

# THE You Tube PLAYBOOK

## FOR BRANDS AND AGENCIES



# HOW TO USE THIS GUIDE

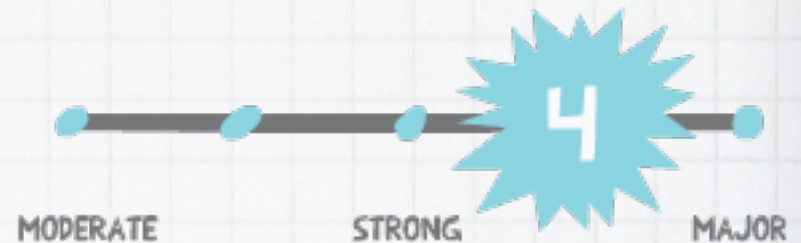
PROGRESS BAR



TIME COST



IMPACT RATING



OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

# TV IS UNDERGOING A SECOND EVOLUTION



CHANGES IN THE DISTRIBUTION  
LANDSCAPE ALLOW FOR A MORE  
IMMERSIVE EXPERIENCE



NO VIDEO EXISTS JUST ON ITS OWN



YOUTUBE GET MORE INTO CHANNELS



BY 2016 HALF OF ALL TELEVISIONS  
WILL BE WIFI CONNECTED

SO IT IS IMPORTANT TO

**THINK VIDEO**

NOT TV  
OR DIGITAL



# THE CHALLENGE FOR BRANDS AND AGENCIES:

CREATE SHARED EXPERIENCES FOR  
**MASS AUDIENCES**

WHILE BENEFITTING FROM  
**SUPER TARGETED CONTENT**



**THE SOLUTION: *CONTENT* DOES NOT  
NEED TO BE A PROXY FOR *AUDIENCE***

**TARGET THE AUDIENCE**  
EVEN BETTER, LET THEM SELECT YOU..

**SPEAK DIRECTLY TO THE  
AUDIENCE ..OWN THE CHANNEL**





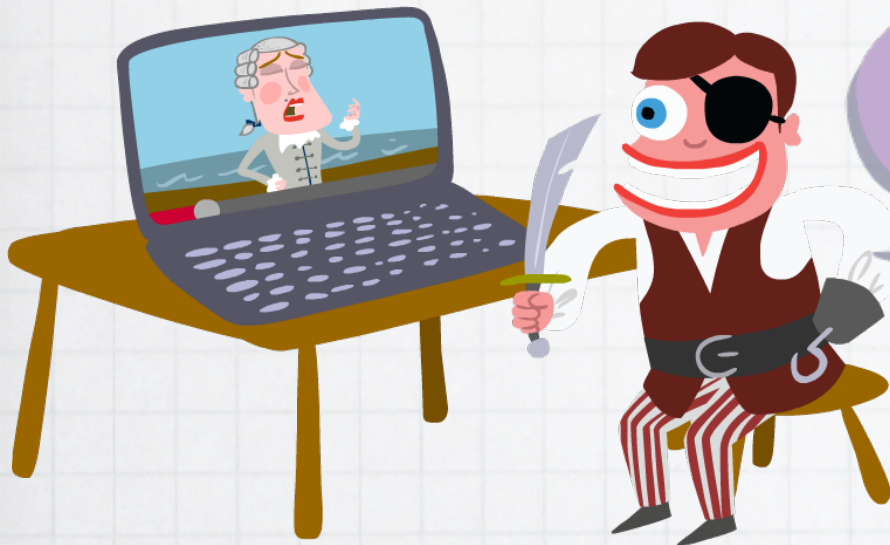
MOST PEOPLE THINK OF YOUTUBE AS EITHER A

PAID

OR

EARNED

MEDIA CHANNEL



MY VIDEO IS GOING TO GO VIRAL  
AND THAT'S EARNED MEDIA!

THAT'S NOTHING NEW..



..VIRAL VIDEOS ARE OVER ONE HUNDRED YEARS OLD

THREE UNHELPFUL REASONS

# VIDEOS GO VIRAL





<http://youtu.be/y07at1bU89Q>



**1. IT IS  
TOPICAL**

<http://youtu.be/2UFc1pr2yUU>



2. IT IS  
TARGETED

<http://youtu.be/ZIGzpi9lCck>



3. IT IS  
AMAZING



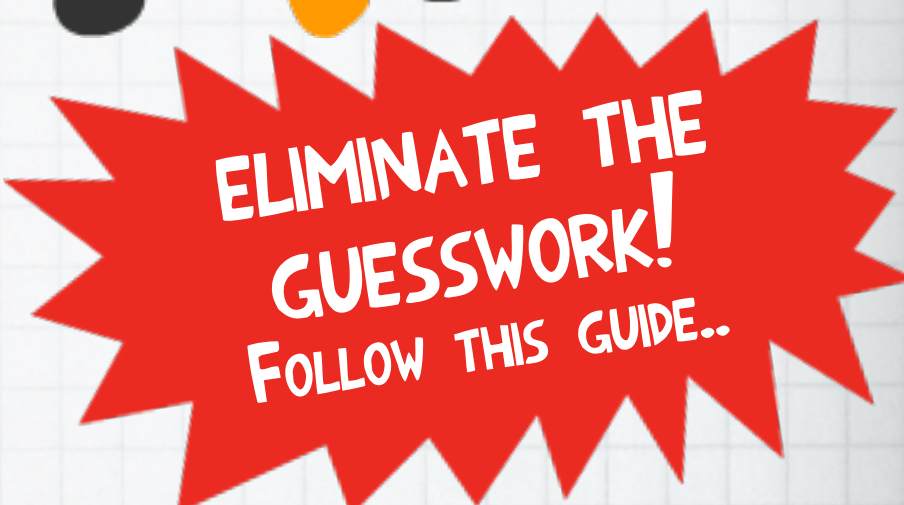


THERE IS NO WAY TO  
GUARANTEE YOUR  
VIDEO WILL GO VIRAL..



GUYS, WHAT DOES  
THAT EVEN MEAN?

...and even if it does, there's  
no guarantee that huge views  
will translate into benefits to  
your brand.



ELIMINATE THE  
GUESSWORK!  
FOLLOW THIS GUIDE..

# THE OPPORTUNITY PRESENTED BY OWNED MEDIA

Once upon a time, media owners had the exclusive right to speak to audiences directly. So advertisers had to hire clever people like Don Draper to dream up ways of interrupting that conversation.



THEN EVERYTHING CHANGED..

New media, platforms and technologies meant that for the first time, audiences had control over their media consumption



While the Media was figuring out new ways to reach people, a new opportunity emerged....

**..BRANDS COULD TAKE  
CONTROL AND SPEAK  
DIRECTLY TO THEIR  
CUSTOMERS.**



# THE IMPORTANCE OF A *VIDEO* STRATEGY



**EACH MONTH  
IN THE UK:**

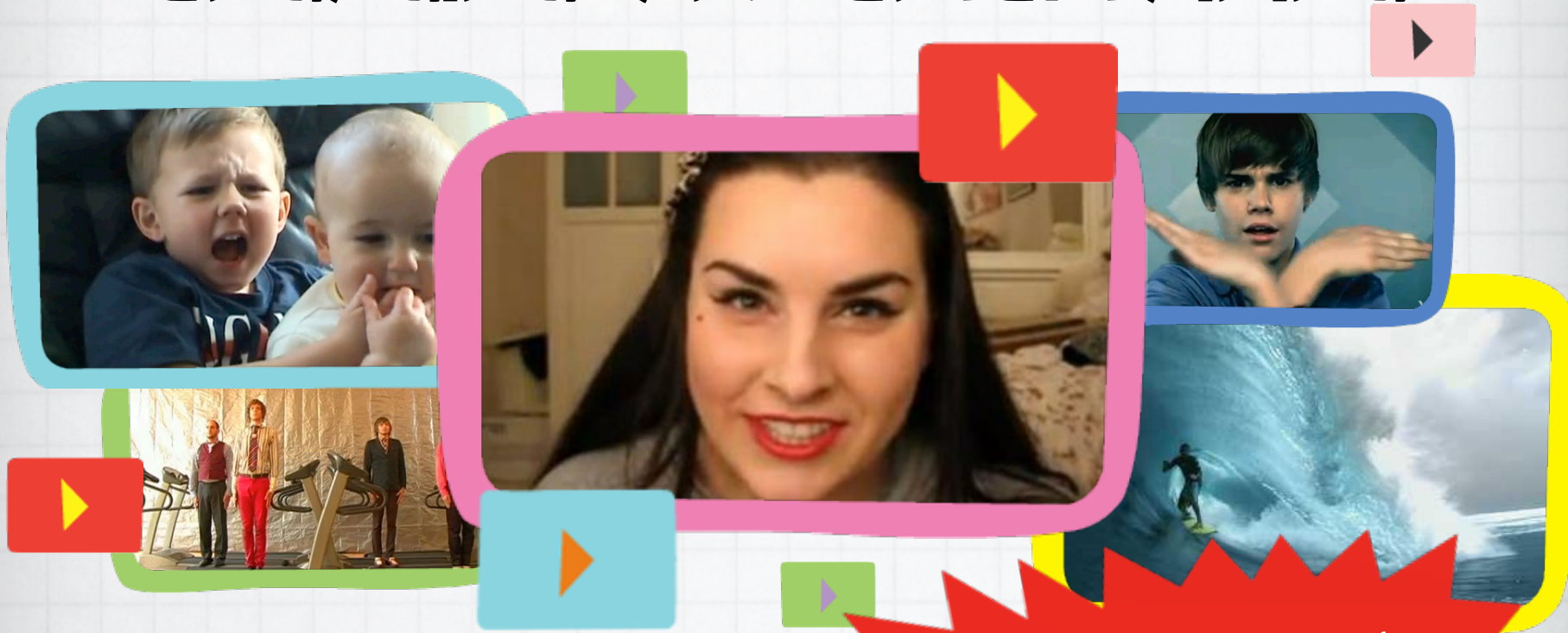
**6** Billion videos are  
being watched

**85** % reach of the  
online population

**35** Million people  
watch online videos

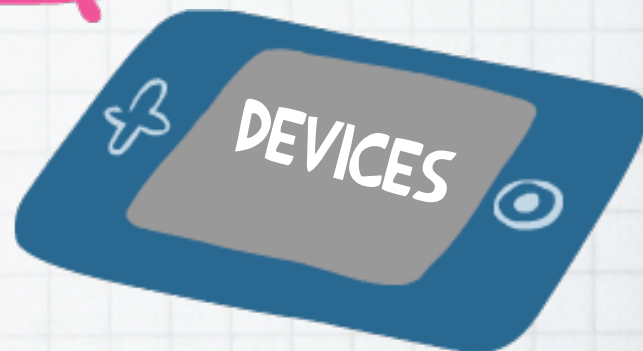
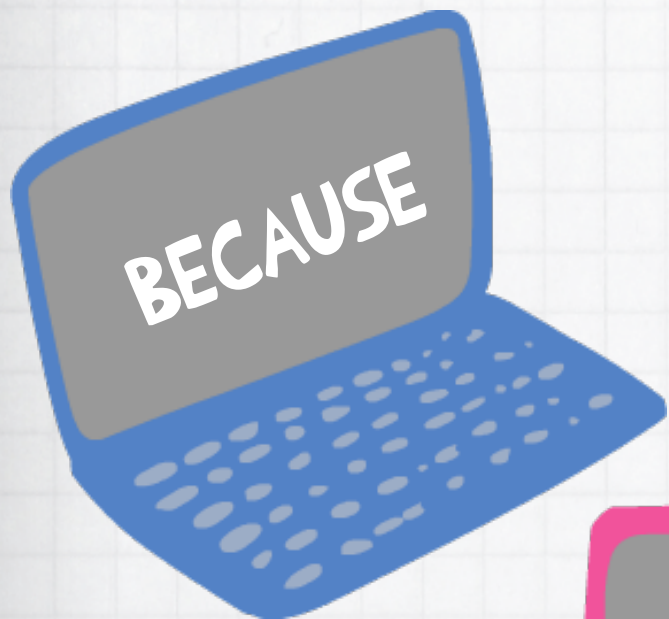
**17** hours of online  
video per person

# BECAUSE ONLINE VIDEO IS SUPER ENGAGING AND ENTERTAINING



Video offers full site, sound and motion, giving us engaging, immersive and interactive experience that push the boundaries of creative innovation.

