YOUTUBE AND SOCIAL VIDEO
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LESSON 1:
INTRODUCTION
TO SOCIAL VIDEO
Misconceptions and Benefits

Social video marketing is primarily used to increase engagement in audience around a video content. In the world of online marketing, social video has many misconceptions that we need to discuss. Number one, it’s expensive. Online viewers are used to seeing content that is made off the cuff, that isn’t over produced. Number two, it’s all about the views. Views are one thing, but not all of it. Engagement and having repeat viewers is also important. Number three, only YouTube is important. Although YouTube is a major player, over the last couple of years Facebook, Twitter, Snapchat, have all come into play when it comes to social video. Number four, once your video is up, you’re done. Not really. You need to keep your audience coming back. That means more content needs to be uploaded on a regular basis. You need to keep engaging with your audience making sure they understand that there’s somebody behind the screen.

Number one, YouTube is the second largest search engine on the internet. Google prioritizes YouTube results in its search results. Number two, YouTube helps with your email marketing. Videos are much more engaging than text, and you stand out from the rest. Number three, videos are much more engaging than banner ads and have higher click flow rates. Number four, retention on video is higher. Number five, videos ranked 70% more in search results. Number six, video has small reach and is prioritized by most platforms for engagement. Number seven, video helps you connect with your audience. We all like talking to people and we like to be spoken to, and video is a direct connection with your audience.

Important Distinctions

There are two ways to market with video. One is to use video as an advertising in front of content with paid media. The second is to use video to explain your product, to showcase your product within the content, be it explaining it or having it part of the story. The second one has higher engagement because it gets reference in search results.

Social video marketing isn’t just for digital. It can be part of your overall marketing. The content or video that you make for digital can also be used on television or video board ads. If you use a digital native creator they’ll jump at the chance to have extra exposure beyond digital platforms. Video marketing could also be part of your street marketing. You can have your team engage with people on the street and record them while you ask questions about your brand or engage with them. You can use your videos in your in-store television screens. While your store is closed, people can watch your screens on your storefronts, and you can get extra exposure as people walk by your storefront.

Have you ever thought of using prints to promote your online videos? Have you ever seen QR codes? You can use QR codes to drive people to your videos. Snapchat also has its type of QR codes. You can use those codes to drive people to your Snapchat account where they’ll be exposed to your Snapchat videos. You can also promote your online videos during your live events. Just like print, you can use QR codes to place around your events to drive people to your videos.
Social Video Types

Video is quickly taking over all social platforms. Facebook, Snapchat, Instagram, musically, are some of the most popular platforms being used today. Testimonials are a way that use video to demonstrate real customers that have tried your product and are satisfied with it. How To’s are a way to showcase a product, to help explain it and help the viewer understand how to use it. Explainer videos are straightforward. They basically explain what’s happening around a specific subject. Service type videos are there to help your customers who are looking for information around your product. Case study videos are a way for customers to show how they use a product.

Sometimes in some cases products are used in the way the brand never thought about. Teaser videos are a way to give hints or a glimpse at something that’s upcoming. Something you want your audience to get excited about. Product review videos are some of the most popular videos online. They are way for customers to do research and evaluate a product before they buy. Viral videos are highly conceptualized and produced content. Although we get the impression that they go viral by themselves, most of the time brands spend a lot of money to help that content go viral.

And now let’s look at a case study from Blendtec. Blendtec uses its “will it blend?” web series to demonstrate how strong their blender is. They do it in comical way and with products that are being launched with a lot of press. This ensures that their videos get a lot of attention.

-[Tom] Will it blend? That is the question.

♪ [music] ♪ I love my new iPad. It does a ton of cool things, but will it blend? That is the question. It doesn’t quite fit in the jar but I can take care of that. I knew I could get the iPad in the Blendtec turbo blender. I think I’ll press the iBlend button. Oh, odd smoke, don’t breathe this. That was one tough pad.

-[Carlos] Home Depot is a home improvement supply stores that uses videos to explain how to fix things at home. They don’t over-produce their content. The content is really simple and it’s highly searchable on YouTube. People are searching for how to fix things around the house and Home Depot uses video to explain how to do it. By doing this, Home Depot established itself as the place to go for products, for home renovation.

♪ [music] ♪ -[Male] Mosaic tiles are two inches square or smaller. They can be installed individually or pre-mounted on mesh-backed sheets. In this demonstration we’ll be installing 12x12 inch mesh sheets in a bathroom. Before you start laying the tile, make sure the floor is smooth and leveled. Clean and vacuum the area to remove any dust, dirt, and debris. Snap layout lines to divide the floor into quadrants, some sections. Square the lines and adjust them so the edges will be of the equal width, or if you are tiling a small floor you can layout the tiles without layout lines. Testing for color and pattern and measuring end tiles for cuts. If you’re using porcelain natural slate tiles like we are, they must be sealed before grouting.

-[Female] Make sure latex-modified thin-set mortar as instructed in the technique section of tiling 1, 2, 3. Since this access can’t be cleaned out, use a mortar color that matches the grout you’ll be using. Starting at the center of the room and using a square-notch trowel, apply the mortar to one of the marked grids and comb it into straight vertical bridges as described in the technique section of tiling 123. Set the first sheet of tile into one of the corners formed by the center layout lines. Press it into place by placing a small beater block on it and tapping lightly with a rubber mallet. Lift the sheet and check the bottom. The mortar should cover the entire surface. If parts of the back are bare, recomb mortar with a trowel with a larger notch before re-setting the sheet. Re-set the first sheet
and install the second sheet. Press both sheets into place with a beater block. Make sure both sheets are flat and at the same level. Also check that they’re properly aligned with each other. If one sheet is a little crooked, all the sheets you put down after will be crooked too. Keep laying sheets the same way. Make sure each is flat leveled with the other sheets around it and properly align. When you finish with one section, lay down mortar for the next. As you work, use a damp sponge to wipe off any mortar that gets on the surface of the tiles. Continue tiling until the floor is complete. Once all the tiles are in place, let the mortar dry completely. Each type of mortar has a different curing time. Be sure to follow the manufacturer’s instruction.

