



Get More From Your Social Strategy with YouTube

Use these YouTube essentials to get more results from your social campaigns



@recesstherapy

SET A STRATEGY for Social with YouTube

Treat YouTube as a direct extension of your social campaigns.

Define your marketing goal (awareness, consideration, or conversion) and align your social media campaigns. Use existing metrics for direct performance comparison.

¹ Source: Google/Nielsen, MMM Social Study for Retail Brands, Global, 2024-2025 n= 20 Retail studies, completed in 2020-2024.

ROI on YouTube is **23% higher** than Social channels.¹

BRING SUCCESSFUL ASSETS to New Audiences

Lift and shift your top-performing social media creative. Bring successful ads to new audiences on YouTube, especially on Shorts.

Confidently lift and shift ads, especially vertical video, to YouTube Shorts to extend their value and boost impact on your brand. If you have sponsored content that's working for you already, run that as **partnership ads** in AI-powered campaigns.

² Source: Ipsos, Creative: Lift&Shift Experimental Research, The United States, 2024, n=4,500 (30 videos, 150 respondents), 2024-09-17

When short-form video ads from other platforms are repurposed on YouTube Shorts, they experience a

21% increase

in long-term brand growth and maintain effectiveness in brand attention and short-term sales.²



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EXPAND YOUR PLAN through YouTube Creator Essentials

Find & partner with the best creators for your brand, brief and budget in creator partnerships hub, then **measure** the impact via organic & paid reporting.

Tap into our creator essentials to build strong partnerships with the world's most trusted creators.

³ Source: Google/Ipsos, Video & Social Ad Impact Study, July 2023-August 2023, online survey, n=13328 US, UK, BR, FR, DE, IT, JP online users 18-54 who use social apps/sites monthly or more often (social apps/sites: Discover, YouTube, YouTube Shorts, Gmail, Facebook, Instagram, TikTok, Twitter, Snapchat).

Online users are **98% more likely** to trust the recommendations of creators on YouTube vs other social platforms.³

MEASURE PERFORMANCE to See How You're Getting More

Compare YouTube Demand Gen's performance against your social media advertising efforts.

Validate YouTube's impact by seeing how it delivers on those same critical KPIs, driving your overall social strategy.

⁴Source: MMM meta-analysis of Nielsen Compass ROI Benchmarks commissioned by Google, United States, 22 YouTube observations and 23 Social observations from tech advertiser models run between January 2021 - November 2024. Social represents The average of all digital social networks measured across available studies.

YouTube drove **2.5% higher ROAS** vs. Social.⁴



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