

Google Boot Camp 2014

Embracing Visual Storytelling on YouTube

Planning, Optimizing and Analyzing your Content
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Planning and Preparation

“I just want to put sweet new videos on the web *right now*. Why are you writing things down?”

- Define your core content and content creation strategies

Core Content Themes

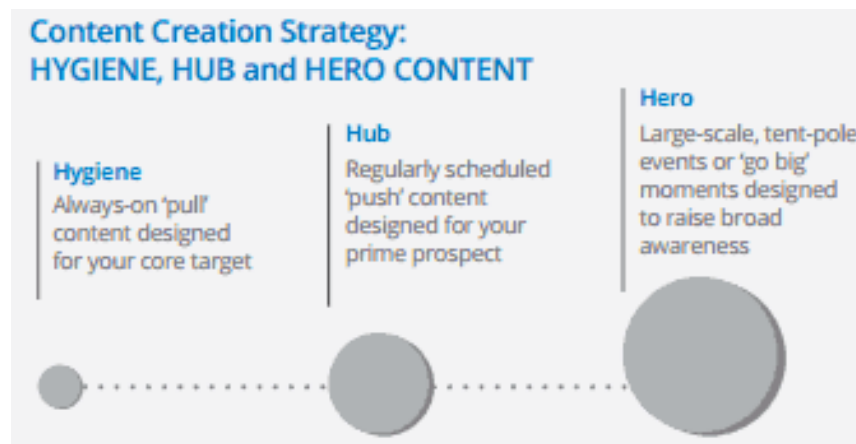
Inspire Educate Entertain

Content Creation Strategies

Create Collaborate Curate

Core Content Types

Hygiene Hub Hero



Planning and Preparation

“All I want is a video that will sell more widgets!”

- Define the guiding principles and problem statements you want your video to solve. What actions do you want your audience to take?
- Build Awareness
 - Brand, product or service recall
- Drive Sales
 - Online
 - Offline
- Influence Purchase Consideration
 - Will your product be in the running after users watch this video?
- Grow Loyalty
 - Will users recommend your brand, product or service after watching?

Know what success looks like

Planning and Preparation

“20 bucks says I can hit that guy with a YouTube video from here.”

- **Researching Your Audience**

- YouTube Trends Dashboard
- Google Trends
- Our Mobile Planet
- Google.com/think

- **Planning Distribution**

- Social Platforms
- Earned Outreach
- Paid Platforms



> Sesame Street's "Share It Maybe" video capitalizes on a trending event.



Tip

Search YouTube for keywords related to your products or services. Which videos are most associated with your category? Is your competition present in the top results?

Optimizing Your Content

“Do the thing where you increase the views of the other thing for that group that we like.”

- **Show me the metadata**

- No tricks
- Don't underestimate the description
- The right tags
 - Both general and specific terms
 - Contemporary

