

YouTube Marketing Guide

How to use YouTube to increase awareness
of your brand and encourage sales

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YouTube Marketing Guide

How to utilise YouTube to promote your brand and encourage sales

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Introduction

About this guide

It's well known that video content is a powerful way to engage with your customers, but how can you convert this into increased traffic and ultimately sales?

In this guide we'll show you

1. Why YouTube matters;
2. The different types of video and which ones are most suitable for your business;
3. How to use both your own videos and third party content to drive new sales; and
4. How to measure the success of your campaign.

What does this guide include?

The guide includes these features to help you review and improve how you use YouTube:

- ✓ 1. **Creating a YouTube marketing strategy.** How to develop a planned approach to your video content leading to more traffic and ultimately sales.
- ✓ 2. **Ideas to engage your audience with video.** Tools and methods to help you generate great ideas for your video content which support your marketing objectives.
- ✓ 3. **Video promotion techniques.** How to promote your videos so they receive a large number of views and a high level of engagement.
- ✓ 4. **Real life case studies.** Inspire new approaches for your brand through showing how YouTube has helped other businesses promote their brand.

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The history of YouTube

How YouTube became the world's second largest search engine

There are literally hundreds of social media platforms out there, but for the major brands, there are only five that really matter: Facebook, Twitter, LinkedIn, Pinterest and YouTube. And when it comes to online video, YouTube has a virtual monopoly.

How did it all start?

YouTube was founded by three former PayPal employees in February 2005 and has been owned by Google since late 2006. One of its founders, Jared Karim said that the inspiration for YouTube came from Janet Jackson's role in the [2004 Superbowl Incident](#), when her breast was accidentally exposed during her performance. Karim could not easily find a video clip of the incident online, which led to the idea of a video sharing site.

YouTube content can easily be both uploaded (most video formats are accepted), and later shared on all the main social media platforms as well as other websites. Users can even upload and edit a video directly from their smartphone as well as from a webcam.

YouTube has benefited from faster Internet speeds, ease of use and the fact that many visitors have a short attention span. Although it was initially used mostly for sharing private videos, such as home scenes (this is still a major function), it is now also widely used for both business to consumer and business-to-business marketing.

Examples of business uses of YouTube that we'll cover in this guide include

- ☒ Video testimonials from clients
- ☒ Interviews with members of staff
- ☒ Product user guides
- ☒ Live video conferencing

YouTube has been particularly successful for viral campaigns where even the most serious message can rapidly attract a wide audience through use of humour, music, overlaid messages/links and celebrities.

Within YouTube, users can set up their own channel (basically their own video-only web page) where they can group their videos into different categories and include links to their website and other marketing channels.

Here are some brief stats and facts

- ☐ The First YouTube video was uploaded in April 2005, and since then YouTube has grown to over 800 million unique users per month
- ☐ It is the dominant video channel in the US and UK. Roughly 60 hours of new videos are uploaded to the site every minute, and that around three quarters of the material comes from outside the U.S.
- ☐ YouTube is the second most visited search engine after Google and the third most visited website after Google and Facebook
- ☐ In January 2012, YouTube stated that over four billion videos were being streamed each day
- ☐ In January 2012, it was estimated that visitors to YouTube spent an average of 15 minutes a day on the site

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- ❑ 72 hours of video are uploaded per minute
- ❑ 30% of videos account for 99% of views on the site
- ❑ As well as uploading movies from your smartphone, you can film share videos from your webcam
- ❑ All YouTube users can upload videos up to 15 minutes each in duration. Users who have a good track record of complying with the site's Community Guidelines may be offered the ability to upload videos up to 12 hours in length, which requires verifying the account, normally through a mobile phone
- ❑ The video formats that YouTube accepts includes AVI, MKV, MOV, MP4, DivX, FLV, MPEG-4, MPEG and WMV



[The first ever YouTube video](#)

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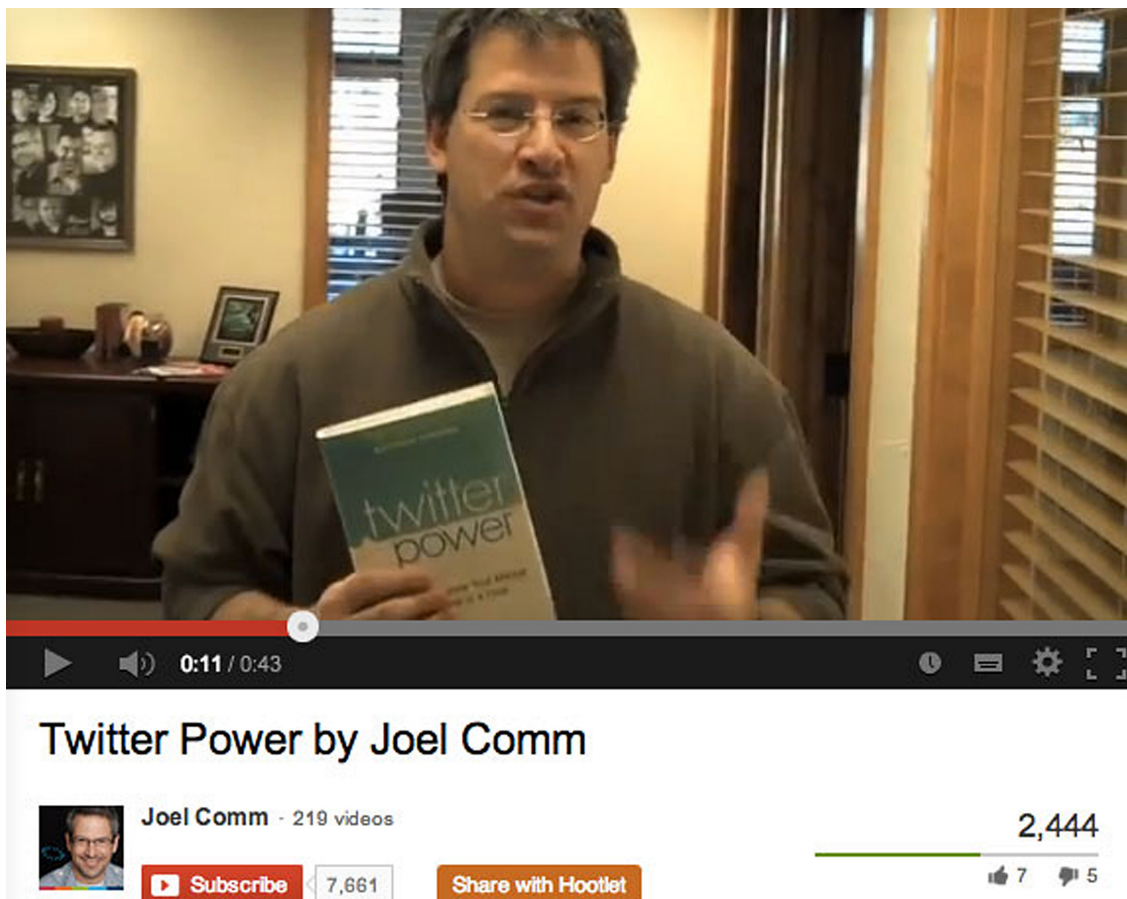
Assessing The Options For Using YouTube For a Business And Evaluation

Why YouTube is relevant to every brand

Whatever type of business you're looking to promote, whether its professional services, retail, manufacturing or fashion, YouTube can help you reach and engage your audience. Being successful on YouTube has little to do with your budget or the special effects you generate. It's more about....

- a. Generating the type of video content that resonates with your target market; and
- b. Using the right marketing channels so your audience can find it

Ultimately, all you need is a good quality HD Camera (less than £100) and some imaginative ideas! The quality doesn't have to be professional.



[Joel Comm](#), an award-winning writer, created a series of low budget videos to help promote his best selling book, Twitter Power. Sometimes, an amateur video makes you look more human and accessible, and helps customers relate to you.

The table below illustrates how YouTube can help a range of different professions:

Type of Business	Type of video	Purpose
Accountant	Educational video explaining forthcoming tax changes	Demonstrates knowledge of subject
Manufacturer	Demonstrating the manufacturing process	Proves the high quality of products
Software Company	How to use product	Demonstrate ease of use
Trades People	Customer testimonials	Gives credibility
Fashion Retailer	Display latest collections	Strong visual imagery invites engagement
Consultancy	Interview with consultant	Enables potential clients to identify with him / her
Musician	Music recording	Speaks for itself!

As you can see, it doesn't matter what business you're in, YouTube can help you. Over the next few chapters, we'll be going into more detail on how the different video formats work and how to promote them.



Justin Bieber was discovered as a result of his [YouTube videos](#)

The increasing role of YouTube in digital marketing

So how has YouTube come to occupy such a major role in digital marketing? Quite simply, as the Internet gets faster and attention spans get shorter, digital marketers have had to be more innovative about keeping audiences engaged. If someone is only going to spend a few seconds on your web page, they're more likely to watch a 30 second video than read several paragraphs of text. The marketing benefits of YouTube marketing include:

- ✅ You can get a lot of information across in a short space of time
- ✅ It's easier to articulate your values and emotions on video than through text

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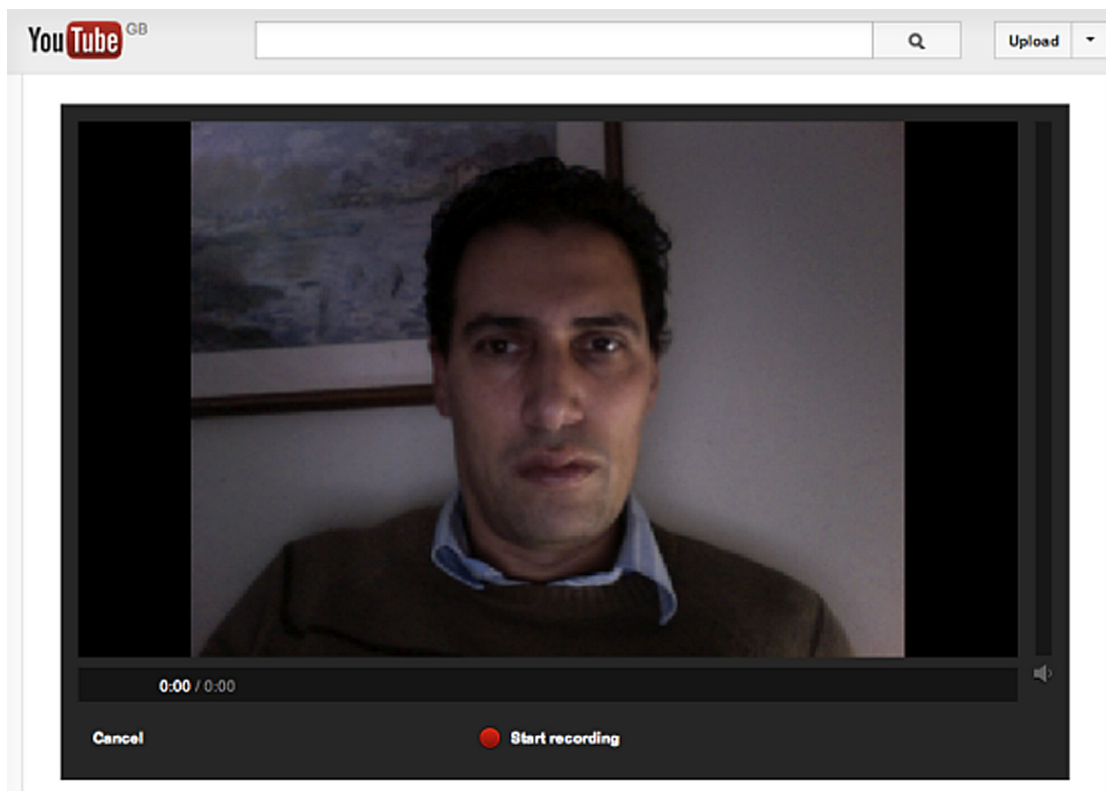
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- ✓ By seeing your staff in action, customers have a better idea of what it's like to work with you
- ✓ It's easier to explain how your products through visuals than through long tedious instructions
- ✓ Any businesses that are visual such as fashion, food or design can bring their products to life

YouTube makes life easier for digital marketers too.

- ✓ High Internet speeds make it easy to record and share video
- ✓ No special equipment or expertise is required. Anyone can record it
- ✓ The high turnaround time makes it less time consuming than alternatives such as writing a blog
- ✓ Videos can humanise your organisation by telling stories about the staff who work there
- ✓ Because YouTube has become a major search engine, optimising your video content, makes it easier for clients to find you
- ✓ YouTube can be easily embedded on pretty much any website or social media platform, so your content can reach a wider audience
- ✓ Producing a series of videos that are updated regularly builds audience loyalty
- ✓ Within your videos, you can embed links that can drive traffic to other video content or your website
- ✓ You can include calls to action that incentivise your audience to buy



YouTube makes it easy for you to record directly from your desktop.

YouTube's limitations. What are the alternatives?

99% of the time, YouTube does exactly what you need it to do. However, there are some limitations you should be aware of.

- ✅ YouTube displays related videos at the end of videos you have viewed. This can be useful, but this can also be problematic, particularly if the videos take viewers away from your brand, or worse to competitors. You can control what appears when video is embedded on your site but not within YouTube's site
- ✅ Viewers are getting increasingly frustrated by ads that appear at the beginning of YouTube videos as well as ads that are overlaid during the videos themselves
- ✅ YouTube videos that have a large number of views can attract irrelevant and sometimes abusive comments
- ✅ Basic users can only upload 15 minutes or less of video or less. You need to verify your account to upload longer videos
- ✅ With the vast number of amateur videos on YouTube, trying to find relevant content can sometimes be like trying to find a needle in a haystack
- ✅ It can be easy to stumble across inappropriate videos containing violence or pornography. For this reason, many schools block it.

For the above reasons, [Vimeo](#) has become a popular alternative. It was founded in 2004, a year ahead of YouTube by people “who wanted to share creative work and personal moments from their lives”. In other words, it prides itself on being a non-commercial platform. It has the following advantages:

1. It has a smaller, more intimate audience, of professionals who are more likely to post constructive comments on your videos rather than the unpleasant and abusive comments that YouTube can sometimes attract
2. There is better quality control. Business must sign up for a Professional account. This bars the more amateur business users. Videos pertaining to multi-level marketing (MLM), affiliate programs, get-rich-quick schemes, cash gifting, work-from-home gigs, or similar ventures are banned
3. The page layout is less cluttered and more user friendly with few ads
4. The content is of a more professional quality. You are less likely to stumble across laughing babies or talking dogs
5. Vimeo allows you to password-protect your videos, so you can share them with friends before setting them as public. It differs from creating a “private” video on YouTube in that you don't need to be logged into the video's account to view it — you just forward the video to your recipient and make sure they know which password to type in.
6. You don't need to be a member to search the database, but the home page encourages you to login, deterring the more casual video browser

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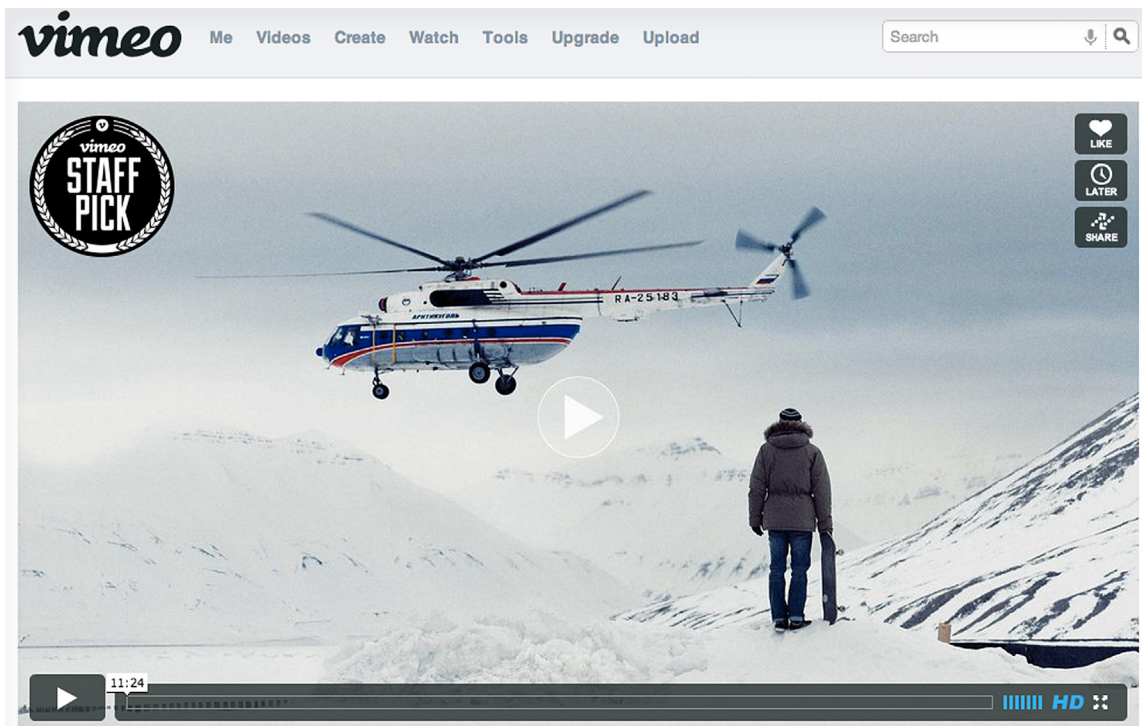
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Vimeo has an uncluttered user interface. The main video frame is far larger.

