

PARTICIPANT'S HANDBOOK

MODULE: **KIT DE COMUNICACIÓN**

TOPIC 3: **Youtube**

DURATION OF THE SESSION: 120 MINUTES

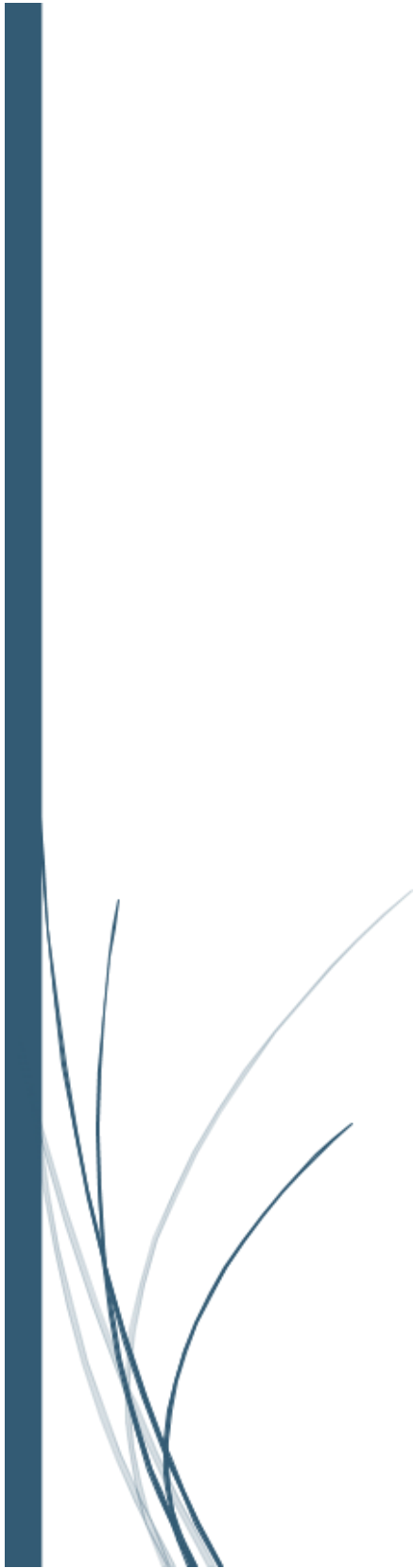


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SIGNS FOR NAVIGATION

- ❖ Group Exercise
- ◆ Individual Exercise

I. Youtube as a tool to promote videos

Our video marketing strategy must be carried out through a logical plan and following a series of steps:

- 1) Goal definition
- 2) Target audience definition
- 3) Strategy: Definition of the content or theme of the video
- 4) Video creation and editing
- 5) Distribution and promotion of the video
- 6) Evaluation of results

Definition of Objectives in Video Marketing

Creating videos for the sake of creating them is not a good way to start our social media video marketing strategy. As any internet marketing campaign we must clearly define our objectives. Why do we want to create and post videos on social media? What objectives or goals are we going to achieve? What return on investment do we estimate to achieve?

First, the objective to be achieved is defined and then the tactics to achieve it are established.

Possible goals of a videomarketing campaign

- Attract visits to our website through commercial videos published on different web platforms.
- Increase brand recognition or branding through the exposure of brand videos
- Educate customers on the use of any product or service of the company
- Get customer reviews

Definition of the Target Audience

Once we are clear about the objective of our video marketing campaign, we proceed to define the "target" or users who will see the video.

YouTube is a web portal where users can upload and share videos. It was created by three former PayPal employees in February 2005. In November 2006 Google acquired it for 1,650 million dollars, and now operates as one of its subsidiaries.

Due to the great success and rise of videos on the Internet, YouTube receives millions of visits per day from all over the world and this offers a valuable promotion opportunity for all people, companies or entrepreneurs who want to get their promotional videos to as many as possible of users, and generate income with it, that is why YouTube is the best means to do it. YouTube today is the third most visited page of the world.

II. Positioning in the internal YouTube search engine

Let's give an example of how a potential client can know our company through Youtube. Suppose we are an online store that we sell Iberian Ham. We know from experience that some Ham buyers are hesitant to buy this product because they do not they know how to cut it. Faced with this situation, the potential client enters Youtube and look for videos of "How to cut a ham".

Knowing this, the company decides to create a professional video of "How to cut a ham "and uploads it to YouTube. The video, as it is well labeled, will position in the first places of the search engine results Youtube for certain related keywords. Previously in the video We will have put the Web address of our online store. In this way a potential client finds out about the existence of our store and decides buy us the ham since we have earned your trust by giving you value-added content such as the video. Although this hypothetical story sounds like a fairy tale, this story is given more and more in reality. Businesses are getting customers to through the positioning of your corporate and commercial videos in Youtube.