**52%** OF PEOPLE TAKE AN ACTION AS A RESULT OF WATCHING ONLINE VIDEO





# BECAUSE IT *SUPER CHARGES* YOUR SOCIAL STRATEGY

## ON YOUTUBE..

After watching a video  
they like, over

**30%**

of viewers will share it  
with a friend

## ON FACEBOOK..

Every day, over

**500 YEARS**

of YouTube videos are  
watched on Facebook

## ON TWITTER..

Every second, over

**400**

YouTube videos are  
shared on Twitter

EACH WEEK ON

**You Tube**

Over 100 million likes,  
comments & shares

WANT TO SEE THESE  
NUMBERS IN CONTEXT?

VISIT **ONEHOURPERSECOND.COM**

# CUSTOMERS **EXPECT BIG BRANDS** TO HAVE AN ALWAYS-ON **YOUTUBE** PRESENCE



**60%**

agree when brands release a **new product** or service, they should post videos of it on YouTube for potential customers

**58%**

agree YouTube is a great site to see product reviews/tests to **help decide** whether to buy

**58%**

agree that brands and companies that have Channels on YouTube are really **forward thinking** and **innovative**

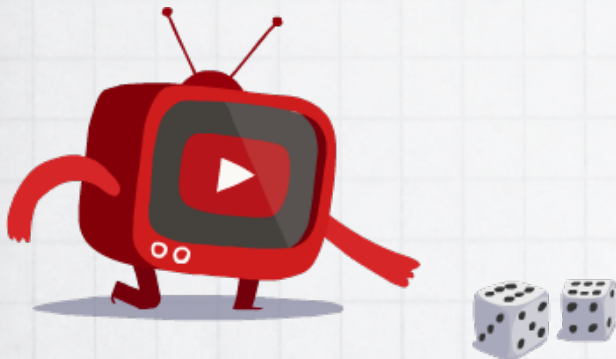
**51%**

agree that it's important for brands and companies to have Channels on YouTube to **stay in touch** with consumers



...BUT MOSTLY BECAUSE GETTING IT RIGHT  
CAN BE

# A GAME CHANGER!





# YOUTUBE HAS HELPED LOADS OF PEOPLE



## FIND FAME AND FULFILL THEIR DREAMS...

...AND YOUTUBE CAN DO THE SAME

**FOR BRANDS**



# CASE STUDY

**OLD SPICE**  
THE MAN YOUR MAN  
COULD SMELL LIKE



**GETTING IT  
RIGHT!!!**





On **DAY 1** the campaign received almost **6 MILLION** views (that's more than Obama's victory speech)

On **DAY 2** old spice had **8 OF THE 11** most popular videos online

After the first week old spice had over **40 MILLION** views

The old spice YouTube channel became the **ALL TIME MOST VIEWED**

The campaign **INCREASED SALES BY 27%** over 6 months since launching (year on year)

In the last 3 months **SALES WERE UP 55%**

Old spice is now the **#1 BODY WASH BRAND** for men.

# IDENTIFY YOUR BIG IDEA





# THE BIG IDEA!

WHAT DO OUR  
CUSTOMERS WANT  
TO WATCH?

WHAT DO WE  
HAVE THE  
RIGHT TO TALK  
ABOUT?

WHAT CAN  
DELIVER OUR  
OBJECTIVES?

WHAT LEVERAGES  
WHAT WE ARE  
ALREADY DOING?

WHAT COMPLEMENTS  
THE REST OF OUR  
COMMUNICATIONS?





# THEN THINK ABOUT THE **FORMAT**

## ENTERTAINMENT

TV Advertisements  
Made for Web Ads  
Outtakes / Making of  
Video Blogs  
Sponsorship  
Live Streams

## INFORMATION

Corporate Videos  
Public Speaking / Events  
News / PR  
Historical Footage

## EDUCATION

How To / Self Help /  
Tutorials  
Training  
Product Guides / Demos  
Customer Reviews  
Customer Service

SEE WHAT'S POPULAR ON THE

**You Tube** BLOG

or try [YouTube.com/Charts](https://www.youtube.com/charts) or  
[YouTube.com/Trends](https://www.youtube.com/trends)

## NEED MORE IDEAS?

Go on YouTube and see what users have uploaded about your brand! You will be surprised to see how much content around your brand already exists.

# LAUNCHING A CHANNEL



## STRATEGY

Think like your customers and provide them with content you know they want to watch.

## WHY IT WORKS

Search behavior is like a massive market research tool.

## HOW TO DO IT

Utilize the suite of web tools available to help you identify your niche.

### TIME COST



Moderate  
< 1 hour

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Promotion  
Increase views  
Assist discovery  
Extend reach

# LAUNCHING A CHANNEL



Before launching your channel, you should conduct some analysis and try to answer the following questions;

- **WHAT DO MY CUSTOMERS WANT TO SEE?**  
(TIP: They tell you what they want to see by searching for it!)
- **WHERE ARE MY CUSTOMERS CONSUMING THIS MEDIA ALREADY?**  
Who are the competitors for their attention?
- **WHAT CONVERSATIONS ARE MY CUSTOMERS ALREADY HAVING ON SOCIAL MEDIA?**  
How can I use them?



IT'S IMPORTANT TO DEFINE YOUR CONTENT APPROACH BY WHAT YOU CAN DEMONSTRATE IS ALREADY POPULAR WITH YOUR AUDIENCE.



# CASE STUDY

**EA SPORTS**  
WALK ON WATER



**CONTENT THAT  
LISTENS**

<http://youtu.be/FZ1st1Vw2kY>



# You Tube Trends



**A GREAT PLACE TO START THINKING**





# EVERY BRAND HAS A STORY, FIND YOURS

Your brand is worth more than you might realize. You already spend a lot of time and money shaping how people feel about your brand. This is a huge head-start when it comes to content perception.



STRATEGIC



CREDIBLE



UNIQUE



AUTHORITATIVE

**FIND A STORY THAT IS;**



**TIP: ASK YOUR CUSTOMERS TO RANK  
YOU ALONGSIDE MEDIA BRANDS TO SEE  
HOW THEY PERCEIVE YOU**



**BARCLAYCARD**  
**DINOSAUR MILK**

# CASE STUDY



**FINDING THE  
RIGHT STORY**

<http://youtu.be/8DOcBgiaUS0>





# TENT POLE PROGRAMMING



## STRATEGY:

Create and release content themed around tent pole events

## WHY IT WORKS:

Tent pole events drive search trends, editorial opportunities and audience interests

## How To Do It:

Create and publish content according to a programming calendar. Use playlists and other packaging to angle your content for tent pole events

### TIME COST



Moderate  
< 1 hour

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Promotion  
Increase views  
Assist discovery  
Extend reach

# TENT POLE PROGRAMMING



Why does Discovery Channel have Shark Week every year? Why do sitcoms have a Halloween themed episode around October? Why do talk shows have relationship experts on around Valentine's day? The answer to all of these is 'tent pole programming'

Tent pole events are the cultural hooks that are likely to attract promotion, editorial mentions and viewing trends throughout the year. A great way to create branded content is to be inspired by film releases, sporting events, holidays and niche events.

## PROGRAM YOUR CONTENT

- Create a programming calendar and identify tent pole events that are relevant to your audience and that you have something to say about.
- Package and produce videos around events to take advantage of all of the free promotion, editorial opportunities and search volumes

## GET AHEAD OF THE BUZZ

- Release your tent pole content at least a few weeks prior to the event. Unlike TV, online video has a long tail and the pre-buzz helps your video to surface.



TITLES AND TAGS CAN HELP YOU REBRAND A VIDEO FOR A TENT POLE EVENT. MAKE USE OF YOUR ARCHIVES WHEREVER YOU CAN!



# TENT POLE PROGRAMMING



## REACH OUT!

Send your tent pole videos to relevant blogs, websites and online communities. Use it to start a conversation on Facebook or Twitter.

Provide a short description of the video and why it would be a great fit for their readers. Include links and any embedding codes.

## CHECKLIST

- ☒ A Content Calendar
- ☒ A programming schedule
- ☒ A network of personalities to collaborate with

## HOT TIP!!

Encourage bloggers and websites to feature your tent pole clip by running a competition. Offering vouchers or prizes will reward their readers for watching, liking or even responding to your video.

## ANALYTICS TIP

• VIEWERSHIP • TRAFFIC SOURCES

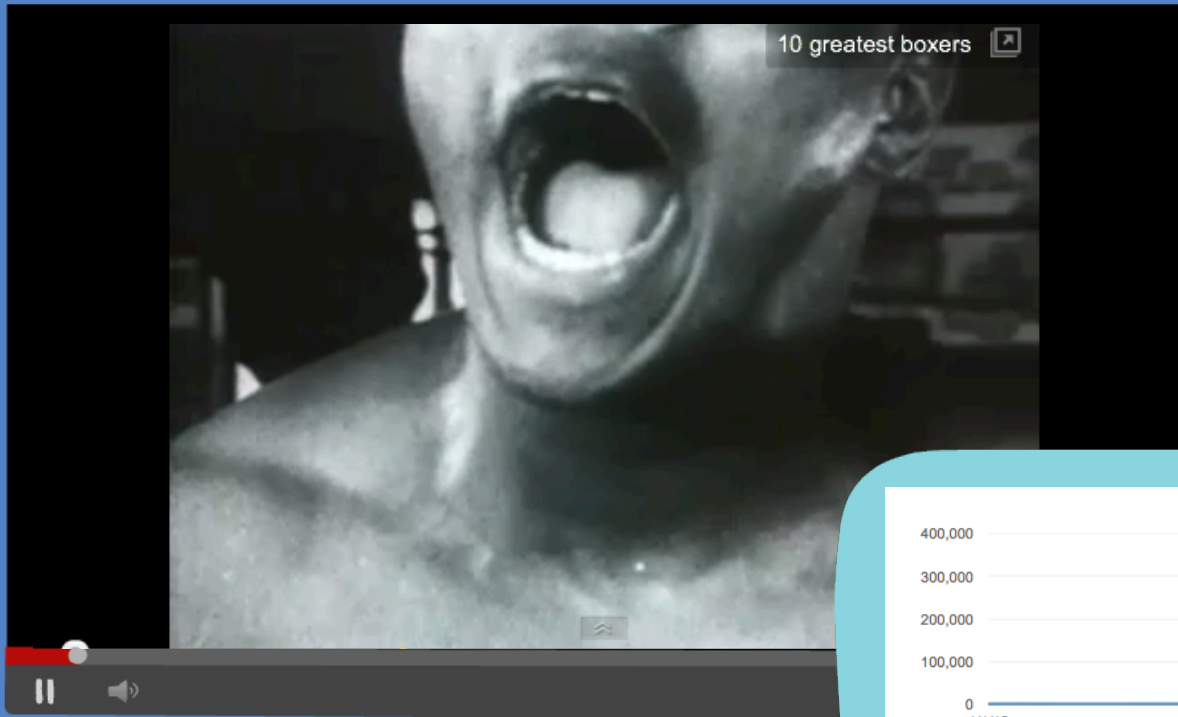


Track changes in viewership as a result of programming your content by using the viewership data available in Analytics. Use Traffic Sources information to track views coming from search, homepage, featured video, or blogs for the videos you've made based on tent-pole events.

