

**VIDEO**  
GUIDEBOOK



# VIDEO

## GUIDEBOOK

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## Foreword



Dear reader:

Something happened in 2013 that changed a lot of people's health for the better: **Apple** came out with the iPhone 5s. The hot tech item of that fall, it sold more than 9 million units within three days after launch. And stowed away on that hot item was a feature that wasn't the main reason people bought it, but that countless customers ended up using. The M7 coprocessor tracked users' movement and stored the data, all without any appreciable impact on battery life. This made pedometer apps possible. Whereas previously you would have to be motivated enough about your fitness to go out and buy a dedicated device like the **Nike FuelBand**, now you could keep track of how many steps you took during the day without any extra cost or effort.

All of a sudden, the masses were discovering how sedentary our lifestyles were—and how trivial it was to get up every once in a while and take a walk around the block, now that it was on our minds. It was a minor revolution in personal fitness, and a classic example of technology making something so simple that we no longer had an excuse not to do it.

This is now very much the case with video.

For PR pros, 2016 was the year that made video impossible to ignore. Perhaps it had been in the back of our minds in previous years, as more and more video-based campaigns started to proliferate across social media. But 2016 was the year when both hardware and software converged on that magical point—or that nexus of guilt—where recording and sharing video became easier than falling off the proverbial log.

**Snapchat** exploded. **Instagram** upped its video length. **Facebook Live** rolled out to all users as a native feature in the mobile platform. Rep. Scott Peters (D-CA) used **Periscope** to broadcast a dramatic congressional sit-in to the nation. All the while, improvements to cameras on mobile devices continued unabated, and more accessories became available to further enable the casual videographer on a budget.

But there's still an art to video that tech can't (yet) teach you. That's why for this PR News Guidebook we've gathered the advice of communicators who are boldly experimenting with the cutting edge. Ryan White of **Golden Gate National Parks Conservancy** found a way to "highlight the wonderment and whimsy of the outdoors and nature" via Facebook Live just weeks after its release. Jennifer Reilly of **Clorox** describes forays into the burgeoning field of influencer marketing and the "unknowns that inherently surround an agreement to co-create content." And several other pros from brands, agencies and nonprofits speak to the possibilities of engagement with video.

We know that their advice will see you capably in the director's chair (and probably pulling duty as crew, editor and talent, as well). And...action!

Sincerely,

Ian Wright,  
Managing Editor, PR News

# PRNews

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# 1

## **Building and Optimizing a Video Strategy**

# 11 Cost-Effective Tips for Using Online Video to Build Engagement With Your Brand

By PR News Editors

If you read a prognosticator who didn't think online video would take off in 2016, congratulations, you might be the only one.

In one of social's least-surprising developments, video is booming. Consumers are engaging with brands' video at unprecedented levels. And with online video having an estimated ad revenue of \$10 billion in the U.S. market, even **Instagram**, created to highlight still photos, added a whopping, by its standards, 45 seconds to its stingy 15-second video limit for non-brands; brands were granted a full minute early in 2016 to preview Super Bowl ads.

**Facebook's** Mark Zuckerberg, Instagram's owner, charged up much of the buzz about video during a Q4 earnings call early in 2016. He reported Facebook's 1.59 billion monthly active users and 1.44 billion mobile monthly active users were logging 8+ billion video views daily, or 100 million hours of video (it was discovered later, in Sept. 2016, that this statistic may have been highly inflated due to an error in methodology). Not a surprise then that Zuckerberg, a bit later, said Facebook was considering a spot solely for video viewing. After that Zuckerberg said he'd not be surprised to find most Facebook content within five years to be video. The cherry on top was a subsequent move making the Facebook Live video service available to everyone in the U.S. via iPhone.

**Twitter** finally acknowledged reality, unveiling Twitter Engage June 21, a mobile

app for Apple iOS devices designed to make it easier for creators to post videos to the previously word-laden platform. Twitter's game clock also was eased—starting June 28 all Twitter users could post videos of 140 seconds (gotta love it, 140 characters, 140 seconds), up from 30 seconds. Twitter chief Jack Dorsey, whose speechwriter must be clairvoyant, said, "Video is becoming increasingly central to...Twitter. We're investing heavily in videos and creators. We want to be the best place for creators and influencers to build an audience..." Earlier, on June 15, **YouTube**, the veritable granddaddy of Internet video, whose growth in watch time has jumped 50% year to year, unveiled YouTube Director, intended to make it easier "for every business" to create or obtain video ads. Indeed, Tod Plotkin, principal, **Green Buzz Agency**, says YouTube Director will be ideal for budget-conscious communicators. Of Twitter Engage, he said, "This app is the perfect response, making it quick and easy for marketers to create and track their video tweets."