-[Male] Grouting is the next step in the tiling process. Grout fills the space between the tiles. Grouting is messy so be sure to properly cover any areas that you don’t want to get dirty. Using a margin trowel, mix the powdered grout with liquid and apply it. Skim the excess grout off with the edge of the float to avoid digging into the joints. Move the float diagonally across the tiles. The grout will setup in about 5 to 15 minutes and have a putty-like consistency. With a thumbnail, press against that doesn’t leave an impression. The grout is hard enough for the final clean up. With the damp sponge, wipe the tiles diagonally to clean up. Rinse the sponge frequently in clean water. The sponging process will leave a haze on the tile. To remove it, wipe the surface with a damp rag, then with a clean dry rag. Cure the grout and let it set thoroughly before applying sealant. The curing process is very important. Do not disturb. Once the grout is cured, apply sealer with a sponge. Sealing tile grout gives it greater water mildew resistance and helps keep it from getting dirty. Make sure to wipe off any drips before the sealer dries.
LESSON 2: YOUTUBE SETUP
It's important to understand that YouTube is not only a broadcast platform. It's a social platform where viewers expect creators to engage with them, so don't act like a TV show. Talk with your audience, talk directly to your audience. Video marketing budgets have doubled since 2014 and are expected to triple by 2019. They're also expected to be the majority of where brands are spending their advertising. Before you get started on YouTube, it's important to set your objectives according to your marketing strategy. Do you want to grow your channel views? This means, do you want to get as many views on your YouTube channel? Do you want to grow following? Do you want more people to subscribe to your channel and expect new content on a regular basis? Are you looking to increase watch time?

Watch time is very important, and the more you increase it, the more YouTube will help you grow your audience. Are you looking to build a sustainable community? This is the community that will come back and watch your videos over and over and every time you upload a new video. Watch time is the number one most important metric on YouTube. YouTube prioritizes watch time as its most important factor for referencing your videos in search results. The more subscribers your channel gets, the better it is. YouTube sees this as viewers wanting to see more of your content and will help your channel be referenced higher when people are searching for your content.

Views. Although views aren't as important as watch time, they're still an important metric to see if your channel is growing. When tracking your KPIs, it's important not to just look at the surface numbers. You need to set the goals that are mattering to you. Are you looking to increase your sales? Are you looking for more people to visit your website? These are important metrics that you need to make sure you set once your campaign starts.

Analytics help you see how your channel is performing. It gives you key indicators on views and watch time. Playlists are a good way to categorize your videos. Also, you can use them to guide your viewers to watch videos in a specific order. Info cards are a good CTA tool that can help you drive your audience to your website or to other videos. Annotations allow you to layer clickable overlays over your videos where you can drive and bring your audience to websites, videos, playlists, or channels. End screen annotations are just like annotations except they can only go at the last 20 seconds of your video. The dynamic branding watermark appears at the bottom right of each video. It's a clickable watermark that allows viewers to subscribe to your YouTube channel.

YouTube live allows you to do live broadcasts. Live broadcasts can help you directly engage with your audience in real time. The featured videos option allows you to tell your YouTube channel to feature one specific video across every video on your YouTube channel. Connecting your Google Ads accounts to your YouTube channel will help link both accounts so that when you run ads you will see straight results in your Google Ads campaign. YouTube allows you to associate one URL per channel. This means that you can associate your brand website to the channel so that you can can insert it into annotations and end cards. YouTube analytics gives you detailed information on how your content is being consumed. It can help you see what content is working, what content your viewers are liking, and also give you key indicators on how your content should be optimized. YouTube playlists allow you to create designated lists of videos. You can create lists based on themes or a series of videos, or videos that follow a narrative. Info cards appear on the top right of your videos as a little eye icon. These cards can help you drive your audience to where you want.
them to go. Do you want them to watch playlists, go to your website or subscribe to another channel that you manage?

Annotations are overlays that appear over your video. The channel manager can place these annotations anywhere they want. You can drive your audience to playlists, videos, YouTube channels. It's important to know that annotations do not work on mobile devices but the dynamic branding watermark appears at the bottom right of your videos. You can designate that it appears throughout your videos or at the end of your videos. This watermark helps identify where the video comes from. It's particularly useful when a video is embedded on a third-party website. This way your audience will see that this video belongs to your brand. End-screen annotations can only be added at the last 20 seconds of your video. You can add up to four different end-screen annotations to your video. They could be to ask people to subscribe to your YouTube channel, watch other videos, visit your website, or watch playlists.

YouTube live allows you to live-stream your content. Live streams are great to engage with your audience in real time. Featured videos. These are the videos that you have designated should appear on every video on your channel. Featured videos appear as pop-ups on the bottom right of your videos. If you plan to run ads to promote your YouTube channel, it's a good idea to link your YouTube channel to your Google Ads. This way you will see in Google Ads the direct results from your ads. YouTube allows you to associate your website to your YouTube channel. However, it's important to note that you can only associate one channel to one website. Linked URLs to your YouTube channel can be used in your annotations and info cards. This way you can use your info cards or annotations with CTAs to your personal or business website.

Watch history is a way for a YouTube channel to see what they've watched on YouTube. When signing up to YouTube, a user automatically gets a YouTube channel. Signed-in users can subscribe to channels they like. This way, they'll be notified when new videos are uploaded by the channel they're following. Subscribers are important because they're the ones that have indicated that they want to watch your content, so they'll watch it longer. Subscribers get notified of new uploads. Subscribers are also part of your community. How do you get more subscribers? Use annotations and end cards to drive viewers to subscribe. Don't be shy to ask your audience to subscribe within your content. Also, you can put a link in your channel description telling people to subscribe to your YouTube channel.

YouTube’s API is available to developers. This means if a developer wants to build tools to help YouTubers and brands manage their channels, they can do so. Viewers can “thumbs up” or “thumbs down” your content. This is a great way to see if they’re enjoying the type of content that you uploaded. Watch later is a function on YouTube that lets users add videos to a playlist that they’ll watch at another time. It’s good to know that people add videos to watch later because not all of them will watch it the moment you upload it to your video, so don’t get discouraged when only a fraction of your subscribers watch your videos on day one. Many come back after to watch their videos that they added to their watch later lists.

