



YOUTUBE MARKETING

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YOUTUBE MARKETING

Introduction

SHOCKING RESULTS!



400 Americans
polled:
**Nearly Half
Subscribe
to at least one
YouTube
Channel**

Online video consumption in the United States is increasing at a rapid pace, and more than 70 percent of businesses use branded videos to market themselves online^{1,2}. Companies have to consider their own video strategies if they want to stay competitive.

Some of the most popular web destinations for watching videos are social networks, and YouTube opens the door for marketers, giving companies access to an eager, video-loving audience.

Wait a Minute...is YouTube a Social Network?

YouTube, a Google property, reaches more than 800 million unique users and streams³ over 4 billion hours of visual clips to users each month³. The media hub acts as a highly active social network, allowing members to create their own channels, upload their own videos, comment on other clips and follow their friends, families and favorite brands. Nearly half of Americans follow at least one Channel on the network.

While it's unlike any other social site, YouTube proves an effective resource for both B2B and B2C brands. Seventy percent of businesses use video as a way to engage their audiences and drive traffic from the network to their branded websites. Just how essential is YouTube for branding? The site acts as the mecca of all things visual.



Approximately **72 hours of new video content** is uploaded to YouTube every minute.³



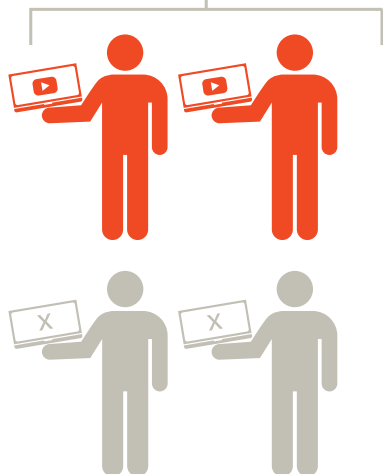
About **500 years of YouTube content** is watched every day on Facebook.³



More than **700 YouTube videos** are shared via Twitter each minute.³

WILL THEY WATCH?

BRAFTON'S REFERRAL
TRAFFIC *from* YOUTUBE *has a*
**53% lower
bounce rate**
than the AVERAGE
SITE VISITOR



VIDEOS WIN!

*Brafton's video marketing service includes
YouTube Channel optimization and
interactions from full-time social strategists.*

Does YouTube Marketing Actually Work?

Real-time-bidding advertising spend will reach around \$667 million over the next 12 months - the demand for video content is real, and campaigns have noticeable results. In 2012, Old Spice ran two video campaigns on YouTube - "MANta Claus" and "Smell is Power" - and the videos increased channel traffic to 264,969 unique visitors.⁴ During the same time frame, these videos were uploaded to Old Spice's YouTube Page, and the company's website traffic increased to 56,525 visits - a hefty uptick from the 10,000 to 20,000 viewers seen in months past.

But what about niche brands? Brafton's referral traffic from YouTube has a 53 percent lower bounce rate than the average site visitor. People coming from YouTube stick around - they've already engaged with the brand. They know the company's tone of voice, and they've made up their minds to learn more.

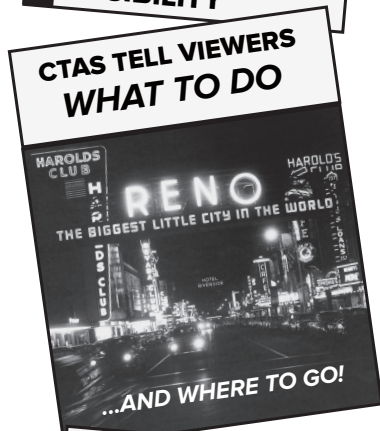
Brafton's Clear-Cut Guide to YouTube Marketing

It's clear that YouTube can become an integral component to any digital marketing strategy, but brands have to understand how to use the platform effectively. Brafton's proven ability to develop successful content campaigns makes us the go-to resource for all things web marketing related. In this YouTube Play Book, we outline how to properly execute a YouTube marketing campaign, from must-have features to strategy development to optimization.