The screenshot shows a YouTube search interface with the search term "como cortar un jamon iberico". The search bar contains the text "como cortar un jamon iberico" and the "Buscar" button is visible. Below the search bar, there are four video results listed. Each result includes a thumbnail image, a title, a description, the channel name, the upload date, and the number of views.

Thumbnail	Title	Description	Channel	Upload Date	Views
	Como Cortar un Jamon	Procedimiento para cortar un jamon o una paletilla.	haustorio	hace 3 años	221826 reproducciones
	Cómo cortar un jamón ibérico	Guía rápida para el corte de un jamón ibérico	ramonpajarilla	hace 1 año	25645 reproducciones
	Como Cortar Jamon Iberico.	Otro maestro cortador de Jamon nos da una guía para hacerlo adecuadamente.	haustorio	hace 2 años	77871 reproducciones
	Cómo cortar el Jamón Paso a Paso 1/3	www.laandaluza.com/tienda le muestra el corte del Jamón en sencillos pasos, en nuestra web encontrará la mejor calidad en productos del cerdo ...	TiendaLaAndaluza	hace 1 año	26285 reproducciones

Positioning in YouTube search results

III. How to optimize a video on YouTube to rank well

- Write a title for the video that contains the keyword you want to rank for.
- Write a description of the video that also includes the keyword you want to rank for.
- Add tags or labels to the video. Add tags written with keywords related to the video.
- Classify your video in a relevant category.
- Link a thumbnail image to the video that has hook and increases clickability.
- Get external links pointing to the video. One way to obtain external links is for said YouTube video to be embedded in other Web portals.
- Get the highest number of subscribers to your channel.
- Post videos with high levels of audience retention. The video has to like and make a good part of the users see it in its entirety.
- The number of comments, shares and videos on the video helps your positioning.

Como Cortar un Jamon

haustorio 15 videos  Suscribirse



haustorio — 12 de noviembre de 2006 — Procedimiento para cortar un jamon o una paletilla.

Categoría:
Instrucc. varias y estilo

Etiquetas:
Jamon paletilla cortar corte como

IV. Creation of an Account or Channel on Youtube.

Both in the case of creating a personal account on YouTube and in the case of creating a company channel on YouTube, you must follow these steps:

- Create a google account or link our current google account to the Youtube service.
- Once the google account is created, we go to www.youtube.com and click on the "Create account" option that appears in the top menu of the YouTube home page.
- Are presented with a form with personal data that we must fill out. The most important field is the name that we are going to give to the YouTube channel. The name that we choose will be part of the web address of the YouTube channel. Example www.youtube.com/mycompany. The name of the channel should not be decided lightly since we will not be able to change it later. Ideally, this name should be related to the name of the company, brand, website. Additionally, YouTube checks if the name

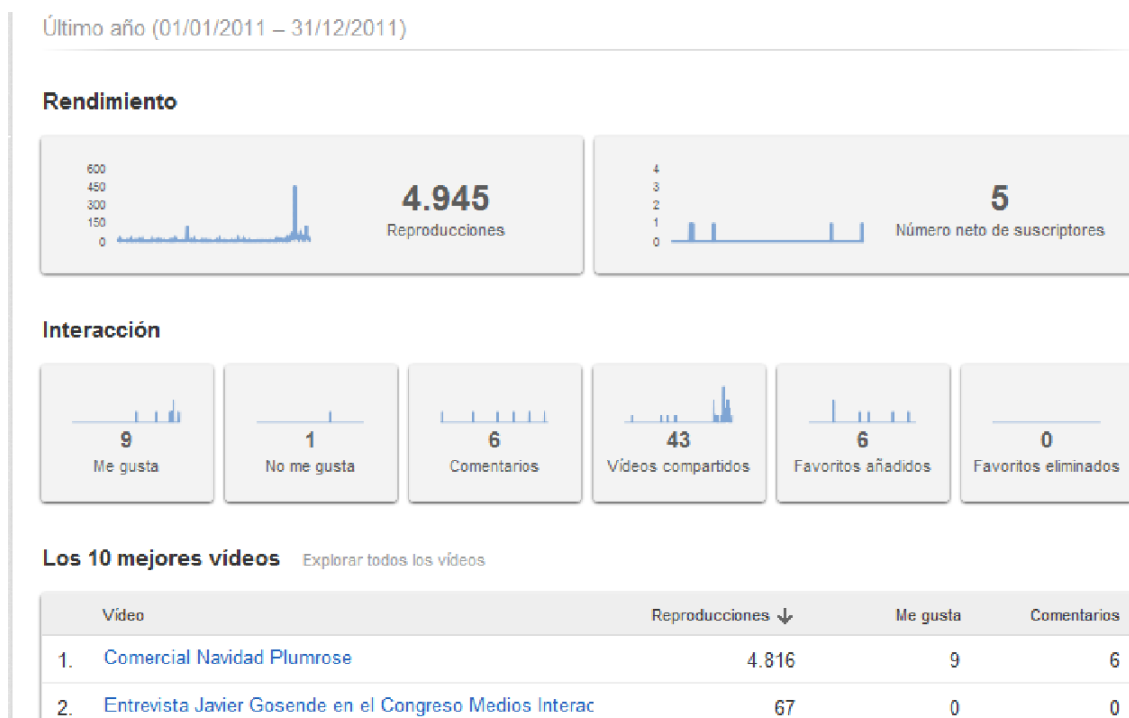
suggested by us is available or is occupied since it has been previously registered by someone else.