YouTube Red is a paid membership that gives new features to YouTube. It allows viewers to watch videos without the interruptions of ads. It also lets viewers watch content offline. It also has a background feature. This means that you can watch or listen to videos in the background while you’re doing other things on your mobile device. From a marketing perspective, this means that your audience won’t be exposed to paid ads. However, if you make content, your audience will also see it in YouTube Red. TubeBuddy and VidIQ are Chrome extensions that give you tools to help you manage your YouTube channel and your video content. They help streamline your tasks when you have channels with many videos. You can bulk-update titles, tags, thumbnails, and much more.
Tubular Labs is a non-analytics platform that helps you with your channel engagement. One of its key features is the ability to identify similar YouTube channels or highly influential YouTube channels that engage with your content. This way, you can engage back and make friends with somebody who likes your content and is also successful on YouTube.

Closed captioning is also important for your SEO and discovery. Amara is a tool that helps you with your closed captioning. You can use it to write your own closed captioning or you can use its services to pay somebody to do closed captioning for your channel.

**Channel Setup**

YouTube isn’t just a broadcast platform, it’s a social platform. It’s a very powerful platform to engage with your audience directly. A channel is a great space for a brand to use to showcase its products. For brand, YouTube has many benefits. You can put all your videos in one place where you can manage it. Having a dedicated channel will show up in brand searches. Having subscribers will help grow your brand’s community. YouTube allows you to customize your channel. This way you can put your brand identity on YouTube. Brands can create playlists which can be setup as themed or in the order that the brand wants the content to be watched.

YouTube is a powerful social media tool. Three hundred hours of video are uploaded on YouTube every minute – this means that your content needs to be correctly identified to make sure that it comes up in search results. What are you looking for out of YouTube? Do you want a social following? Do you want views? If you want to make money off YouTube, you need to decide what type of content you want to make. Sometimes for a brand, views aren’t as important as qualified viewers. It’s better to have a small qualified audience than a large unqualified audience on YouTube.

To create a YouTube channel, you need to have a Google account. If you already have a Google account, you already have a YouTube channel. That’s a personal channel. However, if you want to create a brand channel, you should go to business.google.com and follow the instructions to build a brand channel. Once you’ve set up your YouTube channel, it’s time to customize it. You can put a dedicated avatar and a banner, as well as adding your social links on your main channel. I recommend also adding a channel description. This way, you can tell your viewers what type of content they can expect from your channel. Sign in to your YouTube channel, on the left, click my channel, under your channels banner, click the settings icon, toggle to customize your channel, and save. It’s important to customize your channel. This way, you can clearly identify that it’s your channel and the way you want people to experience your content once they land on your page.

It’s important to regularly upload content on YouTube. This keeps your audience engaged, and keeps them coming back for more. Adding regular content to your channel helps grows your audience. Timing is important. You can use events, what’s happening in popular culture to upload content that is relevant to what people are searching for. You should also set a schedule. This way your audience knows when content is being uploaded. When you’re ready to upload your video go on YouTube.com/upload. Make sure to choose if you want your video to be public, private or unlisted before you upload your video.

**Channel Updates**

The basic info tab will allow you to add metadata that will help your content be discoverable in search.
Video titles should clearly identify what your content is about. Video descriptions should clearly describe what viewers should expect by watching these videos. What they’re going to watch in the content of your video. Tags help with search discovery. Make sure to add tags that are relevant to your content. If you add keyword tags that are irrelevant to your content it will drive unqualified views and penalize your watch time. From this menu, you can also add videos to playlists, which can be organized by theme or specific order that you want the videos to be watched. YouTube suggests three thumbnails for your videos. However, it’s recommended to create your own thumbnails. This way, you can control the messaging and make it more impactful since thumbnails are the first thing that people notice while navigating YouTube.

Make sure you choose the correct video state. Do you want your video to go live right away? Keep it private? Or schedule it to go live at a specific time? You need to know what state you want your videos to be. This can be important for your marketing goals. Choosing public makes your content available for everybody on YouTube. Unlisted makes your content available only to those who have the direct link to your YouTube video. This can be useful for brands who only want their views to be seen through their website or shared to specific people. In the private state, only you as the logged-in channel manager can see this video. Scheduled is a way to set specific times and dates when your video goes live. This can be useful for making sure that a video goes live when a marketing campaign goes live.

The advanced settings tabs allow for more granular metadata to be added to your content. The comments option lets you turn off or on the ability to comment on that specific video. License and rights ownership allows you to identify the content as belonging to you and if you want to share it with creative comments attribution. Syndication lets YouTube know where you want your video to be watched, if you want to it to be watched on YouTube or embedded on a website. Syndication tells YouTube which platform you want your content to be watched and be monetized. You might not want viewers to watch this content on unmonetized platforms. Content that aired on U.S. television may be subject to FCC caption certification rules. You can add your caption certification if required here.

Distribution options let your content be shared in the platforms that you want it to be shared. Do you want viewers to only watch your videos on YouTube? Or if you want them to watch your videos on your website or third-party websites. You can also identify what category your YouTube video falls into. Is it education? Entertainment? Video? How To’s and other options are available. You can also add where the content was recorded using Google Maps integration. You can also identify what language your content is in. This way your content will appear to the right audience in the right language that they like to watch their content in.

You can decide if you want to accept community contributions to your video. Community contributions are closed captioned contributions that you can add to each of your videos. This can be helpful if your video is popular within a community of a different language where you wouldn’t be able to create your own closed captions in that language. Recording date allows you to identify when the video was recorded. 3D video helps identify to YouTube that this is a 3D video and that it can be watched in 3D video platforms. If you’re creating content that is sponsored, you should identify this to YouTube.

All paid promotions need to comply to YouTube’s rules.
Channel Promotion

YouTube channels and videos can be promoted in various ways. Through subscriber emails with embedded videos within your emails, sharing your videos with your friends that you know would enjoy the content. Make sure you use calls-to-action around your content and in your content to ask people to subscribe to keep watching more videos. Share your videos on social media, asking your friends and connections to watch your content. You can also insert links into your corporate emails. Don’t forget to put your YouTube channel on your corporate website. Using the embedded option, you can copy an HTML tag and place it on a website or blog so that your audience can watch your content within your blog and not have to go on YouTube. To do so just click on the embed option under your video, copy the code and put it into your blog or website.

