



YouTube: Best Practices for the B2B Marketer



YouTube Stats (UK)

17M unique monthly users
43% Internet reach
1.2B monthly page views
2.4B video streams each month
Over 1 hour spent per user each month

Source: Nielsen NetRatings, Oct 2009; Google Internal; comScore Video Metrix, Apr 2009.

The Rise and Rise of Video

The rise of online video is revolutionising media consumption, with 1 in 35 UK Internet visits going to an online video site¹, and YouTube is at the heart of it. YouTube is a destination not just for youth audiences and tech enthusiasts, but for the business community as well.

- 1.5 million business searches daily on YouTube globally, making it the second most visited destination for business-related searches after Google²
- 1.4 million out of 3.4 million UK small business owners visit an online video site each month - they are 32% more likely to visit an online video site than the average user³
- YouTube reaches half of online UK small business owners, more than 7 times the reach of FT.com³
- 47% of IT professionals watch videos to research technology solutions on YouTube⁴
- 25% of C-level execs prefer video format over text².

Best Practices

How can B2B marketers best capture the opportunity that YouTube offers? These best practices cover the essentials in how to reach and better understand your target audience.

1. Upload ALL video assets

Don't hide away your videos. By uploading content to YouTube, you open it up to an audience who will find, watch, share, and distribute it for you. Key tips when uploading video include:

- Give your videos searchable titles, descriptions and tags
- Keep videos and video logs up to date
- Keep content fresh with regular uploads - don't update everything in one go!

2. Create great content

The key to building an audience is content which is useful and relevant. Create content for the viewer, not just for you. Particularly relevant in B2B communication are:

- **Product showcases & Demos** - Build momentum for a product by keeping potential customers updated on new and upcoming releases.
- **How-to & Expert advice** - Build trust with your users by sharing best practices. Video is a highly engaging format and YouTube provides the platform for dialogue.
- **Case studies & Editorial support** - Promote your work and success stories, showcase your services with results and testimonials. Augment editorial content with embedded videos.
- **Conferences / Events** - Whether you are hosting, sponsoring or attending an event, raise the profile of your business or sponsorship values via presence or commentary.
- **Thought leadership** - Demonstrate your industry leadership and put your brand out there as a leader with a strong message to deliver.

3. Be found

With 20 hours of video uploaded to YouTube every minute⁵, it's harder than ever to get your videos noticed. Simply posting your videos on YouTube will not suffice: think about what your users search for and where else they might discover your videos. Remember that if you're doing a viral campaign, even the best material needs an initial push.

- Credit notable speakers and partners in your video description and tags
- Include your website URL in the video description
- Ensure your video is categorised correctly in YouTube
- Consider advertising to get your videos on the search page. Use [Promoted Videos](#) to showcase your video against relevant business searches on YouTube². These work in the same way as Google sponsored links, and similar best practices hold true: use relevant keywords and search categories to reach your target audience.

Insights for Audience

Gain insight into an audience segment on YouTube, what videos they watch and what search terms they use.

www.youtube.com/testtube

Resource for Advertisers

Target engaged audiences by demographic, location, premium content, searches and user interests.

www.youtube.com/advertisers

YouTube Ad Showcase

See real advertiser examples of YouTube ad formats.

www.youtube.com/t/advertising_showcase

YouTube Insight

Gain in-depth data about how popular your videos are, who's watching, where and how they got there.

<http://goo.gl/qYlc>

Google Analytics

Track how visitors interact with your brand channel and its sub pages over time so you can optimise activity.

www.google.com/analytics

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- 23% of YouTube video users watch YouTube videos outside YouTube⁵. Embed your YouTube videos on your site to make them more discoverable and to create a richer user experience. This also lets users know they can find you on YouTube.
- Seed your videos. YouTube boosts social dialogue: conversations follow wherever your videos go. Link or embed your video in editorials, social networks and in tweets.

4. Reach your target audience

YouTube contributes 2.4 billion of the 5 billion video streams each month in the UK⁵.

With so much choice, how do you ensure your ads are appearing next to the right content and in front of the right audience? As an advertiser, you can place ads on the home page, search pages and video watch pages, and know that your ads will only appear next to premium cleared content.

- Understand what your audience are watching and searching for on YouTube and target them with precision using [YouTube Insights for Audience](#).
- Reach your audience with the right type of ad. Consider the effect that your ad will have on the viewer. Pre-roll ads are high-impact and effective at driving brand awareness, in-video and companion ads are interactive and highly engaging; and click-to-play video ads drive up video views.
- Adapt existing TV ads to run on YouTube. Extend your TV strategy online to run pre-roll ads on short- and long-form premium content on YouTube. Research shows that user attentiveness on YouTube is 1.5 times higher than when watching TV⁶.

5. Build a home for your brand on YouTube

Create your own brand space with a YouTube channel. A YouTube channel is a home for your videos that makes it easy for users to find all your content and allows you to control the viewing environment. You can customise it to create a branded destination to engage and build a persistent relationship with your audience in an environment they trust.

- Include links to your site or campaign microsite.
- Take part in the conversation. Encourage comments and subscriptions from viewers. Source other YouTube videos relevant to your message and share them as favourites. Subscribe to other channels who are aligned with your brand message. Listen and react to what they say.
- Make the most of the creative space available to you, including the background, to communicate your brand and purpose. The colours and graphics should reflect your brand.

Consider upgrading to a Brand Channel to gain additional functionalities, more creative space and drive more traffic. Some additional functionalities include a customisable Channel banner, custom Channel gadgets and a Watch Page banner.

See this [guide](#) for more information on how to set-up and customise your Brand Channel.

6. Track, analyse and improve

Track your videos' viewership to understand your audience and how they interact.

Armed with this information, you can determine how best to optimise your targeting and your video content, and make sure you are promoting your video to the right audience.

While [YouTube Insight](#) provides detailed information about who your viewers are and their level of engagement, [Google Analytics](#) tracks the performance of your brand channel as if it were your own site. Analyse how long visitors stay, loyalty, bounce rates, how visitors find your channel, and which sources are driving good traffic.

7. Innovate & Integrate

YouTube should be an extension of your site and an integrated part of your marketing strategy. Brands are barely scraping the surface with what can be achieved with YouTube, both creatively and in terms of making the most of the available technology.

Discover how successful businesses have used YouTube in our [Creative Canvas](#).

Sources:

1 Hitwise Intelligence, UK, March 2009

2 Google, Forbes, BtoB, June 2009

3 TGI, UK Q1 2009; 'Small Business Owners' definition: Self-employed / invests in own business / runs business from home

4 TechTarget "How IT Professionals search online during the purchase process", UK 2009

5 ComScore VideoMatrix, April 2009

6 US, ScreenDigest and ComScore VideoMatrix, July 2009

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