Who might benefit from Vimeo?

1. Independent film makers looking for constructive feedback on their content
2. Non-profit organisations seeking to share content on a platform that has less commercial content and is less likely to attract abusive comments
3. Businesses looking to differentiate their brand by promoting video content free from links to third party videos
4. Professionals who only want to share content with a select audience and are looking for more robust security settings than You Tube can offer.

Measuring the success of your YouTube marketing

As with any form of online marketing, you can measure the performance of your YouTube campaign. There are a number of tools that can help you calculate your ROI. This section will introduce you to the tools available and explain how they can be used to understand your performance in relation to your objectives and goals.

Setting clearly defined goals that can be measured

There are two simple goals you can set in order to establish whether your YouTube campaign is paying dividends:

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Goal 1: improve website usage and the number of views of your videos

In this case you want to improve your website 'usage' or 'engagement'. This means that you want to see an increase in the following measures:.

- ✓ The number of visits you get to your site (the number of times people have visited your site on separate occasions, including return visitors).
- ✓ The number of unique visitors (the number of different individuals who have visited your site).
- ✓ The number of page views (the number of times any of your pages have been looked at)
- ✓ The amount of time those visitors stay on your page
- ✓ The number of visitors watching your video

Videos can improve how users engage with your website; your website can also improve how users engage with your videos; we saw this earlier with the [Dollar Shave Club](#) home page. You might want visitors to be engaged with your homepage for longer, e.g. by placing an interesting and relevant video on your homepage, you are likely to see an increase in the amount of time visitors stay on the page (because they are watching the video).

An increase in video views can have an effect on your branding and awareness that then has knock on effects on factors such as branded search traffic and conversion rate.

Goal 2: increase conversion rate

Your 'conversion rate' is the percentage of visitors to your website who interact with your site in the way you want them to, e.g. buy something or make an enquiry.

It is possible to control, or at least strongly influence, your conversion rate.

Generally speaking, by improving engagement on your website (e.g. the amount of time a visitor stays on your website as well as their level of interaction) you will boost your conversion rate.

It is important to be aware of other factors that will contribute to your conversion rate.

The usability of your website will seriously affect this. If your site is poorly designed and laid out, customers will struggle to find what they want or need and are likely to give up quickly and look elsewhere for what they are after. Other factors include customer service and the level of trust customers have towards your service or brand.

Google Analytics

You can use Google Analytics to measure the performance of your videos on your website as well as the traffic that they are pulling in from other sources such as video embeds or traffic directly from YouTube.

Sign up for a Google account if you don't have one already, and then you will be able to create a free Google Analytics account. Analytics can give valuable insights into video marketing effectiveness, but only if you use some of the more advanced features of Google Analytics. In increasing order of difficulty we suggest you can use these to track video effectiveness:

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1. Review page-view related metrics

You can use the three key measures of effectiveness for pages using videos:

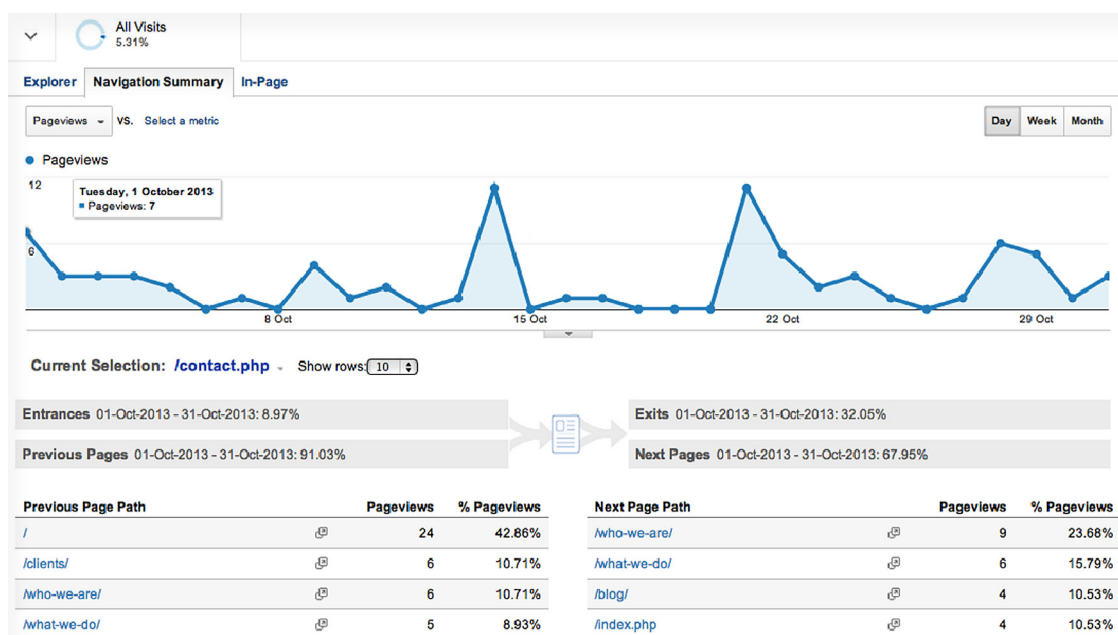
- ✓ **Volume** – number of page views of these pages
- ✓ **Quality** – increasing engagement measured through lower bounce rates and longer duration
- ✓ **Value** – does engagement turn to sales? – If the page has a call to action, you many visitors have clicked on this. It's important that your site has goals or Ecommerce tracking setup to deliver this

2. Review referrers

Check to see the number of visits generated from video views on external sites by reviewing traffic referred from YouTube. These are available through the Traffic Sources option.

3. Setup Advanced Segments for video visitors or viewers

Setting up advanced segments can help you understand the behaviour of video-related visitors. You can set up an Advanced segment in Google Analytics either for visitors from other video sites, or visitors who have viewed your visitor. This can help you if, for example, you are an agency and you are looking to prove the value of visitors to your blog.



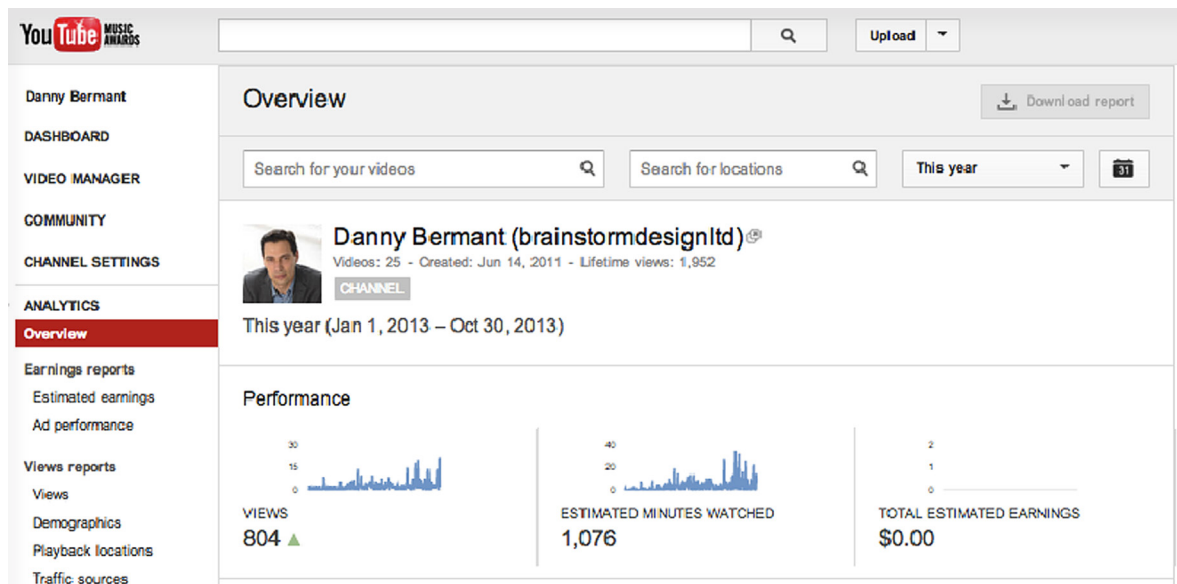
The main section of Analytics that you should monitor is “Behaviours” – This shows you where visitors go once they have visited your video page.

YouTube Insights

YouTube has a built-in metrics called Insights, which enables you to measure the success of your YouTube campaign. It will tell you:

- ✓ How many times your videos have been watched.
- ✓ The popularity of your videos over time.
- ✓ The gender balance of your viewers.

- ✓ The age of your viewers.
- ✓ The geographical location of your visitors.
- ✓ How visitors are discovering and watching your videos
- ✓ The ability of your video to retain your viewers' attention – you can see the percentage who drop off over the course of the video



The Insights overview page will display the performance of individual videos as well as your entire channel. It enables you to measure a whole raft of statistics including: number of views, total minutes watched, likes/dislikes, comments, shares, subscriber demographics, playback locations, and which sites visitors were referred from. You can also view revenue generated from sponsored ads appearing before your video.

Beyond the overview screen, you can view more details reports such as:

- ✓ Views (includes where video was viewed)
- ✓ Demographics
- ✓ Playback locations (which websites the video was viewed in)
- ✓ Traffic sources
- ✓ Devices
- ✓ Audience retention

There are also engagement reports that provide data on:

- ✓ Subscribers gained
- ✓ Likes and dislikes
- ✓ Favourites
- ✓ Comments
- ✓ Sharing
- ✓ Annotations

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Of all the reports detailed above, perhaps the four most important ones are traffic sources, audience retention, sharing and annotations.

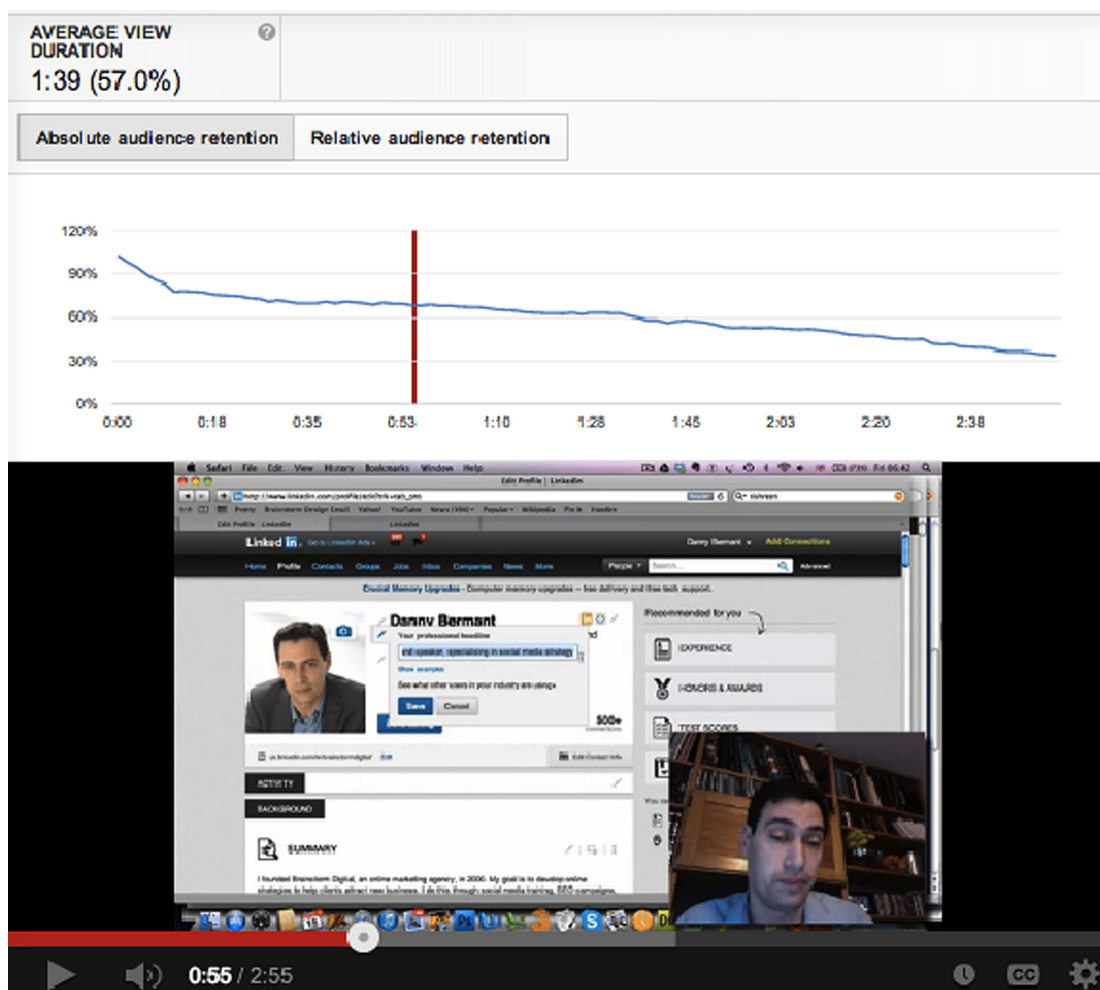
Traffic sources

Tells you how visitors found your video in the first place. This will give you a pretty good idea of whether you're being sufficiently effective at marketing your video both within YouTube and on external websites. Scenarios will include:

- ✓ YouTube searches (as well as the keywords used to find you)
- ✓ Visitors who were directed to you from an external website
- ✓ Visitors who found you as a result of a Google search
- ✓ Embedded YouTube videos outside the YouTube site
- ✓ Referrals from a YouTube channel
- ✓ Referrals from a YouTube suggested video
- ✓ Referrals from a YouTube playlist

Audience retention

Tells you whether your video is successful in grabbing the attention of your audience. The number of viewers is shown throughout the duration of the video so you can identify pretty quickly where visitors are losing interest. You can then establish what might be putting viewers off: Does it need to be more engaging or is the video simply too long?



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Play your video back to see exactly what points visitors are dropping off. You can view either absolute retention or relative retention. Absolute retention helps you see how often each moment of your video is being watched as a percentage of total views. Rewinding and re-watching can result in values higher than 100%. Relative audience retention shows your video's ability to retain viewers during playback by comparing it to all YouTube videos of similar length. You can view visitor retention by geographic location as well as by date.

Sharing

This will tell you which third party sites your video is being shared on. It will also tell you the total engagement: that is the sum of all likes, dislikes, favorites added and removed, shares, comments and subscribes and unsubscribes for the given video. This metric is the most reliable indicator of whether your video is succeeding in fulfilling its objectives.

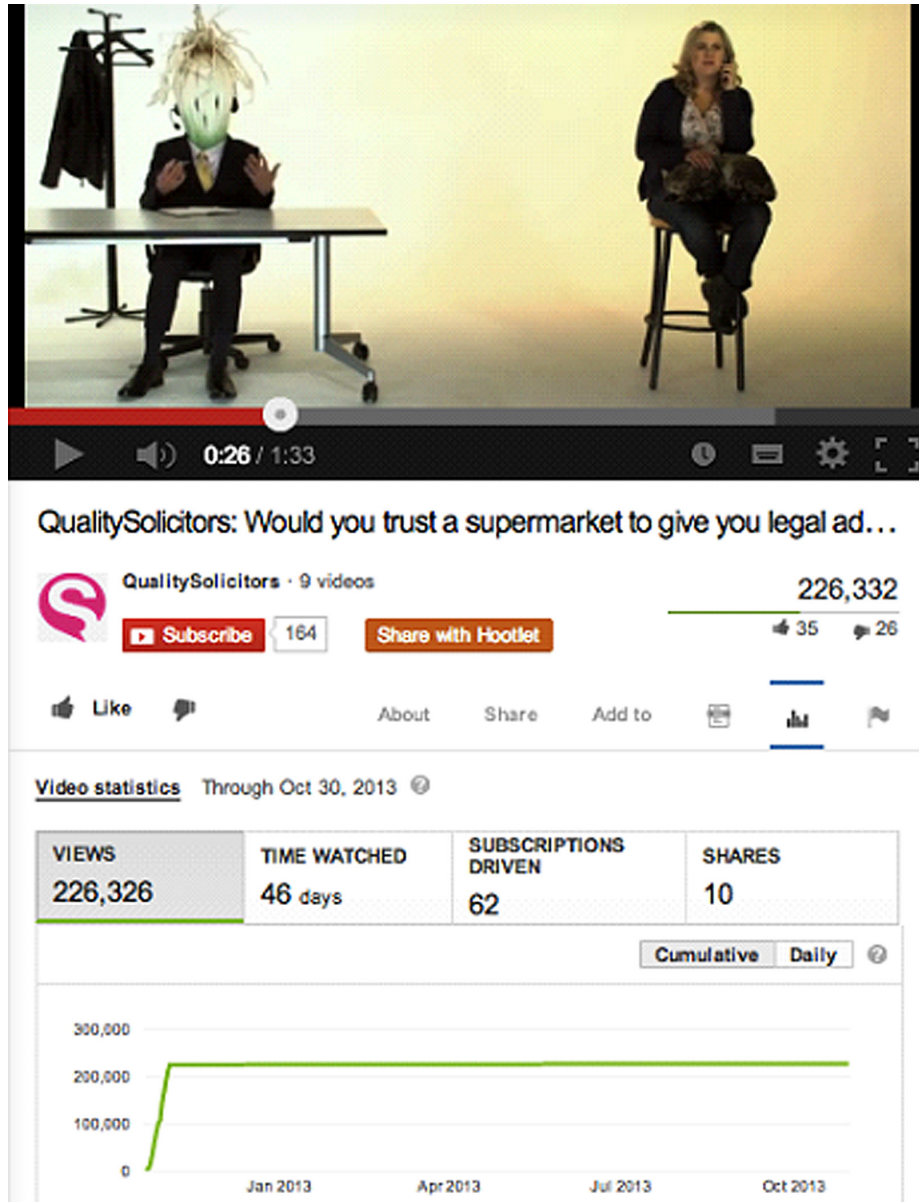
Annotations

If you've added any overlaid links to your annotations, this statistic will give you the best indication of what your conversion rate. You can measure the number of clicks, click through rate, the number closes and the overall closure rate. If you're sending visitors to a specific website landing page, then you can start working out the ROI on your campaign.

