



Using YouTube To Build Your Business

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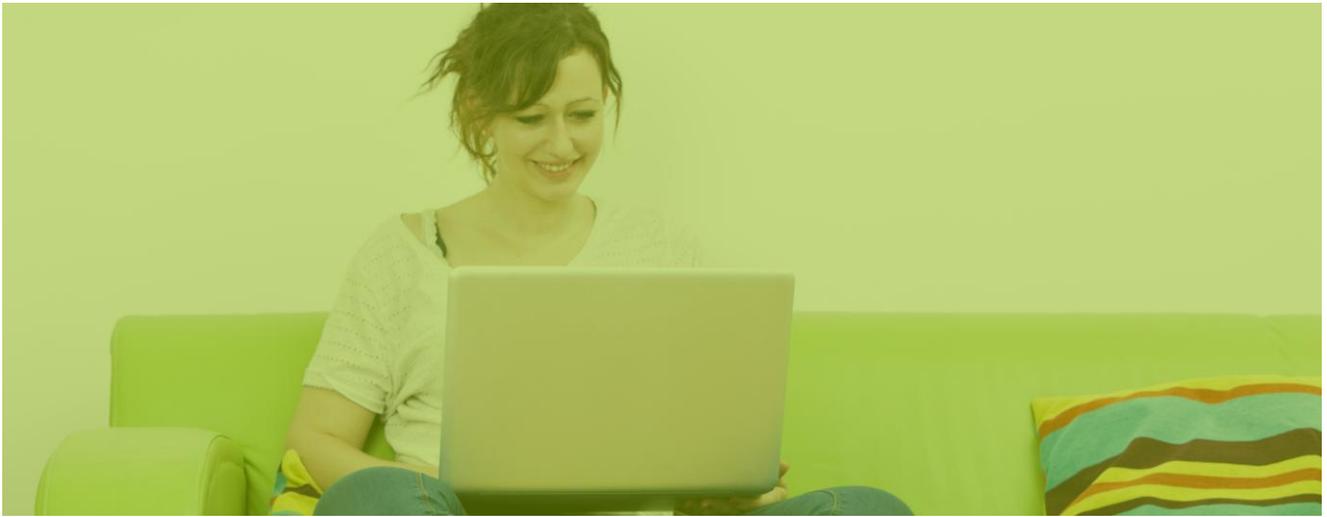
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Introduction:

Why all the fuss about YouTube?



YouTube is a tool. It captures the eyeballs of literally millions of active social media users every single day. It is the second largest search engine in the world.

Together, Google + and YouTube make up the largest social network platforms with over 1.32 billion active users.

It is one of the most powerful and useful social media platforms ever. Are you using it?

First, let's understand what YouTube isn't. It is not television. Television is a spray stream, not focused on any one brand or topic, as opposed to YouTube, which is considered a 'straight stream' or 'focused stream' media.

But why all the fuss about YouTube?

After all, there are more than 100 hours of YouTube video content uploaded every minute.

What makes us so sure that your videos aren't just going to get lost in the deluge?

How does a business effectively use this marketing tool to leverage their brand, and what can they accomplish with it?

There is something unique about what YouTube provides as a social media platform, and that is the simple point that ...

Brand Decisions are made on YouTube and buying decisions are made on Google.

When someone is looking for a product, they'll search on YouTube and find your brand. If they fall in love with it, they'll google it and land on your webpage.

They find your brand, love your brand, and then buy your brand. At least, that's how it is supposed to work.

Before you get going, here are some things to remember about YouTube:

Not everything about using YouTube as a marketing tool is easy. It takes some skills and tricks to make YouTube an effective marketing platform, which we will discuss further in chapter two. For now, keep this in mind;

- 1.** YouTube is a powerful audience building tool to generate greater brand awareness, but it's most likely not a direct revenue source.