- Once the registration form has been completely filled out, YouTube sends us a confirmation email which we must open and click on the corresponding link.
- After the account is confirmed, we enter YouTube and access by typing our username and password.
- After this, we proceed to personalize the account or channel.
- Within the alternatives to edit or customize the channel we can make the following changes:
 - Change the colours of the channel layout
 - Insert a background image for the channel
 - Add a link to our website
 - Add content by briefly describing the YouTube channel
 - Upload and insert the company logo or our personal photo as an avatar of the channel profile
 - Define the number of videos that we want to be seen on the channel's home page
 - Choose the video that will be shown as the main video on the channel's home page
 - Add or remove sections of the channel such as favourites, video blog, comments, etc.
- Once the editing of the YouTube channel is finished, we proceed to upload our videos already edited and ready to be promoted.

V. Web Analytics on Youtube

YouTube has an application within the user account or within the company channel on YouTube that allows viewing reports of web traffic statistics related to our published videos. This application is called "Youtube Analytics"

To access Youtube Insight we enter our user account, and click on the name of our account, then we click on the drop-down menu where the "Account" link appears and finally we click on the "Channel Statistics" link that appears in the top menu.



Among the data that can be monitored are the following:

Evolution of the traffic of reproductions.

You can analyze the daily, weekly and monthly evolution of the number of reproductions of all the videos of the account or channel. Likewise, the daily, weekly and monthly evolution of the number of reproductions of each of the videos that make up the account or channel can be monitored.

Source of visits played by videos

You can analyze the origin by country of the visits that have viewed the videos of the account or channel. Additionally, you can register the source of the visits that have seen the videos that make up the account or channel. The means have to do with the functionality that activates the visit to the video. In this case it may be for the following reasons:

- Positioning in YouTube search results
- Positioning in Google search results
- Through related video links from other videos within Youtube
- Through the links in the videos of our account embedded or inserted in other websites
- Through visits originated by external links in other web portals
- Through mobile devices
-

Analysis of sources of origin of visits to YouTube videos.

Keywords that have generated visits through search engines.

Both in the case of visits from internal YouTube search results or from the Google search engine, the Youtube Insight tool shows the different combinations of search phrases that have triggered visits to the videos. In this way we can have a clear idea of which are the keywords in which each of the videos are well positioned.

Breeding Locations

We can find out if other external websites have embedded our video on their pages. In this way we can know that other portals are helping to make our video go viral.

Demographic data

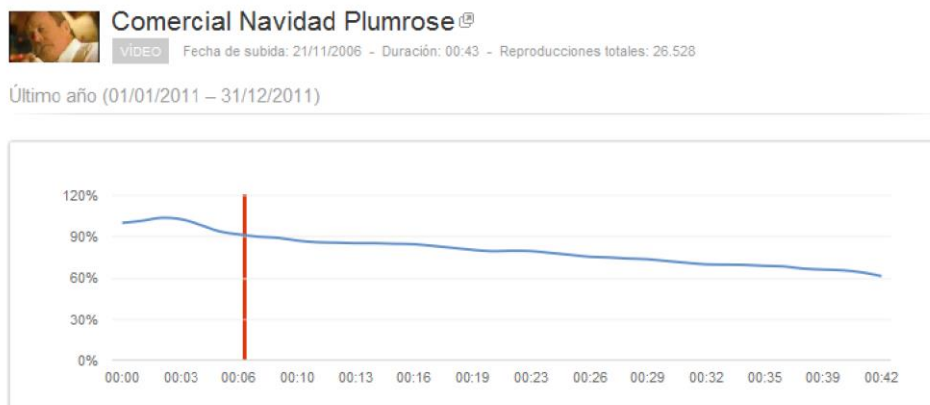
In the case of videos or groups of videos with many reproductions, the functionality of traffic statistics classified by demographic data is activated. On the one hand, visits can be analyzed by age ranges and also by gender, both for all the videos of the user account and for each video separately.