Benchmarking your campaign against competitors

Now you know how your video has performed on YouTube, it's important that you compare your results against those of your competitors. You may not have access to their insights, but you do have access to their YouTube videos and there's a lot you can find out from that alone. If we were a high-street law firm, we could for example benchmark our videos against Quality Solicitors who are a major high street brand.





Looking at the video itself, we can see it has been well viewed with over 226,000 viewers. Some of the views may have resulted from their TV ads but there are also some great content:

1. The video is amusing. It shows the supermarkets legal representative in the form of a vegetable
2. The concern raised by the video resonates with viewers. Namely someone who specializes in groceries might not be the person to go to for legal advice
3. The title of the video and description make it very clear to viewers what the video is all about
4. We can see how many viewers "liked" or "disliked" the video.

If we click on the analytics symbol under the video, we can then see more detailed information (Note: the video owner has the option whether to make these publicly available or not):

- ✓ Total number of views
- ✓ Total minutes watched (also shows average length viewed)
- ✓ Subscriptions given
- ✓ Total shares

Each of the above statistics can be viewed as a daily figure or as a cumulative figure over the lifetime of the video. Comments also give you positive feedback on the sentiment of the viewers either positive or negative.

Finally take a look at your competitors YouTube channel. There's a lot you can pick up from there:

- ✓ How has the channel been branded?
- ✓ How successful are the other videos?
- ✓ Are they making use of playlists or other features that YouTube offers?

The other easy thing you can do is make use of YouTube's advanced search to find out if there any videos similar to yours. (this feature is explained more fully in the chapter on engagement and conversion). Just type in the title of your video (or keywords from the title) and look at the top results. You'll soon get have a pretty good idea of what attracts views, likes and shares.



TWO

Using YouTube to Inform and Educate Your Audience

One of the major rules of social media marketing is “**Don’t sell**”! But how do you get your YouTube audience to buy without selling? And more importantly, if you can’t sell, what kind of promotional activity can you do? The answer to both questions is through **informing and educating**. The first time your target audience visit your video or channel, they know nothing about you. You’re starting with a clean slate.

- ☑ Is your product any good?
- ☑ What sort of reputation do you have in the industry?
- ☑ Will customers feel comfortable working with you?
- ☑ Are you safe in their hands?

There are 3 vital steps they need to take before they buy from you....

1. They need to **Know** you
2. They need to **Like** you
3. They need to **Trust** you

It has often been said that about social media....*“You’re not selling but creating the conditions in which people want to buy from you”*. Over the next few pages, we’ll be looking at exactly how to put this into practice on YouTube.

So what exactly is informing and educating?

Informing means sharing publicly available content that may help the customer. Examples include....

- ☐ A lawyer talking about changes to the law that concern you
- ☐ Updates to your product range
- ☐ A healthcare blog announcing new drugs that are on the market
- ☐ An accountant telling you when need to get your tax return in by

By describing the market or industry you operate in, you are helping customers understand what you do. And by sharing your knowledge of your industry, you can also demonstrating credibility.

Educating means giving away free information or professional advice that

- (a) helps customers understand your product or service
- (b) helps them improve their quality of life or the way they work

Examples include....

- ☑ Case studies
- ☑ Product demonstrations
- ☑ Frequently Asked Questions
- ☑ Interviews with customers who have used your services

Here are the 9 ways you can educate and inform your customers on YouTube...

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1. The testimonial video

Q. Are testimonials relevant for us?

When we are considering a purchase decision, we often turn to trusted friends or work colleagues for help and advice. Unfortunately, we may not have a connection to existing customers, so it would help us to hear from our industry peers or the people who do similar jobs to us. Individuals who are in the same position or situation as us, and who have the same issues to overcome and problems to solve are the perfect people to turn to for advice on purchase decisions.

This is where customer testimonial videos come in. Understandably, few people trust brands to tell them the truth, so a video of a peer using the brand's product or service and giving their views and feelings on the product can really aid the decision-making process. The testimonial video helps the viewer to understand specific relevance to them. It may answer their specific fears and will ultimately build trust in the brand to solve their problems.



[Tanenbaum CHAT](#) is an independent school in Toronto, Canada. Their website features a series of video testimonials from existing pupils of what life is like at the school. Each video focuses on a different aspect of school life: sport, sciences, religion, art etc...in order to appeal to pupils who are interested in those specific subjects.



[Lark & Larks](#) are an online Kitchen and Bedroom store. Their testimonial video feature a large number of customers giving feedback on kitchens they have bought.

2. Product demo videos

☐ Q. Are product demos relevant for us?

When customers are thinking of buying a product they often want to see it “in the flesh” and try it out before purchasing. This seriously cuts down on the chances of being unhappy with their purchase. But in many cases this means travel and time required so is often not realistic. The next best thing is to view a video of a product in action as this puts the product in context for the customer in a way that an image or a textual description simply cannot achieve.

If you're concerned that making product videos is going to be a massive drain on your resources and budget then think again; These illustrate that even amateur demos can be highly effective:

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[Lay-N-Go](#) have created a series of innovative travel products that make it easy to transport messy loads such as lego. Most importantly, the demos are short. This particular video has attracted nearly 40,000 views.



[Camping International](#) demonstrate how easy it is to assemble and dis-assemble their tents

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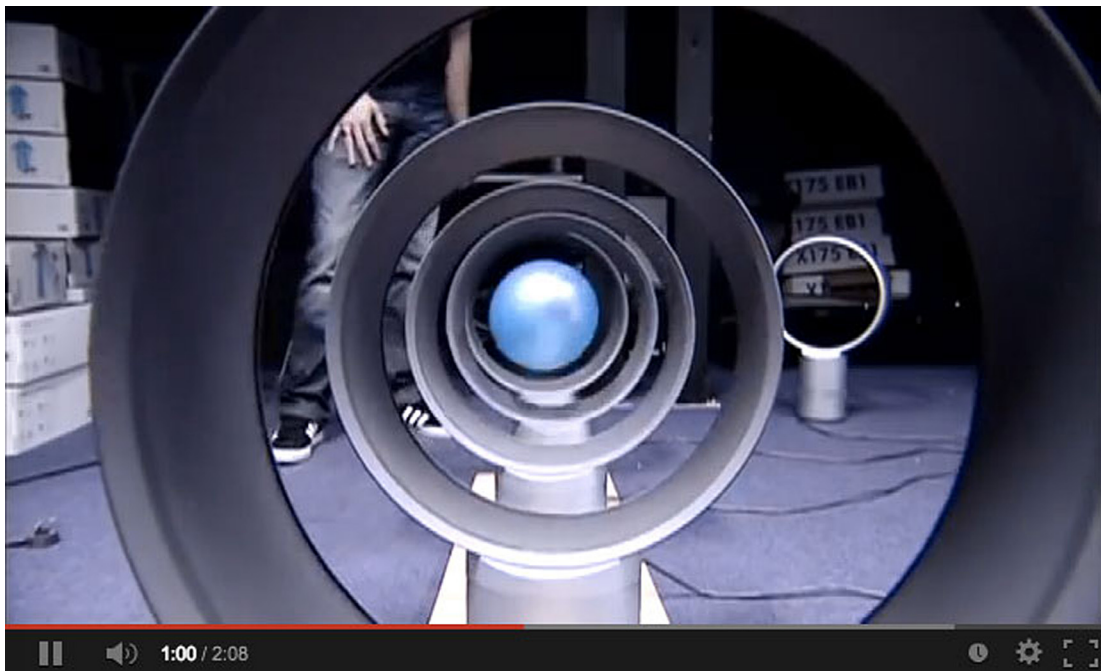
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[Dyson](#) demonstrate how effective their Air Multiplier fans are.
This video has received nearly 3 million views

3. How to videos

☐ Q. Are “how to” videos relevant for us?

Whatever sector or niche area your business operates in, customers will sooner or later require technical or customer support. They may not know how to set up your product or understand how it operates. ‘How to’ videos free up valuable support time by instructing customers on issues that they would otherwise have to call your support department about.

Additionally, they help promote your company by demonstrating the ease of use of your products as well as the level of support and commitment you have.

A good example of ‘how to’ videos’ potential use within a business is the customer services function. If a website has a frequently asked questions (FAQs) section then why not create a series of videos that answer all of these queries?

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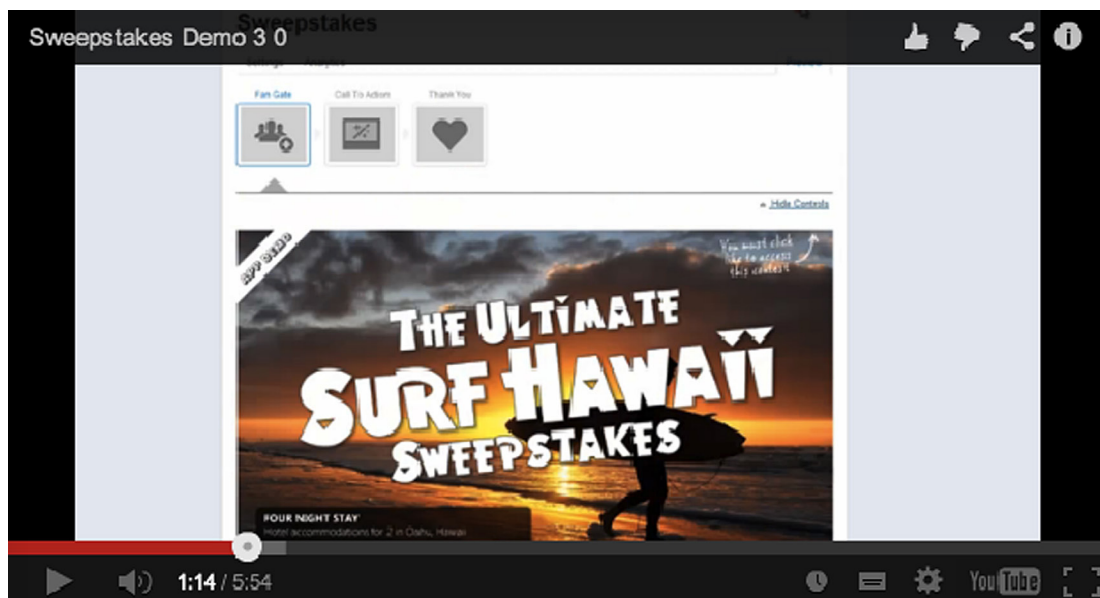
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Ikea's wardrobe assembly videos, ([here is one example](#)) combine video with animation to remind customers of the tools required, as well as safety requirements. Each step in the video is numbered so you can follow the instructions that come with the furniture.



[North Social](#) provide Facebook apps that allow to add features such as competitions, a video channel or sign up form to your Facebook page. Each app on their website includes a how-to video demonstrating the steps required to install and manage it.

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4. Corporate storytelling

Q. Are corporate storytelling videos relevant for us?

Buyers are no longer content with glossy (and stuffy) corporate video filled with talking heads and marketing clichés. They really want to get under the hood of a business that they are considering working with or purchasing from. With large purchases, customers want to understand the people behind the business, their passions and their values.

Corporate stories can be used to tell the story of past struggles within the company including how these have been overcome and resulted in a stronger business, what the company believes in, what they are doing differently and why. There are many stories within a company that businesses are often blind to or would not consider using as marketing material but in fact are very interesting – corporate videos can help businesses to tell these stories.



See this [history of Sector 9 skateboards](#) as told by the founder Steve Lake.

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[GE](#) tell their story through one of their employees, in this case a military veteran. They are considered to be one of the most military-friendly employers in the U.S.

5. Animated explainer videos

Q. Are explainers relevant to us?

Animated videos allow us to tell incredibly creative stories and to explore abstract concepts more cost effectively. For example it is possible to create an animated video showing how a rocket flies to the moon far more cost effectively than actually going out and shooting on location and in flight.

A large number of animations are created through a process called “whiteboard animation”. This is a process whereby the creative story and storyboard with pictures are drawn on a white background by artists who record themselves in the process of their artwork.

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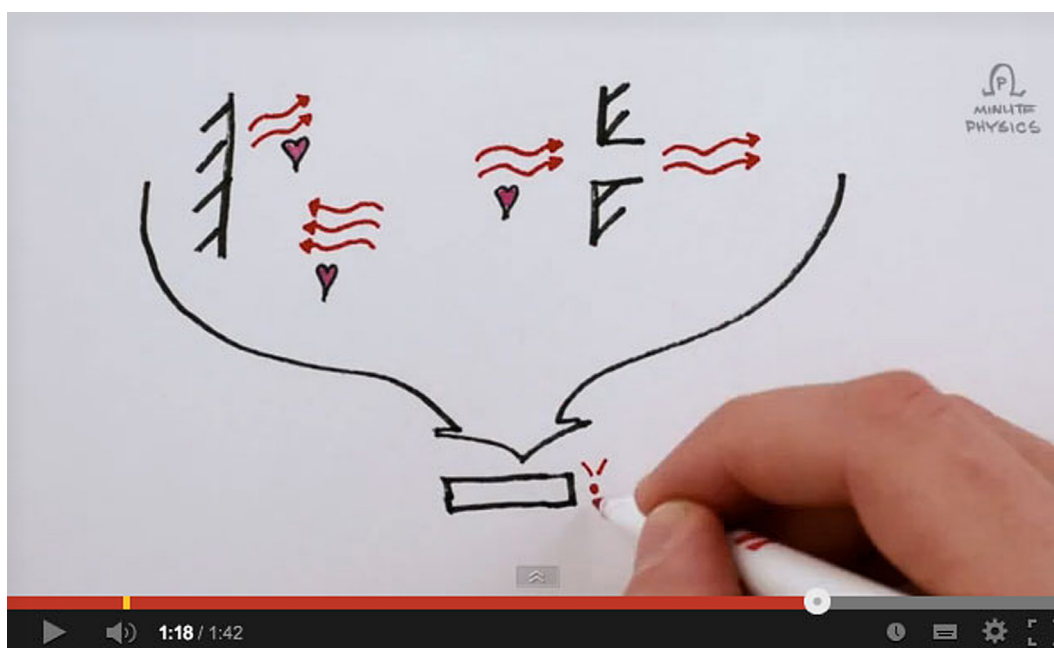
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[RSA Animate](#) was a series of whiteboard animations conceived as an innovative, accessible and unique way of illustrating and sharing the world-changing ideas from the RSA's free public events programme. The campaign has resulted in millions of views and thousands of comments, fans and subscribers.



[Minute Physics](#) have created a series of whiteboard animations to explain complex scientific ideas such as how lasers work

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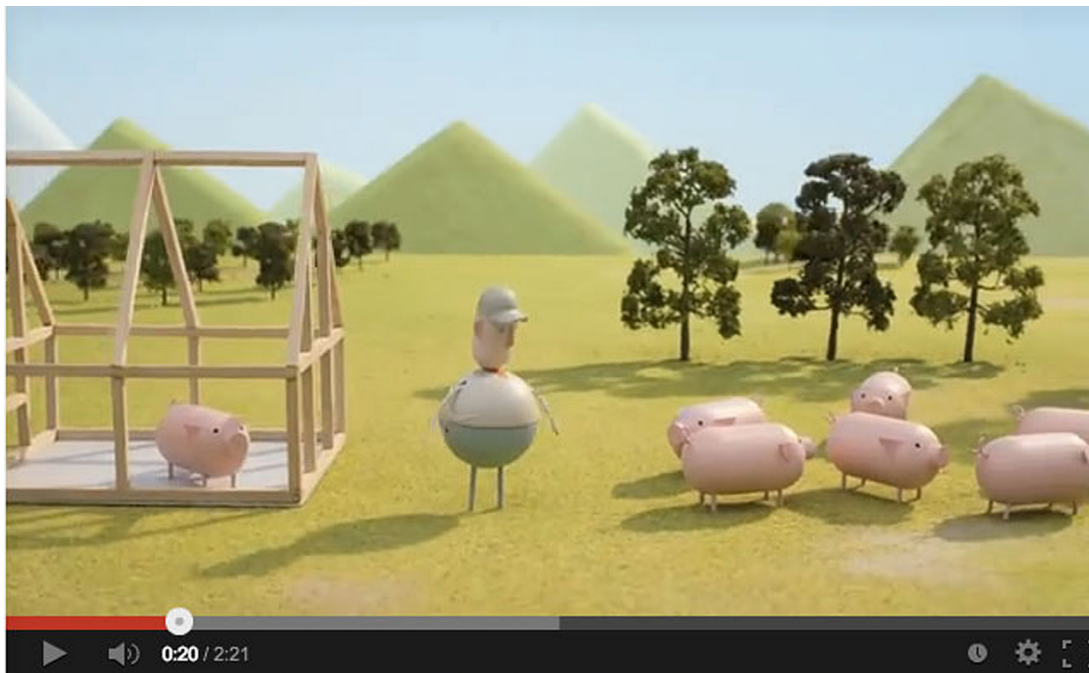
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[Chipotle](#) are a fast food chain video has been viewed nearly 8 million times as it made an emotional connection with the viewers. However dull a business may seem on the surface, there are aspects to it that will capture attention and strike a chord with viewers.