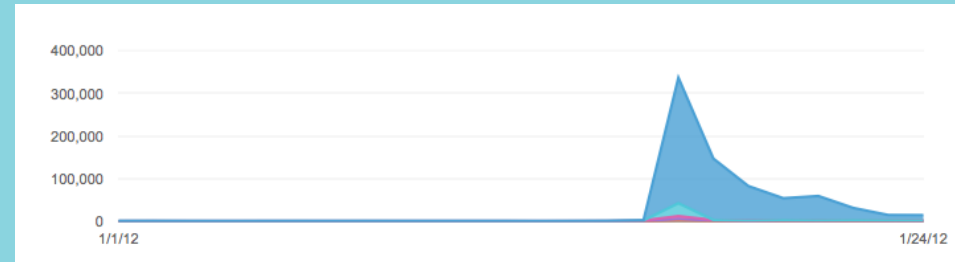


# TENT POLE PROGRAMMING

## PARTNER CASE STUDY



/iconic optimized the metadata information of 'Muhammed Ali – I am the Greatest Speech' by January 16<sup>th</sup>, also and then annotations and video responses to other Muhammad Ali videos were added in time for his 70<sup>th</sup> birthday on January 17<sup>th</sup>.



# 60,000%

Increase in  
average daily  
views

# 310,000

Organic views in a  
single day

**AXE**  
**HALLOWEEN**

# CASE STUDY

**TENT POLE  
PROGRAMMING**



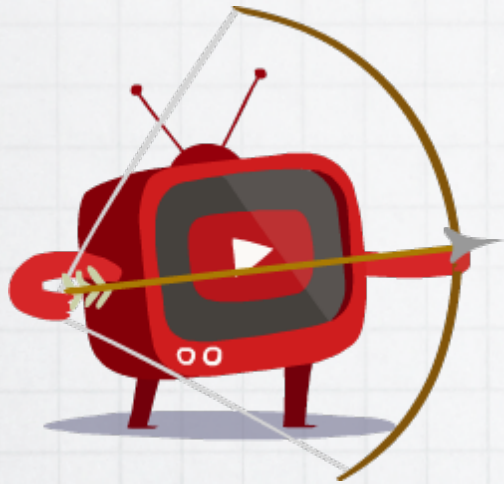
<http://youtu.be/xgEKpggG8gl>





NOW THINK ABOUT YOUR

# BRAND OBJECTIVES



**BRAND  
AWARENESS?**

**PRODUCT  
LAUNCH?**

**AUDIENCE  
ENGAGEMENT?**

**DIRECT  
RESPONSE?**

**REPUTATION  
MANAGEMENT?**

**FIND A SUITABLE  
MEASUREMENT METRIC**



IT IS POSSIBLE TO..

CREATE ENGAGING  
BRANDED CONTENT  
THAT DELIVERS ON

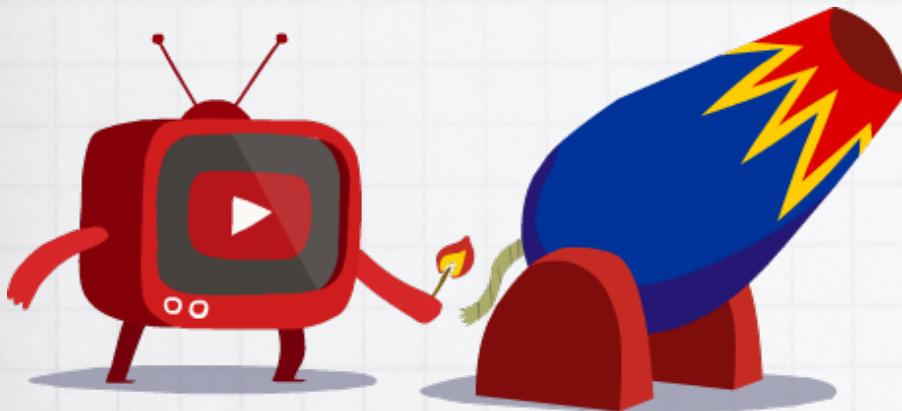
R.O.I.





TAKE YOUR BIG IDEA AND

**MAKE IT HAPPEN**



# WHAT YOU WILL NEED..

A CHANNEL  
STRATEGY

SOME  
VIDEOS

A COMMUNITY

LET'S GET STAAARRRRRTED!



# YOUR CHANNEL STRATEGY





# CHOOSE THE RIGHT CHANNEL FOR YOUR OBJECTIVES

## USER CHANNEL

Basic branding  
Video Navigator  
Reporting  
Templated  
Self Service  
Cost Free

## BRAND CHANNEL

*User channel features plus;*  
Template branding  
Channel Header  
Third party links  
Watch page branding  
Video Analytics  
Cost Free

## CUSTOM CHANNEL

*Brand channel features plus;*  
Custom gadget solution  
Live streaming  
Mimicry  
Multi-language  
Interactive Contests  
Technical Producer Support  
Minimum Spend applied

NEED SOME INSPIRATION?

**You Tube**

SHOW AND  
TELL

[http://www.youtube.com/  
ytshowandtell/](http://www.youtube.com/ytshowandtell/)

**Can't decide?** Your YouTube representative will be able to help you find the right solution and share some great examples of each type of channel.

# CHANNEL PAGE OPTIMIZATION



## STRATEGY:

Design and optimize your channel page's layout, background and meta data

## WHY IT WORKS:

A well organized and search-optimized channel page will attract more viewers, keep them longer and encourage subscriptions (not to mention communicate in the way your brand should!)

## HOW TO DO IT:

Utilize all the channel features, implement a custom background, optimize your meta data and arrange your content in a way that makes sense to your audience.

### TIME COST



Moderate  
< 1 hour

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Channel views

Video views

Dwell time

Subscribers

# CHANNEL PAGE OPTIMIZATION



## BRANDING AND DESIGN

- Create a custom, visually appealing skin for your channel page
  - You wouldn't approve a TV spot that's off-brand, why allow your YouTube channel to be?
- Feature personalities. People connect with people, so the first impression someone has of your channel should include faces.
- Utilize the 'banner image' module. Design it to include your important calls-to-action (subscribe, Playlists, Facebook etc.)
- Make use of the 'branding box' (300x250) on the lower left side column

## METADATA AND OPTIMIZATION

- In Channel Settings, properly tag your channel with keywords and s.e.o. formatting
- Utilizing SEO. best practice, optimize the channel description, profile module and any other channel information.



TIP:



# CHANNEL PAGE OPTIMIZATION



## NAVIGATION AND MODULES

- Think about what your audience want to see. Regularly update the featured video module to correspond with their behaviors.
- Make use of playlists to organize content into bundles that are likely to appear to distinct audiences
- Enable the 'other channels' module on your channel to promote channels you like, or your other channels.

### **HOT TIP!!**

Collaborate with your favorite channels by cross-marketing. Adding them to your 'other channels' list means they will become 'suggested channels' to all your subscribers.

## ANALYTICS TIP

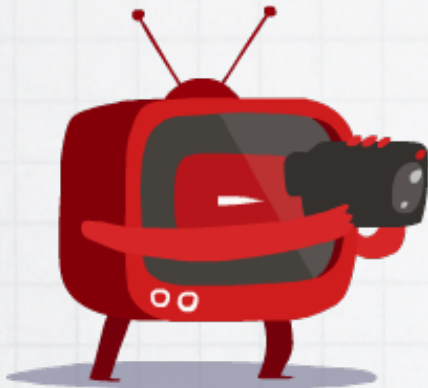
• VIEWERSHIP • TRAFFIC SOURCES



Track changes to channel visits as optimizing your channel metadata and thumbnail can attract more clicks in search. Track click-through on links you put in the banner image. Install Google Analytics on your channel page to help you track visits and time spent etc.

BEST PRACTICES FOR

# CREATING YOUR VIDEOS



# THE FIRST 15 SECONDS



## STRATEGY:

Make the beginning of your videos compelling to your audience

## WHY IT WORKS:

Attention spans are short! Hook viewers from the very beginning and you'll increase engagement throughout the length of the video

## How To Do It:

Accomplished through production and video structure

### TIME COST



Moderate  
> 1 hour

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Engagement  
Video ranking  
Increase views  
Subscribers



# THE FIRST 15 SECONDS



Many viewers decide whether they are going to keep watching your video in the first 10-15 seconds. The first few seconds should clearly tell viewers what they are watching and give a reason for them to stick around.

## **COMPELLING CONTENT FIRST..**

- The very first frame should be compelling in some way – whether it's the visual, the personality or the messaging.
- Use personality – speak directly to the viewer, not the audience as a whole. Ask a question, welcome the viewer or do something to spark their curiosity.
- Tease the viewer with a short clip of what they can expect if they stick around.

## **..BRANDING AND PACKAGING LATER**

- It's always great to use flashy intros and branded packages in your clips but remember, that's not the reason the viewers are there. Timing is everything – once you've wowed and teased the viewer, it's time to integrate the branding
- The packaging and branding should be fairly short. Most of the time 5 seconds is optimal

## **WHAT AM I WATCHING?**

- In most non-scripted programming, it's important to make it clear to your viewer what they are watching. As a rule of thumb, use the old maxim 'they then what you're going to tell them – tell them – then tell them what you've told them'

# THE FIRST 15 SECONDS



**TIP: EXPERIMENT WITH A FEW METHODS AND LENGTHS — YOUR VIEWERS WILL SOON TELL YOU WHAT THEY LIKE BY EITHER STAYING OR LEAVING!**



## CHECKLIST

- ☒ Understand the viewing and engagement trends of your content
- ☒ Determine the right 'hook' or opening sequence for your content
- ☒ Experiment with Variations and minimize abandonment rates
- ☒ Place compelling content first and tease your audience

## ANALYTICS TIP • HOTSPOTS • ATTENTION SPAN



Use Audience Retention graphs available in Analytics to track changes in how your audience is viewing content. Optimizing the beginning of your video should increase viewing time and attention spans, while decreasing drop-offs at the beginning of your videos.

