USE YOUTUBE AS MORE THAN JUST A VIDEO REPOSITORY

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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!

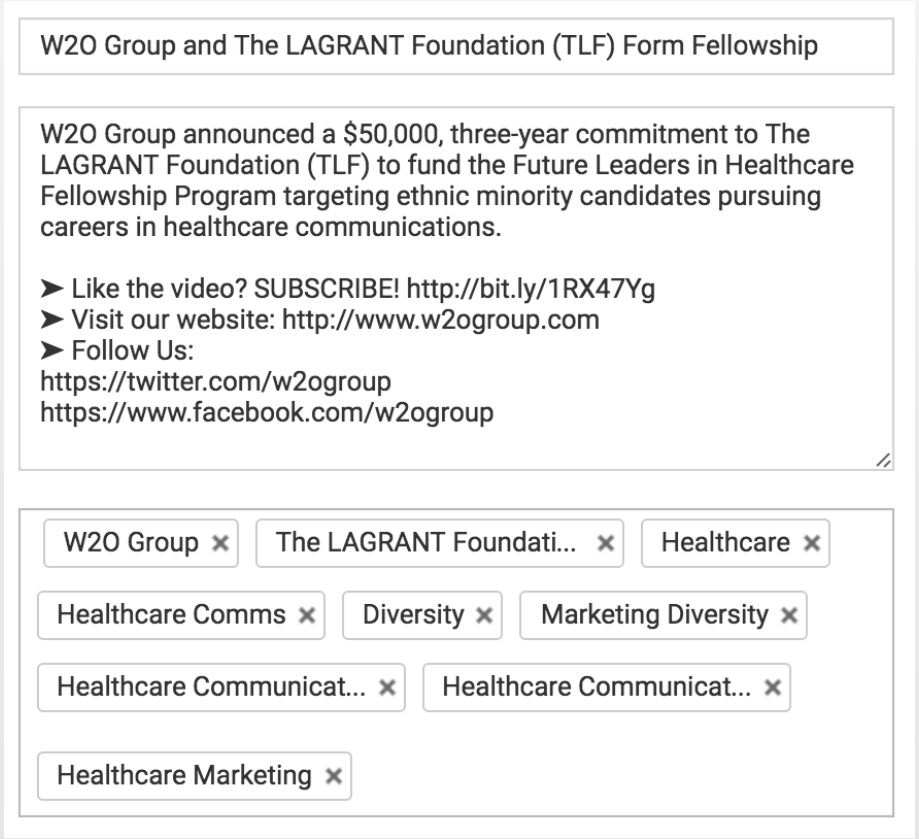
OPTIMIZATION TOOLS

- What to change?
  - SEO
  - Playlists/Organization
  - YouTube Brand Tools
  - Analytics

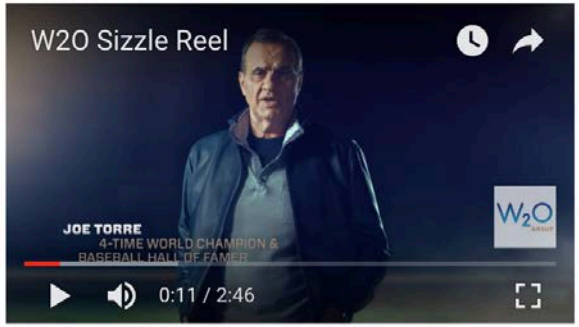
- Tools
  - Google Planner
  - YouTube Playbook
  - Google Trends
  - Google & YouTube suggest
  - Google Webmaster Tools
  - YouTube Space Workshops
  - YouTube Analytics