6. Educational content

☐ Q. *Is educational content relevant to us?*

This can have enormous benefits where you are dealing with a potentially complex product or service and where customers may not properly understand consequences. A good example is the legal sector:

1. A plaintiff can be persuaded that they are in a strong position to bring a claim
2. A consumer or business may discover they are affected by laws they had previously disregarded
3. By posting the video, the firm clearly demonstrates its understanding of the issues as well as empathy with the customer



This [American law firm](#) is using YouTube to educate consumers on who is likely to be a candidate of insurance company surveillance.

YouTube can also work as a public service by raising awareness of sensitive issues we may not have previously understood. For example:

- ☑ Mental Illness
- ☑ Public Health
- ☑ Workplace Bullying



[In this video](#), Scope have challenged public perceptions of cerebral palsy. A young man sits in a wheelchair at the railway station, apparently showing the signs of cerebral palsy. He's calling out in a way that turns the head of a young woman standing nearby. What we don't know at first is that he's singing along to Radiohead's track, "Paranoid Android".

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The National Autistic Society [shared this video](#) to explain how seemingly harmless situations such as a delayed train can quickly escalate into a full-blown panic attack.

7. Humour

☐ Q. *Is humour right for us?*

This is by far the most challenging video to get right as well as potentially the most expensive. Brands will usually need to hire a professional company in order to hit the right note. Humour shows personality and can attract warmth to a brand. It can also be used to help communicate a serious/sales message.

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For over 50 years, Old Spice was the front runner in men's personal care, but latterly, the brand was seen as more "Old Man" than "Old Spice", being associated by many with their parents or even grandparents generation. In order to reposition the brand to a younger crowd, Old Spice created a series of [videos](#) entitled "The Man Your Man Could Smell Like" to promote its shower products. Initially made for TV, the ad has attracted nearly 47 million online views. The campaign targets female viewers, despite the product's target market being male, as the company determined that women frequently make purchasing decisions in respect of hygiene products even for male household "members".

As part of the rebranding, Old Spice didn't dismiss the foundation it was built on. On the contrary, the brand owned the "manly man" attributes for which it was famous, but made the message more modern and were happy to poke fun at themselves in the process. Their strategy has been rewarded with a major rise in sales.

8. Interviews and public appearances

☐ Q. Are interviews or appearances relevant?

An interview can feature the CEO of your company talking about the latest financial results or it can show different members of staff discussing their roles. As well as humanizing your brand, interviews and public appearances can make a major difference in how investors or shareholders perceive a company. Research has shown that 50% of a company's reputation is driven by the CEO's reputation (Burson Marsteller. [2001] *Building CEO Capital* based on a survey of 1,155 business leaders in the US).

By filming all public appearances, you create a "halo effect" of thought leadership. It doesn't matter how minor the event, it may be an address to a school assembly. To those watching, you are seen as both having authority on a particular subject. The more visible you are, the more credible you are.

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Jeff Immelt, chairman and CEO of GE - Haas School

[Jeff Immelt](#), CEO of General Electric is a good example to follow. If you search for him on YouTube, you'll see regular media appearances ranging from shareholders meetings, to product launches to guest lectures at universities.

9. Live events

☐ Q. Are live event videos relevant for us?

The great thing about live events is their spontaneity. Whilst an interview or product demo will have been specially crafted, live events give a far more honest perspective into your business. Not only do your audience get to see you “in action”, you also get to educate them further in the process. Here are just a few examples of how effectively this can work for you.

- ☒ Webinars should always be recorded as they enable your audience to review what has been taught. They also provide a catch up service for your audience
- ☒ Google Hangouts can be used to stream a videoconference live to a wider audience. Hangouts allow up to nine people to share screens and documents. If the “On Air” option is selected, you can share embed this event live on your website or blog. The event can also be viewed once it has ended.
- ☒ Events held for the benefit of customers such as training, seminars or workshops should be filmed as they give customers a “taster” of your services. In order to share these, you will need to get your YouTube account [verified](#). This will allow you to share content over the usual 15 minute. Google don't state any limit but you probably wouldn't want to do go over more than an hour as you'll rapidly lose the interest of your audience. If content is really long i.e. a half day seminar, better to split it into a playlist (described later in this document).
- ☒ Appearances at trade shows help give credibility as customers get to understand better how well you're embedded in your industry.

- ✔ It comes without saying that product launches should be shared especially if they're widely reported as third party media organisations will want to share the content.



In 2012, President Obama held his first Google Hangout Live. By answering unscripted questions from a cross section of voters across the political divide, the aim was to show that he was in touch with the concerns of ordinary voters.

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Researching Video Content Ideas

Even if you don't have your own video collection, YouTube can work tremendously well for the benefit of your business. Say you're a cancer charity and want to educate your audience about what it's like to live with cancer, you can find a wide range of both inspiring and heart-rending videos to illustrate your case. The fact that it's third party content adds to your credibility:

- ☐ You clearly have a wide knowledge of the material that's out there
- ☐ You're not just interested in self promotion, you want to share content that will help your audience

The screenshot shows a YouTube search interface. The search bar contains 'breast cancer awareness'. Below the search bar, there are filters: 'Filters' (dropdown), 'This month' (selected), and 'About 18,400 results'. A table of filters is displayed:

Upload Date	Result Type	Duration	Features	Sort by
Last hour	Video	Short (~4 minutes)	HD (high definition)	Relevance
Today	Channel	Long (20~ minutes)	CC (closed caption)	Upload date
This week	Playlist		Creative commons	View count
This month X	Movie		3D	Rating
This year	Show		Live	
			Purchased	

Below the filter table, there are two video results:

- Breast Cancer Awareness: ABC News Goes Pink**
by ABCNews • 1 month ago • 2,389 views
Prevention, possible clues to cures and lifestyle changes that lower the risk of breast cancer.
HD 3:47
- Seven Lakes Junior High Breast Cancer Awareness Lip Dub 2013-2014**
by Imelda Medrano • 3 weeks ago • 18,914 views
Students and staff at Seven Lakes Junior High came together once again to make another school-wide lip dub, this time to raise ...
5:45

In this example, we are using YouTube's advanced search filter to find videos relating to "breast cancer awareness" that have appeared in the last month. This way we can ensure that you have the most up to date content.

Best Practice Tip 1 Tip YouTube Advanced search and Google Alerts

Use Advanced search and Alerts to gain creative ideas from competitors or other types of business.

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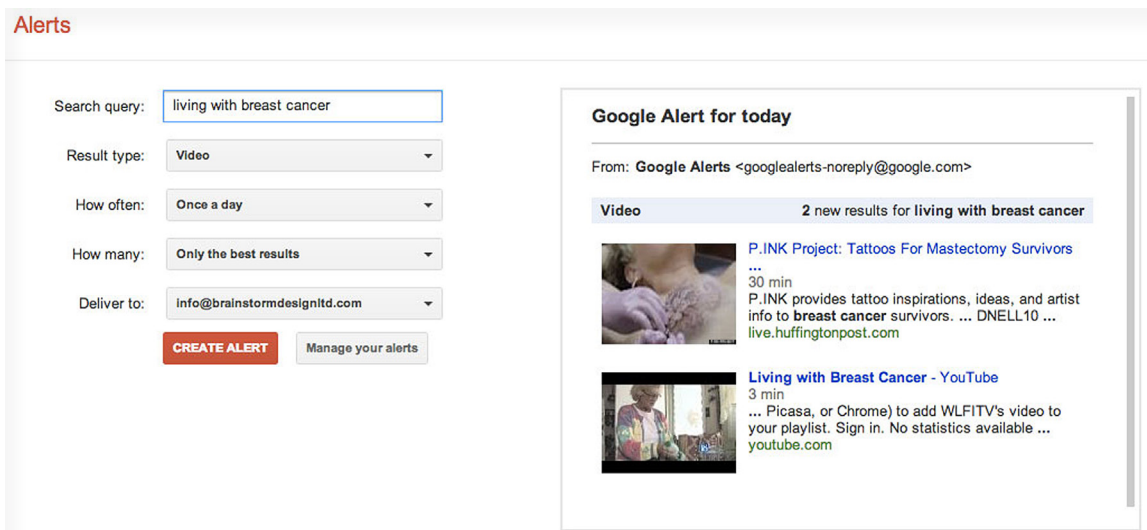
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You can also your video search using [Google Alerts](#). Choose the search query and Google will deliver the results to your inbox on a daily basis.

Researching content for your own campaign

YouTube's search engine is also tremendously helpful in sourcing content ideas for your own campaign. Why reinvent the wheel? If it works for other business, re-use and refine the ideas for your own campaign. Let's take the example of a law firm. If you specialise in defending personal injury sufferers, it easy to search for phrases such as "personal injury claims" or "personal injury lawyers" to see what other firms do. Use YouTube's advanced search filter to find the most popular videos and learn from them:

- ☐ What is the overriding theme behind the video?
- ☐ What do the keywords and description say?
- ☐ Is there a call to action?
- ☐ Look up the company behind the video. How are they marketing it? Is it being shared on other social media channels and third party sites?

One example of frequently a re-used idea is sending up a camera attached to a weather balloon in order to take photos of near space. After a number of successful amateur attempts, some of which [have cost as little as \\$150](#), big name brands have decided to get in on the act. The concept always succeeds in attracting viewers:

- ☐ Getting into near space captures the public imagination, especially when it's done on a shoe-string budget rather than a multi million pound rocket!
- ☐ If you can launch an inanimate object such as lego man or toy robot into near space, your video very quickly becomes a talking point!
- ☐ The following [video](#) explains how Toshiba used a weather balloon, an HD camera and an armchair to shoot a viral video promoting their flat screen TVs.

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Don't reinvent the wheel!



Near space launches that have benefited from YouTube include [Kit Kat](#), [Toshiba](#), [Natural Light](#) and an [Obama re-election fundraising stunt](#)!

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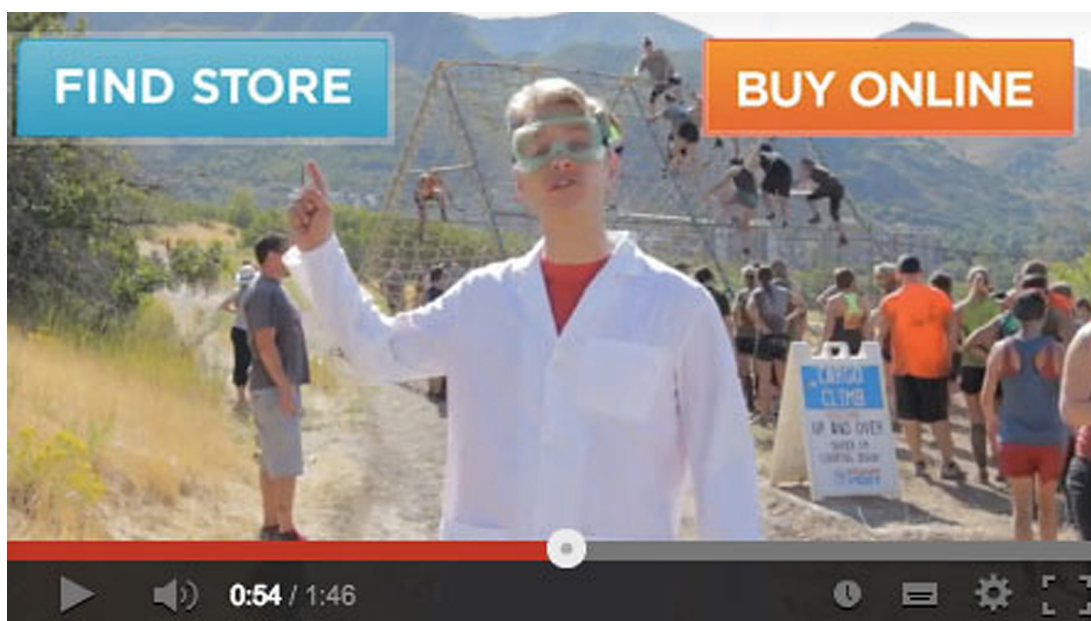
Using YouTube to Support Conversion

In the previous chapter, we talked about how YouTube can be utilised to get your audience to sit up and take notice. But that's just the beginning. How can we get them to take action? For example

- ☐ Respond to the video by leaving a comment or some other contribution?
- ☐ Go on to view other similar video content?
- ☐ Sign up with you or order your products?

Over the course of this chapter we're going to be looking at the various steps you need to take to ensure this happens:

- a) Making YouTube an integral part of your sales funnel
- b) Creating a vibrant online community through feedback, comments, submitting videos and other user generated content
- c) Ensuring you have a call to action embedded in your videos



Orabrush, have launched a series of [hugely popular videos](#) highlighting the merits of their tongue scraper. The majority of their videos end with a call to action. This particular video includes links so that customers can order online or find their nearest store.

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Making YouTube an integral part of your sales funnel

So you've just posted a video demo showing how great your product is. So what?! Unless you have an overriding objective behind your content, all your audience will do is enjoy your video and then forget about you. In order to drive engagement, you need to start looking at all your YouTube content as vital steps in the process of converting a prospect to a customer. Carefully map out your customers journey and think carefully about the kind of video content that will move them to the next stage:

New audience:

- ☐ Educational content → Demonstrate knowledge of your niche area e.g. Lawyer dispenses free legal advice on various topics
- ☐ Animation → Used to explain complex problems. E.g. What happens if you try and do your own tax return without accountant (don't refer to your business at this stage)
- ☐ Third-Party Content → Use for informing your audience e.g. If you're an accountant, share a news video about government crackdowns on tax evasion

Warmer audience:

- ☐ Product demo → introduction to your service
- ☐ Customer testimonial → address objections customer may have
- ☐ Corporate storytelling → gives customers a taste of your culture and values
- ☐ Webinar → More in-depth view of your product or service

Ready to buy:

- ☐ How to videos → Explain the ordering process and demonstrate how to use product
- ☐ Educational videos → Factors to consider that will determine buying decisions E.g. Accountancy firm may highlight changes in tax law that may incur financial penalties unless immediate action is taken
- ☐ Live Events → New product launch that customers have been waiting for

YouTube doesn't exist in isolation

When looking at your sales funnel, don't look at YouTube as a stand-alone channel. Think carefully about how it fits in with all your other marketing and social media activity. For example if you're a law firm, do you have an educational blog where you explain the latest changes in the law? Do you have video interviews with the partners in your firm to complement what's on the blog. Do you have a series of product pages on your website? Do each of these products have an accompanying video testimonial that will help win over the confidence of your customers?

When planning your content you need to ask the following questions:

- ☒ **What do I want the customer to do at the end of the video?** Watch other related videos? Subscribe to our offer? Call our number?
- ☒ **How frequent is the content?** The more often you post, the more visible you are, the more likely you are to have a share of your audience's mind space.
- ☒ **How do your videos link to each other?** If you're posting a number of unrelated videos, it's like telling an unfinished story. Each video should be seen as a further opportunity to cement your reputation.

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Setting quantifiable objectives

Underpinning all this, you need to set some clear sales targets:

- ☐ What is the lead to sale conversion time?
- ☐ Increase in the number of leads and lead conversion rate in set period
- ☐ What is the likely ROI (return on investment)?

This is vital for marketers in larger businesses who need to get senior-management buy-in. Consider the following theoretical scenario:

Imagine you are an accountant and you have decided that you want to use video to demonstrate the quality of your financial advice. You know that your website only has a one per cent conversion rate as you get a lot of window-shopping. You also know that for every new sale you make £300 profit on average. Therefore for every additional 100 visitors to your site you make £300.

So, for argument's sake if you could increase the traffic to your website by 500 visitors per month using video then you would make an additional £1500 per month. If the video(s) had an estimated useful life of two years then you would make £36,000 additional profit. Therefore the video(s) costing you any less would be profitable.

So you now need to determine two things:

1. What is a fair estimate on additional traffic? This may be calculated through looking at views on similar videos on YouTube and then estimating a percentage of those views making it through to your website. Then adding on additional traffic through the video itself being on your site and pulling in search engine traffic and traffic from social networks. Traffic from any links that you build pointing to the video, etc. (be conservative).
2. Then you should get some quotes for the video production(s) that you feel will help you to achieve your goals. You could then create a simple table in Excel that compares the costs with the projected increase in traffic and sales so that you can estimate the potential ROI.