# CASE STUDY

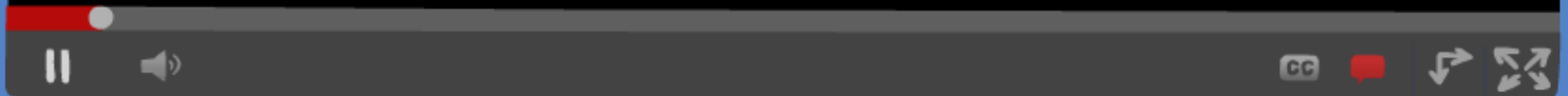
**AIR NEW  
ZEALAND**  
KIWI SCEPTICS



**THE FIRST  
15 SECONDS**



<http://youtu.be/V32jyVFuHRk>



# CALLS TO ACTION



## STRATEGY:

Directly address your audience during the video to build audience

## WHY IT WORKS:

Online video is an interactive experience. Community engagement and subscriptions help build audience

## How To Do It:

Accomplished through production and/or annotations feature.

### TIME COST



Moderate  
< 1 hour

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Engagement  
Video ranking  
Increase views  
Subscribers

# CALLS TO ACTION




As a brand creating content, you absolutely rely on viewers to **TAKE ACTION** as a result of watching your videos. The majority won't take action unless you ask them! The challenge is the **STRIKE THE RIGHT BALANCE** between a timely nudge and an annoying demand.

## SUBSCRIBE

It's critical to gain subscribers since this means all of your videos will have an audience from the moment it's uploaded. You'll need to decide;

- The **APPROPRIATE TIME** to request viewers to subscribe – beginning, middle or end?
- What **INCENTIVE** are you giving for subscribing? E.g. '...to never miss an episode...' or '..for more videos every week...'
- People or Text? It's much more **COMPELLING** if the actual person in the video is asking but text annotations also work well (and using both together is optimal!)



**TIP:** THE BEST WAY TO ENCOURAGE COMMENTS IS FOR YOU TO ACTUALLY USE THEM! IF YOUR VIDEOS INCORPORATE PREVIOUS COMMENTS OR RESPOND TO THE DISCUSSIONS, YOUR VIEWER WILL QUICKLY FEEL PART OF A COMMUNITY.



# CALLS TO ACTION



## COMMENTS

Comments are super-important for search ranking but also for understanding and interacting with your audience

- Asking your viewers to leave a comment is a great start
- Even better is to ask a question or pose a specific A vs B prompt. Make it simple but compelling.

## 'WHY DON'T YOU LIKE ME?!?!'

Positive viewer actions such as likes, favorites and sharing can help to improve your videos' ranking in the algorithm.

- Likes and Favorites specifically help to promote your video to the viewer's YouTube community
- Shares (such as to Google+, Facebook or Twitter) broadcasts your video to the viewer's social media friends and followers.

**ALL POSITIVE VIEWER ACTIONS HELP TO INCREASE YOUR REACH ORGANICALLY AND IMPROVE YOUR VIDEO RANKING!**

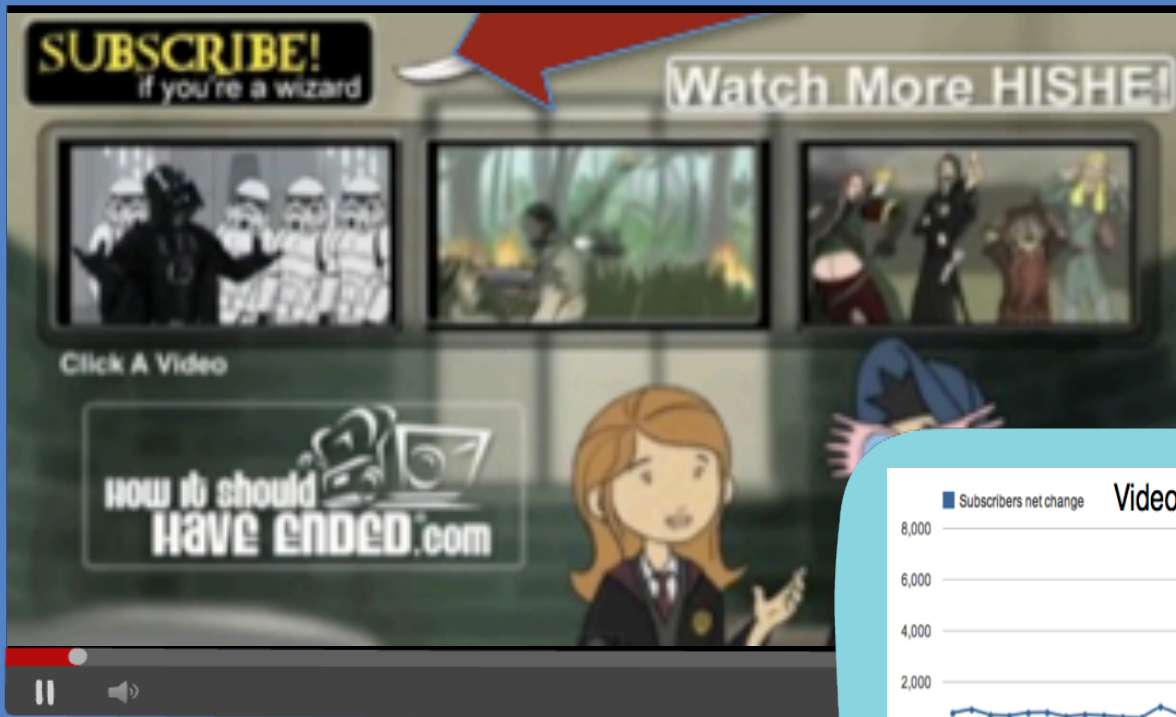
## ANALYTICS TIP • SUBSCRIBER GRAPH • COMMUNITY ENGAGEMENT



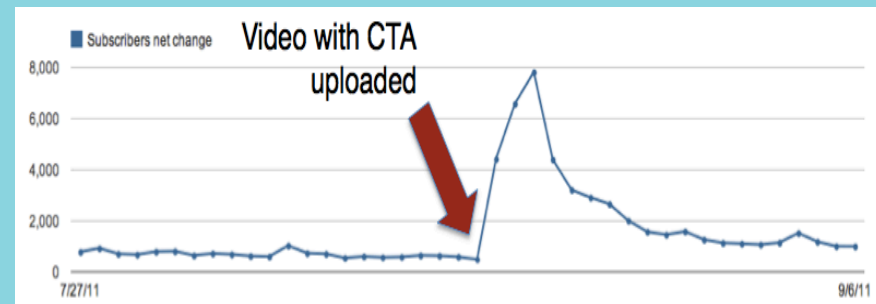
Use the Subscription and Community Engagement graphs in Analytics to track changes in viewer actions in response to your CTAs. Including CTAs in your video should lead to increased community actions taken by viewer including subscribing to your channel, favoriting, liking and commenting.

# CALLS TO ACTION

## PARTNER CASE STUDY



/hishedotcom released an animated short featuring a custom bumper with subscription call-to-action at the end. The CTA was highlighted both in the script and through synchronized annotations.



# 235%

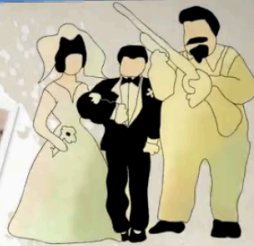
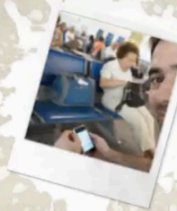
Increase in average daily subscribers

# 160

Average views per subscriber – over 43% more efficient than all other videos on the channel

# CASE STUDY

## SUBARU FIRST CAR STORY



I REMEMBER GOING ON A DATE WITH MY  
HUSBAND @Tasos Nikitakis WITH IT.

**CALLS TO  
ACTION**



<http://youtu.be/rYbrA9Yo9no>



# REGULAR SCHEDULE + FREQUENCY



## STRATEGY:

release your content frequently and on a recurring schedule. React quickly to trending topics

## WHY IT WORKS:

The frequency of your uploads affects the algorithm. Consistent audiences are built by consistent content uploads.

## HOW TO DO IT:

Find the right upload day and create a calendar. Maximize the amount of content gained from your production investment.

### TIME COST



Medium  
> 1 hour

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Video rankings  
Increase views  
Subscribers

# REGULAR SCHEDULE + FREQUENCY



Most viewers expect frequent and regular content from their favorite YouTube channels. In the same way that TV channels schedule shows at the same time and day each week, branded content channels should plan and act on a content publishing calendar.

## THE 80:20 RULE

- Try to plan for the majority of your content to be regular and published at the same time each week / day. Tell your viewers at the end of each video when they can expect to hear from you again.
- Generally one video per week is a good rule of thumb. The algorithm loves regular uploads, but ultimately you need to decide what's right for your audience.
- However you shouldn't be a slave to your calendar. Occasionally, something will happen that you really want to talk about. Keep an eye on trending topics on social networks and breaking news and make the effort to surprise your audience.

## BE RESOURCEFUL

- Make the most of your production investment and be creative. Supplement your main video with content captured at the same time.
- The production doesn't have to be perfect – be innovative with your filming techniques!

## ANALYTICS TIP • VIEWERSHIP GRAPH



Find which days your channel sees peaks in views or if your audience follows your schedule by looking at the Viewership Graphs in Insight. Learn about your views volume by adding more content to your channel, and find the right balance between production investment and view count by keeping track of the ratio.



# CASE STUDY

**RED BULL**  
CHANNEL



**SCHEDULE +  
FREQUENCY**

MORE FROM THE WORLD OF RED BULL



Red Bull

+ Subscribe

399,133  
subscribers

266,657,722  
video views

Featured

Feed

Videos

Search Channel



New episodes every  
Thursday



[www.youtube.com/playlist?list=PL8617E57B50FE6725](http://www.youtube.com/playlist?list=PL8617E57B50FE6725)

DRAKE  
McELROY



Drakes Passage - When in Rome - Episode 11  
by redbull 1 day ago

2,566

Advertisement

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All our innovations folded into one.

Learn More

### About Red Bull

Experience the world of Red Bull like you have never seen it before. With the best action sports clips on the web and YouTube exclusive series, prepare for your "stoke factor" to be at an all time high.

Created by	redbull
Latest Activity	Mar 29, 2012
Date Joined	Sep 22, 2006

more ..

### Channels We Would Party With



redbullracing's channel  
7,746 subscribers



RedBullMusic's channel

MORE FROM THE WORLD OF RED BULL



# "Drake's Passage"

by Red Bull

▶ Play All

Share

Like



13  
0



11  
videos

1:50:43  
duration

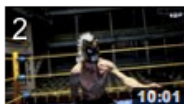
Freestyle motocross rider Drake McElroy has an unquenchable desire to experience art, music, culture, food and traditions. Come ride with Drake as he travels to Mexico... [more](#)



Drakes Passage - Arriving in Mexico - PREMIERE - Epi...

by redbull

13,007  
views



Drakes Passage - Wrestling in Mexico - Episode 2

by redbull

16,412  
views



Drakes Passage - Drakes Passage - Great Pyramids of ...

by redbull

39,970  
views



Drakes Passage - The City of the Dead - Episode 4

by redbull

15,610  
views

## About Red Bull

Experience the world of Red Bull like you have never seen it before. With the best action sports clips on the web and YouTube exclusive series, prepare for your "stoke factor" to be at an all time high.

36 playlists by Red Bull

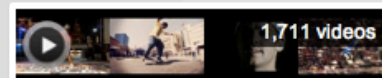
[View all videos](#)

266,657,722 views

399,133 subscribers

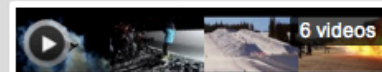
[+ Subscribe](#)

## Featured Playlists



## Uploaded videos

by Red Bull





# METADATA



## STRATEGY:

Create optimized titles, tags and descriptions for your content.