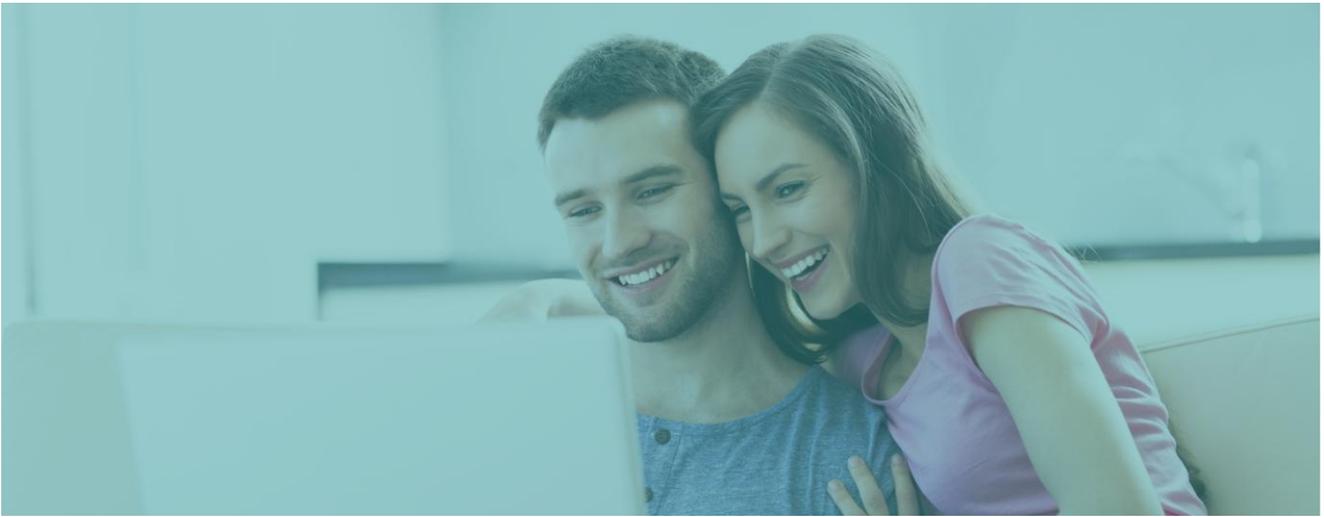
2. The YouTube community has both official and unofficial rules and guidelines that govern the types of videos that are uploaded and how they can be set up. Learn how the YouTube culture works before plunging in—we'll talk about best practice set up more in a later chapter.

3. Don't be discouraged if a video isn't getting thousands of views. The better indicator of the success of a video is whether it is getting engagement. A video that has comments and likes will actually generally rank better than a video with more views.

4. Remember that all of your social platforms (including YouTube) need to be interconnected and cohesive in their branding, links and content. They all should reflect the voice of your company and support its main goals.

Chapter 1:

Things to remember about YouTube



Let's briefly talk about three other important YouTube marketing aspects.

#1: Reach

The reach of your video is like extending your hand out to your viewer with an invitation to view more. This is done primarily through annotations. Use these annotations to drive an action on

the part of the viewer—"subscribe here" pop-up's, or engaging end slates.

The most common annotation is the subscribe pop-up. The next most popular is the end slate link to other videos. A good end slate is one of the best ways to keep your users clicking on to your next video...and the next...and the next. The more engrossed in your brand videos they become, the more successful your YouTube marketing efforts will be.

You can also 'reach' internally in the video. Get creative in how you draw in viewers and make them engage with your brand. Include subtle calls-to-action within your video. You can do this through phrases used in the video, by demonstrating someone using your product—there are all sorts of casual CTA's that you can use.

To gauge your reach and determine how successful your strategies are, look at the metrics-views per unique user, views per upload and subscribers per 1,000 views. The better your reach, the better your retention.

#2: Retention

YouTube ranks your channel by watch time, not by views. So, sending your viewers away from YouTube is a common mistake when it comes to getting higher rankings. Even if you get a million views, if the viewer clicks away in 5 seconds, your rankings won't be as good as the video that is achieving only 250,000 views by people that actually watched the video all the way through. Watch time almost always equals higher and more relevant ranking.

Use your reach strategies to encourage them to watch more of your videos on YouTube. Consistent publishing and planning content that fits within industry tent poles, like big conventions or trade shows, will go a very long way in helping you build your channel, increase your audience, and generate engagement.