For Patricia Garofalo, communications strategy leader, **Soteryx**, the measurement pieces are exciting. "Not only do tools like this lower video production costs...they help gather important statistics that communicators need to effectively measure the success of videos. This is the most important step in content creation and most communicators struggle with how to effectively measure their material."

Imagine the gall of Zuckerberg, stealing

Twitter's and YouTube's thunder with news that leaked in the *Wall Street Journal* June 21 that Facebook is paying 140 media outlets, such as *The New York Times*, **BuzzFeed**, **Huffington Post**, **Mashable** and **CNN**, and celebrities like comedian Kevin Hart and noted auteur/ **Seattle Seahawks** QB Russell Wilson to stream videos for its Live service. Facebook had indicated it was paying celebrities to use Live, but the specifics, such as \$3 million each to BuzzFeed and the Times for 12-month Live deals, show the magnitude of Facebook's wager and the depth of its pockets.

\$3 million contracts aside, we asked PR pros with extensive video experience how brands can be effective video players using more reasonable budgets.

### **My Kingdom for Video? Not Necessarily**

Plotkin admits social video can be an expensive proposition for brands, yet its price is falling tremendously. In fact, Plotkin's says brands can shoot video on an iPhone using a tripod or unipod (see # 9 below) "and it will look fine...it will be good enough for most corporate videos....With new technology closing the gap between corporate video and the TV/film industry, marketers can create videos that look like big-budget entertainment. That's why it's so important for communications pros to be aware of the techniques filmmakers use to create high-quality productions." There are, he says, numerous factors determining video price, including how turnaround time, style, complexity of concept and editing, length and goals. Oh, yes, know your business goals before you begin thinking about a video.

### **Point A, Story First**

Moving beyond cost, what should brands think about when getting started?

1. Is That Your Final Platform? The loca-

tion of your video should be determined by where it will perform best, Plotkin says. Questions to ask, he says, include: Who is the primary audience for it and how familiar is this group with my brand?

2. 3 Stages of Video: For Garofalo, who previously ran communications for GE Water, "Communicators need to keep in mind that the three steps in a video lifecycle—creation, distribution and measurement—are intertwined. You can't do one without thinking about the others." To find topics for video Garofalo met every two weeks with GE's sales teams. Other content tips: Comb your intranet for content; utilize your team—she held two-hour brainstorming sessions each month where everyone had to come in with an idea. The team then riffed off the various ideas, which eventually led to concepts for videos. A trade article about a world without water led to a GE-sponsored video contest for university students about a waterless world.

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### **Your video can go viral, but fail to adequately tell your brand's story.**

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3. Story, Story, Story: Ask what major themes do I want my video to cover? Plotkin says. Garofalo agrees, saying that having an understanding of the video's goal is critical. "Do I want to raise awareness for a brand or an issue? Explain something technical, tell an emotional story, educate the market about a trend? And don't forget your call to action," she says. A common mistake for brands when dealing with video