Read on for all the information you need to begin video (and social) marketing via YouTube with a purpose.

Creative YouTube Videos with a Purpose

Strategies to Inspire Action



Brands know they need video marketing strategies, and most understand that YouTube offers opportunities to break into new markets. However, the steps necessary to optimize branded YouTube channels effectively remain widely unknown by marketers, so we decided to break down the basics in this play-by-play guide.

Channel Setup and Design

Mom might've said, "never judge a book by its cover," but YouTube wasn't around when she was growing up. Brands need stunning channels in order to attract viewers, retain their attention spans and support their branding online. So many companies focus on scripting, filming and producing video content for their YouTube Pages that they forget to take time to setup or design their Channels in advance. Including logos and traditional color schemes gets the ball rolling, but those aspects of page layout just graze the surface.

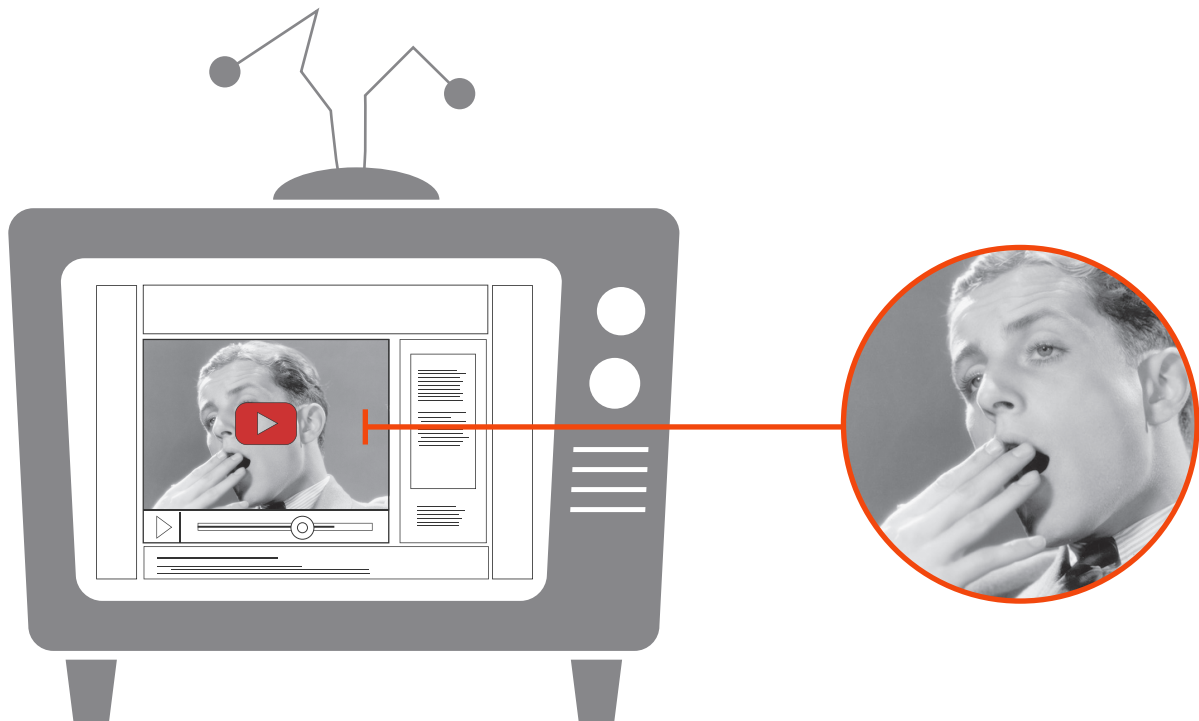
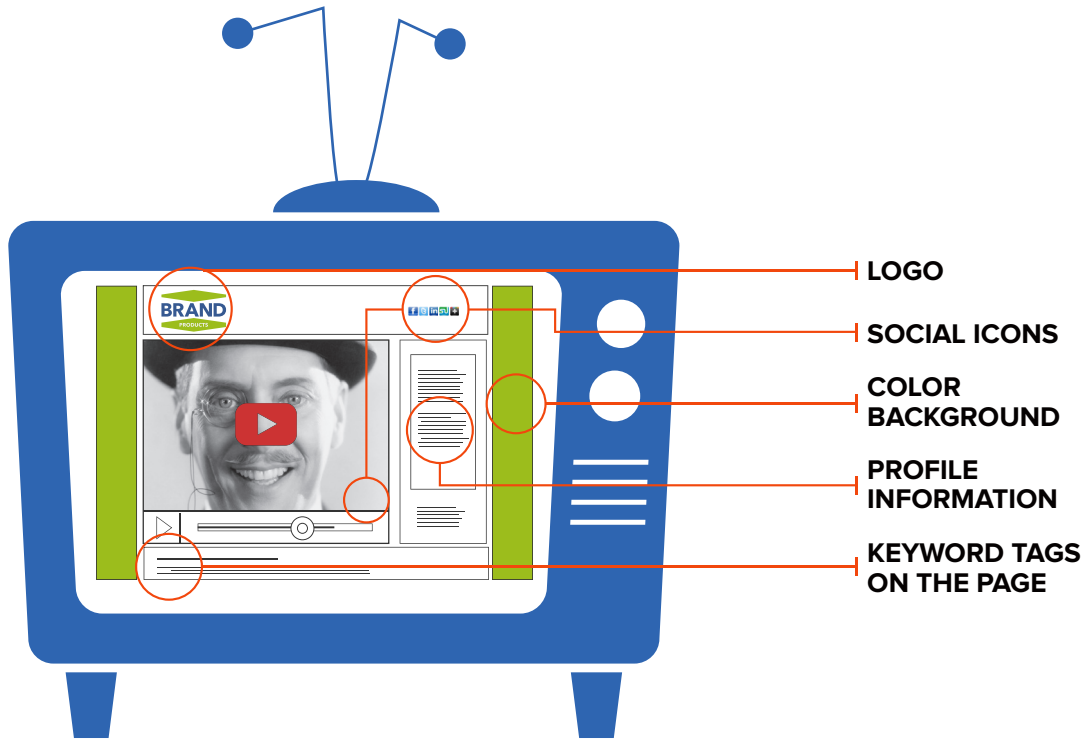
A brand that wants its YouTube Page to act as an extension of its website must optimize the About section of its Channel for search by adding keyword tags. YouTube's search function is similar to general web search, so marketers must optimize video content using SEO best practices. The Channel About section can also include keyword-rich copy, featuring core offerings and what viewers should expect from the published media. The About section is a good start to a well-designed Page, but make sure to incorporate contextual targeting match keywords with titles, tags and video descriptions for individual clips, too. These small features help specific videos reach leads.