SEO

- Easy as
  - Title
  - Description
    - CTA
  - Keywords



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

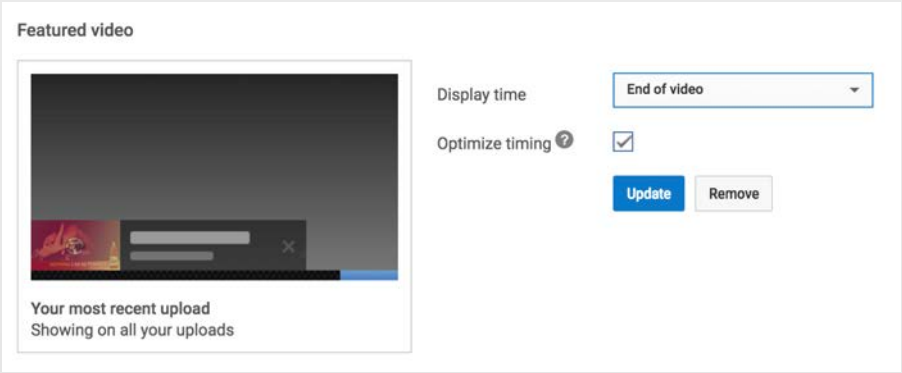
Tejava "Nothing Can Be Perfect"
W2O Group
12 views • 1 month ago

HP 2Days Beat with Clams Casino
W2O Group
188 views • 8 months ago

LapBand #ItFits
W2O Group
865 views • 8 months ago

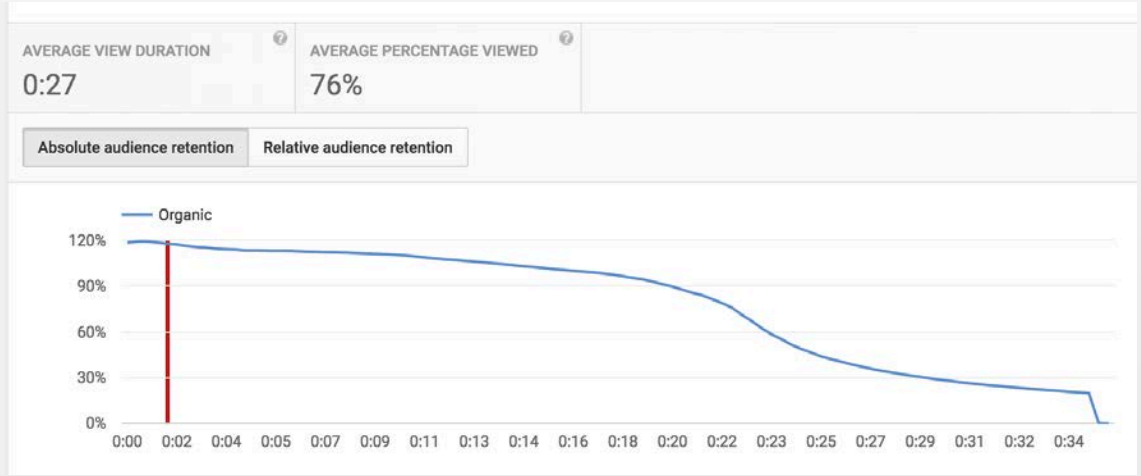
BRANDING TOOLS

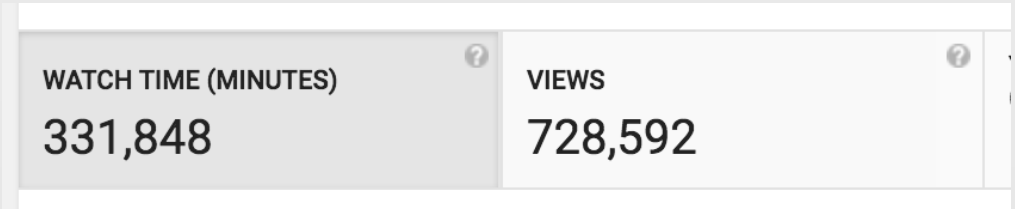
- Annotations
- In Video Branding/Watermarks
- Featured Content