- is trying to present too many themes, Plotkin notes. Choose one to three themes, he advises, and concentrate on what makes your brand unique. Your video can go viral, but fail to adequately tell your brand's story, he warns.
4. **Distribution=Evaluation:** Decide whether or not your video content is interesting and will it have longevity, Garofalo says. Can it be repurposed to suit multiple channels or audiences? She challenged her team to use one piece of content on five channels. "This maximizes the budget," she says. In addition, you want to touch people at various times of the sales cycle to reinforce your message, so having content live on various platforms is critical, Garofalo says.
  5. **What's Your Storytelling Style?** Narrative, documentary, motion graphics, animation, scripted voiceover, a blend of several of the above? Incidentally, the scripted voiceover is the most budget friendly, she says, since you can take existing footage and pair it with voiceover that you craft. Also note it's critical to capture viewers' attention quickly, perhaps without sound. Hyperlapse photography, which allows you to present scenes much faster than in real time, and so is excellent for short, online videos, is "blowing up" on social.
  6. **Timeframe:** The typical production cycle for a brand video is 4 to 6 weeks, which largely is devoted to planning to shoot footage and post-production. "Focus on the story first," he says, deal with music, which can be surprisingly costly, and other details afterward.
  7. **Aw, Shoot:** A typical shoot is one day. Another option is the half-day shoot, though not all video companies offer it, "It's rare to do more than 2 days of shooting," he says. Have your subjects look slightly off camera, Plotkin adds.
  8. **That's Sweet:** Don't forget about budgeting time and money for editing and post-production, including color correction (in brand videos you usually will want a warm hue) and audio sweetening (adjusting sound for things like background noises and air conditioning). For Plotkin learning to edit is akin to acquiring a foreign language: you must work at the basics first. He recommends **Adobe** Premiere and iMovie editing apps. Typically 70-80% of a project's costs are devoted to post-production. Of course, there's a possibility that your brand can tell its story effectively on video without sound.
  9. **Speed Costs:** You want to avoid 60 frames/second as it looks too raw for brand video. Opt for 30 frames/second, which is standard for movies. The biggest difference between television/movies and corporate videos is camera movement: The camera moves constantly in television and cinema, and little in brand videos. Purchase a monopod like **DJI** Osmo (\$400-\$1000)
  10. **Up Ahead:** Using drones to film used to cost \$25K- \$35K, pilot included, but today you can do it for \$1500. The next jump in film quality beyond high definition (HD) is 4K, but it won't be akin to the huge jump from standard definition to HD, although you'll notice the difference, he says.
  11. **Measure:** Make sure the written introductions to your videos are optimized, Garofalo says. And capture leads from your videos (she uses **Marketo**) to prove ROI. Garofalo's team found technical videos worked well on **LinkedIn**, but lighter topics did better on Twitter. "If we hadn't been tracking, we wouldn't have known that," she says.

# Video on a Shoestring: 3 Ways to Stretch Your Budget and Tell Effective Stories

By Stephanie Elsea & Whitney Presley

It's no secret video now plays an increasingly significant role in communications and marketing. Brands must have a plan for including video—both created and curated—in their internal, external and social media strategies. While video content offers many opportunities, it also creates challenges for budgets that may not be able to cover the high cost of production.

The good news is a successful video strategy doesn't have to break the bank. Social media has fueled the need for content but also has been something of an equalizer in terms of quality. Video content no longer always requires an expensive camera, fancy editing suite and weeks of production. With a little planning and a lot of creativity, organizations can produce an abundance of engaging, budget-friendly content suitable for social media and beyond. The key is to remember video is a show-and-tell medium, in which you need to show your audience something interesting as you're telling them about it.

In the SouthWest Affiliate of the **American Heart Association** (AHA), we use video in a variety of ways, from featuring survivors at events and engaging donors online to raising awareness through PSAs and recruiting volunteers via social. Occasionally, we are able to splurge on an external production company to shoot and edit professional-quality video. When either the budget or the situation doesn't warrant such an investment, we have created our own video tool kit.

Here are three quick ways to stretch your budget and expand your video library:

## Reinvent

Throw out your preconceived notion that a successful video must include Hollywood-level production quality, great acting and at least one surprising plot twist. We used to believe that, too; however, we realized the thing most viral videos had in common was a good story, not a fat budget. With a video camera on every smart phone, the home video revolution was less about production value and more about human values. Quality content can cut through a “homemade” feel (and sometimes that shaky, unprofessional video is precisely

## Storytelling Spine – Filling in the Blanks

The best videos tell the best stories, no matter the length or production values. We use The Story Spine to help build our storytelling skills. Originally created by playwright Kenn Adams and used by improv troupes and film production companies alike (Pixar is rumored to be a big advocate), this eight-line exercise will help you formulate your story and provide structure for your video. As you begin to plan your next video project, try framing it with the following prompts:

- Once upon a time...
- Every day...
- But, one day...
- Because of that...
- Because of that...
- Because of that...
- Until finally...
- And, ever since then...

what makes a video likeable and shareable).

