

≡ **USE YOUTUBE AS MORE THAN JUST A  
VIDEO REPOSITORY**  
*PR NEWS AUG 9, 2016*

## WHO WE ARE



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# WHY YOUTUBE?

# 88% of video results are from YouTube\*



\*searchmetrics Universal Search Study 2015

# BEST PRACTICES

- CONSIDER
  - What resources you have
  - How many videos you want to make
  - How this can impact the long term
- USE
  - Optimization Tools
  - Repurposing content
  - Driving traffic & engagement
- MAKE A PLAN!

# OPTIMIZATION TOOLS

- What to change?
  - SEO
  - Playlists/Organization
  - YouTube Brand Tools
  - Analytics
- Tools
  - Google Planner
  - YouTube Playbook
  - Google Trends
  - Google & YouTube suggest
  - Google Webmaster Tools
  - YouTube Space Workshops
  - YouTube Analytics

# SEO

- Easy as
  - Title
  - Description
    - CTA
  - Keywords

W2O Group and The LAGRANT Foundation (TLF) Form Fellowship

W2O Group announced a \$50,000, three-year commitment to The LAGRANT Foundation (TLF) to fund the Future Leaders in Healthcare Fellowship Program targeting ethnic minority candidates pursuing careers in healthcare communications.

- ▶ Like the video? SUBSCRIBE! <http://bit.ly/1RX47Yg>
- ▶ Visit our website: <http://www.w2ogroup.com>
- ▶ Follow Us:
  - <https://twitter.com/w2ogroup>
  - <https://www.facebook.com/w2ogroup>

W2O Group ✕

The LAGRANT Foundati... ✕

Healthcare ✕

Healthcare Comms ✕

Diversity ✕

Marketing Diversity ✕

Healthcare Communicat... ✕

Healthcare Communicat... ✕

Healthcare Marketing ✕

# PLAYLISTS/CHANNEL ORGANIZATION



## W2O Sizzle Reel

633 views 6 months ago

We understand that the demands of your customers change constantly. There are more channels than ever before, but people seem more lost than ever.

New technology platforms seem to pop up every day. The media who should be excited about you aren't biting. Yesterday's influencers may be today's...