## WHY IT WORKS:

Metadata is critical to building views from search and related videos as it greatly affects the algorithm.

## HOW TO DO IT:

Use optimized keywords and format to improve the indexing of your video

### TIME COST



Minimal  
5 mins

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Related traffic  
Search traffic  
Video rankings  
Increase views

# METADATA



YouTube is the world's second largest search engine. You can take advantage of this fact by optimizing your videos! Metadata is the information that surrounds your video, it's SEO DNA, if you will. Here's some Tips to help the algorithm surface your videos;

## TITLE

- Put the key keywords first! And Branding at the End
- Make it Compelling and standout, not just a list of words

## TAGS

- Use a mix of common (high search volume) and specific (targeted) words and use at least 12 keywords
- List them in order of relevance to the video and try to use the whole 120 character limit
- Be clever about variations and remember to use quotation marks for phrases
- You can't trick the algorithm! If you use inaccurate tags to attract viewers and they abandon the video, your ranking will suffer.

## DESCRIPTION

- Put the most compelling information first and remember to include keywords
- Next comes any helpful information and external links where relevant.
- Always use the same description strong for episodic content and don't forget links to social media and your channel page!

**TIP:** KEYWORDS AND PROPER FORMATTING IS ESSENTIAL TO WRITING METADATA AND SURFACING YOUR VIDEO. YOUR INFORMATION SHOULD BE USEFUL AND ACCURATE. YOU SHOULD AIM TO MINIMIZE THE BOUNCE RATE IN ORDER TO BOOST YOUR SEARCH RANKING AND DISCOVERABILITY.



# METADATA



## USEFUL RESOURCES

### YOUTUBE INSIGHT FOR AUDIENCE TOOL

[Google.com/videotargeting/ifa/buildquery](https://Google.com/videotargeting/ifa/buildquery)

### YOUTUBE KEYWORD GENERATOR / VIDEO TARGETING TOOL

[Youtube.com/keyword\\_tool](https://Youtube.com/keyword_tool)

### YOUTUBE TRENDING TOPICS

[Youtube.com/videos](https://Youtube.com/videos)

## HOT TIP!!

Instead of using keyword data just for your metadata post-production, why not use it to inspire the videos you make? How do you know what people want to watch? They are already telling you!

## ANALYTICS TIP • VIEWERSHIP GRAPH • TRAFFIC SOURCES



Use the Traffic Sources data available in Analytics to track changes in views coming from search traffic and related video traffic after you optimize the metadata. Use keyword tools and Google Analytics to better understand what keywords are driving viewers to your content



# METADATA

## PARTNER CASE STUDY

BEYOND THE TRAILER

Title

Super Bowl Commercials 2010: The Last Airbender, Iron Man 2, Alice In....

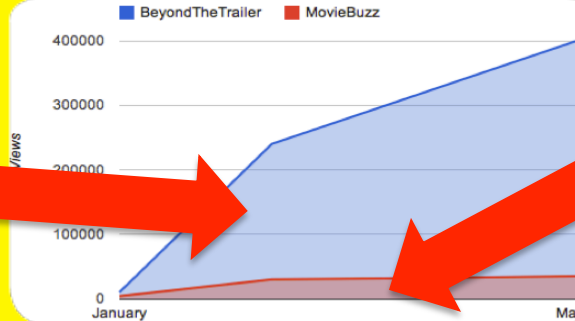


Tags

2010SuperBowl SuperBowl2010 SuperBowlCommercials 2010SuperBowlCommercials SuperBowl XLIV SuperBowl44 Commercial NewOrleansSaints IndianapolisColts PeytonManning MovieTrailers PrinceOfPersia IronMan2 TheLastAirbender AliceInWonderland TimBurton JerryBruckheimer Disney Universal ParamountPictures ShutterIsland TheWolfman2010 DespicableMe ToyStory3 RobinHood RussellCrowe Football SeanPayton JimCaldwell BeyondTheTrailer IndyMogul NextNewNetworks GraceRandolph

Description

Super Bowl 2010 Commercials: Movies! What commercials will Hollywood be airing for Super Bowl 2010? While the Indianapolis Colts battle the New Orleans Saints, you'll witness trailers for some of the hottest movies of 2010...



"Movie Show"

Title

"Movie Show": Super Bowl Ads, George Lucas, Cop Out & More!



Tags

Superbowl SuperBowlCommercials SuperBowlTrailers LastAirBenderTrailer AvatarDVD Watchmen2 Enchanted2 PeopleVSGeorgeLucas ADTrailer CopOut AMCMovies WorstMovies MovieBuzz PeterRallis

Description

The Last Airbender (Super Bowl):  
<http://www.youtube.com/watch?v=rT2UbiEwKRQ>  
Robin Hood (Super Bowl):  
<http://www.youtube.com/watch?v=gwcfegNqqAY>  
Shutter Island (Super Bowl):  
<http://www.youtube.com/watch?v=84lzb4OwtJM>  
Avatar DVD:  
[http://www.hollywoodreporter.com/hr/content\\_display/film/](http://www.hollywoodreporter.com/hr/content_display/film/)

Two channels, /beyondthetrailer and /moviebuzz both had similar viewership, subscribers and content when they released similar videos about Superbowl film trailers.  
Can you spot which channel utilized metadata best practice?

44%

/beyondthetrailer views from search. 275,000 views in 30 days

9%

/moviebuzz views from search. 33,000 views in 30 days

# THUMBNAIL OPTIMIZATION



## STRATEGY:

Create great custom thumbnails for your videos

## WHY IT WORKS:

Thumbnails act as mini-marketing posters for your content and are important for attracting clicks on your videos

## HOW TO DO IT:

Design and upload custom thumbnails. Update archive video thumbnails now!

### TIME COST



Moderate  
> 1 hour

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Related traffic  
Search traffic  
Video ranking  
Increase views

# THUMBNAIL OPTIMIZATION



Thumbnails are **SUPER-IMPORTANT**. Along with your title, they will influence whether potential viewers click on your video or ignore it. This counts for search, related video traffic and channel page optimization.

The optimal thumbnail will be different for every video and channel, but here's some tips you should always follow!

- Make it clear and in focus
- Use bright, high contrast images
- Close-ups of faces work well
- Aim for visually compelling imagery that captures your video's story
- Frame the images on-center
- Ensure the foreground stands out from the background clearly
- Always ensure the thumbnail accurately represents the video (it doesn't have to be a still frame)

**MAKE THE THUMBNAIL SO IRRESISTIBLE THAT YOUR VIEWER HAS TO CLICK ON IT!**



TIP: ALWAYS **UPLOAD** HIGH RESOLUTION IMAGES SO THAT THE THUMBNAIL APPEARS CLEARLY ON ALL DEVICES!



# THUMBNAIL OPTIMIZATION



## CHECKLIST

- ☒ Include the thumbnail in your production plan. Rather than having to grab a frame from the video later, why not have your personalities pose for a custom photograph?
- ☒ Pay attention to the lighting and framing
- ☒ Use photo-editing software to sprinkle some magic over the picture
- ☒ Use effect where relevant to give your thumbnail standout
- ☒ Preview your design at thumbnail size, not just full screen to ensure its legible and clear at its true scale

## ANALYTICS TIP

• VIEWERSHIP GRAPH

• TRAFFIC SOURCES



Track changes in viewership after you optimize your thumbnails. Use the Viewership Graph and Traffic Sources information (in Analytics) to track and increase in viewership coming from search and/or related video, where thumbnails are most important.

[Browse](#)[TV Shows](#)[Movies](#)[Upload](#)[Create Account](#)[Sign In](#)

## Search results for **recipe video**

About **460,000** results

Filter ▾



### Knorr

Browse the latest recipes  
from Marco's little black book  
by KnorrRecipes | **44,623** views



### Schwartz - Free recipes

Straight from the grill, get fresh  
recipe ideas from Schwartz today.  
by schwartzads | **56,912** views

Ads



### Chinese Noodles (Indo Chinese) Recipe Video

Detailed **Recipe**: showmethethecurry.com  
by ShowMeTheCurry | 2 years ago | 1,349,459 views



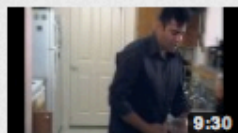
### Vegetable Korma - Indian Vegetarian Recipes Video

showmethethecurry.com  
by ShowMeTheCurry | 3 years ago | 394,326 views



### VIDEO RECIPE - CHICKEN CURRY

Nicko makes the easiest Curry! NICKOS DAILY **VIDEO** DIARY [www.youtube.com](http://www.youtube.com) TWITTER:  
[www.twitter.com](http://www.twitter.com) FACEBOOK: [www.facebook.com](http://www.facebook.com) NICKOS T-SHIRTS [www ...](http://www...)  
by robjnixon | 3 years ago | 476,187 views



### Authentic Vindaloo Curry - Indian cuisine recipe video

Authentic Vindaloo curry - Prepared with Beef. A spicy and fiery combination of three chillies,  
garlic, ginger and vinegar. Served up with a very ...  
by ifandama | 2 years ago | 24,943 views

### Report search issues (INTERNAL)

Ads



### Cooking Pancakes

Without the ability to cook  
anything, really.  
by keithdoesstuff | 3,612  
views



### Chinese Recipe Video

Jeremy Lin's 1000 Dumpling  
Video Subscribe To  
WokTheFokDotCom  
by WokTheFokDotCom |  
10,110 views

[See your ad here »](#)

Our channel gives  
you head-to-toe  
tips and expert  
style advice.

**WATCH NOW**

PRESENTED BY:  
**StyleUnited.com™**

Advertisement



# ANNOTATIONS



## STRATEGY:

Use annotations on your videos to increase viewership, engagement and subscribers

## WHY IT WORKS:

Annotations are a unique feature to YouTube and can help you keep viewers watching more content, increase community behaviors and acquire new subscribers.

## How To Do It:

Add relevant and helpful annotations to all your videos after upload

### TIME COST



Minimal  
< 5 mins

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Engagement  
Subscribers  
Video ranking  
Increase views



# ANNOTATIONS



Annotations are text overlays that you can add to your YouTube videos. There are loads of ways to use annotations – brands and partners are always coming up with **CREATIVE AND INNOVATIVE** ways to use them!

Annotations are a great way of encouraging viewers to **ENGAGE** with your video and to take meaningful actions as a result. The key is to focus on creating a **CONVERSATIONAL** and **INTERACTIVE** experience. The algorithm loves videos that link to other relevant videos in a sequence or playlist, but you can also use them to;

- Provide **SUPPLEMENTARY INFORMATION** for your video
- Remind viewers to **SUBSCRIBE** to your channel or like the video
- **CROSS PROMOTE** other videos in your archive
- Include **EXTERNAL LINKS** to relevant content

**TIP:** BE CAREFUL NOT TO OBSTRUCT THE ACTUAL VIDEO!  
REMEMBER THAT IF YOU'RE USING SOMEONE ELSE'S VIDEO, AN  
AD MAY APPEAR IN THE BOTTOM-THIRD OF THE PLAYER.