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

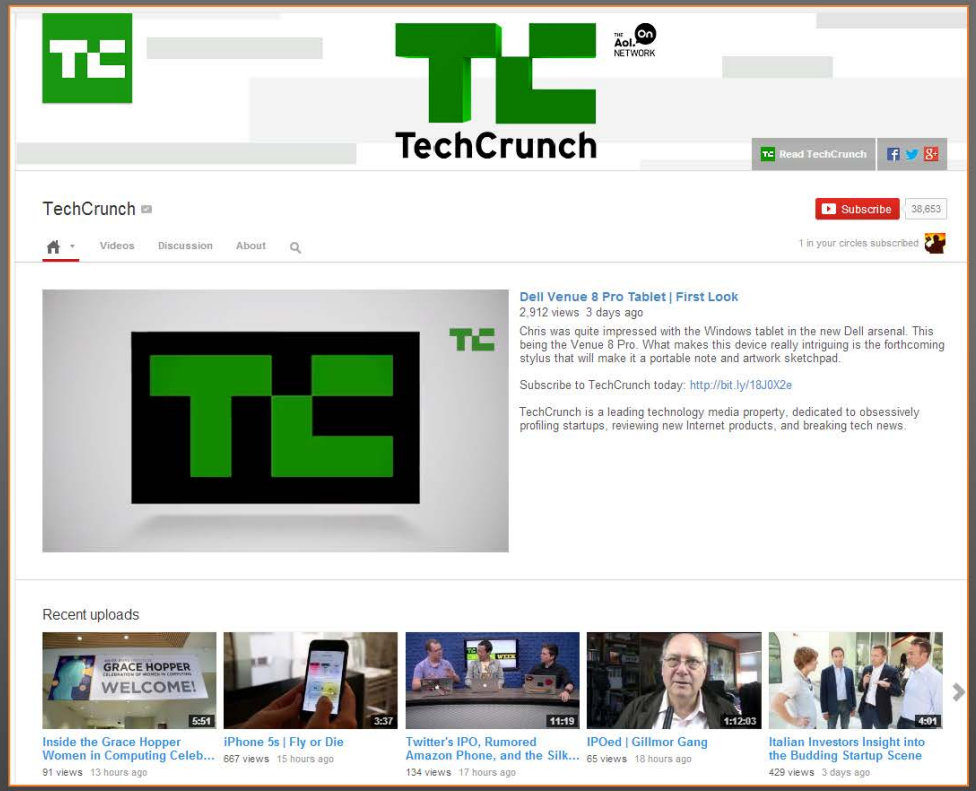
- Every video should have a call to action that directs viewers to help your channel build engagement and audience
  - Subscribe
  - Watch more – Direct viewers to the next, previous, or related videos
  - Like/share – More likes and shares expose your content to new viewers
  - Comment – Posting specific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