It’s a good idea to let third-party websites embed your videos. Doing so will expose your video to a new audience that you wouldn’t have had access to. YouTube also likes it when new visits are coming to the platform. If YouTube sees that your content is driving new visits, it will prioritize it and help it get more views.

Channel Management

Creator Studio is where you’ll manage most of your channel. The main tools available in Creator Studio are: dashboard, video manager, community, channel, analytics, and creator. For marketers on the go, there’s also the Creator Studio app for your mobile devices that lets you manage your YouTube channel and its content. The Creator Studio page gives you an overview of what’s happening in and around your YouTube channel. It is customizable according to your needs. Video manager gives you an overview of all your videos that you’ve uploaded on your YouTube channel. The Live Streaming tool allows you to control how your video is going to go live on YouTube. There are two ways to do this. Stream Now is the simplest way to do it; as soon as you start you’re streaming. Events lets you organize your live stream. This way you can promote it and make sure as many of your subscribers and fans come watch it when you’re live. The community tool gives you an overview of all engagement around your content and all your videos. You’ll be able to monitor and read and engage with all comments on all videos. Messages allows you to see and reply to private messages from fans. Subscribers lets you see who has subscribed to your YouTube channel. You can sort them by popularity or by the latest ones.

The settings option lets you ban users or keywords that you do not want to appear in your comments. The credits section lets your monitor if any other collaborator has tagged your channel as a collaborator on their content. Status and features gives you a health overview of your channel. If it has any copyright issues. Upload defaults lets you set the default actions when you upload a new video. You can set tags, descriptions, titles as default in this section. Paid subscriptions allows you to switch your channel to a paid channel. This is useful if you have premium content that the viewer needs to buy to watch. Featured content is where you’ll indicate what video you want to be promoted across all your videos.

Branding is where you’ll set your branded watermark that appears across all your YouTube channels. Advertising options like linking your Google Ads, linking your website as well as Google Analytics integration. Your community can help you reach a larger audience. They can do this by submitting their own closed captions to your video. Many brands can’t afford to create or setup closed captions in every language around the world. This section lets you review fan-submitted closed captions and approve them. The Creator tool gives you assets and tools to help you create your content. This can be rights-free music, sound effects, and licensed music. YouTube offers a library of license-free
music that you can use on your content and make money from the ads that run on your content. It also offers you copyrighted music. However, the rules around copyright means that advertising revenue coming from these videos will go to the artists rather than your content.

YouTube also offers a simple editing tool if you need to modify videos after you've uploaded. It's important to know that you cannot modify a video after it's passed 100,000 views, or if it's claimed by content ID.

A branded YouTube channel is a great place to share the content that you as a brand have created, liked, and watched. It's also a great place for the brand to share content from their partners. Why should a brand have a YouTube channel? YouTube is a second largest search engine on the internet, with over one billion visitors each month. It's a promotional platform that helps a brand build an audience. It's also a free hosting service for your videos. YouTube is part of Google. This means it's part of Google's advertising platform and a great place to promote your content.

YouTube has the same tools as other social platforms allowing you to create a community around your content. YouTube videos can be shared across websites and social platforms. This means that your videos and brand messaging can be exposed to a larger audience off of YouTube. YouTube channels aren't just for brands commercials. It's a great place to create content that is informative and useful for the audience. If your potential customers are watching content that is relative to your brand, you should be on YouTube.

It's important to engage with your fans on YouTube. This indicates to your audience that there's somebody behind the screen that's paying attention to them. Engaging with your audience will help you see the signals and collect data that will help improve your content and your messaging. Likes and dislikes will clearly tell you if your audience appreciates your content or not. YouTube offers different levels of channel managers. A channel manager can be an owner with full power over everything around the channel. A manager who can almost do the same thing as an owner. However, they cannot add other managers. And a community manager which only has access to replying to comments and fans.
LESSON 3:
YOUTUBE CREATIVE STRATEGY
Ten Creative Fundamentals

Over the years YouTube has analyzed its top creators and how they engage with their audience. What are the key similar things that they do on YouTube that helps them grow an audience? They’ve identified 10 key fundamentals to a creative strategy. While not all of them are totally necessary, the more of them you have, the better a chance you have for your content to be discovered and shared. These are shareability, accessibility, conversational, consistency, sustainability, collaboration, interactive content, targeted, and authenticity.

Shareability. Will your content be shared? How will it be shared? You need to make content that people want to share. If you’re making ads they’re not going to be shared. So you need to make engaging content that your audience will love and want to spread to their friends. Accessibility. If a viewer discovers one of your YouTube videos, can they appreciate it without having to watch all other of your videos? Conversational. Are you having a conversation with your audience? Make sure that an element within your video has a straight up conversation with the viewers experiencing your content.

Consistency can be multiple things. It can be the scheduling of your content, making sure that your content is going out on a regular basis so that your audience knows that there’s new videos coming out consistently. Is your format consistent? This means that if you make one type of content one week and you change it up to a different type the next week, your audience might get confused and not know what kind of content to expect. It can also be on a personality level. Having a regular host is also another way to stay consistent. Sustainability. If you make video and it becomes super successful and gets a lot of views, are you able to do it again? This might not be the case if you’re making high production videos.

Discoverability. Will people find your content? This means having correct titles, correct metadata that clearly identifies what your content is about. It also means that you need to make content that your viewers are searching for. Collaboration is an integral part of a YouTube channel growth. Many digital content creators collaborate to help grow their channels. This way they can drive each other’s audience to the channel that they are collaborating with. From a brand’s perspective, it’s important to collaborate with creators whose have already shown affinity to your product.

Interactivity. Is there a way for your audience to shape your content? If your audience sees that they are being heard and your content is being shaped according their comments, they will appreciate it and come back for more. Targeting. Do you know who’s watching your content? You can learn about your audience by engaging with them on your videos, on social media, seeing what they like, what they don’t like, and understanding what they expect from your channel. Remember what you learned from the social research module? Your audience isn’t as simple as adults 18 to 24. The more niche your audience is; the more engagement you will see on your content.

