



Harnessing the Power of Visual Storytelling on YouTube

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Quality Content on a Budget

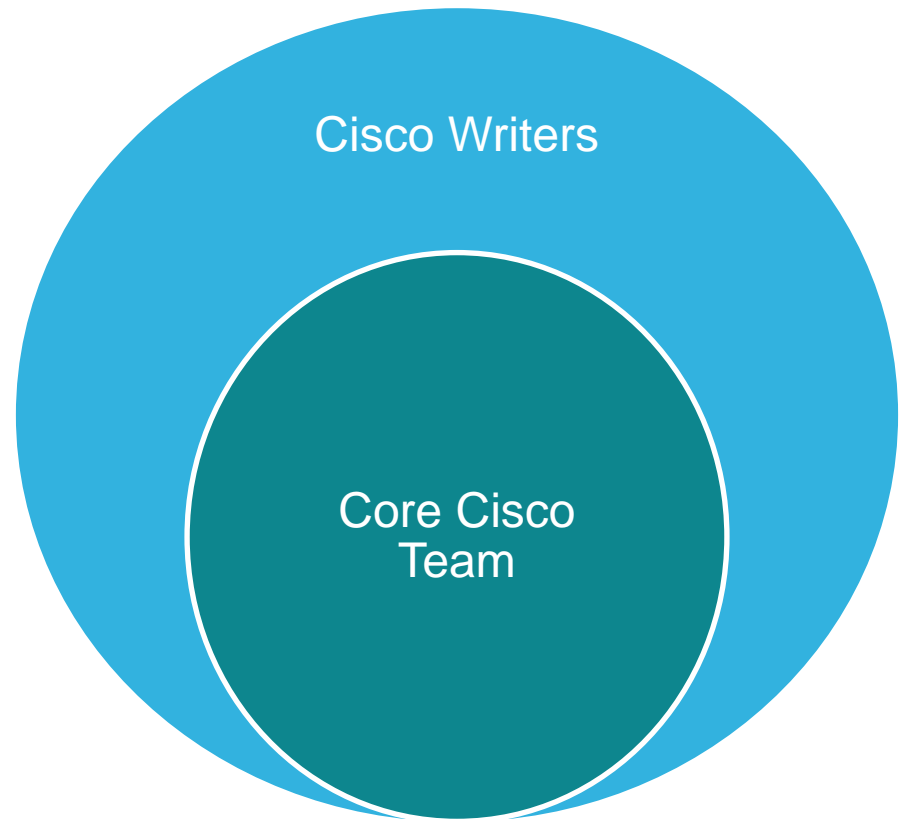


In 2013, the average American owned four digital devices and spent an average of 60 hours per week consuming content across multiple screens.

- Nielsen's U.S. Digital Consumer Report, February 2014

Our Integrated Content Team

- **Cisco Writer's Program:**
 - 15 global journalists
- **Core Team:**
 - 3 producers
 - 1 videographer
 - 1 graphic designer
 - 2 community managers
 - 1 web designer



How We Distribute and Amplify Content

- 'Take, Share and Engage' program
- Publish all content across Cisco's corporate social media properties
- Work with internal Cisco teams to amplify
- Work with employee ambassadors for sharing
- Influencer outreach
- Consider paid support for key business content