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

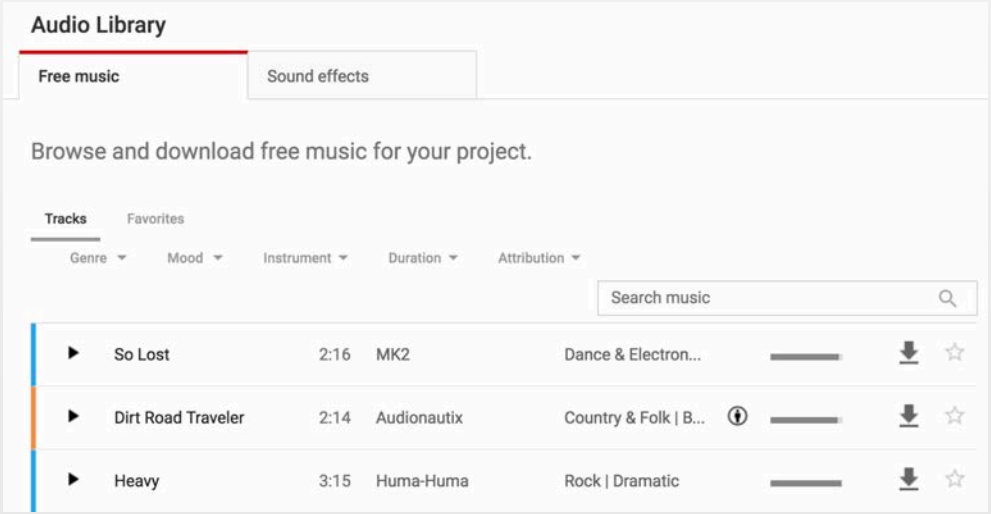
Follow us: http://bit.ly/xxxxxx

Connect: http://bit.ly/xxxxxx

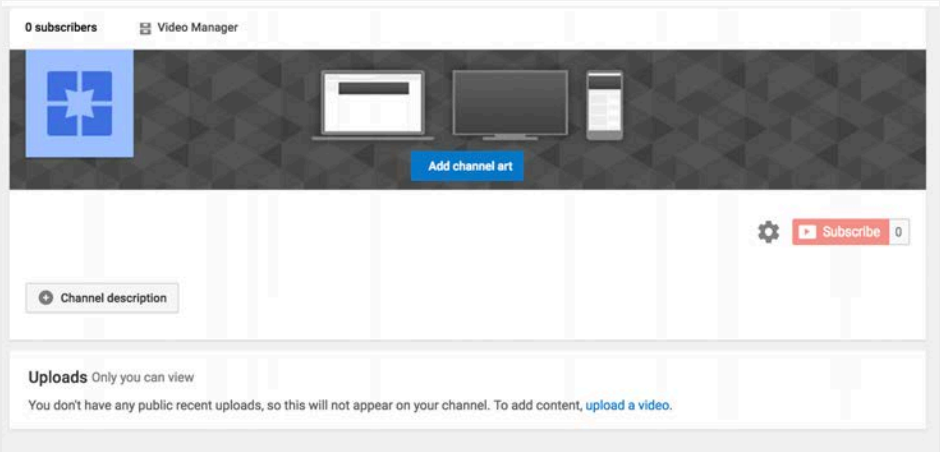
Contents are proprietary and confidential.

REPURPOSING

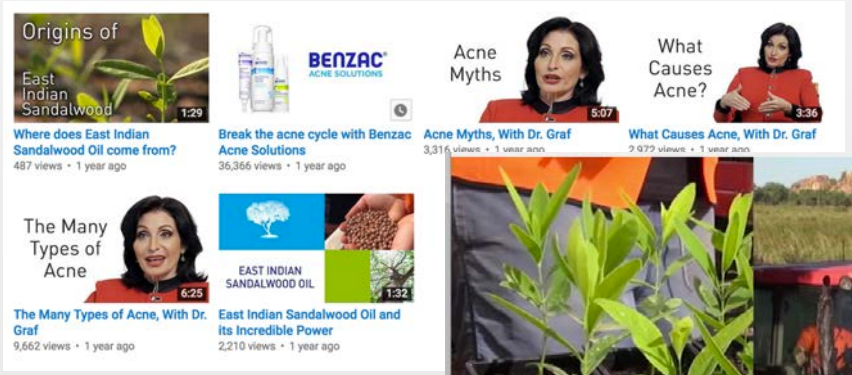
- YouTube on a small budget
  - Evaluate
    - Art assets
    - Video segments
    - Enhancement Tools
      - YouTube Music Library
      - Stock Image Repositories
        - » iStockPhoto
        - » GettyImages

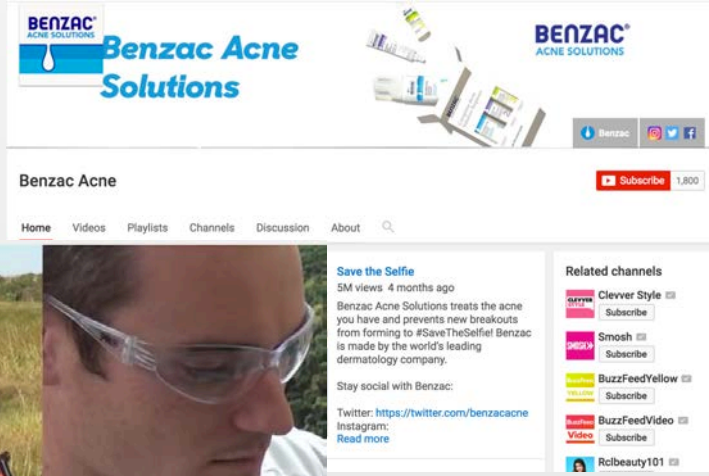


ASK: CREATE OUR YOUTUBE PAGE



RESULTS: BENZAC YOUTUBE VIDEOS





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

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 Unviersal 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.