## W2O Case Studies

W2O Group's Case Studies



### Tejava "Nothing Can Be Perfect"

W2O Group

12 views • 1 month ago



### HP 2Days Beat with Clams Casino

W2O Group

188 views • 8 months ago



### LapBand #ItFits

W2O Group

865 views • 8 months ago

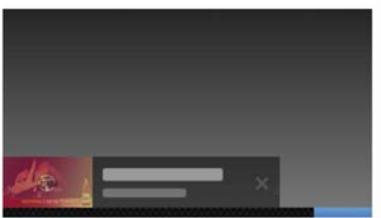


# BRANDING TOOLS

- Annotations
- In Video Branding/Watermarks
- Featured Content



Featured video



Display time End of video

Optimize timing

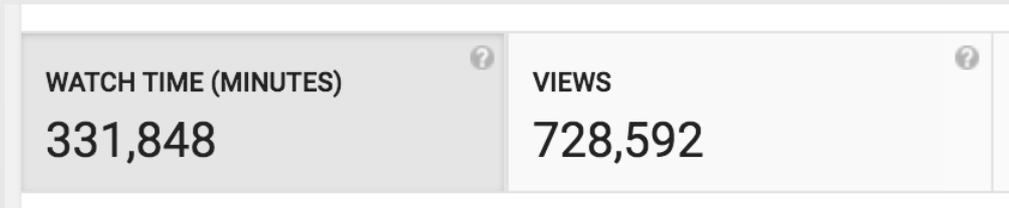
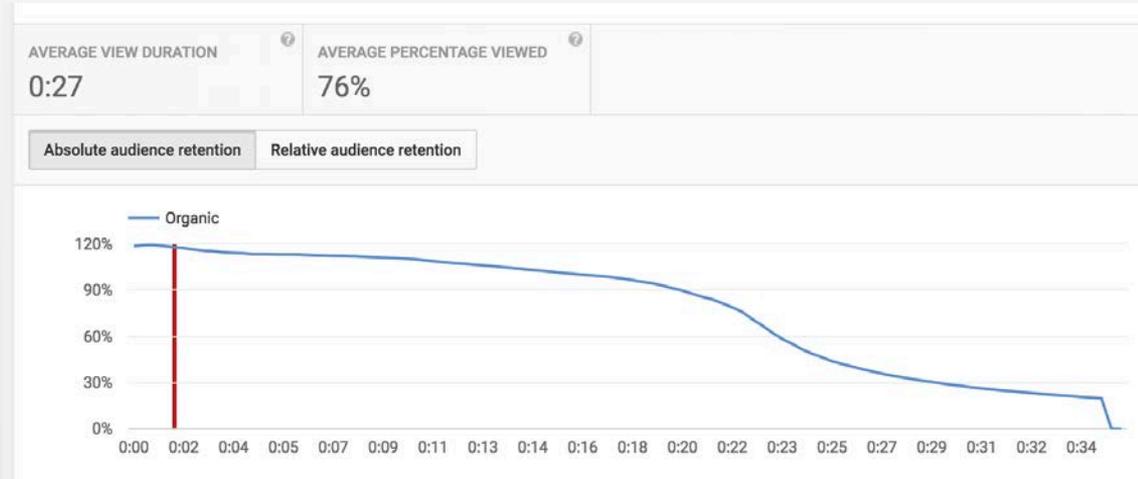
Update Remove

Your most recent upload  
Showing on all your uploads

The image shows a user interface for managing a featured video. On the left is a video player thumbnail. To its right are settings: "Display time" set to "End of video", "Optimize timing" checked, and "Update" and "Remove" buttons. Below the thumbnail is the text "Your most recent upload Showing on all your uploads".

# ANALYTICS

- Watch time
  - Not views!
- Audience retention
- Demographics



# Programming and Production

- Grab your audience's attention early
  - Keep branding to under 5 seconds
  - Address the audience in the first shot
    - *"Hello. I'm Bob Beauchamp, Chairman and CEO of BMC Software..."*
  - Ask a question
    - *"Is your IT department's average response time being negatively effected by unnecessary bureaucratic steps?"*
- Let them know what they are watching and what it is all about right off the bat

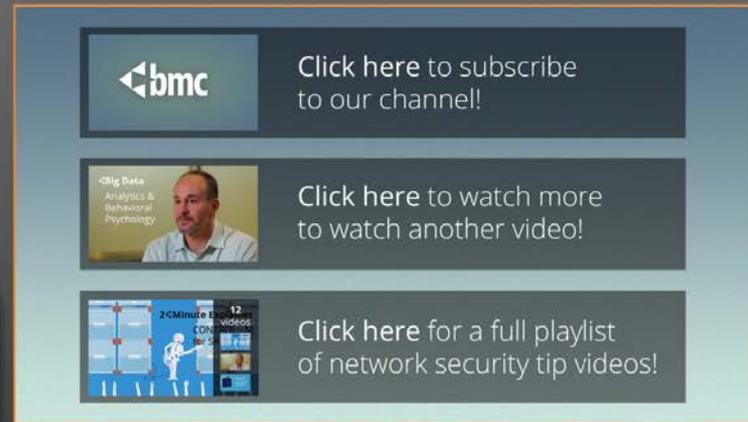


# Calls to Action

- Every video should have a call to action that directs viewers to help your channel build engagement and audience
  - Subscribe
  - Watch more – Direct viewers to the next, previous, or related videos
  - Like/share – More likes and shares expose your content to new viewers
  - Comment – Posting specific questions can help