With those old beliefs out of the way, you're now free to think of more creative solutions. Give yourself or your team a goal of creating at least one informal video per week: a quick interview, a funny take on a current trend or a new way to explain a statistic or product. Here are a few ideas to get you started:

- Interviews: Simply ask a volunteer, donor or colleague a few questions.
  - Why do you give or donate?
  - Tell me about your job? What do you do?
  - You have one minute to convince me to attend your event...GO!
- Current Trend: What has been filling your **Facebook** or **Snapchat** feed? Can it be leveraged for your organization?
  - Tips for organization or healthy snacks during back-to-school time;
  - Show a volunteer and her dog on #NationalDogDay;
  - Office Games during the Olympic Games, Super Bowl, Final 4, etc. (note trademark guidelines);
- Statistic/Product: Find fun ways to demonstrate an otherwise lifeless statistic or to showcase a product
- Rather than talk about a statistic, say, the added sugar in sodas, show it by physically measuring out the tablespoons of sugar on camera;
- Use hand-held, handwritten signs and music without any other audio to tell a story;
- Take an album of event photos and make a slideshow set to music.

## Reuse

Too often, videos are created for a single, specific purpose. They are produced, posted and then forgotten. Instead, consider requiring a minimum of three ways every video—or

## Tricks of the Nonprofit Trade

We're always on the lookout for great apps or equipment to improve our in-house shooting, editing and development skills. Here are a few of our tried-and-true resources, as well as recommendations for when and where to use them:

1. iMovie – although this app has far fewer features than its desktop version, it's still one of the best all-around editors. It has decent built-in music and sounds, great integration with your other apps and music and a great built-in guide (punch the big question mark at the top). Use this for when you need complicated video and audio cuts on the go.
2. Animoto.com – with great desktop and app versions, this is the best editor for slide-shows due to its extremely easy-to-use interface. It'll have you looking like a professional in no time, as you plug in photos and videos, choose music and then let the app work its magic.
3. GoPro Hero – we found that our ability to get creative improved greatly when we purchased this camera. We've used it to shoot first-person views of events and trainings (GoPro'd CPR training worked particularly well), as well as to catch glimpses of office life from a new perspective.
4. iPad – as a camera, editing device and posting engine all in one, the iPad is the go-to video device for most of our staff. With the aid of a camera, we use the iPad for one-on-one interviews, stop-action animation and just general event filming.
5. Ditty – this fun little app has resulted in some interesting and quick videos for our Instagram accounts. You plug in words, add GIFs from the internet or shoot your own background video and have a fun, super-short easy video to post.
6. ReelDirector II – this remake of ReelDirector is a terrific video editor for the iPad. It gives you the ability to add usable filters (think Instagram, not frightening filters), as well as more interesting title sequences.

excerpts thereof—can be repurposed. Get started by reviewing existing content with fresh eyes. Set aside some time to study each video in your existing archive, **YouTube** channel or smartphone apps (such as **Vine**,



Instagram and Facebook). As you look at each piece, categorize them as one of the following:

- **Out:** Too old, contains outdated information, or is otherwise unusable. Go ahead and remove it from your YouTube channel to prevent others from finding and using outdated material.
- **In:** Ready to reuse. This means you can repost or repurpose the video immediately or schedule a post within a relatively short time frame. Go back to the “current trend” idea from above and think in terms of #TBT (Throwback Thursday), Facebook’s Timehop feature, or maybe a “Take a Peek at Our Archives” series.
- **Chopped:** Edit and reuse. These are the gifts that keep giving because you can pull great quotes or stand-alone sound-bites, as well as recut the original video to post a refreshed video on a different platform (e.g. from YouTube to Instagram). If it’s a simple case of outdated information, you could edit out the information or update and repost.

By taking a look at old content with new eyes, you could turn a single video into numerous pieces of content.

## Repurpose

Each market in the AHA hosts between three and five annual events, and each event requires at least one highly produced video to encourage fundraising. These moving, personal stories of people who have been impacted by heart disease or stroke are usually created by video production companies and reflect the higher production values. Rather than showing the pieces once at an event and moving on, we now carefully plan how to repurpose the footage into multiple pieces of content. To do this more effectively, prior to the shoot we try to lay out a full shot list with the following uses in mind:

- **Pre-event:** Use video elements to create

movie-type “trailers” for event promotion on social media platforms. These short clips are scheduled to run as “teasers” in the weeks leading up to our event and engage followers with the story participants will experience at the event.