Additionally, YouTube allows brands to add external links to their channels - marketers should use this opportunity to create a cross-platform experience by providing links to other social network Pages. Prospects can use these links to explore brands' offerings further, connecting with various profiles to remain up-to-date on the latest products or services.

Why do Looks Matter when it Comes to YouTube?



Approximately 22 percent of Americans follow several YouTube channels and 24 percent connect with at least one or two.⁵ With so many options online, these consumers have to pick and choose which companies they'll support, and most people will flock to the attractive options - it's human nature.



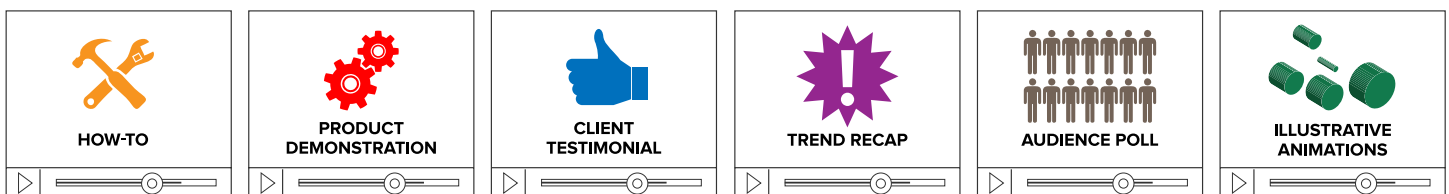
Video Content Strategy

With the basics executed, brands can start working on their marketing strategies. While internet users have a fascination for visual media, consumers abhor boring clips - they actually cringe. So, how do brands take advantage of the nearly two-thirds of Americans who watch web video weekly and convince them to visit branded YouTube Pages regularly? It starts and ends with a dynamic, consistent and creative video marketing strategy.



In 2012, B2Bs and B2Cs reported using an average of 12 tactics to distribute content to the masses,^{6,7} and while those channels will still be useful, the data doesn't tell the whole story. Brands need an extensive content menu, showcasing a variety of angles within one tactic. What does that mean? In order to develop an interesting and engaging YouTube Channel, brands must create their own programs. NBC couldn't survive broadcasting the same show every hour, and neither can brands on YouTube. Approximately 61 percent of B2Cs and 58 percent of B2Bs say they believe video marketing can become an effective way to engage with new and existing customers,^{8,9}

but in order for the practice to grow and thrive, companies must pave the way with creativity. What comprises a solid YouTube marketing strategy?



The first step in creating a video marketing strategy is to set goals for success that encompass viewership rates, traffic and engagement. From there, let the creative juices flow. Consider these recent headlines:

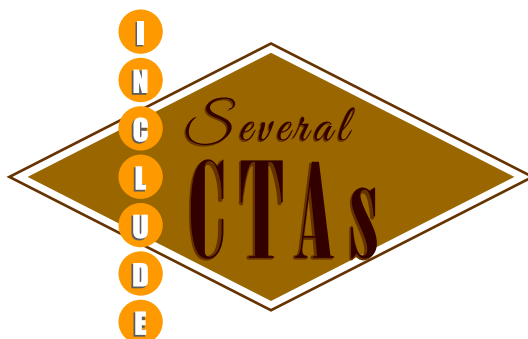
- ▶ 16 percent of all web video viewers seek how-to or instructional videos.¹⁰
- ▶ 65 percent of B2Cs and 61 percent of B2Bs already use YouTube to reach buyers.^{11,12}
- ▶ Industries with the most effective content strategies also had high percentages of brands with editorial calendars.
- ▶ Brafton's Video Marketing white paper talks strategy. Download [here](#).¹³

Calls to Action

Video marketing, especially through YouTube, is a relatively new practice, but a lot of what makes it effective comes from the basics of web advertising. For starters, brands need compelling calls to action in order to generate any form of content ROI, even if it's just to increase Channel subscribers. Luckily, YouTube features three places where CTAs have been proven to work.



Include a CTA on the Page Channel.



Link to additional Pages, playlists, social media Pages or relevant videos.



Use narrative cues in the script or annotations at key moments.

Calls to action are essential components to any successful marketing campaign. It's surprising how many companies overlook the value of CTAs, especially when they can help guide future programs. Forty-six percent of businesses don't pursue marketing attribution,¹⁴ even though attribution is critical to understanding which CTAs drive the most responses. When a brand has the option to evaluate data pertaining to where lead generation began, the avenues prospects took to reach the conversion cusp and the CTAs that pushed them over the edge, future collateral can be developed to take advantage of the unique market insight. Eighty-nine percent of companies that carry out marketing attribution measurements say the process benefits long-term strategies.¹⁵ CTAs help generate some form of response, but companies must actively measure click-through rates to decide which selections work best for YouTube marketing.

Brafton's social strategists optimize clients' Channels - and each video - for maximum clicks.



