



SEO Breakthrough

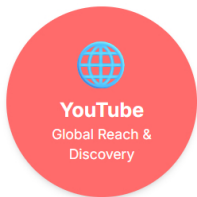
How HubSpot's Dual-Platform Video Strategy Ignited Organic Growth

The Challenge: Breaking Through the Noise

Initially, HubSpot faced a common B2B challenge: making complex software concepts and marketing strategies accessible. Their content, heavily reliant on text and static images, struggled to engage a diverse audience and achieve top search rankings in an increasingly crowded digital landscape.

The Dual-Platform Strategy

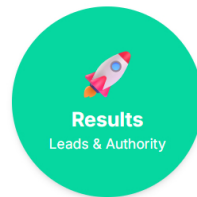
HubSpot engineered a powerful synergy between two distinct video platforms. YouTube was used for broad, top-of-funnel awareness, while Wistia was deployed for high-intent, on-site engagement and conversion. This created a complete marketing funnel powered by video.



Optimized educational videos to capture a massive audience and build top-of-funnel brand awareness.



Embedded videos on the blog and landing pages with rich schema, analytics, and lead capture forms.



Generated millions of qualified leads and established industry-leading brand authority in search results.

Explosive Results, Driven by Data

The strategy didn't just work—it set new industry benchmarks. By integrating video deeply into their content, HubSpot unlocked significant, measurable growth across key marketing KPIs.

Landing Page Conversion Boost

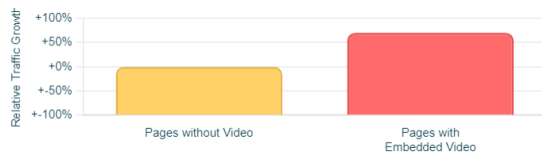
Adding video to landing pages proved to be a powerful conversion driver, dramatically increasing the number of visitors who took a desired action.

+80%

Conversion Rate Increase

Organic Traffic Growth

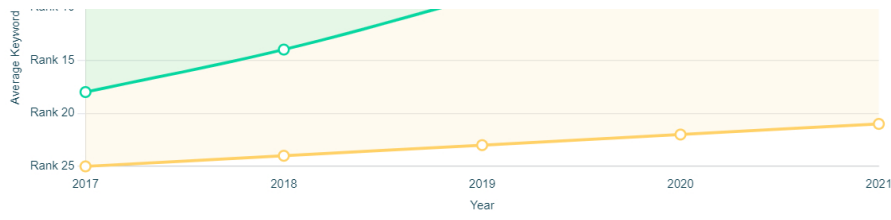
Blog posts and pages featuring embedded Wistia videos saw a dramatic increase in organic search traffic compared to their text-only counterparts.



Dominating High-Value Keywords

The combination of YouTube's reach and Wistia's on-site SEO power helped HubSpot's articles climb to the top of search results for competitive terms, solidifying their authority over time.





The Four Pillars of Video SEO Success

Four key features of modern video hosting platforms were central to HubSpot's breakthrough.



Enhanced Search Visibility

Automatic schema markup from Wistia enabled rich video snippets in Google, boosting click-through rates from search results pages.



Deeper Engagement Analytics

Video heatmaps revealed exactly which parts of a video were most engaging, allowing for data-driven content refinement and optimization.



Seamless Lead Capture

Forms embedded directly within videos captured leads at the point of highest engagement, syncing them instantly to the HubSpot CRM.



Cross-Platform Brand Reach

Combining YouTube's discovery engine with Wistia's on-site power created a full-funnel strategy for awareness and conversion.

"Video marketing isn't just about reach, it's about making complex concepts unexpectedly simple, and actionable."

— Senior HubSpot Content Strategist