You can then balance the risk of your investment with your knowledge of your business and your ability to get more views, social sharing and SEO results from the video content. This particular example of an ROI calculation is based on a strategy and aim of increasing traffic. However, if your aim is to increase the website conversion rate then you could just rework it with that in mind.

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Ensuring you have a call to action

When publishing a video on YouTube, you should have either one of two objectives:

- ☐ You want to make your content sticky (i.e. get your audience to watch more of your content)
- ☐ Get them to take a step towards building their relationship with you.

There are a number of ways to nudge your audience to act, either within the video itself or on the external web page surrounding the video.

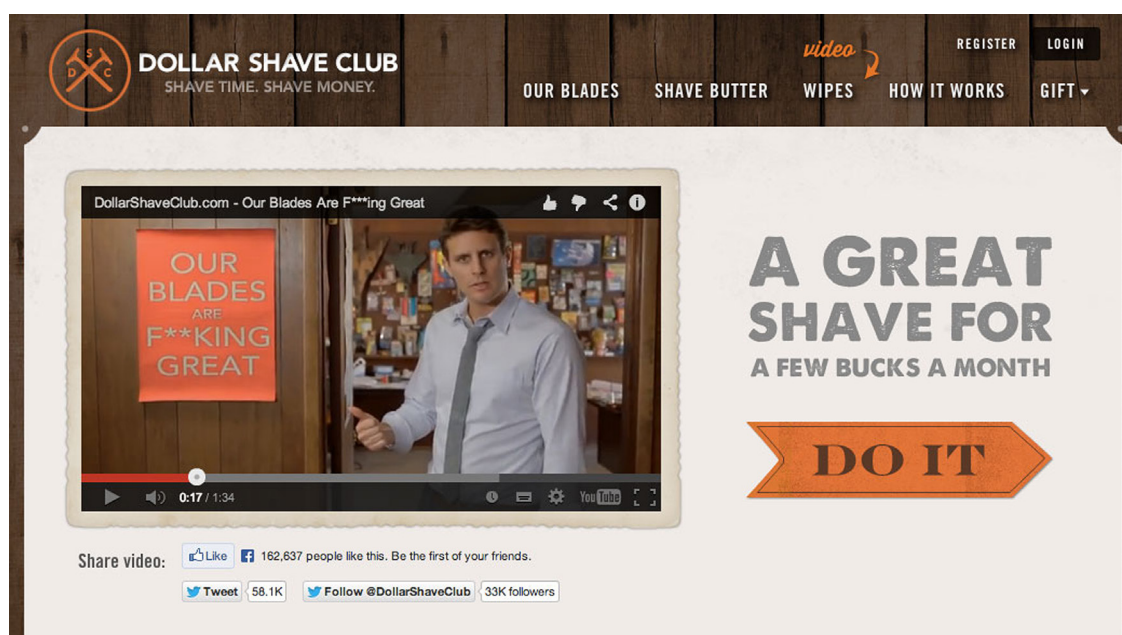
Having a call to action on your website

For a YouTube video to effectively drive traffic, it has to be embedded within your website, blog or social media channel. You can't just rely on people stumbling across you at www.YouTube.com.

When embedding video, careful thought needs to be given to where on the page your video will be located. Be aware of the following facts:

- ☒ 80% of visitors don't scroll below the fold of the page
- ☒ Visitors tend to view a page from the top left and their eye then move diagonally down the page.

For this reason, ensure your video is near the top left of your home or product page with a clear call to action to the right of it. Your video is more likely to convert into sales or enquiries with this layout.



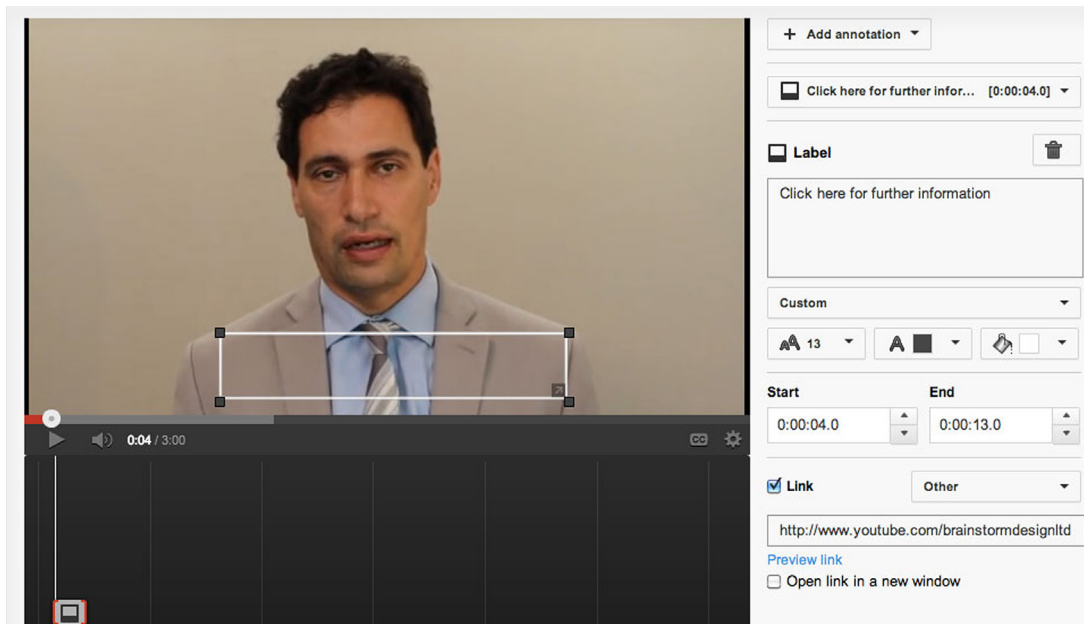
The [Dollar Shave Club's website](http://DollarShaveClub.com) uses their YouTube video as a trigger to encourage visitors to sign up for their offer. Note how the décor in the video and the background colours of the website are similar. The video appears to be an integral part of the website. (This video will be referred to later on in this e-book).

Having a call to action within YouTube

Visitors will arrive at your video in any number of ways: through your website, your blog or your Facebook page. You need to make it as easy as possible for them to act on what they've seen, even if it's on a third party website you've no connection to.

YouTube makes it easy to add overlaid links to your video. Once you've uploaded your video, go to your video manager and select the video you want to edit. Once you've selected the relevant video, you'll see a number of editing options at the top of your screen including "annotations". This feature allows you to add overlaid text and customised labels onto your video and this includes the option of including a link. Links can be created for:

- ✓ Subscribing to your channel
- ✓ Visiting your Google+ page
- ✓ Viewing other related videos, playlists of channels
- ✓ An associated website (You will need to add the website address to your account and verify that it belongs to you – [explained here](#))



Annotations are easy to add, and can appear in the form of speech bubbles, notes, titles, spotlights or labels. Sometimes overlaid links can clutter up your screen and detract from your main message. It can also appear spammy. One solution is to create a "related links" screen that displays for 20-30 seconds following your main video. Beneath each of the overlaid links appears a visual representation of the page you are linking to.

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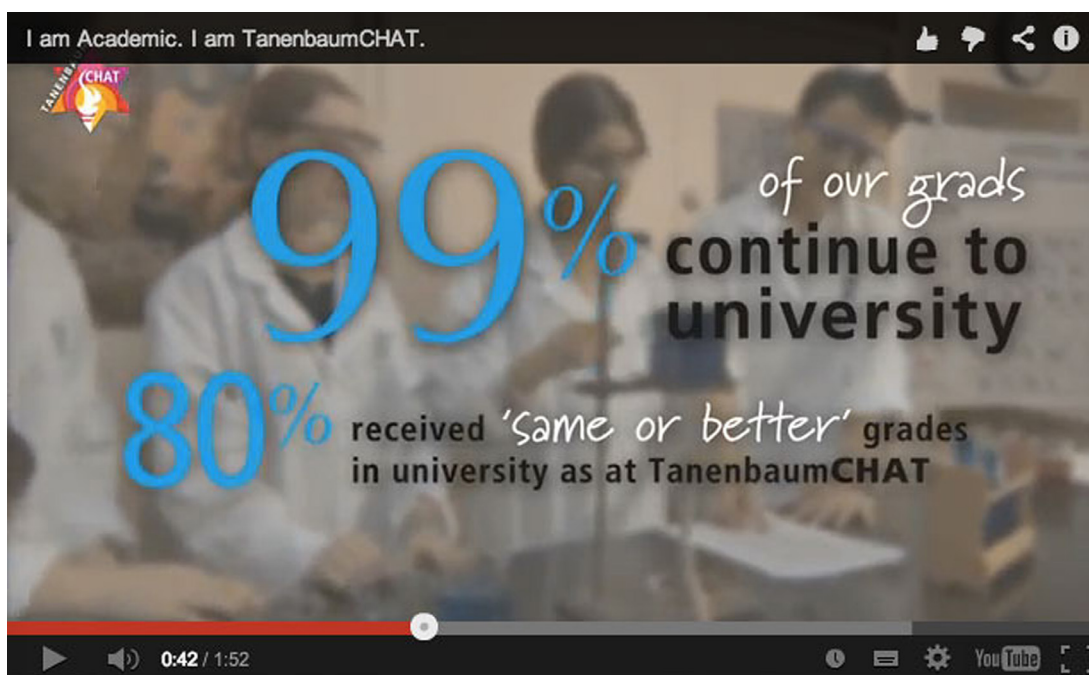
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[Tanenbaum CHAT](#) demonstrates how to add a links screen to the end of your videos. In this example the characters are animated, adding further intrigue. You can see this effect about 1min 20secs into the video. You can also see what happens when I move my mouse over one of the characters.



As well as annotations, think about including stats within your videos. Most users have a short attention span and are more likely to absorb data that appears in a short video than stats that are hidden somewhere in a website article.

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Leveraging the YouTube Community to promote your Video

YouTube has a large community of users that can help you to get visibility for your content. Take time to get to know these people within your niche/sector and build

relationships with them if they are authoritative on a certain topic. Then get shares and comments from them on your videos as this will be a positive signal to Google.

Make these users aware of your new videos when you upload them and if the videos are of sufficient quality then they will also share them and give you a good push towards higher visibility. Here are a few additional ways to leverage the YouTube community in order to increase your visibility:

1. Encourage channel subscribers

A channel's subscribers get an email alert every time you publish a new video and they also appear in the subscribers' video stream. This is invaluable. Get a few hundred subscribers and they are an easy way for your videos to get a large number of views the second they go live. Use your other marketing channels to promote your YouTube channel and raise the number of subscribers as part of a long-term video strategy. The quality of your subscribers and their individual authority will signal to search engines that you have great content.

2. Deliver videos combining rapid initial take-up and consistency of interest

If you have a video that quickly and consistently gains views, shares, favourites and embeds, etc. then it is a strong signal that the video is of a high quality and has long-term appeal. Regularly check your analytics and review which type of content engages viewers. This will give you an idea of the formula that you should stick to for future videos.

3. Encourage Playlist additions

How many times your videos are added to playlists, both in your channel and in others accounts – not just on YouTube but on other video sharing sites too, will signal to search engines how important that video is for the terms that it is relevant to (title, description, etc.).

4. Avoid Flagging of YouTube videos

Flagging refers to videos being reported for inappropriate content. Any registered YouTube user can start the flagging process and they can report a video for a number of reasons. Once a video has been flagged then YouTube will review it to determine if the video has broken any of the terms of service. If your content gets flagged frequently then it will damage the trust of your YouTube channel and your videos.

5. Encourage video responses, favourites, likes and views

YouTube's search engine can read the number of comments and the sentiment they contain, so it makes sense that they factor the volume and the nature of these comments into their ranking algorithm. Again, this means that you will need to have great content. Also, if you get abusive or negative comments then handle it well; this will not affect your search engine rankings but it will do your branding a lot of good if you come across as mature and practical. Getting constructive negative comments is probably the best thing that could happen as you

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will really learn from them; be thankful when people leave them, and let them know that you are thankful.

The more people that favourite your video or like your video the better. You can see statistics on this in YouTube Analytics.

Likewise, popularity of your overall channel sends a signal to viewers, as well as to search engines that you have been producing worthwhile content over a long period of time and are not just getting some short-term results from a single video.

Closed Captioning

In the past, there were four main factors to consider when optimising your videos for search engines: video title, description, category and tags. These things still

apply but now there is far more to consider. One of these things is closed-caption subtitles. Closed captioning means that the content of your video is available in written word format, which is something that search engines can read and identify.

What is it? Closed captioning

Closed captioning is the process of displaying text on a screen (e.g. on a TV programme or online video) to provide additional information to what is already being presented. The reason it is termed 'closed' captioning is that only viewers who choose to activate them will see them. 'Open' captions are visible to all viewers.

Some people use the terms 'captions' and 'subtitles' interchangeably. However, captions are slightly different as they aim to describe what is on screen in more detail. For example, captions can capture sound effects, narration and other information, as well as dialogue. This video explains in more detail [how to set up](#) closed captioning.

There are three major reasons why you should use closed captioning

1. Including captions makes your videos accessible to people with visual and hearing impairments.
2. Some users will find it difficult to understand you. For example there may be issues with regional accents
3. Captions and subtitles are rich in keywords. Unlike the audio/visual content of a video, captions and subtitles can be indexed and understood by search engines, like any other text. This means that your videos are more likely to be found if you use closed captioning.

There are other benefits of using captions, depending on the purpose of your video. If your video is a learning or training tool closed captioning is useful because it enables the viewer to see written terminology as well as to listen to the spoken word version of the information.

Annotations are only part of the story. You also have the opportunity to add hyperlinks and a call to action on the description that appears beneath your video.

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This is what visitors to <http://www.YouTube.com> will see.

Ensure that any link appears at the top of your description as only the first three lines are displayed. You have to click on “Show more” to view the description in full. Ensure that any links start with “http://” and remember to show viewers the value they will get when they click (for example additional videos or a special offer).

Encouraging user generated content

When employing social media to promote your brand, always remember, it's not about you; it's about your audience. For example, it's all very well offering free accounting advice, but if you're not responding to actual questions that people have asked you, your answers become little more than a staged conversation. In order for your social media presence to be more credible, you need to encourage user-generated content:

- ✓ Messages from your audience will always be more credible than anything you can come out with. 90% of consumers trust recommendations from their peers, whereas only 14% trust advertisements (Source: Erik Qualman)
- ✓ Each time your audience create relevant content in response to your messages, they are acting as your salespeople, promoting your brand to the followers and extending your reach

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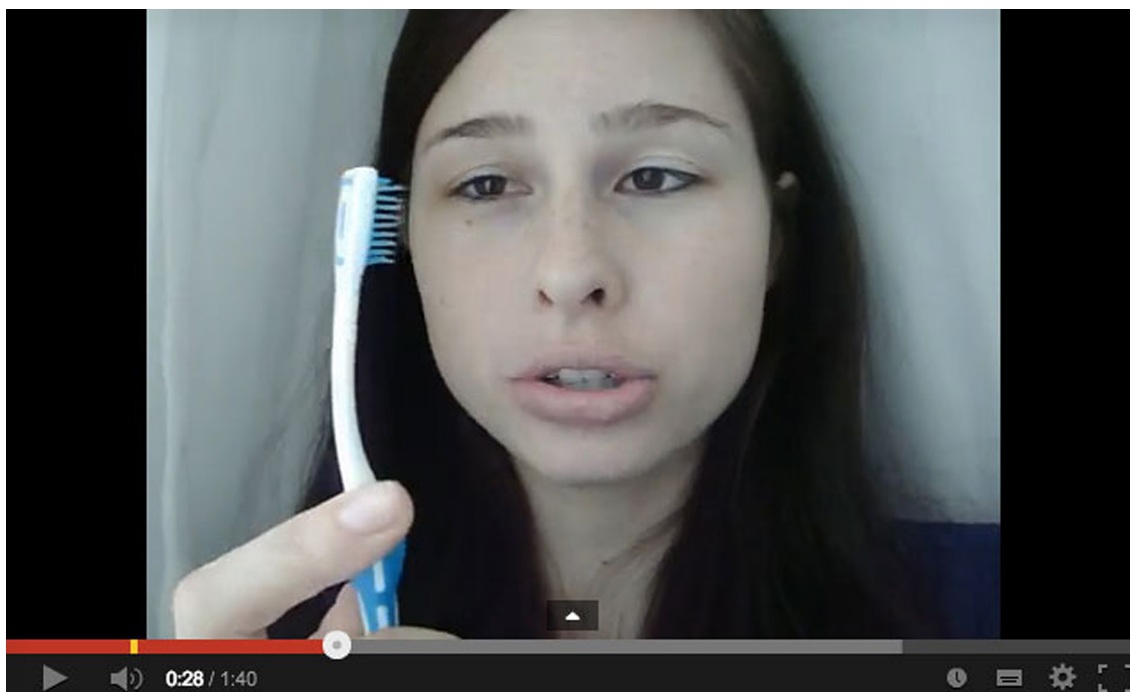
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Here are just a few ideas of how user-generated content can work for you:

- ✓ When answering questions from customers, encourage them to submit their Q&As by video or by Twitter. Incentivise them by offering free vouchers to the best questions. If your audience see their Twitter handle or YouTube channel highlighted on your video, they are more likely to respond.
- ✓ Ask customers to submit videos describing the various ways they use your product or service. Customer feedback will have far more credibility than videos submitted by you. It also helps to educate other potential customers about the various ways your products work.
- ✓ Create a competition where users are invited to upload their videos. As part of the rules, you can stipulate that your brand either needs to be mentioned in the title or there needs to be a link in the description. Competitions are particularly powerful where it's a consultative exercise such as new ideas for a product or brand name. It demonstrates that you value and listen to your customers.