Annotations - Quick CTA Tips for the Savvy Video Marketer

YouTube allows its member to insert small, concise calls to action within their uploaded videos. These features - otherwise known as annotations - can help keep viewers engaged, direct them to additional landing pages or ecommerce sources and highlight specific key points brands want their prospects to pay attention to. Check out these reasons why every YouTube Channel should include annotations:

- ▶ Annotations keep viewers on the screen longer and increase actions on your videos.
- ▶ These CTAs overlay your video, so you can add some commentary to what's being played.
- ▶ Using annotations to highlight points at the end of visual clips can compel viewers to respond.
- ▶ Annotations are completely customizable, so you can pick the size, color, type, link and timing of them.
- ▶ Annotations show viewers relevant content such as other videos or website content.
- ▶ Annotations also build cross-platform campaigns that create an experience, not a one-off engagement.

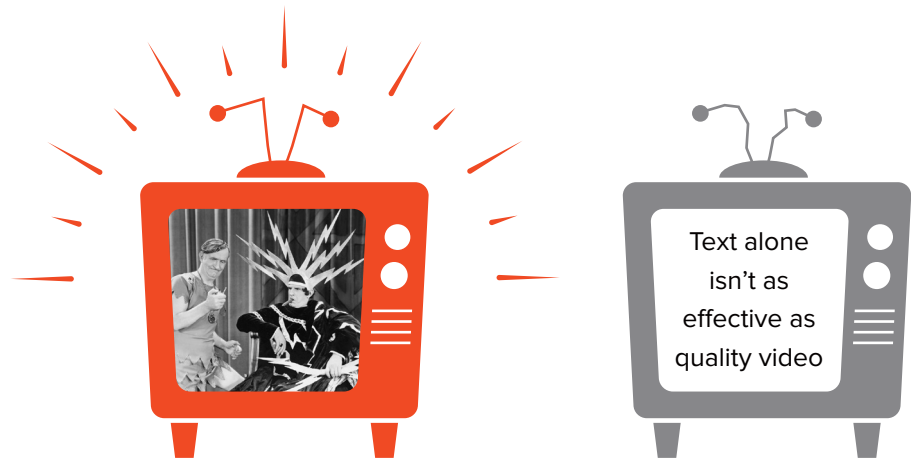
Remember, video content is more than a sales tool. Brafton helps client create comprehensive strategies to appeal to appeal to new audiences, qualified prospects and existing customers.



Optimizing YouTube for Viewers Near You

Thumbnails

Marketers may think their work is done once they upload strategic videos on YouTube. Getting the right media in front of the right viewers requires more optimization. Through YouTube's video manager, members can choose their own images from video stills to highlight specific visual aids, and it's highly suggested that companies showcase their content presenters rather than inanimate objects. Why? Because prospective and current customers want to feel as if they're having conversations with the brands they engage with online - a product spotlight that only features different angles of an item will feel more like a TV advert than an educational video clip.

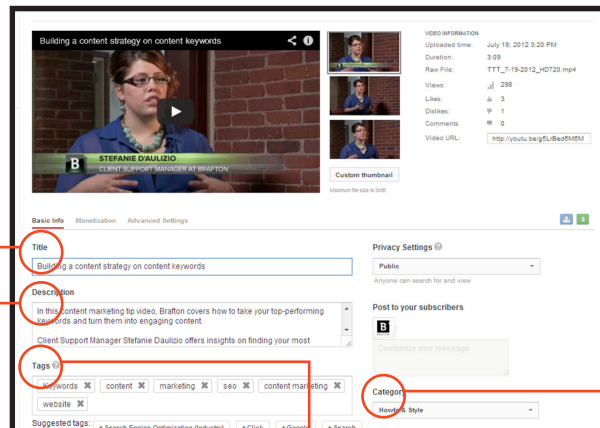


Thumbnails have their own unique persuasive powers, too. Consumers care a lot about the quality of the media they engage with online, and 34 percent of web users indicate images and videos are indicative of high-grade content.