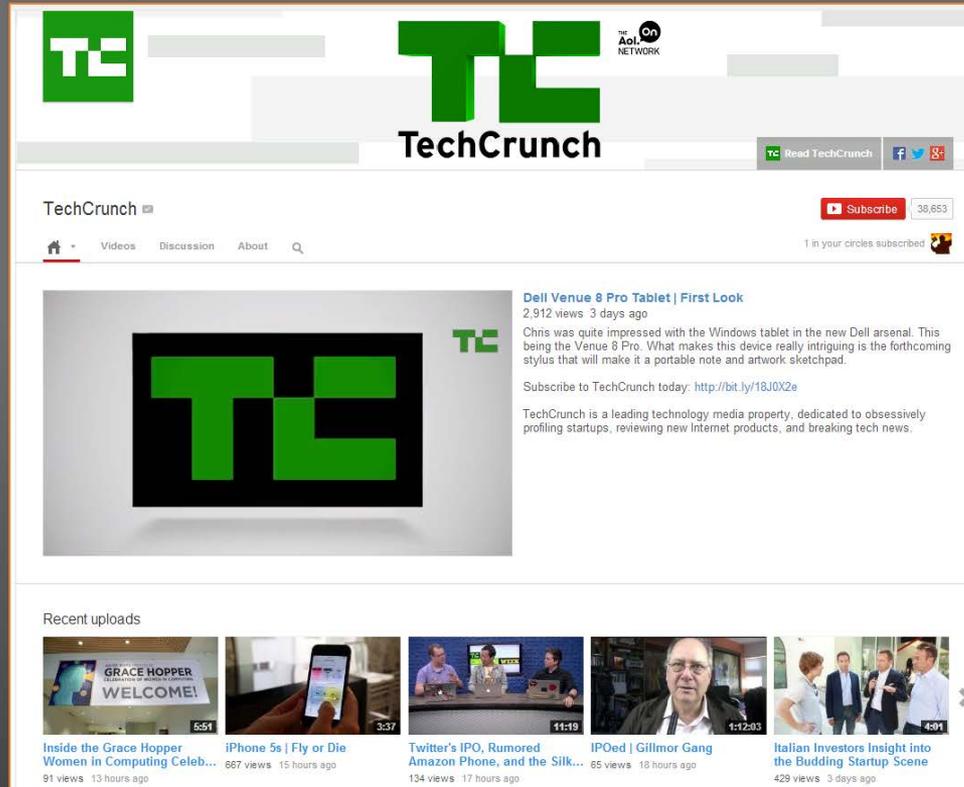
The CTA or Logo at the end of the video should hold for 5-7 seconds before fading out.

- Ways to include CTAs in your video
  - Direct mentions by host
  - Annotations
  - In video graphics
  - End cards
  - Video descriptions



# YouTube Channels BMC should Follow

- All Competitors
- [GigaOm](#)
- [TechCrunch](#)
- [Data Center Videos](#)
- [SiliconANGLE](#)
- [Wired](#)
- [InfoWorld](#)
- [All Things D](#)
- [Tech Web TV](#)
- [PC World](#)



The screenshot shows the TechCrunch YouTube channel page. At the top, there are two versions of the TechCrunch logo: a green 'TC' on a black square and the full 'TechCrunch' text with a green 'TC' above it. To the right of the logos is the AOL On Network logo. Below the logos is a navigation bar with 'Read TechCrunch' and social media icons for Facebook, Twitter, and Google+. The channel name 'TechCrunch' is displayed with a 'Subscribe' button showing 38,653 subscribers and a notification bell icon. Below the channel name are navigation tabs for 'Home', 'Videos', 'Discussion', 'About', and 'Search'. The main content area features a video thumbnail with the TechCrunch logo on a black background. To the right of the thumbnail is the video title 'Dell Venue 8 Pro Tablet | First Look', the view count '2,912 views', and the upload time '3 days ago'. Below the title is a short description: 'Chris was quite impressed with the Windows tablet in the new Dell arsenal. This being the Venue 8 Pro. What makes this device really intriguing is the forthcoming stylus that will make it a portable note and artwork sketchpad.' Below the description is a link to subscribe: 'Subscribe to TechCrunch today: http://bit.ly/18J0X2e'. Further down is a paragraph: 'TechCrunch is a leading technology media property, dedicated to obsessively profiling startups, reviewing new Internet products, and breaking tech news.' At the bottom, there is a 'Recent uploads' section with five video thumbnails and their respective titles, view counts, and upload times.

TechCrunch

Subscribe 38,653

1 in your circles subscribed

Home Videos Discussion About Search

**Dell Venue 8 Pro Tablet | First Look**  
2,912 views · 3 days ago

Chris was quite impressed with the Windows tablet in the new Dell arsenal. This being the Venue 8 Pro. What makes this device really intriguing is the forthcoming stylus that will make it a portable note and artwork sketchpad.

