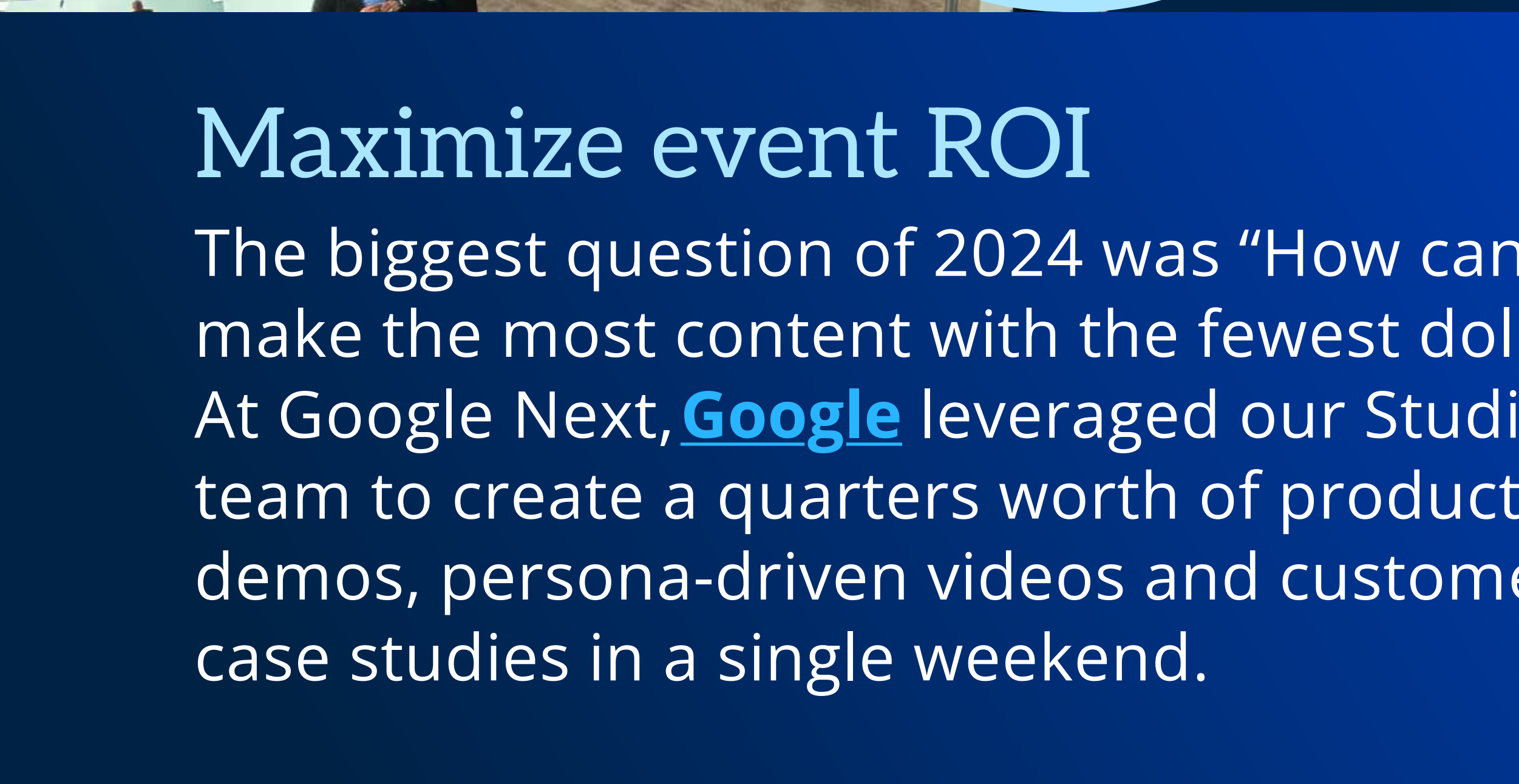
## Do you validate?

In 2024, buyers; most trusted source for information was analyst content. Webinars featuring [Enterprise Strategy Group](#) analysts like our live Summit from RSA had 7x higher click-through rates and performed 38% better on the brightTALK platform.



## Think outside the boxes

Leverage in-person production, multiple speakers, and high-end animation to differentiate your webinar campaigns like [LSEG](#). "Marquee webinars" can anchor your annual messaging calendars, reserving remote webinars for targeted audiences and quick-turn market responses.