#3: Engagement

Think of your video content as a way to provide value to your customers. It should create a community, where individuals

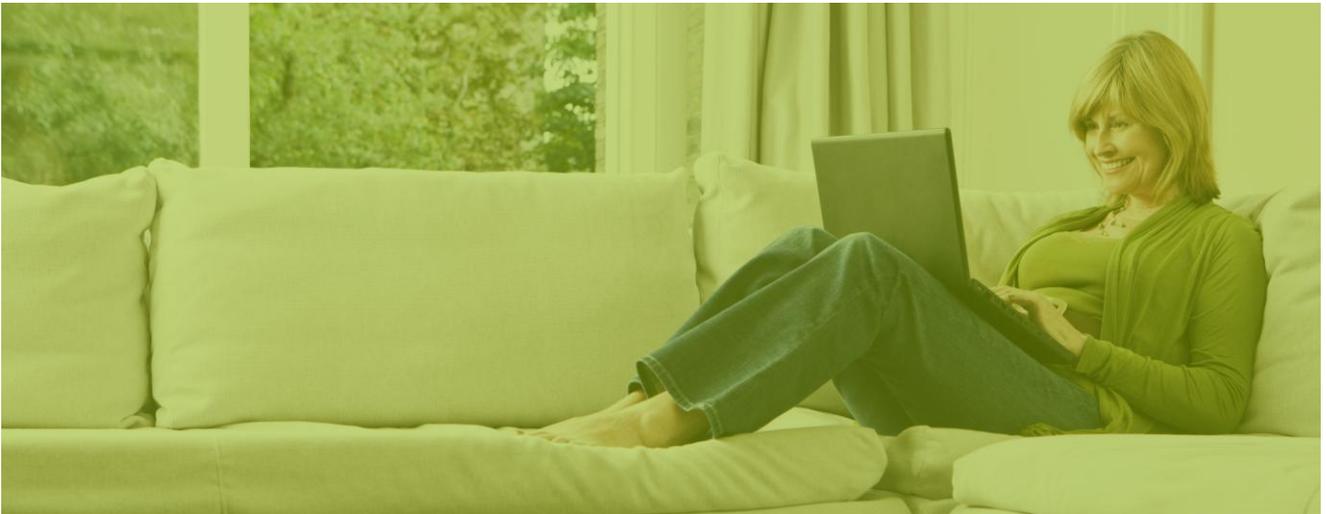
Speak up and where debates happen - a place where there is a building of communication, brand trust, and brand awareness.

If one style of video isn't getting great engagement, iterate on it. Try something new. This is one area of internet marketing where you can really stretch your creative wings. Look at the YouTube analytics, figure out what's working and whether or not you're hitting your demographic, then iterate some more.

While you're iterating, don't forget to be making sure that you're adhering to YouTube best practices for businesses.

Chapter 2:

YouTube channel best-practices



It's time to dive more into your actual channel setup, levels of impressions, uploading, and metadata best practices. And a few other important tidbits too.

This info is vital to creating a successful YouTube channel, so settle in and read on...

Channel Setup and Design:

Let's talk a little about channel design. You're going to want to design your channel for non-subscribers—newcomers and viewers who have never heard of you. Know your audience and clearly define who you want to reach with your videos. Then knock them out with your amazing video production.

Don't forget to make the channel name enticing. This is going to be one of your best hooks. It will draw in your viewers.

We're going to say this a thousand times, and here it is again. The first step to creating a successful and engaging YouTube channel is by setting up your Channel with your company's name and branding. It needs to be clearly recognizable, in sync with all your other media platforms, and have an enticing design that is search friendly and user friendly. Bear this in mind always.

Channel Thumbnails:

Whether a viewer is perusing YouTube Channels, or doing a general web search, the thumbnail that accompanies the video link in the results is going to play a huge role in achieving clicks. Good thumbnails can increase clicks by 64% in male viewers and

154% in female viewers. Obviously, choosing a good thumbnail image for your channel is well-worth your time.

General tips when it comes to a good thumbnail are:

- Use entertaining images
- Well-framed shot with good lighting
- Something that represents what the video will be about
- Presenter or product close-up whenever possible

Header Image:

When someone goes to your channel, the first impression that they get is from the header image. A well-designed, good looking image that is able to work well across all your marketing platforms is best. Remember, we want a cohesive, unified, authentic voice for your entire brand.

Not only that, but a good image gives off a sense of credibility to your viewer. “Hey...this looks good. It must be legit.”

Channel Trailer Promo:

The 2nd impression is the channel trailer promo. What is this? It is a brief introduction to your channel. It sets up the viewer's expectation of what's what. Remember to...

1. Address your target audience
2. Pitch them the value of the video they're about to see
3. Use a call to action to encourage them to subscribe

Channel Sections:

The 3rd level of impression is the channel sections. Use your best performing videos to convert viewers to subscribers. Don't be afraid to use alternate layouts. Some go vertical and some are horizontal. Try not to have more than 5-7 sections, and use tags for easy curation.