Authenticity. Your content needs to be authentic, authoritative, and most importantly show your passion for the subject matter. On camera it will show in your body language if you’re passionate about your subject and your audience will take these signals and engage more with your content.

Creative Life Cycle

The 10 fundamentals of creative strategy are grouped into three stages, known as The Creative Life Cycle. Number one, keep yourself happy. You can keep yourself happy by making sustainable
content about a subject that you’re passionate and authentic about. Get viewers by being collaborative, accessible, discoverable, and shareable. Keep viewers happy by having a conversation with your audience, being interactive, being consistent with your content, and knowing who your audience is. Keeping yourself happy in the creative lifecycle means creating content that is sustainable and content that you’re passionate about. If the host isn’t passionate about the content they’re talking about, the audience will pick it up. Establishing authenticity is done by having experience on the subject, having real excitement about a subject you want to talk about to your audience.

Collaboration, accessibility, discovery, and shareability are part of the “get viewers” stage of the creative life cycle.

Word of mouth is still the number one way for your content to be discovered. You need to make sure your content is worthy of being shared. Try to understand what viewers are enjoying about your content by engaging regularly with them. Answer their questions and ask them to ask questions. Being conversational, interactive, consistent, and targeted are key stages of keeping viewers happy. When a viewer subscribes to your YouTube channel, will they get the video they expect when they expect it? Do you actively contribute to the community that is forming around your content? Are you having conversations with your audience of your channel and other social platforms?

Look at your Google analytics and your YouTube analytics to see who is watching your content, what demographic, where they’re coming from. Use this information to engage with your fans. Write messages that are personally written to them.

**YouTube Native Formats**

How To’s are explaining videos that explain how a product is being used, or how somebody is creating something. How To videos are useful videos that explain products, how they are being used or how to do certain tasks that viewers are searching for. Haul videos are a unique format to YouTube where creators showcase products that they’ve just purchased. Often the creator is really excited about these new products that they’ve just bought and they just want to show it off.

Challenge videos are where creators collaborate with each other. They challenge each other in different, various tasks, sometimes with hilarious results. A great example of a challenge format used by a brand was the classic ice bucket challenge to raise awareness for ALS. Unboxing videos are great videos to show a product that is just being unwrapped. Brands have access to the product before an audience. They have an opportunity to showcase a product before anybody else gets to open it. Recap videos are videos where a panel or a creator discusses something they’ve read, something they’ve watched like a TV show or a movie and discuss what happen into it. Many TV networks use this format to follow up high-profile TV shows, episodes, or movies. Playthrough videos are very popular in the video game community. Playthroughs are where creators play a video game and describe what’s happening on screen while they’re playing. Often, video game companies encourage creators to make playthroughs because it shows how their game is being played. Reviews can be done by amateurs or experts – it doesn’t really matter. The audience picks up if an amateur is passionate, and doesn’t really care if they are an expert or not.

From a brand perspective they can offer access to their products to specific creators that reach their audience for review. Obviously a brand would want that review to be positive.
Building a Sustainable Community

YouTube is a social platform. This means that it needs to have the same care as other social networks, a dedicated channel manager that understands the audience and engages regularly with the viewers of the content. That channel manager needs to understand all major social platforms where people are having conversations about you or your brand. As your channel grows and a community around it grows, your channel manager will need to be more and more active with the audience to make sure they understand that there's somebody behind the screen. They need to give valuable answers to questions from the viewers. They need to moderate comments and remove offensive comments that alienate your fan base. They should be analyzing viewer feedback to help with your content. And keep an eye out for viewers that engage regularly and could potentially become future collaborators on the channel.

Responding to comments is very important from a brand and creator perspective. It's the one key activity that helps drive engagement to your desired audience. Just like Facebook and Twitter, responding to comments is appreciated by the audience. Engagement helps you build leadership and expertise on the subject of your content. It also helps build trust and a relationship with your audience that will be encouraged to come back for more. Engaging with your audience also helps with your visibility and search engine referencing. The more your content is being engaged with, the more YouTube will help it be referenced in search results.

It's important to be friendly and personal with your audience. Don't be shy to answer them in their first names. Don't wait too long to respond to questions or comments. When it comes to product reviews, sometimes the viewer is ready to buy and can probably buy it online right away, so answering them quickly might help you generate a sale. Keep an eye out for regular commenters. Make sure you acknowledge them regularly and thank them for engaging with you. Following highly engaged fans shouldn't only be done on YouTube. Make sure to do some research and find out where else they're on and engage with them there.

YouTube will soon update its commenting system. And one of its key features will be to pin comments to a YouTube channel. This can be beneficial if you want to highlight fans or viewers that engage with you regularly and give them a little bit of a kudos for being such awesome fans. As part of the interactive fundamental, you'll increase fan engagement by recognizing their contributions to your content. You can use their comments and questions as ways to shape your content in the future and acknowledging them within your content for helping you with that idea. Just like responding to comments, it's important to let constructive discussions happen on your YouTube videos. Constructive discussions will attract highly engaged fans and help your channel be more discoverable.
LESSON 4:
BUILDING AN AUDIENCE WITH VIDEO
Success Metrics

Audience development is the process of growing and keeping an online audience, having the right content that keeps your audience coming back for more. Video is one of the most powerful tools to help build an online audience. It’s important that the content that you produce reaches the right viewer. We stated before, there are 300 hours of video uploaded every minute on YouTube. You need to make sure your video reaches the right audience. Watch time is the amount of time in aggregate that your viewers are watching your videos. YouTube uses watch time as its top metric. It’s the algorithm that YouTube uses to suggest videos that lead to a longer viewing sessions and more clicks. That means that videos that lead to longer watch times get recommended more. It’s not views, it’s not subscribers. Watch time is the number one metric that YouTube uses to suggest videos to viewers.

Discoverability and Optimization

Optimizing your videos is the best way to make sure your content gets discovered by the right viewers. Over half of Google searches return at least one video in the results. Having the right title on your video vastly improves the click through on it. The description on your video also helps define what content they’re going to watch. The thumbnail is often the first piece of content that a viewer sees. it needs to capture their attention. Keyword tags help your content be recommended and next to relevant content and relevant searches. You need to use that effectively.