Additionally, it's important for marketers to remember that after uploading their visual clips to YouTube, they open up the doors to Google. If content has been optimized effectively (by following the previous steps listed above), content will begin showing up in SERPs, just like any blog post, white paper or web entity. Thumbnails also have value in SERPs. When internet searchers were shown two separate pages of search engine results - one with thumbnails associated with video posts and one without - the clickthrough rates associated with the visual media was 18 percent higher.¹⁶ Marketers who pick their own thumbnails for their video posts increase the odds of users watching more content.

Search-Friendly Video Tags

When companies embark on their unique content marketing journeys, they often set goals to increase brand awareness through search, showcase their stronghold on the market by improving PageRank and driving organic traffic back to their websites. These goals carry through to video marketing, and they can all be achieved, as long as marketers optimize their video content on Youtube using the four types of tags available through the service.



Title tag

This tag acts as the video's title, and when it's keyword driven, the tag can increase PageRank.

Video description

The description of any video can tell viewers what they should expect to see once they click "play." This area is another great section to include key words and phrases, adding to the overall SEO value of the clip.

Video keyword tag

Every video should include specific tags so viewers can quickly find what they're looking for online. This helps viewers easily find (and watch) related content.

Video category

YouTube features its own categories, so users can organically discover new content based on their interests. Options are limited, but picking the most relevant categories can increase video reach.



Bonus tip: Spammy keyword and over-optimization practices can plague any video marketing campaign on YouTube, so make sure to follow Google's Penguin guidelines. Remember - Google runs both its search and YouTube resources in tandem.

Playlists

It's safe to say that YouTube wasn't always an entity that kept people viewing more than one clip. However, YouTube has edged closer to becoming more social and less of a straight video hosting site.

In fact, in 2012, YouTube evolved its brand by revamping its user interface and introducing new social features and functions. In September 2012, YouTube announced the decision to merge the Feed and Video tabs within Channels into one unified Browse Video Tools function. This streamlined site navigation, drove content visibility and helped viewers access media in a more organized manner. YouTube's new Browse Video Tools compels internet users to click around, check out other clips and, in some cases, connect with the brand.

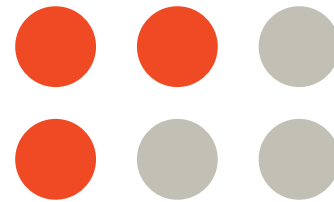
A couple months later in December 2012, YouTube unveiled a new user interface that encourages video clicks and Channel subscriptions. Dubbed "Guide," the new-look YouTube suggests the latest and greatest Channels users can follow, allows members to view their subscriptions at once and informs users when new content from their favorite brands is uploaded to the site. Want to generate leads through video content? YouTube makes it easy.

Engage, Engage, Engage

Video marketing thrives when brands use the practice for storytelling, rather than straightforward sales. Fortunately, YouTube has become an interactive media hub, providing companies with opportunities for brand building, social care and customer outreach. What's the demand for social care? According to NM Incite, the opportunities for greater customer engagement through social media are vast.

Approximately 47 percent of internet users want customer service through social networks, and 30 percent of consumers would take social care via social hubs over other practices like telephone calls or email conversations.¹⁸ More, despite 71.2 percent of worldwide brands offering customer care through social networks,¹⁹ nearly half of companies only deal with about 5 percent of said issues through those channels.

Nearly **48%**
of online consumers say that
**THEY CLICK RELEVANT
MEDIA AFTER ENGAGING
WITH CONTENT**
such as additional written text or
visual media ¹⁷