- **Post-event:** Once the video has been shown at the event, we post it to social to increase the event reach and to drive additional fundraising.
- **Process:** Finally, footage can be edited and repurposed for future videos. We’ve combined multiple stories to give a fuller picture of the programs and activities provided by the American Heart Association. As previously stated, we have also pulled sound bites or other video clips for use as PSAs or to fit the shorter time constraints of Twitter and Instagram.

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**Consider requiring a minimum of three ways every video—or excerpts thereof—can be repurposed.**

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By preparing in advance, we’re able to get the shots and footage we need to create multiple pieces of content. Don’t be afraid to get multiple takes, camera shots, or spend more time than usual getting the necessary footage. It will pay off in the long run.

Though our videos are unlikely to earn an Oscar, they are able to help to raise thousands of dollars and generate real engagement on social media. And to us, knowing our followers like us—they really, really like us—is recognition enough.

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# YouTube Video Marketing Guide: How To Make YouTube Videos Work for Your PR

By Cheryl Joy

**D**igital PR is all about successful collaboration. PR professionals today need to liaise with content marketing and social media teams to generate buzz about the brand and to monitor these mentions. But getting noticed is just as much about using the right media as it is about being on the right platform.

Video is a great content format for PR. Research shows that just using the term “video” in your email subject line increases open rates by 19%, click-through rates by 65% and reduces unsubscribes by 26%. It isn’t surprising that 59% of senior executives state that if text and video are available on the same page and on the same topic, they’d prefer watching the video.

The biggest challenge in diving head-first into a video marketing strategy, though, is posed by questions like, “Where do I begin?” and “How do I promote them?”

To think of video marketing and not think of **YouTube** is inconceivable. The video-sharing website currently has over one billion users across the globe. A typical video watcher spends an average of 40 minutes on YouTube each day.

But YouTube for PR? Yes, with the answers to these three questions:

- How can I make my channel identifiable, discoverable, and ensure brand recall?
- What themes are great for a successful PR strategy?
- How do I promote?

## Setting Up a YouTube Channel

YouTube CEO Susan Wojcicki recently announced that YouTube users now upload more than 400 hours of video to the site every minute. What that means is YouTube is the platform for dispensing information if you know where to start and how to give yourself an edge.

Being successful on YouTube is about ensuring discoverability amidst all the noise. And it starts with how you set your account up.

Account setup on YouTube is fairly simple. You can either use an existing **Google** account to create an account or start with a new one for your brand.

1. Sign in to [www.YouTube.com](http://www.YouTube.com) using your Google username and password. This will log you into your YouTube account. To create a channel, click on “My Channel” located on the left of your screen. This will prompt you to create your YouTube channel.
2. Enhancing discoverability of your channel and videos is all about what you do from this point onwards. Customizing this page so your audiences identify it with your brand is the key to cut away from the fray.

Here are some tips from the best of the best on YouTube:

## Custom Channel Art

An attractive landing page enhances the appeal of your YouTube page. Invest in chan-

nel art that is in line with your brand theme and colors. Test your page with your channel art across different devices to ensure viewability.

**Pro tip:** For best results across devices, YouTube suggests using an image that's 2560x1440 pixels and isn't heavier than 4MB.

The idea is to attract and create recall in a viewer's mind. The **GoPro** and **Ted Talks** YouTube channels are two good examples of those that are in line with the product and showcase the philosophy of the brand.

### Optimized Channel Name and Description

Your channel name and description help users discover your page. While it is important that you use the right title and description for each video you upload, the first step is creating a great channel description.