Google Universal Search is where YouTube appears within regular search queries. Videos is one of the most important results in universal search, with at least half of results being video. Of the videos that appeared in your search query, over 80% are from YouTube. YouTube is a second most used search engine on the internet. It’s important to use the right keywords to make sure that your content is being discovered to the right audience. Doing keyword research is important to make sure you’re titling and tagging the right keywords within your content. Use YouTube’s autocomplete feature to see suggested titles for your videos. You can also use Google’s Keyword Planner, Google Trends, and YouTube Trends to see what are the trends in search.

The YouTube search page is the page that appears after you made a search query in YouTube. To make sure your videos appear in the search queries you want them appear, you need to know these three factors. Metadata, the data that is attached to your content. This is the titles, the descriptions, and the tags. Watch Time. This is the aggregate amount of time that viewers are watching your content. Recency. How relevant is your tags to your content? If your tags are not relevant to your content, you will see high abandonment and your recency will be low. With limited plain text for search engines to crawl, your title is one of the most important things for SEO. Video titles need to include relevant keywords as well as compelling call to actions to entice your audience to click on it. Titles help your audience and YouTube make sense of your content. Make sure to include relevant keywords that describe your content. Make sure that your titles and your thumbnails tell a concise of story and align with each other. A great question to ask yourself is if you discovered this video title and thumbnail, would you click on it? Integrate a call-to-action in your title. I dare you to watch this video. Make sure you use relevant keywords in the beginning of your title. If you need to put your brand in the title, make sure it’s at the end. Avoid misleading titles. This will cause abandonment and hurt your recency. Keep your titles concise so they don’t get cutoff by the character limit which is 100 characters.
 Thumbnails are very important in getting your content discovered and watched. Remember that thumbnails in search results are much smaller than your actual video. So your images need to be clear and easily recognizable. Make sure you create thumbnails that clearly represent your content. Reinforce the title of your content with your thumbnail. When shooting your video, take a couple of pictures in high resolution so that you can use later for thumbnails. Make sure your thumbnails look great in both small and large formats. Use close-ups of faces with expressive reactions to grab a viewer’s attention. Having a close up of your host with a surprised face would entice viewers to click on your videos. Make sure it’s visually impactful, that it stands out from other thumbnails.

Make sure that your content hooks your viewers as soon as it begins and forces them to keep watching until the end. As soon as your video starts you need to get right to the point and tell them what to expect in this video. You also on need to let them know what to expect if they watch up until the end. The first few seconds of your video are crucial so avoid long intro animations. Make sure to keep your audience engaged by asking questions through your video.

Writing clear descriptions in your videos helps your viewer and the YouTube algorithm clearly identify what your content is about. In the watch page only the first of 157 characters are visible to the viewer. They need to click on show more to read the rests. Each video should have a minimum of a 200-word description, not only to create context and value for the viewer but also for SEO. You should use the description box to let the viewer know what they are about the watch, give them a reason to watch, let your audience know what to expect.

Description box tips: use at least a few keywords in a first few sentences to help with the search engine discovery. Try not to drive your audience away from YouTube in your description. YouTube wants viewers to stay on YouTube. Driving too many viewers of your platforms will penalize your videos from being recommended. Use your description box to link to your website and social media profiles. Include transcripts of your videos if you have one for search engine discovery. Use chapter markers if your video is long. Channels with over 5,000 subscribers can add credits to their videos that will appear in their description.

Using the right tags helps viewers find your videos in their search queries. Using the right mix of broad and specific keywords will help your videos appear next to relevant content. Using close captions is a key element to help your videos rank higher in search results. Close captions are ranked in the index by both YouTube and Google. That means that your content will have more of a chance being discovered in relevant searches. Captions have also been shown to increase viewer watch time and engagement on videos. They also help with accessibility with your audience that is deaf and hard of hearing.

On your watch page, YouTube uses various factors to suggest videos to watch next. The suggested videos on the right side of your watch page are split into three different types of suggestions. The first four videos are algorithmically recommended from your channel. After that is related videos, videos from other channels that are related to the type of content that the viewer is watching. Finally, recommended videos based on the viewer’s watched history.

**Extending Viewing Sessions**

With annotations you can layer the text, links, and hotspots over your YouTube videos. You can use annotations to help drive engagement on your content. Annotations can be used to add notes over your videos, guide viewers to skip ahead, create suggested videos that you can control, create call to actions at your designated time, drive viewers to your designated website, ask viewers to subscribe. It’s important to know that annotations do not work on mobile devices. With the high level of
YouTube views being watched on more and more mobile devices we expect this feature to change soon. Make sure you use annotations correctly to avoid video abandonment. Use different formats. Look at your analytics to see which annotations are working or which annotations are crossing abandonment.

End screen annotations are used to increase watch time and engagement on your videos. They can only be placed in the last 20 seconds of your videos. Unlike regular annotations, they are visible and interactive on mobile devices. There are several types of end screen annotations. Suggested videos or playlists which drive viewers to specific playlists or videos that they should watch, and subscription button with the call to action asking viewers to subscribe to your channel. Channel option, to promote other YouTube channels. Link, to drive people to your website or newsletter. Some of the best practices with end screen annotations is to use custom call to actions. For the annotation that drives off YouTube, make sure you insert a relevant thumbnail. Make sure you look at your analytics to optimize your end screen annotations.

Make sure your annotations are relevant to what the viewer should watch next. Don’t leave annotations on for too long, enough time so that people can read it. Try not to block content with your annotations. Try not to use too many annotations – they can get annoying. Keep your text and your annotation short. You do not need to write a long post within your annotation. Try to have annotations near the end of your video as to not cut into watch time. Avoid using all caps as that can be perceived as shouting and rude. Use different formats of annotations. Analyze your analytics to see which one are working.

The featured content option allows you as a channel manager to designate specific videos that will be promoted across all videos within the channel. Whereas the channel ad option signals to YouTube that you want this video to be an ad for your channel. YouTube might use this video to promote your channel. The branding watermark inserts a watermark on the bottom right of each of your videos that is clickable and allows users to subscribe to your channel.

