Vimeo Launches New Video Marketing Tools

January 27, 2021

The company also introduced native integrations with top marketing software platforms Mailchimp, HubSpot, Constant Contact, and more. Vimeo, the world’s leading all-in-one video solution, today launched a suite of tools to help marketers and businesses engage with potential customers in a powerful and effective way. The new and enhanced integrations with Mailchimp, HubSpot, Constant Contact, and more will enable users to add customizable contact forms to their videos, sync form submissions directly to their preferred email marketing platform, and engage prospects with in-email video GIFs—all from the Vimeo platform.

“Finding and engaging potential customers with video is an essential component of every successful marketing strategy. Vimeo can increase click-through rates up to 35% and convert interested viewers into paying customers,” said Frank Kondell, Chief Product Officer at Vimeo. “Our lead generation solution is designed to be literally simple for every marketer, regardless of budget or expertise, and add the power and utility of video that makes Vimeo stand out from the crowd. The more ways people are engaged, the more powerful video becomes.”

“Video is an essential part of today’s marketing strategy, and video marketing is a critical component of every successful marketing campaign,” said Dave Rogers, Vice President of Marketing at HubSpot. “With Vimeo’s integration with our platform, our clients can seamlessly integrate video content directly into their email campaigns and sales engine.”

“Entrepreneurs and small businesses rely on a variety of marketing channels to engage with their customers. Adding video to email and other channels has generated millions of new leads for our customers,” said Joni Deus, Senior Director of Product, Partnerships at Mailchimp. “This integration with Vimeo enables small businesses to turn results from their email marketing into dynamic video campaigns to create a more engaging and immersive experience for the reader. It also allows them to explore deeper personalization in their email campaigns so they can tailor content to their audience.”

Key capabilities include:

- Create and customize contact forms: Collect relevant viewer information through in-video contact forms that are fully customizable and mobile-optimized. Select which information to ask, add company type and messages, decide on video placement, and set up important privacy policies, and then track impressions and responses directly within Vimeo analytics to understand what works and what doesn’t.

- Integrate with top marketing platforms: Connect a Vimeo account to Mailchimp, HubSpot, Constant Contact, and more—enabling lead information collected with automatically sync with existing mailing lists.

- Send engaging emails with GIFs to leads: Make and embed GIFs of any video in follow-up email campaigns to increase engagement and click-through rates. Vimeo also generates a unique embed code for a number of software companies—including HubSpot, Mailchimp, Constant Contact, Campaign Monitor, Keap, Omnisend, and Google AMP.

Today’s launch is the latest in a series of new feature releases and integrations from Vimeo to help businesses communicate more effectively with video, and follows the launch of Vimeo Record, a free video messaging tool for remote teams.

Vimeo’s lead-generation solution is available to Vimeo Business, Premium, and Enterprise users. To learn more, please visit the Vimeo blog.

About Vimeo

Vimeo is the world’s leading all-in-one video solution. Our platform enables any professional, team, and organization to unlock the power of video to create, collaborate and communicate. We proudly serve our growing community of over 200 million users—from creatives to entrepreneurs to the world’s largest companies. Learn more at www.vimeo.com.