- **Annotations**

- Chaining videos
- Subscribe direct link
- Navigation

Metadata resources and inspiration

YouTube Keyword Generator/Video Targeting Tool
youtube.com/keyword_tool

YouTube Trending Topics
youtube.com/videos

Google Trends
google.com/trends



Tip

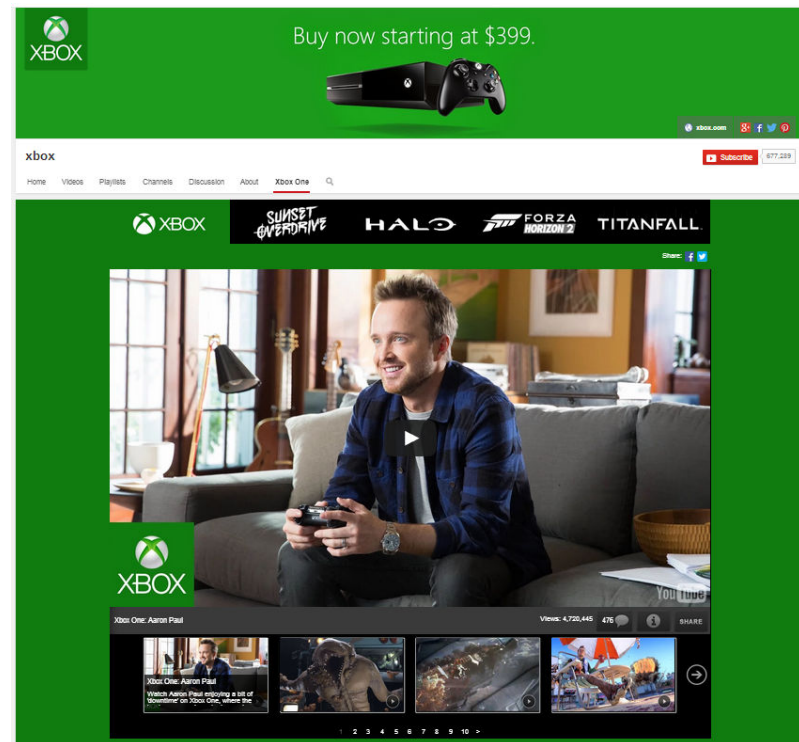
Measure the effects of your annotations in YouTube Analytics with the “Annotations” report.

Optimizing Your Content

“Our channel looks *pretty* good, but can you make it pop a little more?”

• Channel Experience

- YouTube Channel 101
 - Name
 - Icon
 - Description
 - Art
- YouTube Channel 201
 - Custom subscribed views
 - Featured channels
 - Leveraging other social networks
- YouTube Channel 301
 - Custom y-frame “gadgets”



Microsoft's Custom Xbox Gadget

Measurement and Analysis

“Ok. Lotsa tweeters are twitting our stuff. What strategery can we use to get even more watchers? And what the heck is creator studio?”

- **Identify your key metrics**

- **Audience**

- Share of voice
- Views
- Percent of audience reached


- **Activation**

- Watch time
- Likes
- Number of new subscribers
- Clicks

- **Participation**

- Shares
- Comments



 **Tip**

The YouTube Analytics API can be configured to schedule regular reports on specific metrics.

Measurement and Analysis

“KPIs are for nerds. Just tell me how many people saw our stuff.”

Objective	PAID: Media campaign Use Adwords for video Campaign & Target tabs	OWNED: Organic activity Use YouTube Analytics View & Engagement report	EARNED: Ignited by media Use AdWords for video Include Earned Action columns
AUDIENCE How did your audience discover your videos?	Search share of voice on category terms Topics, keywords, etc. triggering the ads	Sites, videos, keywords, etc. that drove traffic to your videos Location & device where your videos were watched	
Are your videos driving a strong audience?	# of paid views or % audience reached via paid	# of organic views	# of earned views
Did you reach your target audience?	Demographic breakdown Unique viewers & frequency	Demographic breakdown Unique cookies (per day)	
EXPRESSION How long is your audience watching your content?	Paid watch time	Organic watch time	# earned views x av. watch time
Do you capture your audience's attention?	Video ad completion rate	Audience Retention curve	
Is your audience engaging around your videos?	Users can engage around ads, but the metrics around those actions are reported in the Owned bucket.	# subscribers or % audience subscribes	# earned subscribers
Did your videos drive traffic to other videos/your site?	Website clicks (through click on ad or call to action) Conversions (both click-based and view-through)	Clicks on annotations	
PARTICIPATION Is your audience endorsing or sharing your content ?		# shares or % audience shares # comments, # likes, # favorites	Earned comments, likes, favorites

Bringing it all together

“YAY OUR VIDEOS ARE WINNING THE INTERNET!!!”

- **Planning**

- Shaping Content
 - Core Content Themes
 - Content Creation Strategies
 - Core Content Types
- Research
- Distribution

- **Optimization**

- Meta Data
- Annotations
- Channel Experience

- **Measurement & Analysis**

- Audience
- Activation
- Participation



> Dollar Shave Club: Humor

Thank You