Learning to set a schedule with your channel is important to make sure that your audience understands when your video is being uploaded. Every channel is different and has a different audience. Here are some tips to help to find the right schedule for your channel. Make sure that your upload schedule follows your production pipeline. Research other similar channels to see when they uploaded their content. Use Google Trends and the AdWords Keywords Planner to look at search patterns around the subject you’re wanting to cover. Look at your channel’s analytics to see what days your content performs best.

Playlists are great way to group videos on a specific subject or within a specific order that you would like the viewer to watch. Once a playlist starts each video plays one after the other, without the user having to press play at every video. Viewers can create playlists with your videos and you can create playlists with your videos and users’ videos. Being clear with your video schedule will help your audience know when new uploads are expected. This will help with your channel’s consistency and engagement. This can be done by adding descriptions in your channel banner, your channel description, as well as mentioning it in your content.

**Building an Audience**

Here are the best ways to increase watch time on your content. Take a look at your video retention score. When are people abandoning your content? Why are they sticking around? Look at that to help shape your future uploads. Use those metrics to help shape the content that your produce in the future. Make sure your thumbnails tell a story of what your video is about. Hook your viewers as...
soon as they start watching. Make them stay until the end. Use your content to promote other videos. If a viewer has already watched one of your videos, they’re more subject to watch another. Never forget to ask your audience to subscribe; the more subscribers you get, the more of chance that they’ll watch more content and increase watch time. Keeping viewers watching is important for your overall watch time.

There are a few ways to analyze your audience retention and use it improve your watch time. Look at your overall channel and video retention scores, to see when viewers are abandoning your content. Identify common traits that are causing viewers to abandon watching your videos. Use these insights to reevaluate your content and how you can change it so that viewers keep watching until the end. Use clear thumbnails to tease and entice your viewers to click on the video. Don’t give it all away. Don’t show the whole story within your thumbnail. Make sure that your title and your thumbnail tell a story. Use the first 15 seconds to hook your viewers and tell them why they should keep watching until the end. At the end of each video, YouTube algorithmically suggests a number of videos from some of your channels and others. You can keep them watching your content by using end frame annotations. Make sure to use end screen annotations to suggest the right videos that will increase watch time on your content.
LESSON 5: VIDEO ADVERTISING AND ANALYTICS
**Advertising Fundamentals**

Google Ads is the native advertising platform that Google owns and serves ads on its products, including Search and YouTube. Growing a social following on YouTube can increase your website and your search traffic. It can also help with lead generation, with constant content upload, connections with your audience, and answering questions. Regularly engaging with your audience will help you determine the types of content that your audience engages with the most.

Brand engagement shouldn’t be about broadcasting and message. A brand needs to have a two-way conversation with its audience. Social media generates a lot of information about your potential clients. A lot of people share personal information on social platforms that can help you define who your audience is. These insights will help you with future marketing strategies and targeting.

The YouTube advertising ecosystem is comprised of four key players. The viewers: where YouTube wants to deliver the most relative ads that drive the most clicks. The creators: YouTube wants a platform that encourages creators to make content and make a living off of the advertising revenue. Advertisers: YouTube wants a space that is safe for advertisers to reach their designated audience. And finally: YouTube, that tries to satisfies the needs of the viewers, the creators, and advertisers.

YouTube monetizes its platform with six different types of ads that appear in different platforms. Display ads that appear on desktops. These are traditional display banners that appear alongside videos. Overlay ads that appear at the bottom of your videos and are semi-transparent. Skippable video ads that appear on all platforms. These are pre-rolls that can be skipped by the user after its first five seconds. Non-skippable video ads and long non-skippable video ads. These ads must be watched before the viewer has access to the content. Bumper ads are non-skippable, six-second, short pre-rolls that run before the content. Sponsored cards display content that may be relevant to your video.

YouTube has a self-serve ad tool to help you promote your videos using Google Ads. You can access this by clicking on the drop-down menu next to your video on your channel videos section. Next steps are to set a budget, choosing the desired audience for your ad, choosing the desired audience for the video that you’d like to promote. Next, you will see the approximate amount of views that your budget will give you, depending on how you define your budget. The next screen will give you the amount of views your video ad will generate based on the budget you allocate. After that, you will be instructed to design your ad, write a title, write a description. Once all that information is in, you’re ready to start.

The BBQ Guys are a great example on how to use relevant content to reach a desired audience and promote the videos to that audience and promote videos to the audience using Google Ads. You can also manage your video ads on the Google Ads platform. This platform offers more ways to format your ads and target audiences that you’re trying to reach.

**Advertising Strategy**

There are three phases to a YouTube marketing strategy: scheduling and execution, analytics and campaign measurement, and an update cycle with a planning and maintenance phase. Although we’re focusing on YouTube channel growth, it shouldn’t be the only part of your digital marketing strategy. A video strategy will benefit from a holistic marketing strategy across multiple digital platforms.
The scheduling and execution phase is where you will decide when your audience will be exposed to your ads, how many times it will be exposed to your ads, and for how long. In the campaign and measurement phase, there are three key considerations in the analytics and measurement phase: traffic, conversions, and click-throughs. Traffic is the amount of visits, eyeballs, that you want your ads to generate. Conversions is where you'll see the KPIs that you're interested in and optimize how to increase it. CTRs are click-through rates, which ads are performing best and generating the most clicks. And optimize your campaign and ads, depending on those results.

There are also three key considerations in the updates cycle and maintenance phases. Feedback. Once your campaign is online, don't forget to look at the metrics, how your audience is engaging with your ads. Analytics. Look at how the visits on your destination pages are behaving and how you can optimize. Achieve the objectives. Look at what tactics are getting the results that you’re looking for and how you can use these learnings to improve future campaigns.

When planning a YouTube campaign, there are seven process components that you need to follow to reach your goals. Setting objectives. What’s the goal of your campaign? Determining your KPIs. What metrics do you need to pay attention to, to measure your success? Identifying your desired audience. Who do you want your ads to reach? Making sure you have all the right elements for your ads, creative assets, messaging, landing pages. Set your campaign budgets. What is your budget per tactic, and when does it need to be spent? Scheduling your ads. Make sure your ads appear during the period of time that you designate reaches the best audience. Measuring performance. Make sure you can see which ads are performing the best based on each tactic. Use your real-time metrics to improve your campaign. Digital marketing campaigns give you real-time results that you can use to improve your KPIs.