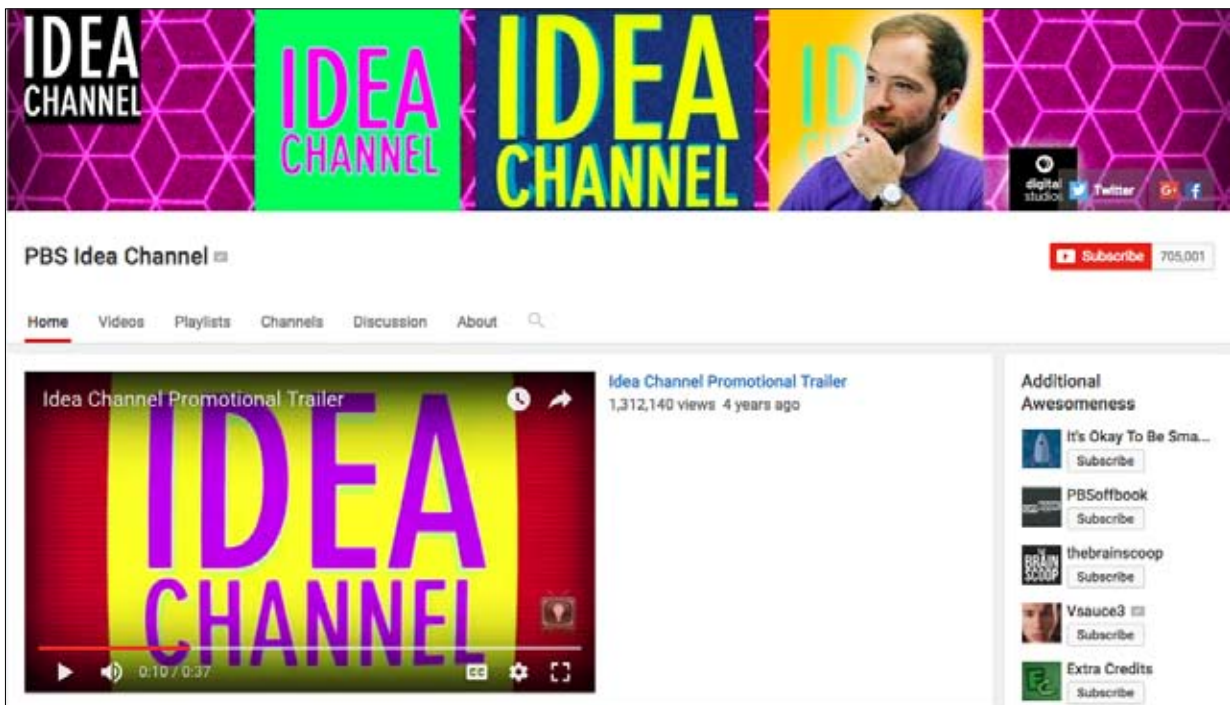
1. **Be generous with keywords:** Include words and search terms that are commonly used by your audience in Google and YouTube searches. Include your

### 5 Must-Do's to Give Your YouTube Page an Edge

1. Create custom channel art
2. Optimize your channel name and description
3. Share links to other social pages
4. Make a channel trailer
5. Create playlists and channels

topic or area of interest in the first sentence of the description but ensure that it looks authentic and is not laden with keywords that don't fit.

2. **Keep it simple:** What does your channel do? Answer this question in the simplest way possible and make that your channel description.
3. **Include your schedule:** Create and manage buzz. Sharing your publishing schedule helps build anticipation and establishes continuity to your feed.



The PBS Idea Channel is a great example of a channel trailer that absolutely nails the brief: <http://bit.ly/2b8Ey61>

## Link to Other Social Pages

Showcasing your social and digital footprint adds credibility. Add well-managed social assets to give your viewer the opportunity to follow you on their preferred social network.

**Pro tip:** To add your website and social media pages to the YouTube account, click on the edit icon on the right hand corner of your channel banner. Click on “Edit links” from the dropdown to open the “About” tab. Click on the “Add” button under custom links and enter the link titles and the corresponding URL for each channel.

## Channel Trailer

Your channel trailer is what plays automatically when someone lands on your page. For PR, this is coveted real estate that can guarantee an instant connection with your audience if done right. A trailer typically answers two

questions: “Who am I?” and “What do I want to share?”