Orabrush's use of customer reviews

[Orabrush](#) is an example of a company who owe the majority of their success to video marketing. They initially created [a simple and amusing video](#) for a few hundred dollars which has now racked up well over 18 million views. Over the past 18 months Orabrush has created and uploaded 108 videos to their YouTube channel – they have 190,000 subscribers to their YouTube channel and they have also received 49 million video views. They have now sold to over 40 countries and have sold nearly 3.5 million brushes. They've even diversified from bad breath to dog breath.



In addition to their own video content, Orabrush have encouraged their customers to submit product reviews. A simple YouTube search [reveals that customers have responded](#) in their thousands. It's a win-win situation. Reviewers have benefitted from public exposure on Orabrush's [website](#) (see the bottom of their home page) and Orabrush in-turn have benefited

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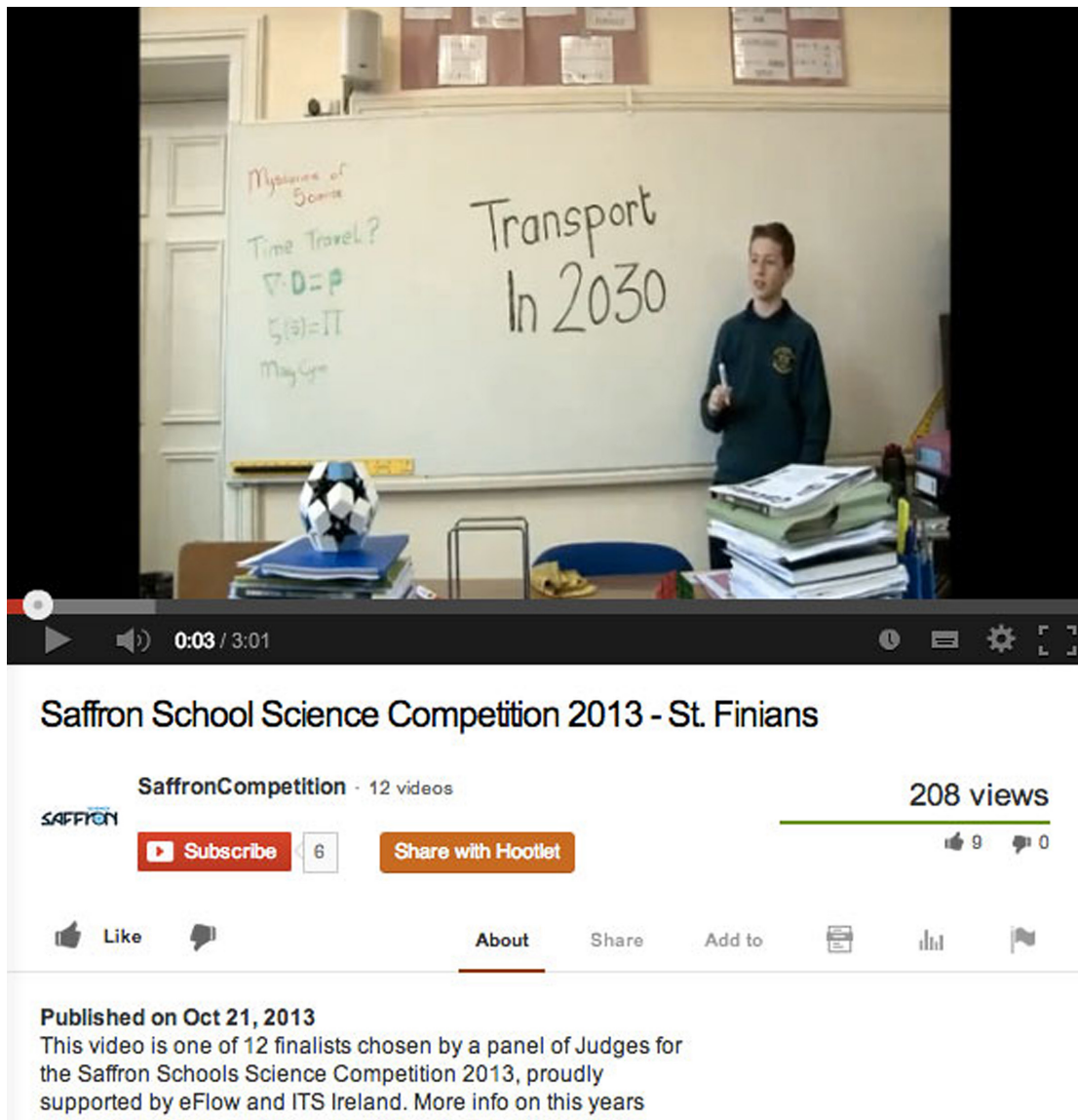
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from free publicity (and links) from thousands of their fans. A consistent theme of their branding is that Orabrush don't take themselves too seriously, and this is reflected in some of the reviews. By encouraging thousands of ordinary people to talk about a relatively taboo subject, far more of the public are aware of halitosis and as a result they are buying the Orabrush.

Saffron Travels Schools Competition



[Saffron Travel](#) organise overseas trips for school groups across Ireland. In 2013 they launched a competition encouraging schools to create video presentations of what travel will be like in 2030. The 12 shortlisted videos were submitted on the [Saffron Competition YouTube channel](#). The winning school get to go on a free trip to the The Euro Space Centre in Belgium. So far the campaign has seen the following benefits:

- ✓ The ability to engage with their education target market
- ✓ Being seen to contribute to the education of their target market
- ✓ Free content submitted by those entering the competition which helps to publicise the competition sponsors

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☑ Publicity in the press e.g. <http://westcorktimes.com/home/?p=17770>

☑ Additional publicity as a result of partner companies sponsoring the competition

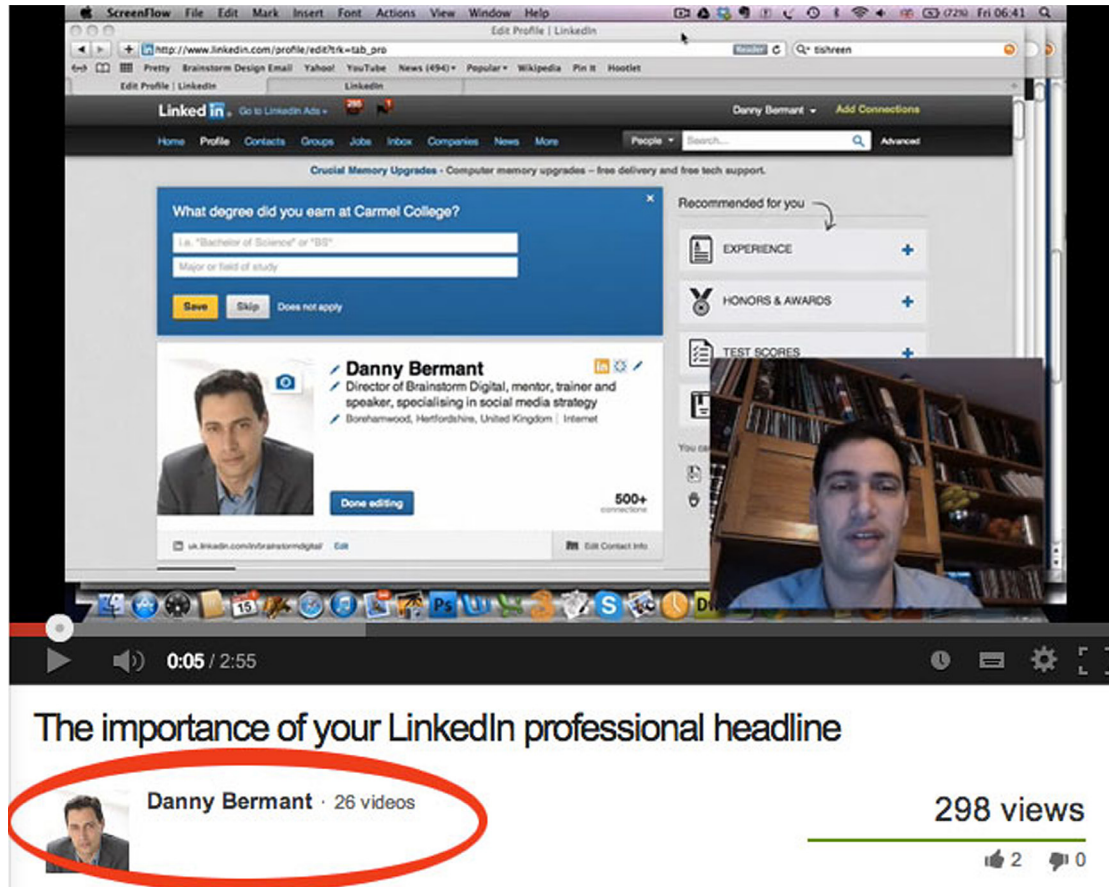
We'll be discussing user generated content again a bit later on when we discuss how to extend the reach of your video content through other social media channels.



SIX

Branding your YouTube channel

Each time you upload a video, its needs to be done via your YouTube account. You need to ensure that this is a corporate account and **not** a personal account. The account name and logo of your business will appear alongside your videos.



Here is a video uploaded via my YouTube account. By clicking on my name or thumbnail, you can visit my channel and view my other videos.

Your YouTube channel is more than just a page listing your videos, it's a mini website for your business and may be your first and final to capture leads. Its features include:

- ✓ The ability to create a unique username e.g. <http://www.YouTube.com/microsoft>
- ✓ The ability to list your website address
- ✓ Display links to your other social media channels
- ✓ Create featured videos on your home page
- ✓ Create an "about" page describing your business background
- ✓ Create playlists (a series of videos linked together)
- ✓ Get verified (enables you run videos over 15 mins)
- ✓ Via your Google account, you can create multiple channels, so ideal if you have multiple brands

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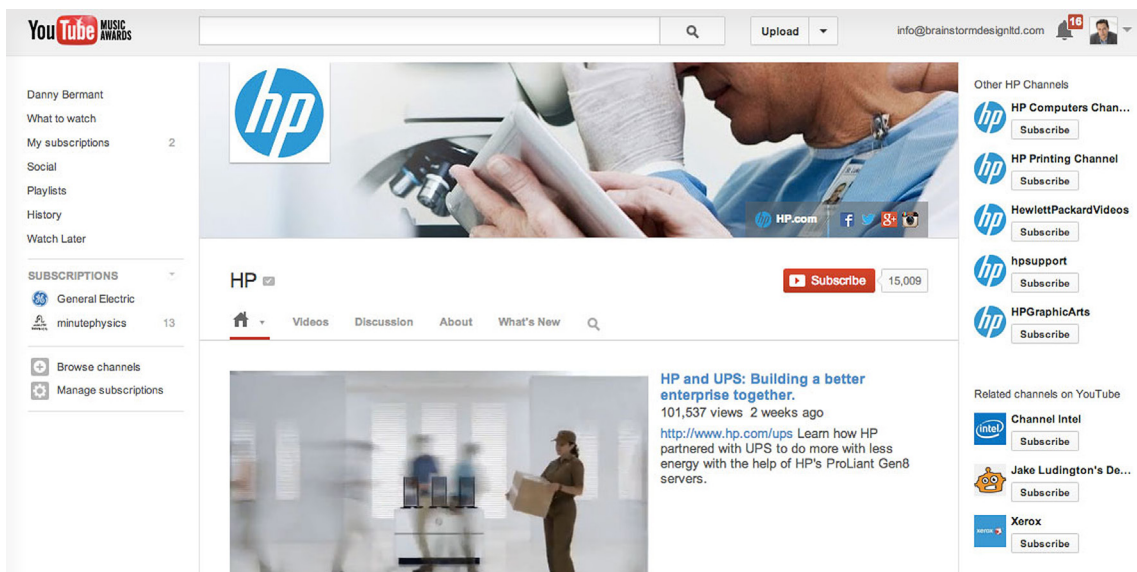
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Ensure that **all** these sections are filled in!



This is HP's YouTube channel. Note the similarity to Facebook with a landscape image across the top of the page and the company logo overlaid within this. On the bottom right of the header image are links to HP's website and their other social media channels. Below this is their featured video. To the right of the header image are links to HP's other YouTube channels. YouTube channels can be subscribed to which is similar to "liking" a Facebook page. If you visit "my subscriptions" (appears on the top left) you can view the most recent videos of the channel you've subscribed to.

To edit your YouTube channel, go to the address of your page e.g. <http://www.YouTube.com/username> (ensure you are logged into YouTube)



Just move your mouse near the area of the page you want to edit and you'll see a pencil symbol appear (in the above example I am editing the links on my channel). Click on this to make the necessary amendments. Pay particular attention to the artwork at the top of your page. In the same way that video thumbnails encourage users to click on your videos, having the right cover image can go a long way towards encouraging your audience to stay on your page. Your cover image can be up to 2560x1440px. This is because the YouTube is designed to be displayed on desktops, Smart TVs, phones, and tablets and needs to work on all the different layouts.

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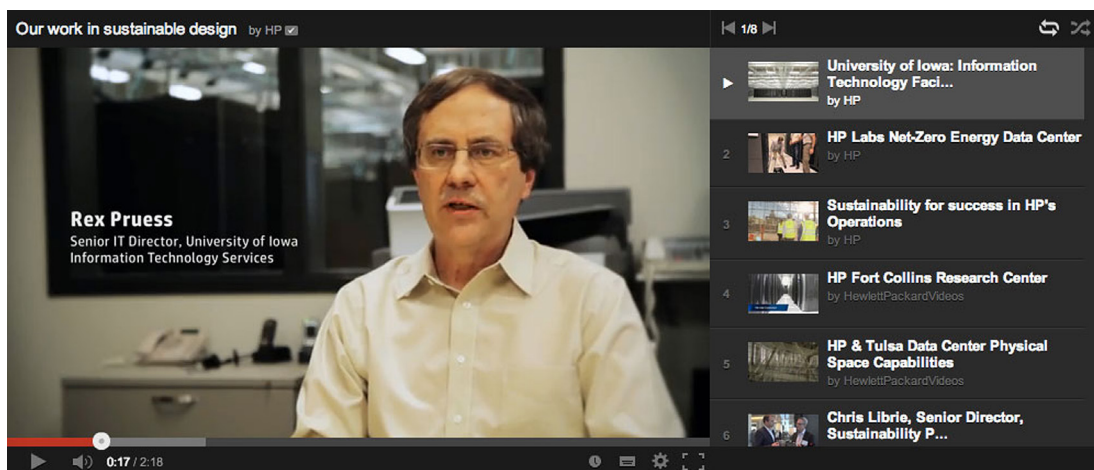
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Making use of playlists, featured videos and trailers

Playlists

A playlist is where several YouTube videos are connected to each other. When one video ends, the next one automatically begins. This will help increase the amount of your time your audience spend on your channel:

- ☐ Where a video is part of a series, you can link them together. E.g. Individual webinars making up a complete course. The playlist also ensures that videos are viewed in the right order
- ☐ You provide a seamless viewing experience by grouping related videos and saving your audience the effort of having to find them. E.g. If you run a cookery channel, you can create separate playlists for cooking, baking, desserts etc...
- ☐ You make your content sticky and reduce the chances of viewers going elsewhere. Compare this to a regular video that displays links to other peoples videos when it ends
- ☐ It enables you to create a selection of featured or “best of” videos to lure more viewers to your channel
- ☐ You can encourage user generated content by sharing a series of the best videos posted by your audience



Playlists are sticky as all the content displayed to the right of the featured video is part of your playlist.

For the playlist to have maximum effect, you need to choose the right thumbnail for the leading video and ensure you feature benefit laden headings and descriptions.

Creating a playlist is very easy. Just go to your video manager, tick the checkbox to the left of the relevant video and go to the playlist dropdown to select or create the playlist you'd like to add them to.