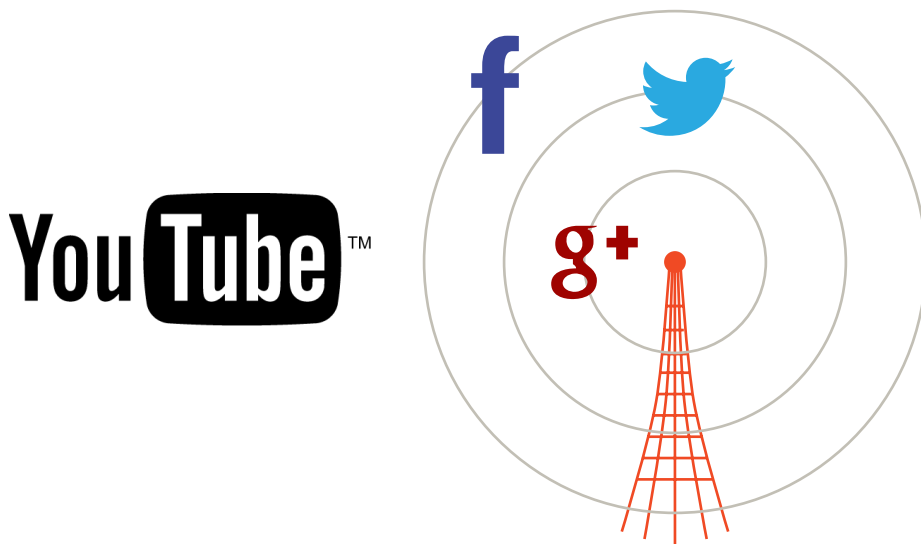
YouTube can become the ideal destination for customer service and social care. By creating various playlists, brands can develop media hubs that resonate with various audiences, such as a social care category. Take a page out of REI's book - they have an entire playlist geared toward answering their customers questions and concerns.

What happens when brands create engaging Channels full of interesting and educational playlists? People respond, react and convert.

YouTube allows viewers to comment on specific videos, but people can also leave notes on brands' Channels, too. Use this feature to create an online community and take advantage of this opportunity to develop rapport with online consumers. However, timeliness is essential, so brands must reach out and respond to comments in an appropriate timeframe.

Subscriptions, Social Outreach and Cross Promotion

In 2011, YouTube began to make it easier for internet users to subscribe to their favorite channels by introducing the Guide function on its homepage. When consumers access Guide and subscribe to various channels, they create a user experience centered around their own unique interests. More, with mobile technology generating significant marketing buzz, YouTube allows on-the-go internet users the chance to view their subscriptions from their smartphones or tablet computers. Talk about cross-platform reach.



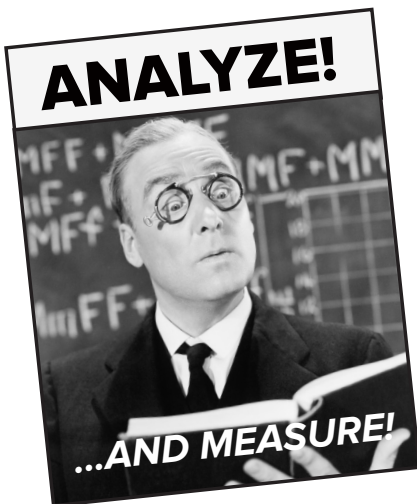
Perhaps the most beneficial aspect of Guide and Subscriptions for marketers is that YouTube will update its members when new media from their favorite Channels hits the web. Inactive consumers who haven't visited YouTube in a while may feel compelled to check out new video content when notified by YouTube. This also create a cross-platform marketing venture, reaching users through new avenues and driving them back to YouTube and branded Channels.

While dot-coms may not generate significant amounts of traffic each day, they remain primary resources for consumers looking for information on products or services. When companies develop social media accounts and use them as site extensions, they take up more space on the web and increase the likelihood of customers finding them via organic search. Want a more dynamic and noticeable web presence? Social media - especially YouTube - makes it all possible. In fact, 30 percent of people who engage with social media posts seek out additional relevant content - often in the form of visual media or website content.²⁰

While social media extends the reach of branded websites, networks like YouTube also provide online shoppers with research-oriented touchpoints. Today's online consumers access a wide array of media before purchasing products or services, and businesses that deliver a plethora of educational content to their prospects do a better job of guiding leads along the sales cycle. YouTube - with its ability to position video content higher up in SERPs and its social nature - gives organizations an obvious edge over their competition.

