

Engaging in Visual Storytelling on YouTube

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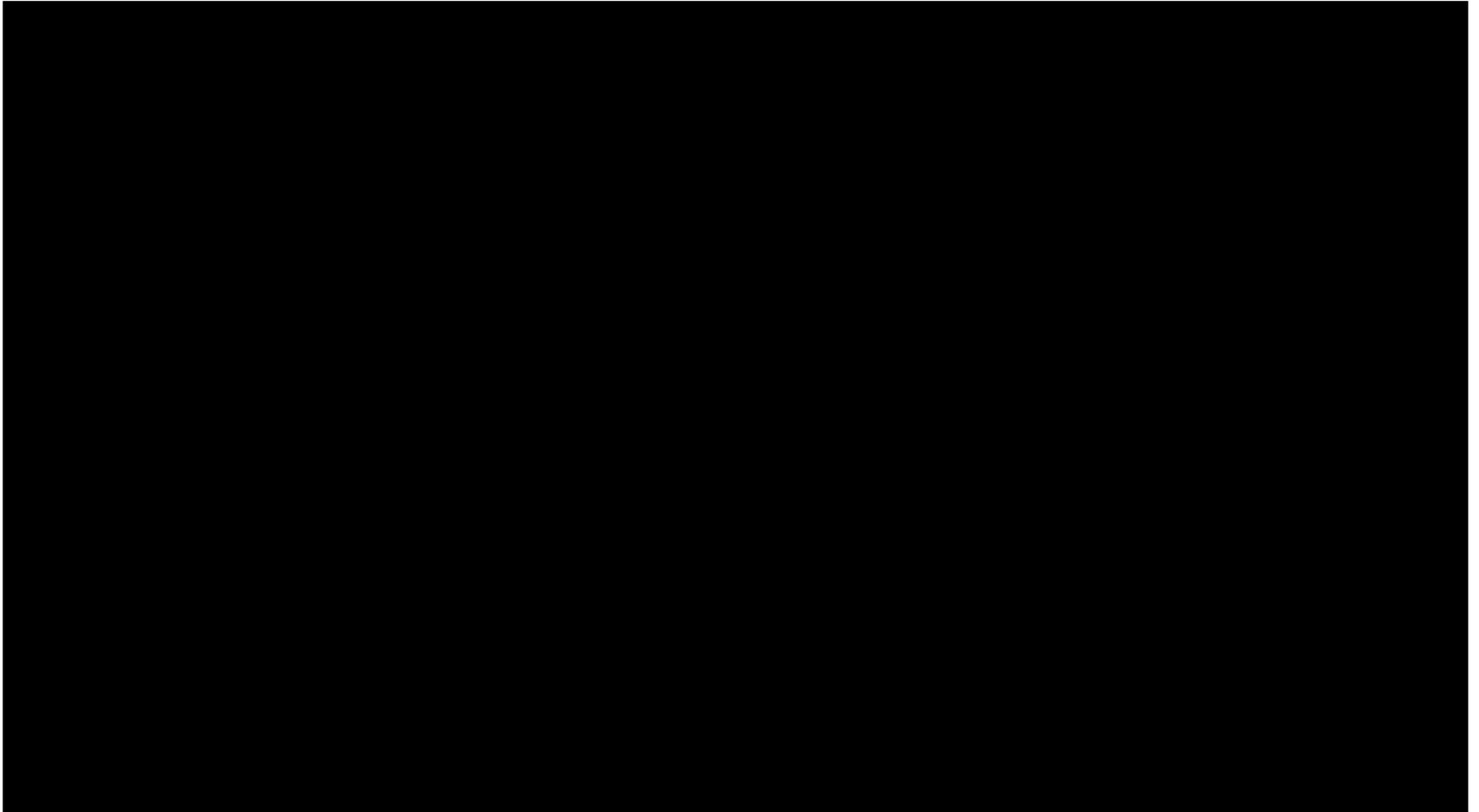
IS THIS MORE ENGAGING?

Toshiba America Medical Systems, Inc. will be launching a new product at RSNA 2014. Visit our booth for the big reveal.

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OR THIS?



PEOPLE ARE VISUAL



50% of the brain is devoted to visual processing



The brain processes visuals **60,000x FASTER** than text



Video receives **3x MORE** inbound links than plain text

CONTENT STRATEGY

- What business objectives do you want to meet?
- Who is your audience?
- What is your content takeaway?



TOSHIBA'S OBJECTIVES

- **Drive** launch event traffic
- **Build** on new campaign messaging
- **Engage** imaging community



CROSS PROMOTE



- Increases video SEO
- Higher engagement rates

TOSHIBA'S CROSS PROMOTION

Toshiba Medical @ToshibaMedical · Dec 2

Straight from the #RSNA14 booth 7333 floor - #Aplio Platinum Series. Helping you consolidate #ultrasound services medical.toshiba.com/go/TW-120214-Y...

 **YouTube**

RSNA 2014: Aplio 300 and 500 Platinum Series Ultrasound Systems



RSNA 2014: Aplio 300 and 500 Platinum Series Ultras

To meet today's healthcare challenge for making patient affordable, Toshiba is introducing the Aplio™ 300 and 500 ultraso...

Toshiba America Medical Systems Straight from the #RSNA14 booth 7333 floor - how Vantage Elan saves you time and money <http://lnkd.in/bTm68ED>

RSNA 2014: Vantage Elan 1.5T MR system - YouTube

medical.toshiba.com · Toshiba understands the patient and business needs of customers and delivers the Vantage Elan MR system as the solution to their MR needs.



 **Organic** ⓘ
Targeted to: All Followers

4,143 impressions	40 clicks	20 interactions	1.45% engagement
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OPTIMIZE FOR SEARCH

- Catchy title with popular keywords
- Tag videos
- Call To Action in descriptions & annotations
- Limit to 30-90 seconds

TOSHIBA'S APPROACH



How can I improve
my patient satisfaction
from detection to
treatment?

Toshiba gives you a voice.

Visit us at
RSNA 2014
North Hall | Exhibit # 7333
100 YEARS OF TOSHIBA INNOVATION

100 YEARS OF TOSHIBA INNOVATION
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MEASUREMENT

- Monitor watch time & audience retention
- Track traffic sources to determine what posts are working
- Track video engagement



KEY TAKEAWAYS

- **Define** business objectives & audience before creating content
- **Cross Promote** videos through other social media channels
- **Use** keywords and tags to make videos easier to find
- **Measure** campaign for effectiveness continuously
- **Adjust** campaign direction as necessary

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