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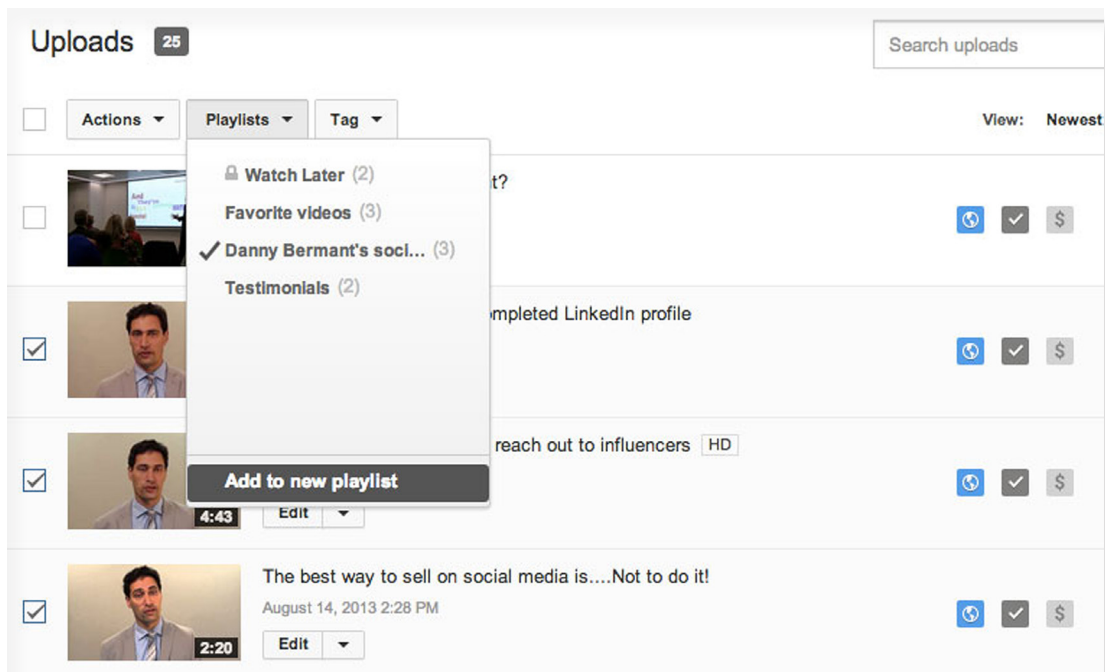
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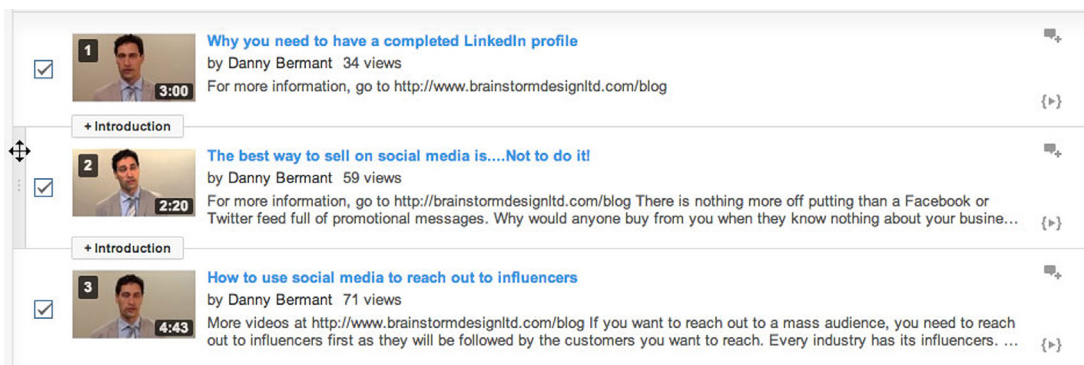
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Once you've created a playlist, you can edit it by going into your video manager and clicking on the "playlists" link on the left hand side of your screen. Once you've selected the relevant playlist, you'll be able to edit the title and description, and change the order of the videos.



Move your mouse to the left hand side of the video you want to move and your cursor will change into an arrow cross. You can then move the videos around.

Featured videos

A featured video is link to a video of your choice that appears at the bottom left of all the videos on your channel (see below). If you have a video you'd like to draw attention to, set the feature to appear just before your video ends so it doesn't intrude into the viewing experience. You can choose the number of seconds the feature appears for.

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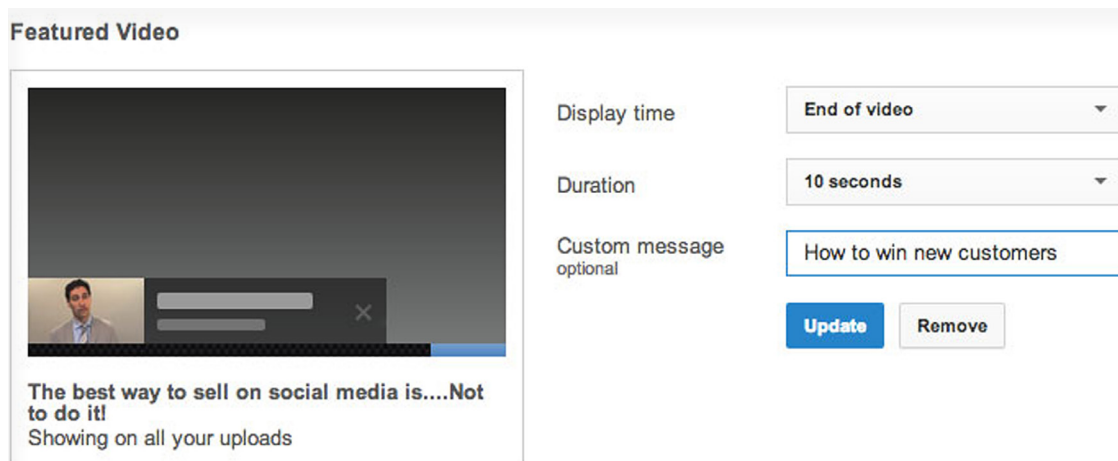
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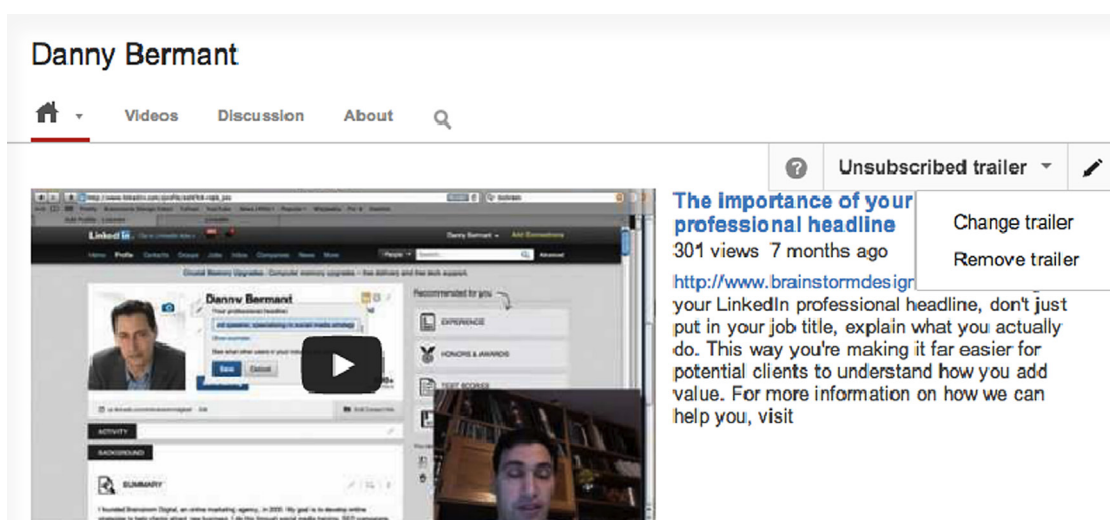
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Video Trailers

You can set a trailer image to appear on the home page on your video channel. This is great for promoting a recently launched video or any special offers you may have running. To keep the appearance of your channel fresh, ensure you regularly update this.



To swap videos, simply move your mouse over the top right hand side of the box containing your trailer. You'll see a pencil image with an option to change or remove your trailer.

SEVEN

Increasing your reach and visibility

To maximise the reach of your videos you need to consider how to get them noticed within YouTube and beyond Google. The two core search engine marketing techniques, SEO and AdWords are important for this.

If this topic is particularly important to you, then you may want to take a look at our Video Marketing guide which explains more on the principles of SEO.

Making proper use of titles and descriptions for SEO

These are the steps to take when uploading / editing your video to assist with SEO

Before posting a video, it's crucial you check that the keywords featured in the title and description match those being searched for by your target audience. You can do this through Google's [Keyword planning tool](#). You will need to have an [Adwords](#) account to access this, although you don't need to have an Adwords campaign running.

The screenshot shows the YouTube video manager interface. At the top, there are tabs for 'Info and Settings', 'Enhancements', 'Audio', 'Annotations', and 'Captions'. The 'Info and Settings' tab is selected. The video title is 'The importance of your LinkedIn professional headline'. The video information on the right shows it was uploaded by Danny Bermant on March 15, 2013, with a duration of 2:55. The video has 301 views, 2 likes, and 0 dislikes or comments. The video URL is http://youtu.be/Eg_bYgD. Below the video information, there are sections for 'Basic info', 'Monetization', and 'Advanced settings'. The 'Basic info' section includes fields for 'Title' (The importance of your LinkedIn professional headline), 'Description' (http://www.brainstormdesignltd.com/training/ When filling in your LinkedIn professional headline, don't just put in your job title, explain what you actually do. This way you're making it far easier for potential clients to understand how you add value. For more information on how we can help you, visit), 'Tags' (LinkedIn), 'Privacy settings' (Public), 'Post to your subscribers' (Customize your message), and 'Category' (People & Blogs).

- ✅ Go to video manager (pictured above), select the video you want to edit and click on “info and settings”
- ✅ Ensure that your video has a relevant title e.g. “*The importance of your LinkedIn professional headline*”. Titles are perhaps the trickiest part of posting your video.

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You need to have an attention grabbing title but at the same time you need to make it SEO friendly. How do you include the relevant keywords without killing off the titles punchiness? A good place to start is to describe your video in less than eight words and to then adjust this to include the target keywords.

- ✅ Ensure that you add a description that includes the relevant keywords as well as a hyperlink / call to action near the top. Treat the description of the video in a similar way to a very short blog post that describes your video content. Ensure that you include the main target keyword in the first sentence of the description and also include a link to your website in the first sentence.
Avoid stuffing your keywords in multiple times as it will not harm rather than hinder your SEO ranking. Include some other links to your YouTube main channel as well as your social media profiles and anything else that you want to promote at the end of the description. If your video is going on your website then you need a textual description to sit around your video in order to achieve the same benefit that a description in YouTube achieves – to help search engines understand the video content on your site.
- ✅ Select descriptive tags (keywords) that will help users find your video. Use five or six tags that relate closely to the theme of your video
- ✅ Ensure your privacy settings are set to public and that the correct category has been chosen for your video
- ✅ Before publishing your video, it's essential you create a thumbnail image that creates intrigue and compels users to click. You no longer have to settle for one of the images pulled from the timeline of your video – you can upload a custom thumbnail with your branding on it – see this [article](#) for more detail.

Using Google Adwords for YouTube

Paid advertising can be an effective way to promote your videos. AdWords for video allows you to advertise in a similar way to the traditional TV advert – your advert can be displayed on a video before, during or after it or in the YouTube and Google Display Network search listings. The big bonus is that you don't have to pay unless someone chooses to watch your ad.

How it works

Adwords for video will position your video in places where people are already searching for content that is related to yours or that is similar. YouTube video advertising has many forms but the two main options are:

- 1) **Have your video shown in search results on YouTube**
- 2) **Have your video shown in stream** – i.e. before, during or after other videos.

However, just like AdWords, simply placing an ad on YouTube doesn't guarantee that people will watch your video and it is your responsibility to ensure that you have created an ad and a video that is worth clicking 'play' on.

How much does it cost?

You have a lot of control over what you spend on AdWords for video. All ads are now pay per view, but differ slightly in how a view is determined. If you use TrueView in search or in display ads then you pay as soon as a user clicks on the play button on your video. Whereas

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if you are using TrueView in stream or in slate then you only pay if the user watches the whole video or the first 30 seconds of the video, whichever occurs first.

Setting goals for video advertising

As with a standard Google AdWords campaign you can track back to goals on your website such as sales. This allows you to compare your YouTube advertising campaigns with your other marketing channels in order to get a clear understanding on performance.

You can set up the ads with destination URLs that point to your website and you can also add annotations with clickable links within your videos to web pages outside of YouTube. However, the search-based ads destination URLs all take the user to your video page on YouTube; therefore it is a good idea to add annotations with a link to your website to attract users across.

There are four different types of video ad formats:

1 TrueView In-search

This is when the viewer will see the ad above/next to YouTube search results when the viewer is searching for content related to your video. You then only pay when someone clicks to actually watch your video ad. You set the targeting on keywords that relate to your video or by topics that relate to your video.

2 TrueView In-display

Viewers either click the display ad to watch your video or on a YouTube watch or channel page. Again you can target using keywords or topics.

3 TrueView In-stream

This is when your advert is shown before, during or after another YouTube video of any length. These are the ones whereby a viewer can click to skip the ad after five seconds (you only pay if someone watches 30 seconds of the ad).

4 TrueView In-slate

Ads play before 'Partner' videos which are longer than 10 minutes. The viewer can choose one of three ads or they can select to watch them in 'commercial breaks'.

Creating an advert which viewers will click on

There is no point getting your video ad to appear in the right place if you haven't made the effort to make it enticing enough for people to click on. Here is a list of the things to consider when creating your ad:

1. Headline and description.

- ✓ Think about your audience and use customer-centric language – use 'you', 'your' etc.
- ✓ Use call-to-action words – 'watch', 'discover'.
- ✓ Tell the audience what they will see – keep it clear, direct and compelling.
- ✓ If there are any special offers included in your video, highlight them.
- ✓ Link your ad to customised videos – ensure that they match the info in your ad text.

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- ✓ Test different videos, formats and texts so that you get an idea of what works best for your audience.

2. Choose the best possible thumbnail image.

Select the best from the four that are automatically generated by YouTube.

3. Set your Display URL.

Probably most appropriate to use your business website address.

4. Set your Destination URL.

This is where the viewer will be taken if they click on your video – again, your business website is the obvious choice.

5. Name your advert.

This isn't visible to viewers but you will want it to make sense to you, especially if you are creating lots of different ads.

Your 'bid' is the amount you are willing to spend per view on your ad. The more you bid, the more traffic you are likely to generate to your video. Lower bids are likely to improve ROI but you will achieve fewer clicks and therefore conversions. Bids can be controlled manually or can be automatically controlled by YouTube. With the automatic option you just have to set a limit to your daily spend and the AdWords system does the rest of the work for you – aiming to bring you the most clicks for your money.

If you take on a new marketing channel you should really commit the necessary time in order to properly analyse your performance and not just stick it on autopilot. It is recommended take the manual option.

Targeting your TrueView Ads

If you use the targeting settings in AdWords, you will have a lot of control over who sees your ad because you will only be targeting people who it is relevant to.

There are a range of targeting options, which include location, location intent, languages, topics and audience demographics. You can target in the same way as you can on the Google Display Network: by keywords or thematic topic as well as through cross-referencing these with the demographic options. You will also need to set a 'maximum cost per view' (CPV) for your targeting group. This is your opportunity to state how much you are willing to pay each time someone clicks on your ad. You can change this at any point.

If you are unsure about the demographics of the viewers you are targeting, YouTube can help. Using their 'search for targeting suggestions' feature you input keywords and it will give YouTube a better idea of whom you are aiming to reach and what they are looking for. You can also identify negative targets and specify words that you don't want your ad to be shown as associated with.

So, as you can see, TrueView through AdWords is a tool that if used correctly really can reap some serious rewards that would be difficult to achieve otherwise.

The market is not as saturated as Google AdWords so now is the time to get on YouTube and start promoting your business with video. However, it's not enough on its own and your content output needs to be of good enough quality to justify putting the time and money into AdWords.

If you are familiar with using Google AdWords to advertise on the Google Display Network then you should have a head start in getting your video ads going on YouTube.

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Hosting YouTube Videos on Your Website

Previously we discussed how to ensure your videos contain the right title, description keywords and annotations so that search engines can find them. In this section, we'll briefly discuss how the optimization of your website affects your videos SEO ranking. (For more detailed information, please download the [Smart Insights Guide to SEO](#)).

1. Optimising your website for SEO

Ensure any web pages containing video are correctly optimized. You need to check that the page title, heading and meta description all contain keywords relevant to your video. Also check that the copy surrounding the video contains the relevant keywords. Google's best practice guidelines are listed [here](#).

2. Internal linking within your website

Make sure that you do not miss the easy win of linking to your video content internally from related pages or text throughout your site. It is often good to read through old blog posts occasionally to spot opportunities to link to your newer content. Use relevant keywords in the links where possible.

3. Use your website sitemap to highlight video content

XML Sitemaps are an important way to tell Google about content on your website that it might not otherwise discover, such as video. Google has some great [guidance on the topic](#). The content that is required in a video sitemap includes:

- ✓ Title
- ✓ Description
- ✓ Play page URL
- ✓ Thumbnail URL
- ✓ Raw video file location and/or the player URL (SWF).

You create an XML file that has a URL and then simply submit the sitemap's URL to Google Webmaster tools. The video sitemap will need to be automatically updated with each new video that you add to your website; this includes embedded video, self-hosted video and that sits in video players.