Analyze and Measure

Of course, with any marketing campaign, brands must measure their wins and losses to know where they can improve or win premium leads. Using YouTube for lead generation, brand awareness and conversions is no different, but measuring content effectiveness remains a top challenge for both B2Bs and B2Cs. In fact, 41 percent of client-facing brands and 33 percent of business-facing brands say their inability to evaluate analytics and metrics effectively hinders their digital marketing efforts.^{21,22}



To conclude any successful YouTube campaign, marketers must set benchmarks at the beginning, and identify ways to achieve those goals. While promotional events change throughout the course of their runs, companies must stay true to their metrics systems if they want to understand the reach, effect and pull their video marketing strategies had on their target audiences

Whenever using a social platform for marketing purposes, brands must measure and track their successes. This insight can inspire future initiatives, show how campaigns won leads and reveal where improvements can still be made. Unfortunately, 46 percent of businesses don't pursue marketing attribution, even though its results help decide future strategies. More, 89 percent of marketers who carry out attribution initiatives say the process benefits their overall campaigns. Attribution and analytics reporting helps guide any promotional ship, and YouTube's extensive measurement tools can aid brands in perfecting their video marketing outreach programs.



What Does YouTube Offer in Terms of Analytical Reporting?

Within YouTube's manager settings, marketers have access to a variety of features and functions. For example, a professional can access vital view and engagement metrics that help identify video content reach, effectiveness and its ability to compel people to click around on the Channel.

Also, when marketers first click into YouTube analytics, they're brought to a general overview report, which highlights video performance in respect to views, minutes watched and subscribers, engagement including Likes, dislikes, comments, shares and favorites, as well as top 10 videos based on all of these statistics. This general report provides marketers with immediate insight that can help them take the next steps in creating supplementary video content for their Channels. Notice that how-to video guides generate the most views and interactions? Clearly, it's time to hit the drawing board to develop more educational and instructional media to retain viewers' attention long term.

To really gain an in depth knowledge of views and engagement on a per video basis, marketers can evaluate the separate reports, which are both provided by YouTube.

Views Reports

Within the Views Reports, marketers can see their views overtime and their top performing videos. The reports also show who's watching branded content.

- ▶ **Views:** To measure total video views overtime and top viewed videos.
- ▶ **Demographics:** To see gender, location and age of viewers.
- ▶ **Playback locations:** To compare views through your embedded video player, YouTube watch Page or on mobile devices.
- ▶ **Traffic sources:** To view where visitors originate before visiting branded Channels.
- ▶ **Audience retention:** To understand video duration in minutes to see when people give up and drop off.

Engagement Reports

YouTube's Engagement Reports also allow marketers to dive into subscriber trends, popular videos based on Likes, favorites, comments or shares.

- ▶ **Subscribers:** To view when a Channel has gained new subscribers and what those people watched.
- ▶ **Likes and dislikes:** To see which videos viewers liked and disliked.
- ▶ **Favorites:** To understand trending content over time.
- ▶ **Comments:** To learn which clips earned the most comments.
- ▶ **Sharing:** To evaluate which subjects compelled viewers to share content on their own networks.

Conclusion

...It's Time to Hit the Web

Annotations: To track which annotations sparked clicks.

YouTube shows no signs of slowing down, and with video marketing an increasingly prominent component to content marketing, businesses must jump on board - and fast. This white paper is meant to highlight the inherent value of YouTube and compel marketers to not only incorporate the video-sharing site into their social media agendas but also into their video marketing strategies. With video a tasty content type that attracts a wide audience, brands can create engaging online communities for their fans and followers while simultaneously uploading promotional material to the web.

After reading this white paper, marketers should feel as if they have the knowledge to start YouTube marketing with highly effective video content, but manpower is what fuels results. Organizations looking for assistance can contact Brafton, as we have the workforce to develop the right strategy and provide the means for consistent product delivery. Interested in video marketing? So are we, and we know how to make YouTube the most valuable marketing asset for any brand.



End Notes

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- 2 slideshare.net/CMI/b2b-content-marketing-2013-benchmarks-budgets-and-trendsnorth-america-14855770/1i
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