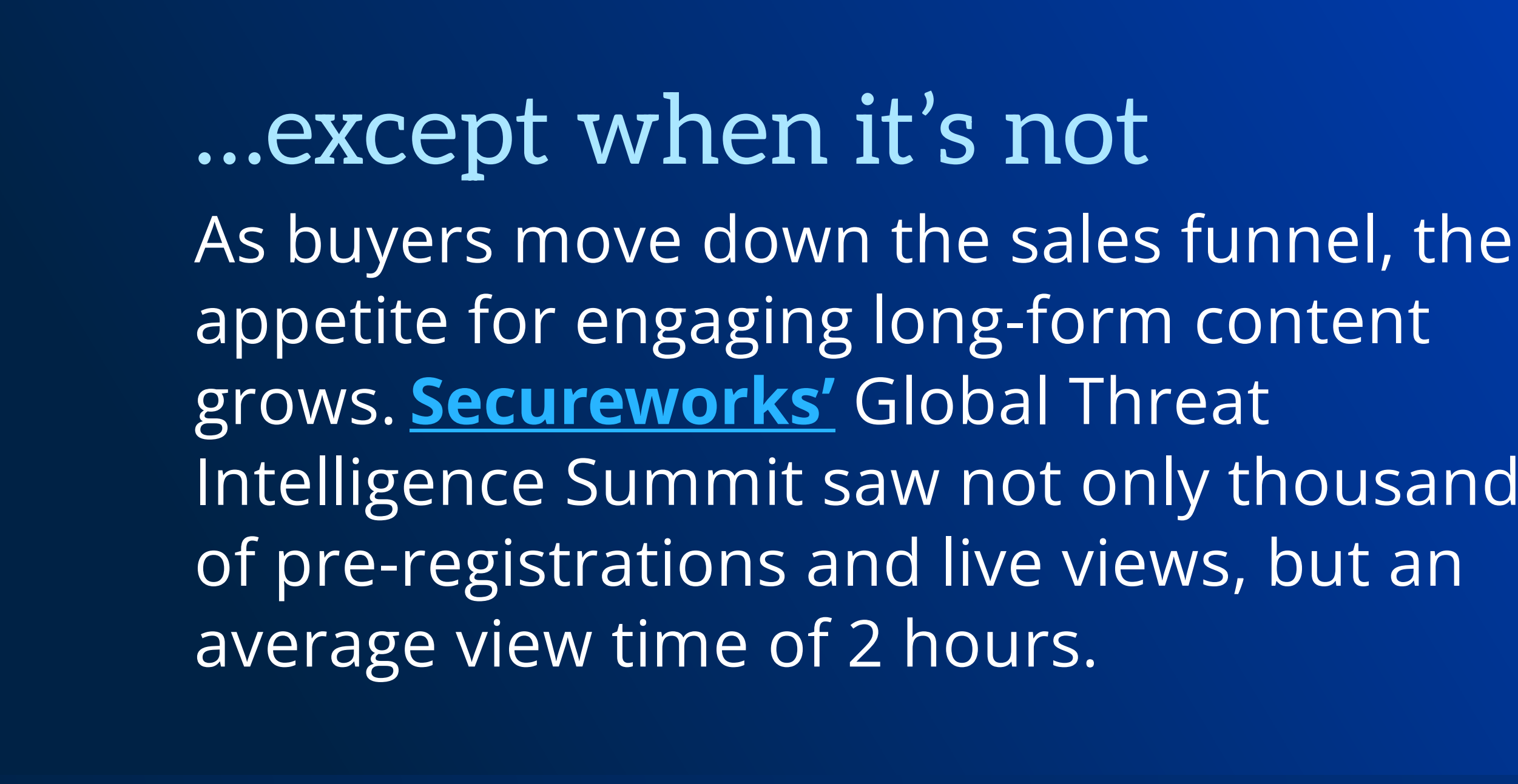
## Maximize event ROI

The biggest question of 2024 was "How can I make the most content with the fewest dollars?" At Google Next, [Google](#) leveraged our Studios team to create a quarters worth of product demos, persona-driven videos and customer case studies in a single weekend.



## Shorter is better...

Succinctly convey your value prop and drive viewers toward deeper engagement with your solutions with top-funnel animations like [Comcast](#). The average consumer's attention span is 8.25 seconds, so create content catered to their focus.



## ...except when it's not

As buyers move down the sales funnel, their appetite for engaging long-form content grows. [Secureworks'](#) Global Threat Intelligence Summit saw not only thousands of pre-registrations and live views, but an average view time of 2 hours.

At Informa TechTarget, our global team of video and virtual event experts has the experience and tools to help you create compelling and memorable content that buyers trust.

To learn how you can harness these video trends, [contact us today.](#)