Subscribe to TechCrunch today: <http://bit.ly/18J0X2e>

TechCrunch is a leading technology media property, dedicated to obsessively profiling startups, reviewing new Internet products, and breaking tech news.

Recent uploads

- Inside the Grace Hopper Women in Computing Celeb...**  
91 views · 13 hours ago
- iPhone 5s | Fly or Die**  
667 views · 15 hours ago
- Twitter's IPO, Rumored Amazon Phone, and the Silk...**  
134 views · 17 hours ago
- iPOed | Gillmor Gang**  
65 views · 18 hours ago
- Italian Investors Insight into the Budding Startup Scene**  
429 views · 3 days ago

# Metadata

- Descriptions
  - Drive viewers to subscribe
  - Include links to social channels and website
- Clear
  - Obvious statement of video message
- Concise
  - Short and easily read by all viewers
- Descriptive
  - Including brand identity and overall reason for video
- Only the first 27 characters show up. Include Keywords if you can in the first 27 characters.



IT service professionals tell us their biggest frustrations in dealing with day-to-day IT issues, and how MyIT can help alleviate those headaches

For more info on MyIT, go to:  
<http://bit.ly/xxxxxx>

For more IT management tools, go to: <http://bit.ly/xxxxxx>

Subscribe: <http://bit.ly/xxxxxx>

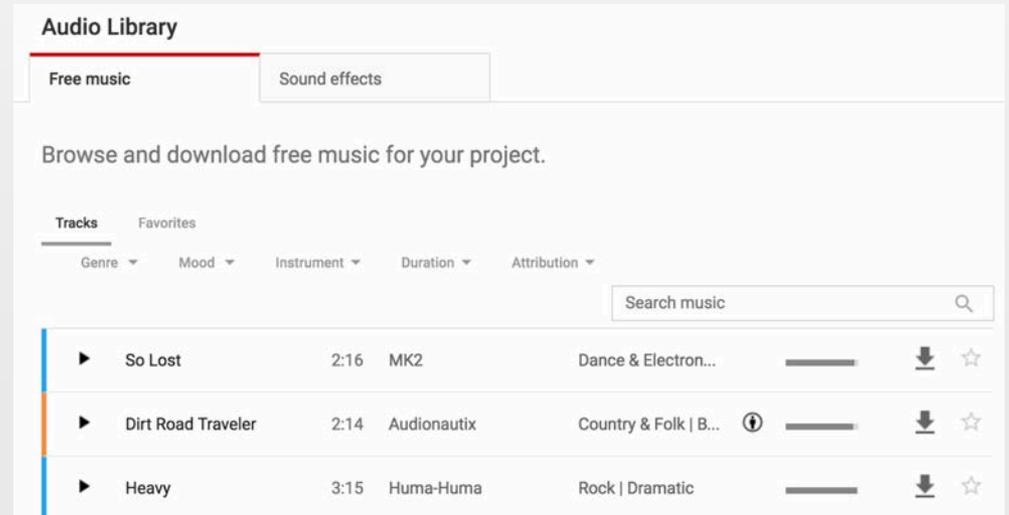
Follow us: <http://bit.ly/xxxxxx>

Connect: <http://bit.ly/xxxxxx>

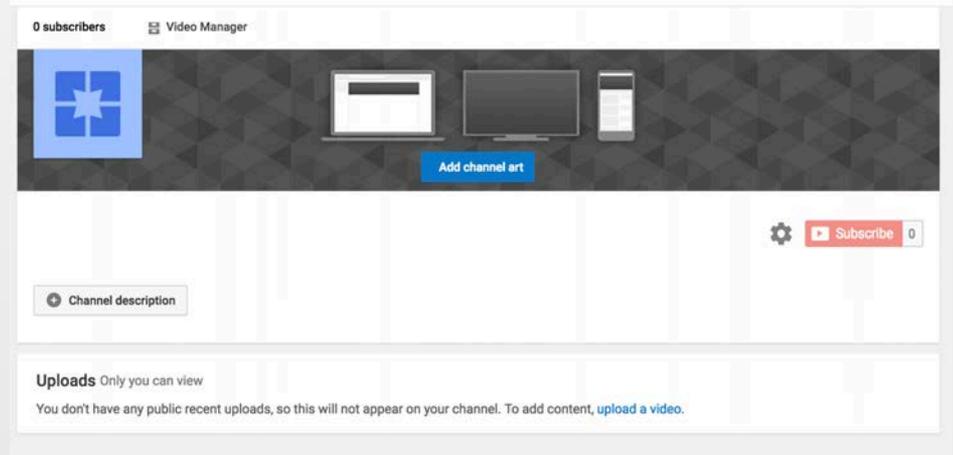
..... Contents are proprietary and confidential.