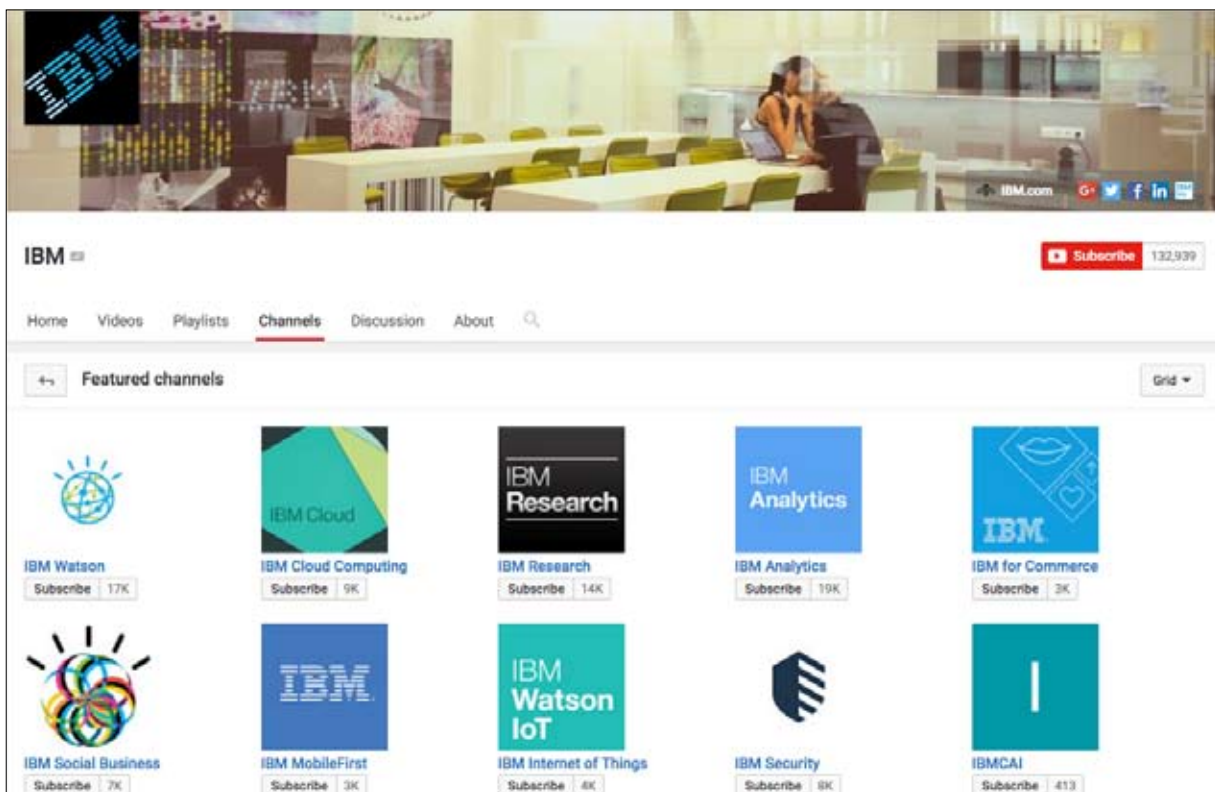
A third, more important, question that needs to be answered is “what is there for your audiences?”

## Playlists

Organize the information you have to offer in the form of playlists. They help in sequencing data and also give the viewer a quick snapshot of all they can get from your page. Organizing videos into categories also makes it easily navigable by journalists and bloggers researching your brand for their own content pieces.

## YouTube Themes for PR

Using videos effectively for PR demands themes that work best for the format. Here are some ideas to get you started on using videos for PR.



IBM has a beautifully organized YouTube page with channels and playlists that showcase different kinds of information for the viewer. It is evident that they have considered all possible audience subsets that would be interested in their content and have a well-stocked library for each category.

## Company Announcements and Product Launches

Videos are a great way to broadcast an update to a large audience. Videos allow for active engagement in comparison to electronic direct mail (EDM).

Smartphone manufacturer **OnePlus** launched the One Plus2 through a first-of-its-kind product launch on YouTube. The video [bit.ly/1OMLyn5] shows the story and idea behind the phone and gives viewers a 360-degree glimpse into the world of OnePlus.

Blending snippets on what the makers envisioned, customer feedback, and what went into the creation of the OnePlus 2, the video was shared over 2,500 times across various networks and has received more than 260,000 views.

**Pro tip:** *Embed links to videos in your EDMs to drive traffic organically.*

## Executive Interviews

Videos are a great way of establishing thought leadership in your area of interest. Use interviews with senior management or subject-matter experts to provide useful information to your audience. These interviews are great for getting noticed by journalists and bloggers whose coverage of your brand you covet.

Interviews can even be collaborative pieces that combine the reach of a news network and your brand. The key is to have a story that is interesting for your audience but has sufficient news potential, too.