# ANNOTATIONS



## SOME SUCCESSFUL ANNOTATIONS STRATEGIES:

- **SUBSCRIBE DIRECT LINK** – annotations within the video that, when clicked, adds your channel to the viewers subscriptions list (set up within the video admin tool)
- **NAVIGATION** – flag up your newest videos or operate a sequential playlist ('click for the next video in this series')
- **CALL TO ACTION** – use the annotations to request likes or comments
- **ENGAGEMENT** – viewers are more likely to respond to your questions if they are synchronized with an annotation
- **DIRECTIONAL** – include links to related videos, external pages or other resources

**BE CREATIVE – DECIDE THE BEST APPROACH FOR YOUR BRAND  
AND EXPERIMENT WITH NEW USES FOR ANNOTATIONS!**



TIP: NOBODY LIKES A SPAMMER! ONLY USE ANNOTATIONS WHEN YOU GENUINELY HAVE SOMETHING TO ASK OR SAY. OVER-USING ANNOTATIONS WILL DISTRACT FROM YOUR VIDEOS AND PUT VIEWERS OFF YOUR CHANNEL.

# CASE STUDY

**VOLKSWAGEN**  
**THE FORCE**



**ANNOTATIONS**



You Tube

The Force

<http://youtu.be/R55e-uHQna0>



Like

+ Add to

Uploaded by Volkswagen on Feb 1  
A pint-sized Darth Vader uses  
Passat in the driveway. This  
2011 Big Game. Watch our 2  
<http://www.us.fordlogitiles.com>

Top Comments

What a cute kid

The Bark Side: 2012  
Volkswagen Game Day  
by Volkswagen  
15,408,173 views

The Dog Strikes Back:  
2012 Volkswagen Game  
by Volkswagen  
10,968,018 views

2012 Passat Commercial:  
Vámanos  
by Volkswagen  
303,730 views

Volkswagen Jetta  
Commercial: Fast  
by Volkswagen  
426,104 views

2012 Tiguan  
Commercial: Safety  
by Volkswagen  
163,190 views

Volkswagen  
Commercial: Safety in  
by Volkswagen  
11,834 views

2012 Passat Commercial:  
Halloween  
by Volkswagen  
74,300 views

The Making Of: The Dog  
Strikes Back Commercial  
by Volkswagen  
1,034,367 views



# PLAYLISTS + RESPONSES



## STRATEGY:

Organize your content into sets of videos using playlists and video responses. Create themed content or curate content using playlists.

## WHY IT WORKS:

Collections of videos around defined themes boost views and engagement metrics.

## HOW TO DO IT:

Define your content strands and build playlists around them. Upload relevant video responses to popular videos.

### TIME COST



Moderate  
> 1 hour

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Engagement  
Subscribers  
Video rankings  
Increase views

# PLAYLISTS + RESPONSES



Your videos shouldn't be seen as standalone clips, unrelated to everything else on YouTube. Instead, think of them as elements of a conversation that your customers are having. That way, it's easy to see how videos can be organized around themes. Linking videos through either playlists or video responses is a great way to improve your ranking within the algorithm, helping your videos to appear within related video results.

## **OPTIMIZED PLAYLISTS AND VIDEO RESPONSES;**

- Utilize SEO best practices when writing titles, keywords or descriptions
- Use a really great thumbnail for your playlist as this is what will appear in search results
- Manage your video responses approvals. If you decide to allow responses, make sure you include clear calls to action within the video. Having lots of video responses to your content helps improve your search ranking.



# PLAYLISTS + RESPONSES



## SOME SUCCESSFUL PLAYLIST STRATEGIES:

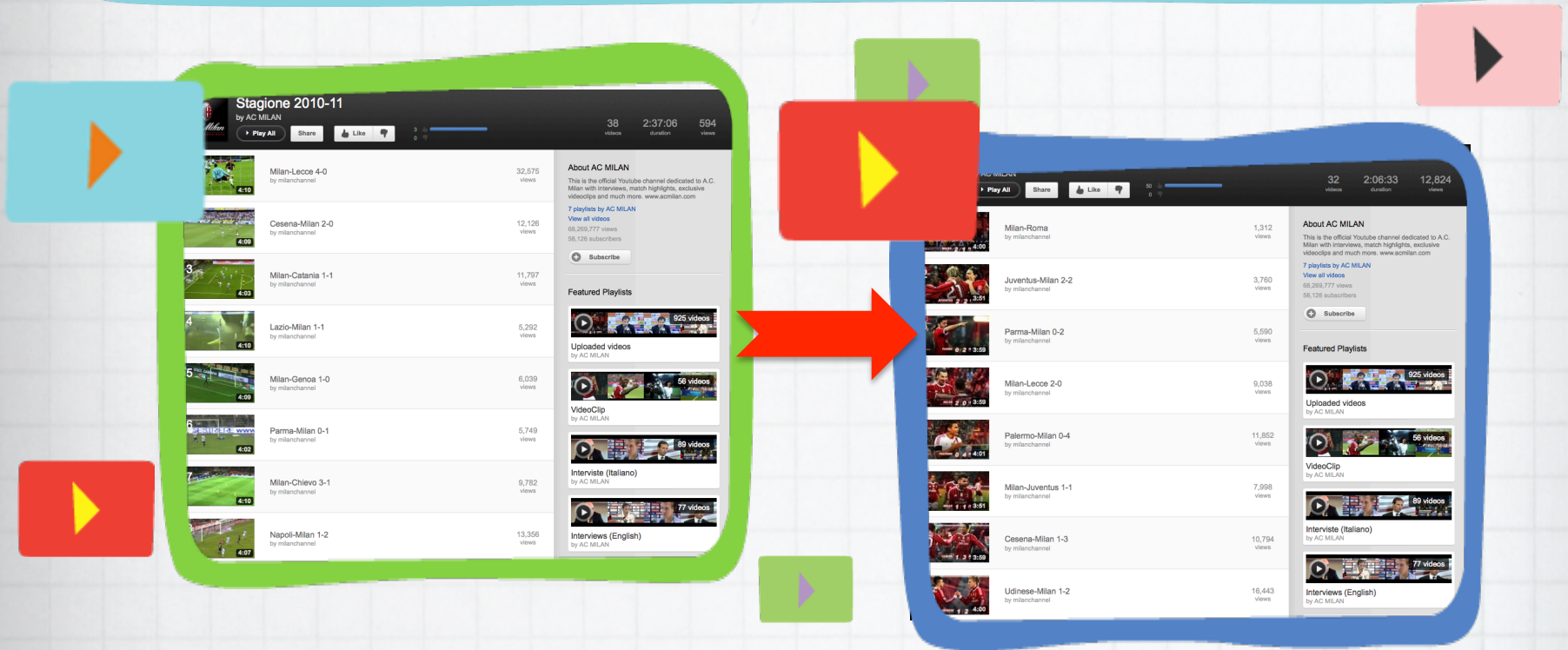
- **USER FIRST** – organize playlists around themes that suit the interest of the viewer and encourages them to watch more
- **NAVIGATION** - For core playlists, flag these up within your channel navigation in order to help organize your content
- **SURFACING** – build playlists that include your most popular videos alongside your newest uploads to help surface your catalogue and promote upload views
- **CURATION** – you don't always need to upload all the videos in your playlists. Creating playlists around a defined topic helps establish your brand as an authority on certain topics. (we know 'curation' is not a word btw)

TIP: WANT TO ENSURE LOADS OF PEOPLE WATCH YOUR PLAYLIST?  
TRY LOOKING AT HIGHLY SEARCHED KEYWORDS OR TRENDING TOPICS  
AND CREATE A STRING OF VIDEOS RELATED TO THESE.



# PLAYLISTS + RESPONSES

## PARTNER CASE STUDY



/acmilan started using Custom Thumbnails and grouping the weekly games under a summarized Season's Highlights Playlist for the 2011/12 League of games: all new highlights videos have a custom thumbnail with final results and players image.

**24,000%**

Increase in playlist  
video views

**50%**

Increase in engagement  
metrics in just 1 week

# CASE STUDY

## LISTERINE MOUTH VS LIFE



PLAYLISTS +  
RESPONSES



<http://www.youtube.com/user/listerineuk?ob=0>



# CONTENT SOLUTIONS

- ENGAGEMENT PROGRAMS
- CURATION PROGRAMS
- OWN LABEL CONTENT

DETERMINE THE RIGHT ONE FOR YOUR OBJECTIVES



# HOW TO RUN AN ENGAGEMENT



**ENGAGEMENT PROGRAM (NOUN):** Brands asking the YouTube audience to do something. E.g. - upload your audition, tell us what you think, film a response to our TV ad.

## 1) WHAT'S THE HOOK?

Decide what you're asking people to do. Is it realistic? Is it relevant to your brand? What's the incentive?



**TIP: IT DOESN'T HAVE TO BE A PRIZE - GIVE YOUR FANS A CHANCE TO BE PART OF SOMETHING BIG!**



## 2) PRODUCTION CONSIDERATIONS

Draw up the terms and conditions, scope the technical requirements and think about moderation



TIP: YOUTUBE HAS A TEAM OF TECHNICAL PRODUCERS WHO CAN HOLD YOUR HAND ALL THE WAY THROUGH THIS!

## 3) TELL THE WORLD ABOUT IT

Find YouTube stars to help, shout loud on Twitter and Facebook, leverage your offline media and place ads on related content on YouTube



4) TAKE IT SOMEWHERE **BIG...**



# SPACE LAB

YouTube

This account is managed by google.com [Learn more](#)

YouTube Space Lab [Subscribe](#) 67,958 subscribers 51,930,653 video views

Featured Feed Videos Meet The Winners Search Channel

SPACE In cooperation with NASA JAXA Cesa

## THE GLOBAL WINNERS

We challenged you to come up with ideas for space science experiments. Your votes and our panel of expert judges selected the winners from thousands of entries. At a special event for the six regional winning teams in Washington, D.C., we announced the two global winners whose experiment will be going to space.

Meet The Global Winners & Watch Their Z

**COULD ALIEN SUPERBUGS CURE DISEASE ON EARTH?**  
[FIND OUT MORE](#)  
GLOBAL WINNER AGE: 14-16

**CAN YOU TEACH AN OLD SPIDER NEW TRICKS?**  
[FIND OUT MORE](#)  
GLOBAL WINNER AGE: 17-18

GET READY FOR BLAST OFF  
Cape Canaveral, FL  
[GO](#)

Access YouTube in your school

Watch more space videos

**ENGAGEMENT PROGRAM**



# HOW TO RUN A CURATION

PROGRAM ON **You Tube**

**CURATION PROGRAM (NOUN):** Brands finding YouTube clips that they love and bringing them together on their channel.

## 1) DECIDE YOUR THEME

Beauty? New Music? Shopping Secrets?



TIP: YOUTUBE CAN HELP  
IDENTIFY POPULAR  
PARTNERS BY CATEGORY

## 2) DRAW UP A SHORTLIST

Of YouTube of partners



*Black Beard Blue Beard No Beard*



### 3) GET INVITING:

Contact the partners and explain what you're doing. Outline the terms of the program and what you want from them - new clips, selected existing clips etc.

TIP: OFFERING TO SPONSOR ANY CLIP YOU'RE GOING TO USE IS NICE AND POLITE!