# REPURPOSING

- YouTube on a small budget
  - Evaluate
    - Art assets
    - Video segments
    - Enhancement Tools
      - YouTube Music Library
      - Stock Image Repositories
        - » iStockPhoto
        - » GettyImages



# ASK: CREATE OUR YOUTUBE PAGE



# RESULTS: BENZAC YOUTUBE VIDEOS

**Origins of East Indian Sandalwood**  
1:29

**Where does East Indian Sandalwood Oil come from?**  
487 views • 1 year ago

**The Many Types of Acne**  
6:26

**The Many Types of Acne, With Dr. Graf**  
9,662 views • 1 year ago

**East Indian Sandalwood Oil and its Incredible Power**  
2,210 views • 1 year ago

**Acne Myths, With Dr. Graf**  
5:07  
3,316 views • 1 year ago

**What Causes Acne, With Dr. Graf**  
3:36  
2,972 views • 1 year ago

0:24 / 1:31

**Benzac Acne Solutions**

**Benzac Acne**  
Subscribe 1,800

Home Videos Playlists Channels Discussion About

**Save the Selfie**  
5M views • 4 months ago  
Benzac Acne Solutions treats the acne you have and prevents new breakouts from forming to #SaveTheSelfie! Benzac is made by the world's leading dermatology company.  
Stay social with Benzac:  
Twitter: <https://twitter.com/benzacacne>  
Instagram:  
[Read more](#)

**Related channels**

- Clevver Style  
Subscribe
- Smosh  
Subscribe
- BuzzFeedYellow  
Subscribe
- BuzzFeedVideo  
Subscribe
- Rclbeauty101  
Subscribe



# DRIVING TRAFFIC & ENGAGEMENT

- Empower your audience
  - CTA
    - Watch more videos
    - Subscribe now
  - Advocates
  - Community engagement/contests



# ACCOUNT INK



0:01 / 1:48

"It's Accrual World" | Account INK Episode 1 of 3 (Intuit Accountants)

QuickBooks Accountant University

Subscribe 4,791

2,961 views

+ Add to Share More

15 1

The video player shows a man in a blue button-down shirt sitting at a desk in an office. He is gesturing with his hands as if speaking. The background includes a computer monitor displaying a dashboard, a printer, and a bulletin board with various papers and a cat picture. The video player interface includes a progress bar at 0:01 / 1:48, a volume icon, and standard YouTube controls like play, next, and full screen. Below the video, the title is "It's Accrual World" | Account INK Episode 1 of 3 (Intuit Accountants). The channel is "QuickBooks Accountant University" with a "Subscribe" button showing 4,791 subscribers. The video has 2,961 views. At the bottom, there are options for "Add to", "Share", and "More", along with like and dislike counts of 15 and 1 respectively.



# HOW IT CAN WORK FOR YOU!

# KEY TAKEAWAYS

- Long Term Game Plan
- Consistency is key
- You must be engaged
- Be Flexible in the wake of change
- Capitalize on virality
- Play to your strengths (with help from Analytics)
- Have Fun!

# OPTIMIZATION RESOURCES

- Search Metrics Google Universal Search 2015
- Creator Academy YouTube Analytics
- YouTube Cards
- Google Keyword Planner 101
- TubularInsights YouTube Description Optimization
- Gawker Image Case Study
- Moz Image Case Study
- Soren Skrive Image SEO Best Practices
- KissMetrics Caption Blog Post
- Ideal Length of Everything Online



*thank you.*