**Cisco's** video introducing their new CEO, Chuck Robbins along with ex-CEO John Chambers [bit.ly/2b8tx3W] is a great example of using interviews to showcase the brand's plans for the future.

## Customer Testimonials

"Brands are built on what people are saying about you, not what you're saying about

yourself." —Guy Kawasaki

Video testimonials add more credibility to a brand than case studies or textual testimonials on your website. Why? Because the sheer effort these videos take to produce convinces your target audience that your brands keeps its ideal customers happy.

**Commvault**, a data and information management company, uses YouTube to showcase crisp testimonials. Judging by the engagement received by this video [bit.ly/2bm6AhA], it did something very right for its brand.

**Pro tip:** *Find a place for a one or two testimonials on your website and feature the entire reel on your YouTube page.*

## Seminars and Event Recaps

Use your YouTube page to showcase videos of events and conferences that you've hosted or attended in the past. It makes these videos easily accessible to anyone interested in those events who would like to watch them after the fact.

**Apple's** YouTube page is replete with videos of events, launches, and announcements. Remember that not everyone can attend your events as much as they'd like to. Videos on YouTube give you an opportunity to include them. Tim Cook talking about audience reception for the Apple Watch [bit.ly/1Lj8CKT] generated more than 1 million views.

**Pro tip:** *Small extras like backstage scenes, bloopers and getting ready for the events added to videos show the human side of your brand and make them so much more consumable.*

## Headline Analysis

We analyzed over 5000 PR-based YouTube videos on the themes mentioned above, using **EpicBeat**, to find out more about what makes a great headline.

Data shows that headlines that have between 6 to 10 words are most popular for PR videos. In fact, headlines with this word count

are 28 times more popular than long headlines with over 16 words.

**Pro tip:** *Titles that briefly describe the purpose of the video work better than short generic titles. And specifics always help. For example, a video of an interview with a CEO or division head should state the name of the person being interviewed and his designation.*

### Promoting Your Videos

Success on YouTube is just as much about promotion as it is about creation. Apart from using the right keywords and descriptions for your video to enhance discoverability, promoting your channel is key in building a loyal audience.

### Harness the Power of Other Networks

Promote every video on other social networks. Getting discovered on YouTube is great, but spreading the word among your existing followers on other networks and bringing them to YouTube has a vicious-circle effect on your virality that you don't want to sacrifice.

The Commvault customer testimonial is a great example of social promotion. While it received a little more than 400 views on YouTube, the video was hugely popular on Facebook, generating a large number of shares, likes and comments.

The idea is to house your videos on YouTube but use the power and reach of other networks to get it noticed by the audience groups you are targeting.

### Don't Shy Away From Including a CTA

YouTube outlines four CTA options for a viewer: subscribe to your channel, watch more videos, like or share a video, or leave a comment.

If you have a consistently updated video calendar, use the last few seconds of your video to ask viewers to subscribe to your

channel. Especially in the case of thought leadership videos, people looking for such content would love to be prompted when a new one comes up. Alternatively, initiate a discussion with audiences, asking them to leave comments on the topic. Use the interactivity of the medium to develop a connection with the viewer and motivate them into taking an action.

### Make It Easy to Share

While enabling share buttons to other social networks is a given, another way is to allow people to embed your videos on their own website or channel.

This works well for journalists reporting on company events or announcements. Uploading the video to your channel makes it easy for people to embed the videos into their own posts and articles. You can include a line asking viewers to give due credit by providing a link back to the original source. This also ensures that your videos get backlinks.

- Turn on the embed feature by visiting Video Manager.
- Click the edit button under the video and select "Info & Settings." The embed option is located under "Advanced Settings."

To summarize, here's how you can get started on a YouTube video marketing strategy for PR:

- Create an account that is reflective of your brand using channel art and well-thought-out description
- Include links to your other social accounts on your YouTube page
- Have an interesting channel trailer that motivates people to explore your YouTube page
- Have well-thought-out playlists and channels
- Themes that work well for PR videos:
  - Company announcements and product launches

- Interviews with top leadership
  - Customer testimonials
  - Seminars and event recaps
  - Focus on video titles between 6 and 10 words
  - Don't sacrifice active promotion
  - Share widely on other social networks
  - Always encourage people to interact with your video
  - Make it easy for others to use or share your videos
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