### 4) SUPERCHARGE THE COMMUNITY

Work out how you're going to publish the collection of clips and encourage people to come back regularly

TIP: YOUTUBE CAN PROVIDE TECHNICAL ADVICE AND SOME FANTASTIC EXAMPLES OF BRANDS ALREADY DOING THIS WELL

# L'OREAL PARIS

YouTube

This account is managed by google.com Learn more

DESTINATION BEAUTY  
Visit L'OréalParisUSA.com

PRESENTED BY  
L'ORÉAL  
PARIS

SUBSCRIBE

YouTube

Destination Beauty

17,148 subscribers

0 video views

Feed Videos Home

Search Channel

BE THE NEXT GURU

BEAUTY TIPS

Follow Us

Winner Gallery

Search

Spiral Curls: Red Carpet Style  
by ImMyAlterEgo

CONGRATULATIONS  
TO OUR CONTEST WINNER, DIANNA!

DISCOVER MORE BEAUTY TIPS

TUTORIALS

EDITOR'S PICKS

BROWSE BY ARTIST

MOST WATCHED

GET  
OUTRAGEOUS  
LASHES

Introducing the latest addition to the Voluminous family, new Voluminous® False Fiber Lashes™ mascara.

NEW VOLUMINOUS FALSE FIBER LASHES  
FIBER VOLUMIZING MASCARA

SEE WHY YOU'VE NEVER FAKE IT A

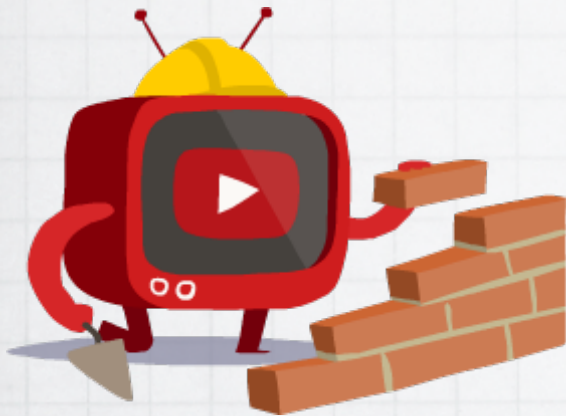
L'ORÉAL  
PARIS

Infatible Le Rouge

False Fiber Lash

CURATION  
PROGRAM

# BEST PRACTICE FOR BUILDING YOUR COMMUNITY





# COMMUNITY BUILDING

- **LEVERAGE EXISTING MARKETING**
- **COLLABORATE WITH OTHER CHANNELS**
- **INVOLVE YOUR AUDIENCE!**



# LEVERAGE EXISTING MARKETING

## USE SOCIAL NETWORKS.

LINK TO YOUR CHANNEL FROM  
FACEBOOK, TWITTER, RSS FEEDS  
AND YOUR WEBSITE

## USE OFFLINE MEDIA

MENTION YOUR YOUTUBE  
CHANNEL IN PRINT, TV SPOTS,  
AT EVENTS AND IN PR.

## USE YOUTUBE

UTILIZE ONE OF THE YOUTUBE  
ADVERTISING SOLUTIONS TO DRIVE  
TRAFFIC TO YOUR CHANNEL



You Tube

# CROSS PROMOTION + COLLABORATION



## STRATEGY:

Work with other channels and creators to cross promote your videos

## WHY IT WORKS:

YouTube is social. Being part of a community and collaborating can be one of the largest drivers of traffic to your channel.

## HOW TO DO IT:

Build your own channel's appeal. Identify and reach out to relevant channels with similar audiences to plan smart and creative methods of cross promotion.

### TIME COST



Major  
> full day

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Subscribers  
Increase views  
Channel views



# CROSS PROMOTION + COLLABORATION



Once you've built and retained an engaged audience, it's time to start looking at attracting new viewers. Make a list of other channels that are successful in attracting your desired audience. Make contact and propose some ideas on how you might work together to promote one another's content to your respective audiences.

## **SOME BEST PRACTICES FOR CROSS PROMOTION;**

- Ensure you collaborate with channels with similar audience demographics to your own (cross promotion can be seen as an endorsement of their channel)
- Make an appearance, reference or contribution to their channel and vice-versa
- Be creative – make use of video chats, video responses or incorporate their clips on your channel
- Pay attention to the user journey. Use annotations and links within the description to ensure a clear transition from your channel to your collaborators'
- Be active – during any cross-promotional activity, be aware that your audience will have many 'newbs'. Take time to respond to comments, clearly brand your channel, and surface your best videos to reward the new subscribers you've gained!



**TIP: USE [VIDSTATSX.COM](https://vidstatsx.com) TO IDENTIFY SIMILAR CHANNELS AND COMPARE SUBSCRIBER GROWTH!**

# CROSS PROMOTION + COLLABORATION



## SOME SUCCESSFUL CROSS-PROMOTION STRATEGIES:

### GUEST STAR

- Combining show elements and appearing in one another's videos is a great way to demonstrate to both audiences the similarities in your content

### SHOUT OUTS

- Whether it's a bespoke video shout-out or in-video recommendations, annotated shout-outs are very effective in cross promoting channels

### SUBSCRIBER BOX SHARING

- By adding to your 'other channels' module, your collaborators will be promoted to all of your subscribers (reciprocate for the best impact!)

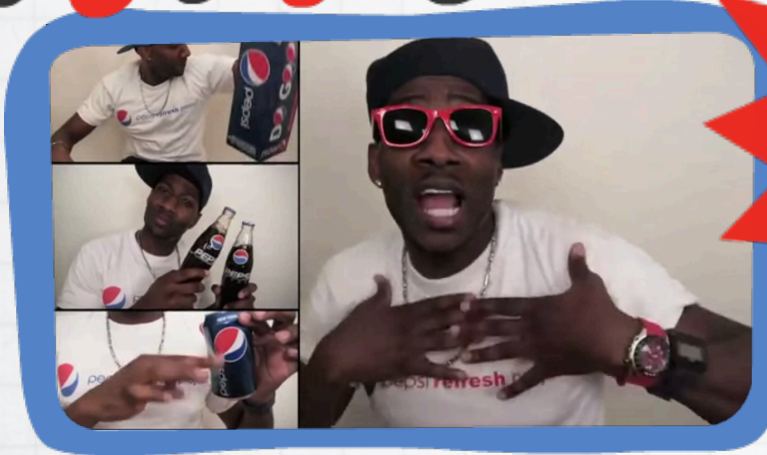
### CHANNEL ACTIVITY

- Simply liking, favoriting or commenting on a video will promote that channel to your subscribers within your feed. Be strategic where possible (but be social first!!)



# CASE STUDY

**PEPSI  
REFRESH**  
DE STORM



**CROSS PROMOTION  
+ COLLABORATION**



[http://youtu.be/E\\_FFe4mmJrw](http://youtu.be/E_FFe4mmJrw)



# BUILD A NETWORK



**BLOGS AND WEBSITES ARE ALWAYS LOOKING FOR  
GREAT CONTENT TO FEATURE ON THEIR SITE.  
SYNDICATE AND DISTRIBUTE YOUR CONTENT AS A WAY  
OF DRIVING HUGE EXTERNAL AUDIENCES!**

# INTERACT WITH YOUR AUDIENCE



## STRATEGY:

Interact with your audience and involve them in your videos or channel

## WHY IT WORKS:

Viewer interaction builds loyalty to your content and increases engagement. This can also improve your video's ranking in the algorithm.

## HOW TO DO IT:

Create viewer-centric content and engage with the audience through social features on the platform.

### TIME COST



Medium  
> 1 hour

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Subscribers  
Boost Engagement  
Improve video  
ranking



# INTERACT WITH YOUR AUDIENCE



The key to online video is that it's **SOCIAL AND INTERACTIVE**. You can create a two-way dialogue with your audience in a way that is unique to the medium. The best way to reward your loyal audience is to make them feel part of your content (and loyal audiences will become your social promoters!)

## USING YOUR AUDIENCE WITHIN YOUR VIDEOS;

- **ASK YOUR VIEWERS** – for recommendations on new topics, themes or editions. Also remember to directly address your viewers when asking them to create video responses, comment, share or like your videos.
- **FEATURE YOUR VIEWERS** – whether its hand-picking some comments to respond to or actually bringing them into your videos. Make it clear how you're selecting people to feature (e.g. must be a subscriber, must post a video response).
- Try to either **DEVOTE ENTIRE VIDEOS** or regular strands to audience interaction

**TIP: MAKE SURE YOU HAVE A CLEAR PICTURE OF WHO YOUR AUDIENCE ACTUALLY IS. CONSTANTLY FEATURING VIEWERS FROM A SMALL SUBSET OF YOUR AUDIENCE (INCLUDING GEOGRAPHICAL) CAN ISOLATE THE REST.**



# INTERACT WITH YOUR AUDIENCE



## SOME SUCCESSFUL ENGAGEMENT STRATEGIES:

- **SEGMENT YOUR INTERACTION** – give more back to your most loyal viewers. Reserve your most impactful interactions for your hardest working fans
- **ACT FAST** – your core fans will likely view your uploads first, so concentrate your efforts on replying to comments in the first few hours after upload
- **MAKE USE OF DIRECT MESSAGING** – Use YouTube bulletins to direct your subscribers to new videos and include calls-to-action (this appears in their feed)
- **REWARD!** – find ways to reward your loyal supporters (giveaways, merchandise, shout-outs, or exclusive access to secret clips that are unlisted)



**TIP:** FACTOR SOME TIME INTO YOUR PRODUCTION SCHEDULE FOR POST-UPLOAD INTERACTION – ANSWERING COMMENTS, POSTING RESPONSES AND PROMOTING TO YOUR NETWORK

# CASE STUDY

**WHEAT THINS**  
CRUNCH IS CALLING



**INVOLVE YOUR  
AUDIENCE**



<http://youtu.be/-PV1BFaO7LA>



BEST PRACTICE FOR

# INTEGRATING WITH YOUR GOOGLE★



# INTEGRATE WITH GOOGLE+



## STRATEGY:

Leverage the features on your Google+ profile to engage with your audience in new ways

## WHY IT WORKS:

Forming a meaningful relationship with your social followers helps broadcast your content to their friends.

## How To Do It:

Always integrate a social layer into your videos and make the best use of the platform.

### TIME COST



Moderate  
> 1 hour

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Subscribers  
Boost engagement  
Improve video ranking  
Increase views



# INTEGRATE WITH GOOGLE+



Brands should have their own Google+ profile to engage with their followers as well as YouTube fans in different ways to how they do on YouTube.