Setting the right objectives is a key element to your advertising strategy. Before anything gets started, you need to know what is your goal. YouTube advertising offers various ways to target a designated audience you've determined you need to reach. You need to know if you have the internal resources to deliver on your planned campaign. Are you able to handle the creative, the production, the media strategy, and the execution in-house? Each of these can be outsourced to various agencies. Your campaign budget can be allocated, whether you’re looking for a cost-per-impression or a cost-per-view. A cost-per-view applies when you want to make sure your ad gets watched. A cost-per-impression is to make sure as many people as possible are exposed to your brand.

**Lead Generation**

Video is a great for lead generation and can be used in various ways. You can use YouTube's info cards, annotations, and in-screens to insert call-to-actions and drive signups. You can also embed videos on your website and insert an email gate, thus asking for an email before visitors can watch content. Use webinar content to establish leadership within a subject and make it worth it for a viewer to sign up for more updates.

**Purchase Funnel Optimization**

Various native YouTube formats can help potential clients through your purchase funnel. Formats like unboxing videos can help introduce your product to potential clients. How To’s can show them how it works, and reviews can help them make their final decision. If you create these three different types of formats, you can tailor your messaging based on your audience. For example, you can set up different email lists based on the content that that viewer has been exposed to. This way, you
understand where your audience is in your purchase funnel. Map your lead generation based on your buyer’s journey.

Your top funnel is awareness. Use this stage to help solve a problem that your potential buyer is trying to solve. The consideration stage is where they’re looking at different options to help with their problem. In this stage, your potential buyer is looking at how they can fix this problem. As a brand, you can use this opportunity to show them how to use your product to solve their problem. Once they’ve reached the decision stage, they’re looking for a final factor that will help them make that decision and this can be done with product reviews.

**Video in Email Marketing**

Using video in your email marketing campaigns really helps with your open rates and your sign-ups. It’s a lot more interesting to watch a video in an email than read boring text. Emails that are interesting and give good advice are often forwarded and broaden your audience. Most emails offer additional metrics to measure performance. Email services also keep track of who’s opening your emails on a regular basis and these can become highly valuable leads.

**YouTube Analytics**

You can use YouTube Analytics to see up-to-date performance metrics on all your videos. There’s a lot of data available on YouTube Analytics. Watch time, demographics, traffic sources, to name a few. YouTube Analytics gives you key insight on how your content is being watched, how long it’s being watched, if it’s liked, if it’s disliked. YouTube Analytics can help with your marketing campaign by clearly identifying who your audience is, what type of content they consume, which can help target your marketing.

Marketers should use YouTube Analytics to gauge the audience and know what type of messaging resonates with them. Here are all the different metrics that YouTube Analytics offers. Watch time, the amount of time viewers are watching your content. Views, the number of views that your video content is generating. Subscribers. You can see how many subscribers you’re gaining every day. Retention helps identify when viewers are dropping off from watching your content. Engagements, which includes likes, dislikes and favoriting your videos. Comments, the number of comments you get across your channel.

Shares, how your content is being shared, to which platform. Top geographies, what part of the world your content is being consumed. Keywords, what keywords are driving views to your channel. Sources, what external websites and platforms are driving views to your channel. YouTube Analytics has a number of data points that you can use for reporting and data analysis. Here’s a comprehensive list of all these data points, per section.

Overview is where you’ll see Watch Time, Views, Average View Duration, Estimated Revenue, Likes, Dislikes, Comments, Shares, Videos in Playlist, Subscribers, Subscribers gained, Lost, Video’s Likes, Dislikes, Videos in Playlist, Video’s Comments, Sharing, Annotations and Info cards. You’ll see Tease Clicks, Tease Clicks per Card, and Closes, and Close rate. Watch Time. Watch Time Hours, Views, YouTube Red Watch Time, and Views. Audience retention. Average View Duration, Average Percentage Viewed, Demographics, Playback Locations, Traffic Sources, Devices, and Translations. YouTube Analytics and Google Analytics are similar, but have different ways of reporting data. You can use Google Analytics on your YouTube channel, however, Google Analytics only looks at surface visits. Google Analytics will not tell you how your content is being consumed.
As we saw in the previous slides, YouTube Analytics offers deep data and metrics on how your content is being viewed and who’s watching it. This data is not available on Google Analytics.

3rd Party Tools

vidIQ, Tubular Labs, and TubeBuddy are great tools to help optimize YouTube channels. Both vidIQ and TubeBuddy offer great tools that can help you optimize your videos, do mass updates across multiple videos, and look at yours and your competitors’ channel share analytics. Tubular Labs offers you the ability to deep dive into your engagement. They will help identify key engagers with your content. Significant YouTube channels, YouTube creators that are engaging with your content that you should engage, as well.

Guidelines

On YouTube, it’s important to understand how copyright is handled. When uploading content to YouTube, you need to understand all the elements that fall under copyright and you need to understand who the content belongs to. Here’s the general rule when considering copyright on YouTube. If 100% of the content was created by you, you are covered under copyright. If there are pieces, or if you’re uploading content from somebody else, they’re covered under copyright.

What should you do if you have uploaded content that has been claimed by copyright ID? If the content doesn’t belong to you, you need to agree and do nothing. Let the claimant take full ownership of the content. If there’s a portion of the content that you can remove, you should remove the video entirely, and re-upload it without that part. If the claimant is false and 100% of the content was original by you, you can dispute the claim.

Disputes and appeals are when other creators have indicated that you have content on your channel that belongs to them. On the Claims page, you can see the selected reason for their claim, along with any additional context to their claim. Once you have determined if their claim is right, you can release or reinstate your claim. It’s important to know what are the consequences to copyright misuse on YouTube. If too many copyright complaints happen on your channel, monetization can be turned off, videos can be blocked by region or entirely, [and] channels can receive copyright strikes.

If a channel receives too many copyright strikes, it can be closed down and completely deleted. To maintain a good standing, avoid receiving a single strike against your account. Avoid having at least one video that’s being blocked because of Content ID. Ensure that your videos are compliant to YouTube’s rules for Content ID.