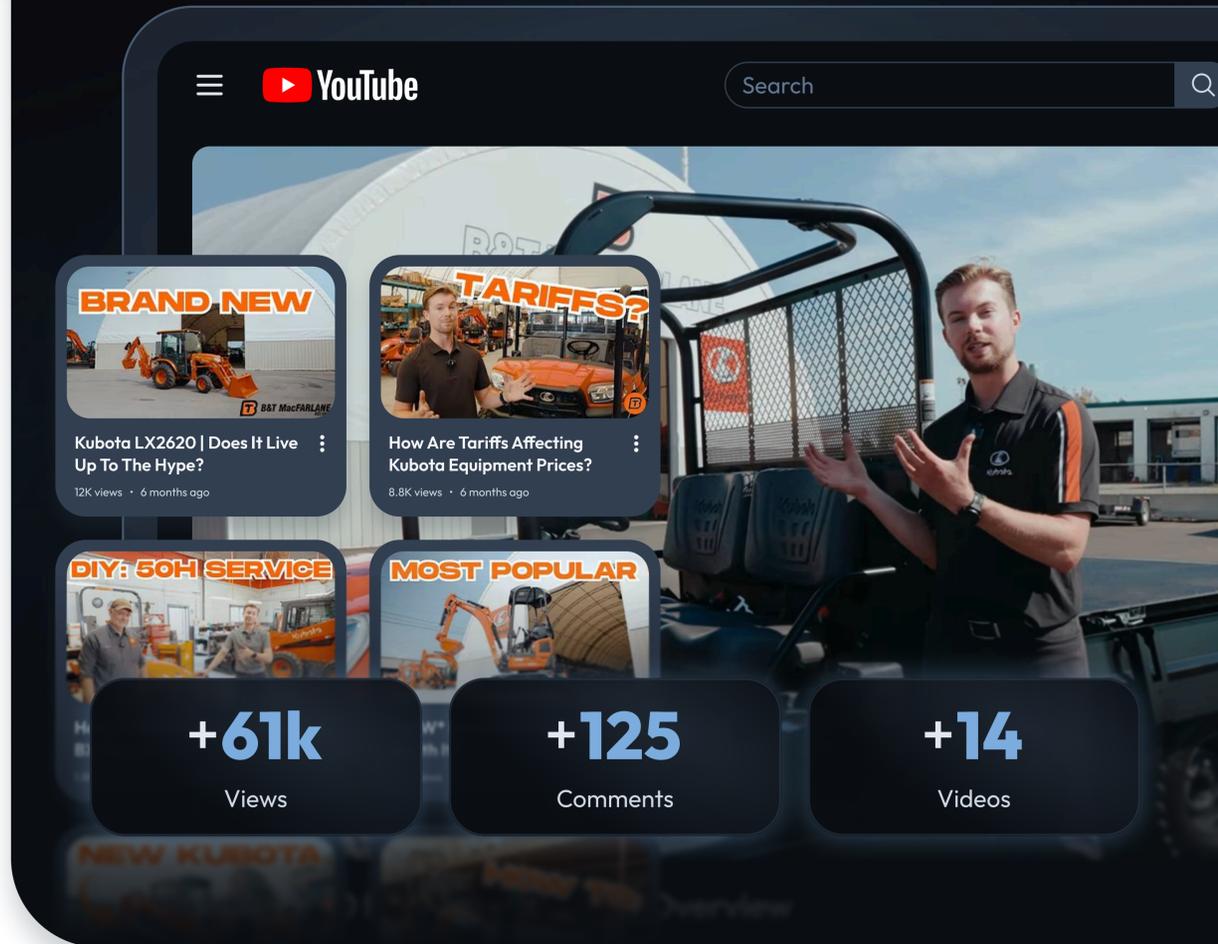




# When Buyers Research First, Video Matters

B&T MacFarlane partnered with seoplus+ to transform video into a long-term sales enablement channel that supports a research-heavy buying journey. As more equipment buyers began their decision-making process online, the engagement focused on using evergreen, search-driven YouTube content to educate prospects, build trust early, and generate qualified inquiries before first contact with the dealership.

Video



“Working with seoplus+ has been a great experience. The video team is not only skilled and easy to work with, but also genuinely attentive to our needs. The video team's initiative and attention to detail are exactly why I'll keep working with the seoplus+ team. It's clear they care about helping their clients succeed.”

**Jack MacFarlane**  
President, B&T MacFarlane

## The Challenge

Tractor purchases involve long consideration cycles, with buyers spending weeks or months researching specifications, use cases, and comparisons before speaking with a dealer. While B&T MacFarlane had experimented with video, the existing efforts lacked structure, consistency, and long-term performance.

The challenge was to create video content that spoke directly to informed buyers, demonstrated real-world product value, and established trust with first-time prospects—without requiring constant promotion or excessive time investment from internal staff. The goal was not short-term visibility, but a durable sales channel that could educate, qualify, and convert buyers organically over time.

## The Approach

We approached the initiative as an evergreen content system rather than a one-off video project. On-site production focused on capturing tractors in real-world use—plowing, hauling, and showcasing attachments—to directly address common pre-sale questions and buyer search intent. Production was intentionally efficient and low-impact, ensuring minimal disruption while capturing high-value visual assets.

Post-production prioritized watch time, clarity, and pacing, with each video optimized for YouTube discovery through SEO-driven thumbnails, retention-focused editing, and repeatable formats. Featuring multiple units and attachments allowed the content to serve a wide range of search queries while remaining scalable for future expansion.

## The Results

The video library evolved into a passive, always-on sales channel that consistently generates qualified leads directly from YouTube. Prospects now contact the dealership better informed, resulting in deeper funnel conversations and shorter sales cycles.

As of January 28, 2026, the channel accumulated over **61,000 views** across 14 videos, with sustained engagement reflected in ongoing comments and inquiries. The content continues to deliver value long after publication, validating the long-term ROI of evergreen, search-driven video.