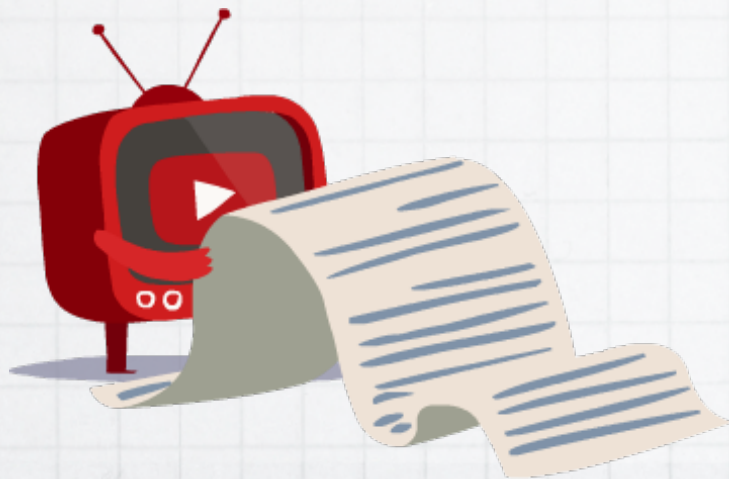
## **BEST PRACTICES FOR PROMOTING YOUR YOUTUBE CONTENT ON GOOGLE+**

- Create different Circles for the various audience segments you have identified. This allows you to communicate with each on a different level (e.g. split geographically, according to subscriber-status, demographic etc.)
- Target your uploads to different circles. Alter the messaging according to the circle's needs
- Selectively surface your archive by posting links during non-upload days or around relevant tent-pole events
- Engage the community by posting questions, answering comments and offering prizes / incentives
- Encourage viewers to +1 your content when they like it
- Create hangouts to interact with your fans in small or large groups (broadcast hangouts)
- Viewers can start a live hangout about your video directly from YouTube – think about how you want to promote this.



FOR A FULL GUIDE TO GETTING THE MOST OUT OF YOUTUBE ON  
GOOGLE+ VISIT [GOOGLE.COM/+/LEARNMORE/BETTER/YOUTUBE](http://GOOGLE.COM/+/LEARNMORE/BETTER/YOUTUBE)

# BEST PRACTICE FOR YOUTUBE ANALYTICS



SO.. PEOPLE ARE  
WATCHING MY  
VIDEOS..



NOW WHAT?



TURN AND **ENGAGED** YOUTUBE COMMUNITY...



...INTO MEANINGFUL BRAND **OUTCOMES..**

# YOUTUBE ANALYTICS



## STRATEGY:

Use YouTube Analytics regularly to assess your channel's performance and investigate changes or trends across different metrics.

## WHY IT WORKS:

Analytics provides actionable intelligence for brands to make better videos, implement optimizations and produce content that is strategic to core objectives.

## How To Do It:

Gain fluency in the YouTube Analytics product. Routinely assess your channel's performance and make changes to content or strategies based on findings.

### TIME COST



Medium  
> 1 hour

### IMPACT



### OPTIMIZATION TYPE

PRE-PRODUCTION

PRODUCTION

PUBLISHING

POST-PUBLISHING

### EFFECT

Engagement  
Subscribers  
Views  
Community

# YOUTUBE ANALYTICS



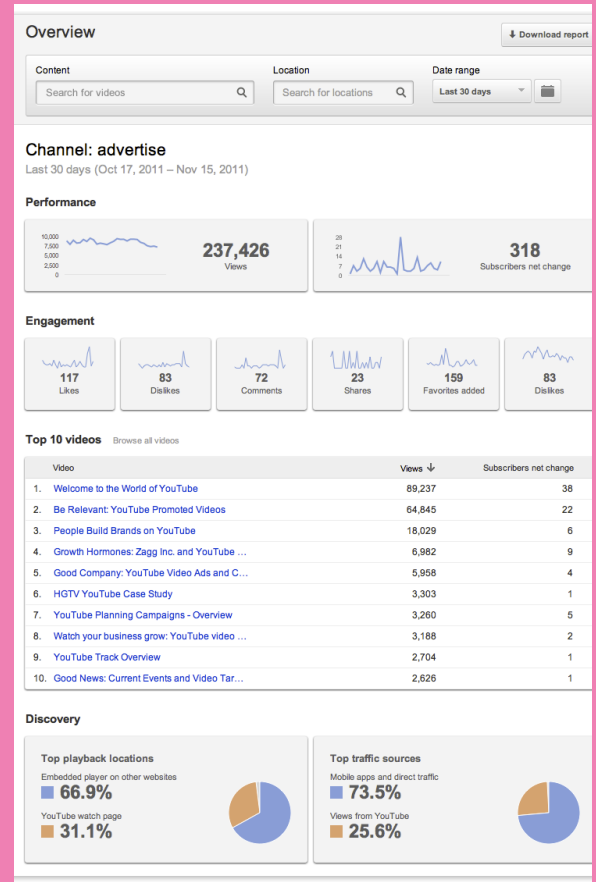
YouTube Analytics is a robust tool that provides informative data and insights about your **CONTENT**, your **AUDIENCE**, and your **PROGRAMMING**. What you learn by using YouTube Analytics can help inform programming and production decisions for your channel, and helps brands act smarter and be more strategic with the videos they create.

## FIND THE 'STORY' BEHIND PEAKS AND CHANGES

Don't just use YT Analytics for a quick look at your channels performance – explore the tool to gain a deep understanding of your content, audience, and strategies. With the right knowledge and usage, creators can understand causality and correlations between the various metrics and gain insight that will help build an audience.

## THE DATA WILL ALWAYS TELL A STORY, WHEN YOU KNOW HOW TO READ IT.

- Start 'macro' and move into the 'micro.' Assess metrics from a top level or expanded time period, and then focus in on areas that show something interesting or unusual. A change or spike in one metric should lead you to investigate other metrics that correlate. For example, a change in viewership should lead you to investigate traffic sources, then maybe a specific video.
- Compare the changes for different metrics against each other to understand the relationships between them.
- Don't just analyze your newest videos, use Analytics to learn about what videos from your archive continue to perform well.
- Prioritize your efforts by starting optimizations on your top- performing videos and work backward.





# YOUTUBE ANALYTICS

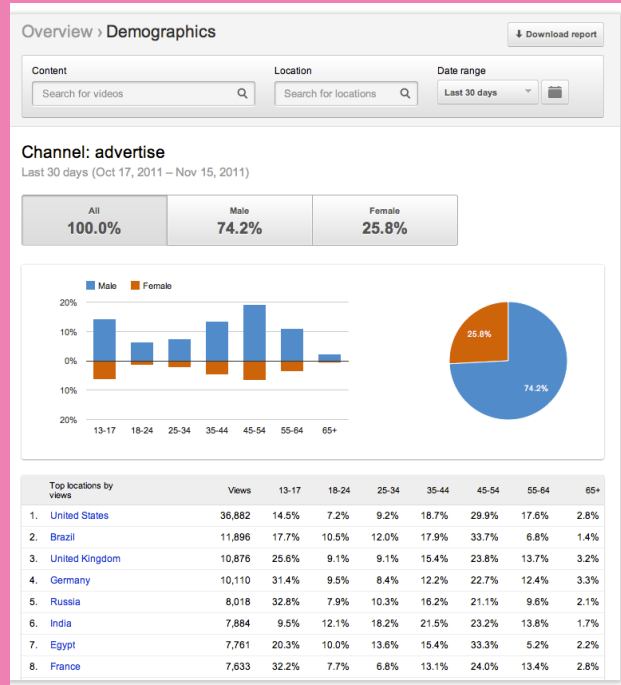


## VIEWERSHIP

- Identify and analyze your most viewed days, weeks, and individual videos to understand why they were so successful. Determine the causes or catalysts for the high performance and build on them: repeat themes or video topics in a new, creative way or shift how you divide up time and resources to focus on types of videos that performed well in the past.
- Optimize the videos from your archive that continue to perform well.
- Make sure the video is annotated to gain subscribers, encourage community actions (commenting), and drive the traffic to more of your content or channel.
- Use the old video as a traffic driver to new uploads or initiatives you want to promote.
- Use the trends that are happening on your content to set a release schedule, determine a playlist strategy, or organize your channel in a new way.
- Compare your views to unique viewers to understand how much content each of your viewers watches and how well you organize and present content to the audience.

## SUBSCRIBERS

- Examine the dates or videos where there was a high gain or loss of subscribers to learn more about what resonates with your audience.
- Identify and analyze videos that drove the most subscriptions relative to how many views they received to learn what caused more viewers to become subscribers.
- Measure the impact of including a 'subscribe' call to action or annotation in videos.



# YOUTUBE ANALYTICS

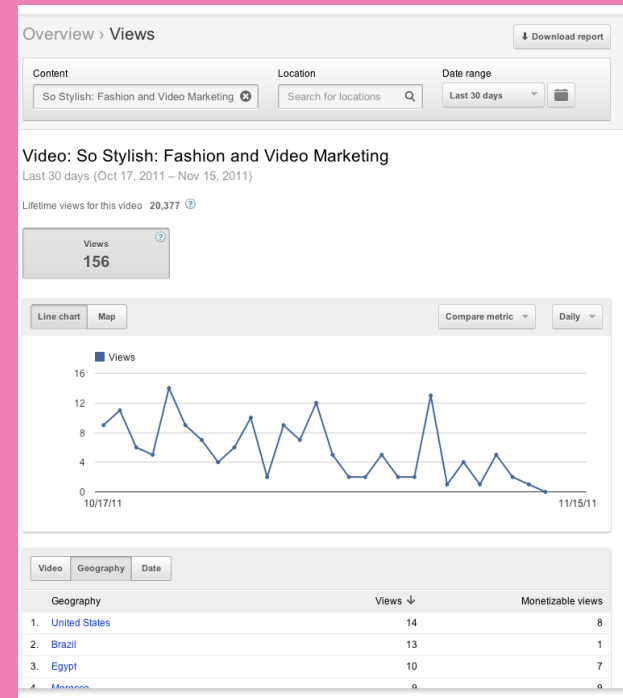


## COMMUNITY ACTIONS: LIKES, FAVORITES, COMMENTS, SHARES

- Measure community actions as a ratio of total views to gain the best understanding of what videos are causing the most actions.
- Assess which videos get the most actions relative to how many views they've received to better understand which videos increase engagement with your viewers and why.
- Measure the impact of including calls to action and annotations for comments, likes, or favorites in your videos.

## TRAFFIC SOURCES

- There can be different peaks and valleys within each traffic source, so examine the changes in each to better understand overall viewership. Changes in viewership can be caused by a shift in all traffic sources at once, or sometimes just one.
- Understand how viewers discover your content at a channel and per-video level so you can make creative or strategic decisions. When examining individual videos, you can see what other specific videos are driving traffic via suggested or related video placement.
- The new homepage creates new ways for viewers to discover channels – use traffic sources to identify which of these new sources may be driving views for your videos
- Assess the impact from a new metadata strategy, thumbnail optimization, or blog outreach initiative by examining the different traffic sources relevant to each change.
- Look at the traffic sources for specific videos to measure the effectiveness of cross- promotions or other actions that drove traffic on your channel.
- Determine the level of 'active subscribers' on your channel by seeing how many views for new uploads or on the channel come from subscription modules.





# YOUTUBE ANALYTICS



## AUDIENCE RETENTION

- The 'Relative' retention graph shows how your video performance compared to other videos on YouTube of the same length. 'Absolute' shows you the viewer retention for every 10 seconds of the video.
- Improve the format or pacing of your videos and find optimal video length by examining the graphs. Identify the parts of your videos that are most interesting to the audience (peaks), and at what points viewers fast-forward or abandon the video (drops) - these patterns will highlight needed changes to content and/or packaging.

## DEMOGRAPHICS AND GEOGRAPHICS

- Learn more about your audience and what particular videos or content resonates with them by analyzing your audience location, gender, and age.
- Tailor your strategy and videos to best serve the current audience or to target a new one.
- Track changes to your demographics over time or across different types of content you publish to know how your audience evolves.
- Optimize for international audiences by identifying the countries where your content is popular. If your content is performing well in a foreign language consider transcribing and enabling captions to subtitle your videos for specific languages.