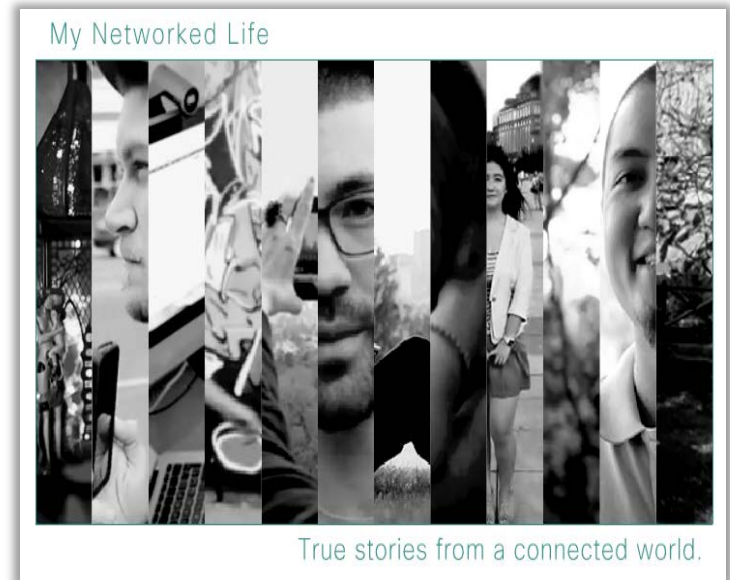
How We Meet Business Objectives

- Build long-term relationships with key industry influencers
- Create engaging content that positions Cisco as an innovative thought leader
- Host content on branded hub and include supplementary business content
- Leverage trending topics and timely themes to ensure relevance, credibility and shareability



Cisco on YouTube: Demonstrating the Internet of Everything

- The Internet of Everything is our flagship brand campaign.
- To tell this story in an authentic way, we developed **two documentary series** featuring people using connected technology to improve their lives, businesses and communities.
- Videos were **under 4 minutes** to hold attention.
- Videos were **shared across social networks** and hosted on Cisco's website.



Expand Your Reach on YouTube

About YouTube



- More than 1 billion unique monthly users
- Over 6 billion hours of video watched monthly
- 100 hours of video uploaded every minute
- 80% of traffic from outside US
- In 61 countries and languages
- More than 1 million advertisers
- Second largest search engine after Google

Tips for Expanding Reach on YouTube

- Brand your homepage with banner and bio
- Keep content short and engaging – under three minutes
- Leverage rich keywords in titles and descriptions
- Use specific and plentiful tags
- Amplify videos across social media channels
- Leverage YouTube advertising for targeted, expanded reach
- Use YouTube descriptions to drive traffic back to key assets like your website
- Invite users to like your video or share their thoughts in the comments
- Use YouTube analytics to measure success and optimize your content

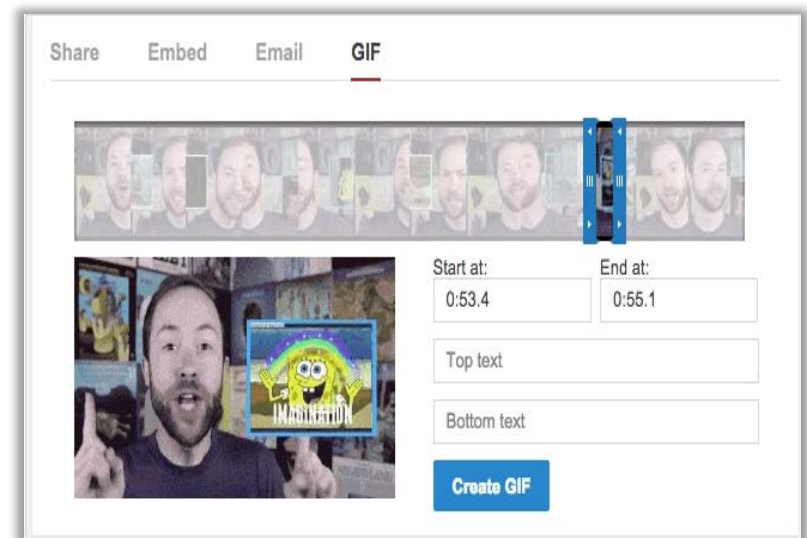
Targeting Your Audience with YouTube Video Ads

- Video Ads allow you to target by gender, age, interests and location
- Set a budget and pay only when people watch (cost-per-view)
- TrueView **in-stream** video ads play before a selected video loads
- TrueView **in-display** ads appear as suggested videos after viewing a similar video
- TrueView **in-search** ads appear at the top of search results



YouTube GIF-Maker

- Launched in December and rolling out over time
- To use:
- Click the Share button
- Click GIF
- Choose a start and end time
- Create a caption
- Create GIF and share across social channels
- You can test on PBS Idea Channel



Key Takeaways

- Build a mini-newsroom to source and develop low-cost content
- Create authentic, engaging videos by appealing to emotions
- Leverage YouTube's native functionality for SEO
- Leverage YouTube ads for targeted and expanded reach
- Experiment with YouTube GIFs to engage your audience
- Take chances



CISCO

TOMORROW starts here.