Brand Links:

YouTube allows you to add links on your channel. Ideally, these links should go to your other social platforms as a way to create cross-promotion, but don't forget about directing viewers to the ever-important landing pages on your website. After all, the point

is to drive more traffic to your website so that they become your faithful brand followers, right?

Remember to add any other YouTube pages your brand are affiliated with to the “Featured Channels” section. This broadens your reach to include more cross-promotion and engagement opportunities.

The About Page:

This page is important, so don't skimp on filling it out. Put some real content on the about page. Take the opportunity to really get down and explain to your viewers what it is that you're about and why you're the best. Pitch the value proposition, share the posting schedule, be clear about who you are hoping to engage, and never forget the contact info.

When You Upload:

Upload the highest quality video that you can. Check the specs on YouTube, but a 1080p Mp4 at up to 16 megabits per second is about your target size.

I can't tell you how many times my team and I have worked to deliver an incredible video to a client, only to see them upload a half-resolution review copy of their video onto YouTube. It makes us shriek in agony.

This is partly because the great video that we delivered looks like mush, but it is also because viewers are not going to engage well with a poor resolution video. It sounds harsh—but unless your video is real time footage of a car wreck, an epic 'fail' clip, or a cute puppy cuddling a duckling, your viewers are going to want and expect high quality videos.

MetaData and Keywords:

This is something that really needs quite a bit of attention, and it is one of the most commonly forgotten aspects of YouTube marketing by businesses.

Your marketing team should already have a list of your target keywords for your business. Or, if you don't, do some research and figure those out. It shouldn't be hard—think about the purpose of your company, and the people you want to engage.

What are their pain points? What are you hoping searchers to find you under? Do a search on Google or use a keyword planner in AdWords, WebMaster Tools, or SEMRush. Check out commonly searched longtail keywords.

Don't get lazy. Use only relevant keywords that are going to have the greatest impact. You don't get all that much space for content, so use it wisely.

Video Tags:

Think of these video tags as little flags to let YouTube know what your relevancy is for searchers. Using these correctly can help you to gain more visibility when users search—using, of course, your well-researched keywords.

There are four types of tags that we'll talk about here.

1. Title tag –

Your video title needs to be engaging, compelling, have appropriate keywords, and also clearly indicate to your viewer a general idea of the content that they are about to watch. I know—a lot to ask for in a title tag, but you can do it.

2. Video description –

This should be only a couple of sentences long, giving your viewer enough of an idea of the video to captivate their interest, while leaving an element of mystery.

Don't forget your keywords for search optimization and a call to action, as well as site links.

3. Video keyword tags –

This is a delicate balance of SEO strategy and keywords that directly relate to your video. When in doubt, use the keywords that better fit your video to avoid penalties or, heaven forbid, appear spammy.

4. Video category tags –

You'll have the chance to pick from the alarmingly broad array of video labels. Choose those that viewers would find most relevant to your video content. Some users search through specific categories to find new videos on subjects they are interested in. An example of such a category would

be the ever-increasing “How-to” and “DIY” searchers, or the industry specific “Dieting and Fitness.”

Playlists:

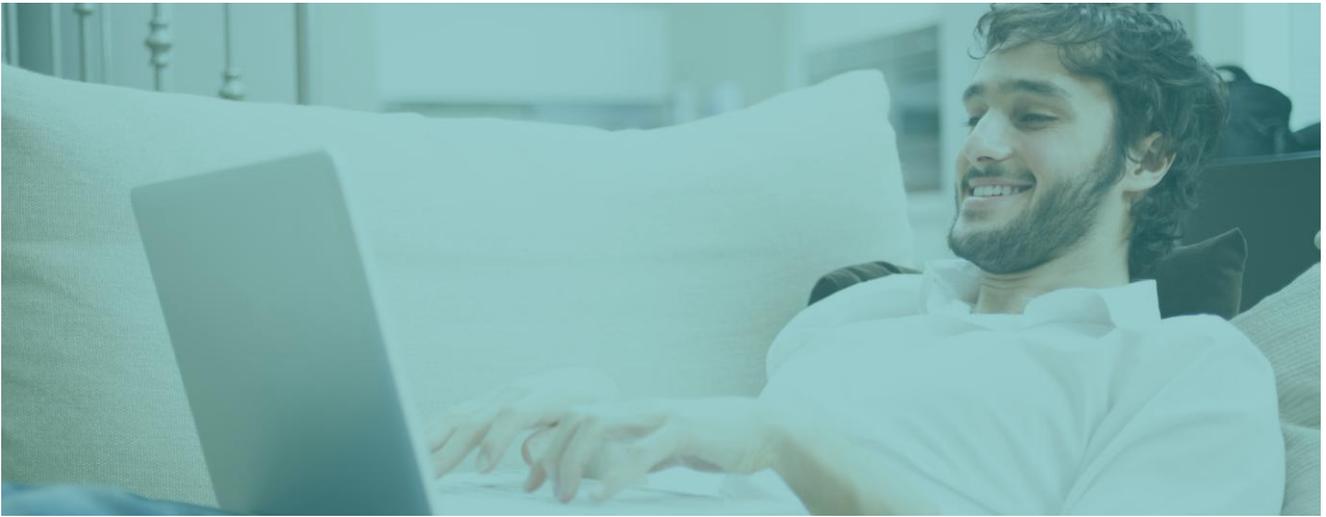
Keep your audience engaged with your content by using playlists. You can create these to produce specific types of videos that appeal to your various personas, or less targeted playlists that provide the opportunity to fill various user needs.

They get ranked independently from the video, and be sure to insert a subscribe annotation. An additional tip is to use the VidIQ chrome extension sidebar widget to help dial in your metadata.

Well, that’s enough to keep you busy working on your YouTube set up for a few hours anyway. Come back to finish our last chapter once you’ve finished all your YouTube homework.

Chapter 3:

Most effective types of YouTube videos



In the last chapter we talked about the best channel setup and design for YouTube.

Hopefully, you've done your homework and optimized your YouTube channel using all those tips we gave you. Now we're going to talk about the kind of videos that work best on a YouTube Channel for a business.

You might be familiar with the way video enhances the buyer's journey. You first have awareness, then consideration, then decision and then delight. There are certain kinds of videos that can go hand in hand with these parts of that journey.

From YouTube, they suggest three types of videos. Hero, Hub and Hygiene.

Hero - The Awareness Videos:

YouTube refers to awareness videos as 'Hero videos'. Hero is your large-scale, tent pole event. These 'go big' videos help to grow awareness of your brand. Common examples of 'Hero' videos are promos, entertainment, brand story, and even 'slice of life' which has one of your brand users share about your product or service.

Hub - The Consideration Video:

After a prospect becomes aware of your brand, it is now your job to entice them to consider you. Hub videos are the regularly scheduled "push" content designed for your prime prospect. Demos, how-to's, case studies, and even virtual tours are excellent ways to increase your value to your viewer.

Hygiene - The Decision Video:

This is your always on “pull” content designed for your core target. So, when they make the buying decision, this is where they can “meet the family”, so to speak. Show them other things you offer. In their mindset, take it from ‘me’ to ‘we’.

And then finally, take the opportunity to delight them. Get them on board, maybe given them some more training, and provide great customer service. Take note that loyalty videos play well here.

So, quick review:

- 1. Hygiene content:** Your 365 day-relevant, always-on programming, product tutorials, and how- to content, customer service, etc.
- 2. Hub content:** Content to give a fresh perspective on your target’s passion points.

3. Hero content: The content that appeals to a big broad audience, such as product launch events or industry tent poles.

You have various types of viewers on YouTube. You will need to make sure that your YouTube channel includes several of each type of video to most effectively nudge your viewers down your sales funnel.

Conclusion:

Various viewers on YouTube



When people search, they are looking for answers. Be the most compelling answer to the question with Hygiene content.

When people browse, they're looking to be entertained and they're ready to be distracted. Entertain and inspire them through emotional storytelling with Hero content.

YouTube is your platform to be exactly what it is your customer is looking for. You get to provide an engaging and entertaining sales funnel right in the middle of one of the greatest search engines worldwide.

What might start as a viewer becoming engaged in a broad Hero video, will end up clicking through to more videos that send them further down that sales funnel, right into the waiting arms of your website.

The viewer needs you. They just didn't know it before they hit up YouTube. For more information on video production and utilization on YouTube, contact Daniel A. Cardenas, Creator and Founder of Bakerbuilt Works, a Sierra Media company.

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