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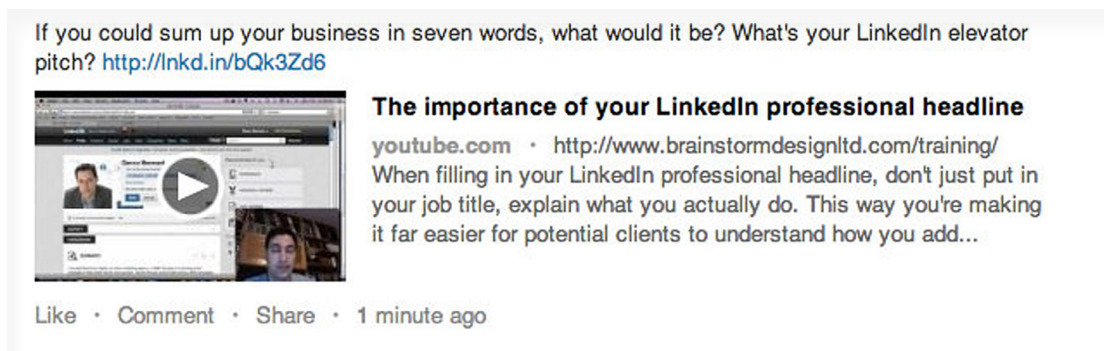
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Leveraging third party websites and other social media channels to encourage sharing

So you've posted your video, you've optimized it for SEO, and you've added it to your website. So now all you have to do now is sit tight and wait for it to go viral? Wrong!

If you want your target audience to sit up and take notice, you need to ensure your video is shared on multiple locations around the web. All views on third party sites count towards the overall views shown on YouTube. Moreover, YouTube measures the amount of embeds a video gets as a key metric. Lots of embeds will go a long way towards enhancing your ranking. As well as embeds just simple shares and +1s either from the page itself or on the embedded video in the Google+ network will also help.

Most importantly, the more visible you are, the more likely it is that your audience will remember you and start talking about you. And this means reposting your video again and again. Think about TV ads. They don't just appear once. They appear several times. This is partly because a different audience is viewing each time. So appearing more often means you're capturing a larger audience. But repeated views also mean that the brand featured in the advert is more embedded on your mind.



This video has been shared on a LinkedIn status update. What you say in your status update is as important as the video itself. If you create intrigue, viewers are more likely to click on your video.

If you fail to plan, you plan to fail!

In order to gain maximum exposure, it's essential you have a content marketing plan so that your video is properly integrated into your other marketing activity. It also ensures that your efforts and the efforts of other departments are all joined up towards the same goal. As an example, I've posted a theoretical content plan for a leadership training company. They have a workshop coming up called "Motivation, getting it right" in December. In order to help promote this, they've created a series of educational videos called "Motivation tips". I have highlighted the other relevant sections in red so you can see how planning ahead will help us promote the video.

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Activity	W/C 4/11/13	W/C 11/11/13	W/C 18/11/13	W/C 25/11/13	W/C 2/12/13
Main theme	Motivation - Getting it right - six weeks to go	Motivation - Getting it right - five weeks to go	Motivation - Getting it right - four weeks to go	Motivation - Getting it right - three weeks to go	Motivation Getting it right - two weeks to go
Hashtags	#motivationtips	#globalsummit #motivationtips	#bizawards #motivationtips	#motivationtips	#motivationtips
People to engage with	Senior Managers, Commercial Directors	Senior Managers, Commercial Directors	Senior Managers, Commercial Directors	Senior Managers, Commercial Directors	Senior Managers, Commercial Directors
Blog of the week	Motivation tips article	Motivation tips vlog	New ideas for 2014	Motivation tips article part 2	Motivation tips part 2 vlog
Video of the week	Motivation tips	Repost Motivation tips	Repost motivation tips	Motivation tips part 2	Repost motivation tips part 2
Enewsletter	Motivation tips	Motivation tips video	Dealing with difficult employees	Motivation tips video part 2	
Goals	Motivation tips shared on twitter, facebook, linkedin and blog	Put video on Facebook promoted post	Repost video on third party Fbook pages	3000 video views	Convert 10% of views into enquiries through facebook and website capture form

1. The “**main theme**” describes what the key conversation will be on our social media channels. In this case we want to promote our workshop that is taking place in December.
2. We'll be using the **motivation tips video** to promote this workshop. In order to ensure there is maximum exposure, we plan to re-share it regularly on all our social media channels for two weeks after it was first posted.
3. To complement this activity, we have created specific hashtags #motivationtips and we have scheduled the video to be shared on our blog as well as our email newsletter.
4. Within the goals section, I have listed specific goals objectives we want to achieve: For example, we want to share the video as a [promoted post](#) on Facebook. This will ensure a far wider audience beyond our fan base see this. We also want to back this up by sharing the video on third party Facebook pages that carry similar content to our page. We have then set ourselves specific goals of what we want to achieve as a result e.g. 3000 views, 10% convert into sales etc...this helps us focus on the only thing that really matters...results!
5. When you create a content plan, make use of resources such as Dropbox such as Google Drive that enable teams to share and update a central spreadsheet.

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6. **Please note:** This is a very basic example of a content plan. Plans can go into a lot more detail, for example listing the third party Facebook pages where we'll be sharing content, as well as the kind of messages we want to post on each platform.

As well as having a content plan, you also need to create a **simple video checklist**. This will ensure that all the necessary steps required to promote your video have been followed:

- ☐ Has video been correctly optimised?
- ☐ Is the status of the video public and is embedding enabled?
- ☐ Does it include overlaid links to the target web page?
- ☐ Is the video on our website and blog?
- ☐ Is there a call to action and enquiry form on our website to capture potential enquiries arising from the video?
- ☐ Have we scheduled the video into our social media content plan?
- ☐ As well as our social media channels, will the video be shared on our email and blog?
- ☐ Do the other departments in our company know about the video? Are they sharing it? Are there other channels they can recommend that we haven't considered?
- ☐ What incentives can we offer to encourage others to share it?
- ☐ Are there influencers or third party bloggers we can reach out to who will share our content? Create a checklist of peers, industry commentators, speakers, bloggers and experts who can help you create awareness of your video. For example, it's easy to go onto Twitter and search for customers who may be about your product. Or you can go onto Google and search for influential bloggers who write about topics that relate to the product you're selling.
(This topic in more detail in [The Influencer Outreach Guide](#))
- ☐ What messages or discussions can we post around the video? This is essential for creating intrigue. The more stimulating the post, the more likely it is that your audience will act.

When content planning, it's essential that you work in a team, as it's very difficult to come up with good ideas when you're working in isolation. It doesn't really matter who you brainstorm with. It could be with your department or it could be with your manager. Even if you're a sole trader, you can do this exercise with your friends and ask them to put themselves in your customers shoes. Ideally you need three or four people but this can also work with two...

- ☐ Show your colleagues the video and ask them for their input:
- ☐ What would compel them click on the video?
- ☐ Do they have ideas for teaser text to introduce the video?
- ☐ What discussion can we have around the video?

Within 20 minutes, you'll have an A4 piece of paper full of great ideas for sharing your video. In fact you'll have enough ideas to take you into next week and possibly the week after that!

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How can I ensure my video goes viral?

In 2011, a video called “[Ultimate Dog Tease](#)” was posted on YouTube and quickly became the most viewed video of 2011. So far it has gained over 120 million views. The animal is shown being teased by its owner about food and appears to speak English, saying ‘You’re kidding me!’ as he is told that his favourite delicacies have gone elsewhere.

What makes these videos rack up such high viewership? Is it luck? Is it large marketing budgets? Or is it being in the right place at the right time?

Many commentators have been quick to point out that it is not possible to ‘make’ a viral video – they say this because virality is a result or a response rather than a product in itself. But is that true? Is it possible to use psychology and clever marketing to tip the scales so far in your favour that virality IS achieved? Let’s find out....

What causes videos to go viral?

It is extremely difficult to predict what content will go viral and what will not. Jonah Berger and Katherine L. Milkman of the Wharton Business School carried out a study titled ‘[Social Transmission, Emotion, and the Virality of Online Content](#)’. They studied all 7,000 articles published in the New York Times over a three-month period. In addition, they ran detailed laboratory controlled experiments with individuals. They wanted to discover patterns through uncovering the emotional sentiment hidden in the most commonly shared articles. Then the controlled experiments with individuals were designed to manipulate and measure arousal in humans to discover how it affected social sharing, e.g. do people share content that makes them happy more than content that makes them angry? What Berger and Milkman found was that:

- ✓ Positive content is more viral than negative content.
- ✓ Key to social sharing is the level of arousal of the viewer/reader – the more highly aroused they are (positively or negatively) the more active they are in sharing content; even content that is not related to the cause of their mood.
- ✓ Positive content that inspires surprise, amusement and awe is shared more.
- ✓ Negative content that inspires anger and anxiety is shared more.
- ✓ Content that inspires low emotional arousal (e.g. sadness) is less viral.
- ✓ People share content in the hope that it will raise their social standing, generate reciprocity and simply to help others.

They controlled the experiment carefully to take into account factors like the page that the article was published on and the notoriety of the author, etc. This quote from the research summarises what makes effective viral video:

‘Consistent with the notion that people share content to entertain others, surprising and interesting content is highly viral. Similarly, consistent with the notion that people share to inform others, or boost their mood, practically useful and positive content is more viral. These effects are all consistent with the idea that people may share valuable content to help others, generate reciprocity, or boost their reputation (e.g., show they know entertaining or useful things).’

So if you want to generate videos that are susceptible to sharing then you are going to need to ensure that they arouse the viewer in some way – use surprise, amusement, awe or alternatively anger and anxiety. Charities or not-for-profit non-profit organisations often use anger or distress to arouse people and encourage sharing or take action. Take a look at this next example from Kony 2012.

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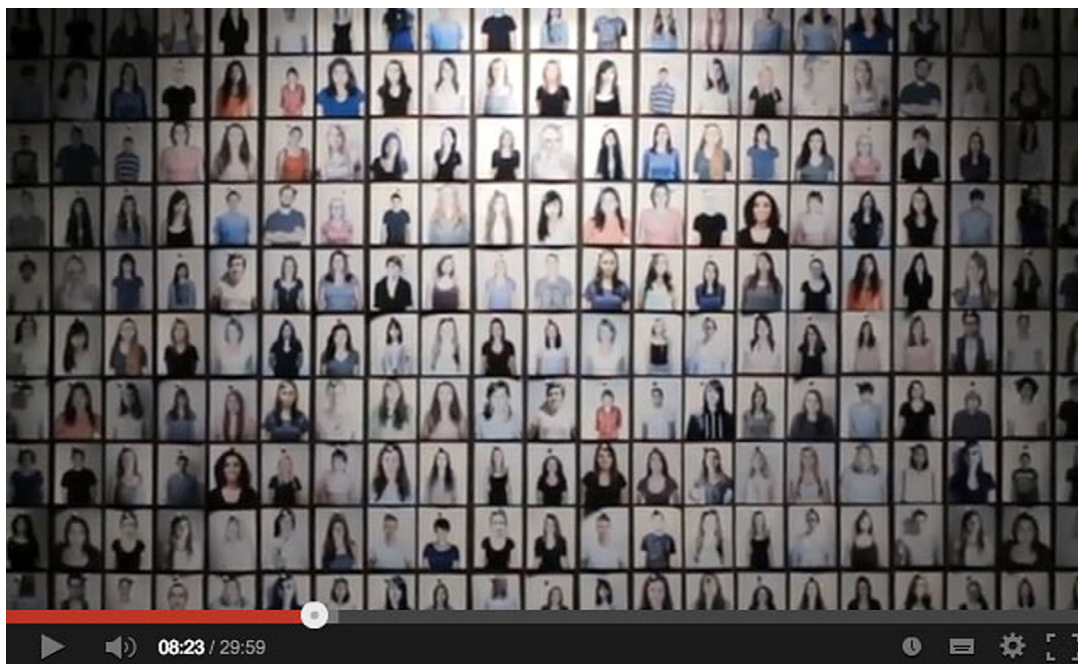
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Kony 2012



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[Kony 2012](#) is a short film created by the charity Invisible Children, and released on March 5, 2012. The film's purpose is to promote the charity's "Stop Kony" movement to make indicted war criminal Joseph Kony globally known in order to have him arrested by December 2012, when the campaign expires. The film spread virally. Within four days of being posted, the film was viewed by over 40 million. So far the film had over 98 million views. A poll suggested that more than half of young adult Americans heard about *Kony 2012* in the days following the video's release. Although the campaign has not so far succeeded in bringing Joseph Kony to justice, it has resulted in a resolution by the United States Senate and contributed to the decision to send troops by the African Union.

So how did "Kony 2012" go viral so quickly?

1. **Invisible Children was already a well-known brand and could count on its community of followers.** It was in a strong position as it had already produced 11 films over the years and has brought its case to university students across the US. It had a strong base of young passionate followers to begin with on Facebook, Twitter and its YouTube channel. So it wasn't a huge amount of work for them to convert their narrative into a simple message that could easily be shared by their supporters on Twitter.
2. **The content and the message are deeply distressing and arouse anger.** We want to act and the video makes it easy for us. Viewers are asked to enlist celebrities on Twitter, including Oprah Winfrey and others with large followings, to help get out the word about Mr. Kony. Influential celebrities such as Oprah encouraged her millions of followers to share the message further.
3. **The video made a personal appeal to viewers** asking them to share it with their personal networks on social media platforms so that "Kony's name is everywhere."
4. **Knowing the campaign will expire at the end of 2012 brought a sense of urgency to viewers.** Aware that they only had months to act, viewers felt compelled to share the video quickly and widely.

That message, of helping to put Mr Kony in jail by clicking “share,” struck a chord with young viewers and may have been one of its strongest appeals. Viewers feel that by participating, they are making a difference. As one journalist commented...

“We’ve seen plenty of people put up video for advocacy, but never to say, let’s catch a guy,” she said. “You go from the post office, to America’s Most Wanted to this. You are participating in a worldwide manhunt for what appears to be a really bad guy.”

The Dollar Shave Club



Dollar Shave Club are a company that offers a subscription and delivery service on shaving razors. They [created this video](#) on a budget of just \$4,500, used their own staff and scripted it themselves (the CEO has acting experience). Once the video was published on YouTube they received 12,000 sign ups within two days and the majority of these were not for the cheapest \$1 per month razors. So far their video has attracted over 12 million views.

So how did the Dollar Shave Club go viral and support sales?

1. **The product is clearly explained in the first nine seconds**, and in the following five seconds repeated. It’s clearly understood by all viewers.
2. **There’s a disruptive marketing message that resonates with viewers.** Having a dig at the largest brand (Gillette) spending too much on their marketing by using Roger Federer – he specifically makes the point that large brands put a lot of their revenue into marketing meaning that a large percentage of the price we pay doesn’t go into the product but into celebrities’ pockets. This gets you questioning why you buy the razors that you buy.
3. **The video addresses quality concerns.** When you hear the price the first concern is quality and this is quickly addressed (although not scientifically). The points he makes on some of the razor tech is true – a lot of it does not make a noticeable difference yet we pay more for it.

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4. **Humour always works!** Using the line 'our razors are F***ing great' is something that the larger brands would never have the guts to do, and to be honest it would not work for them; they would come across as childish. But for a new, unknown and disruptive brand it is appealing and fun.
5. **It's a cost-effective and convenient service.** As well as the gimmicky appeal of the ad the service is actually cost effective and appealing so a lot of people will give the service a go on the basis of the ad.

The British Heart Foundation



The British Heart Foundation launched their [“Hard and Fast”](#) campaign in order to educate the public on how to give CPR. Featuring Vinnie Jones, it demonstrates how to treat someone who has stopped breathing. The message behind the video is that anyone who does not have formal CPR training should skip kiss of life in favour of “hard and fast” compressions in the centre of the chest. The image of a hardened gangster giving CPR to the tune of “Staying Alive” isn’t one that is easily forgotten. The video has so far attracted over 3 million views.

So how did “Hard and Fast” go viral?

1. **Use humour to lighten a serious subject.** Life and death situations would not ordinarily be a subject that people would choose to watch. By dealing with it in a light-hearted fashion, viewers find it easier to take in. Having a catchy tune helps too!
2. **People love celebrities.** When a celebrity appears in a video, people want to share it. Vinnie Jones is a well-known actor with a “hard man” image. As soon as we see Vinnie, we know the video is going to be a gangster-related. The juxtaposition of a hardened criminal and heart-disease charity creates intrigue. You’re compelled to watch the video and find out what happens next.
3. **The British Heart Foundation has made it easy to share.** The video was launched with the hashtag #hardandfast. The hashtag is overlaid on the video, and clicking on it automatically creates a tweet for you to share with your followers:

Watch Vinnie Jones doing it #hardandfast to Stayin’ Alive in this funny new @theBHF film #hardandfast <http://bit.ly/t6dSiM>

Resources

Related Guides from Smart Insights

- [Video Marketing Guide](#)
- [Influencer Outreach guide](#)

Guides from YouTube

- [Guide to SEO best practice](#)
- [Guide to building engagement](#)
- [Using online communities to widen reach](#)

Other useful articles

- [Social Transmission, Emotion, and the Virality of Online Content](#)
(PDF format) (Author: Katherine L. Milkman)
- [The science of sharing- what makes videos go viral?](#)
(The Drum)
- [6 biggest mistakes that brands make on YouTube](#)
(Mashable)
- [Why explainer videos increase conversion rates by 20%](#)
(Unbounce)

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