Community Statistics

As a typical social network that is YouTube where each video can be commented, rated or added to my favorites, the Youtube Analytics tool records exactly the number of comments, favorites and scores that each video on the account or channel has.

Hearing retention

This metric tells us what percentage of users who have seen the video have seen all or part of it. For example, if the video lasts a total of 2 minutes, it tells us what% of users saw up to minute 1, and what percentage saw it up to minute 2. This is used to see the effectiveness of a video's content. The normal thing is that from minute 1, that percentage decreases.



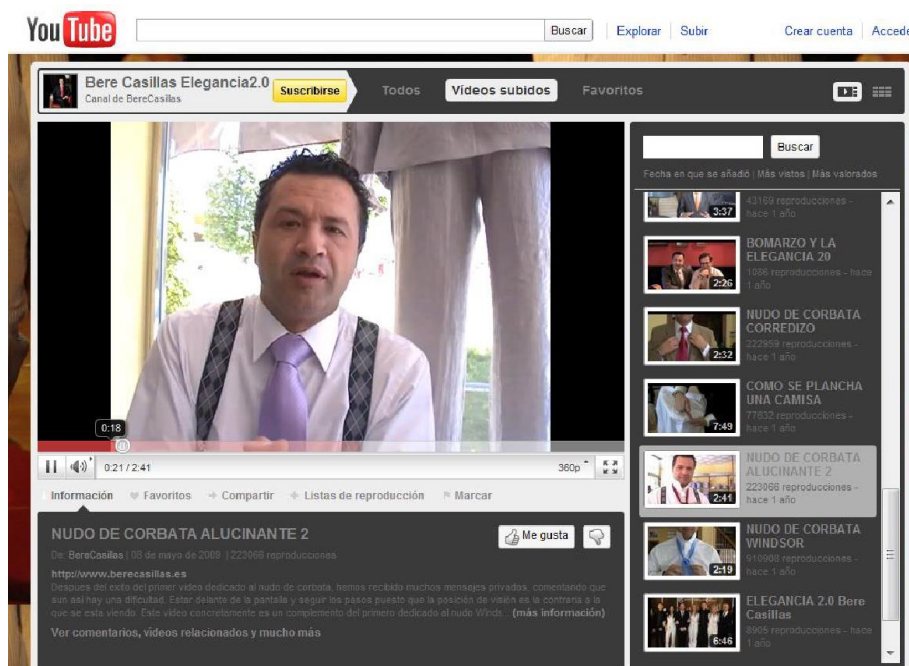
VI. Success Stories in Video Marketing and Youtube

Bere Casillas: The Tailor 2.0

Bere Casillas is one of the most important personal brand promotion success stories in Spain. This tailor from Granada took advantage of the virality of social networks to promote his services and today he is a role model in web 2.0. Bere Casillas has made his grooming suit and men's clothing store a national benchmark thanks to his tremendous work 2.0. His blog, www.elelezadospuncocero.com, brings together news from the sector with interesting articles on the importance of style in daily routine.

Bere Casillas was not a connoisseur of social networks. He only knew the social network Tuenti because his children had an account. In December 2008 a friend began recommending him to use YouTube to promote his business. In early 2009 he created his YouTube channel and started uploading tutorial videos teaching everyday things to men who want to dress well. His most famous video, "How to tie a windsor tie knot", was the one that gave him great visibility on YouTube. Currently this video has more than 1 million views. The YouTube strategy was accompanied by profiles on Twitter, Facebook and Tuenti where Bere Casillas himself stimulated the conversations.

In 2010, the love generated by Bere Casillas on social networks led to more than 700 users supporting the campaign "We want Bere Casillas to go to Buenafuente". A unique and fun proposal that was fulfilled when he was actually interviewed on the Buenafuente program in May 2010. This action meant an explosion of visibility in his personal brand.



Currently Bere Casillas is highly wanted as a speaker at various internet and social media events to tell about his successful experience.

The iJam video

The Shackleton ad agency created a Christmas greeting that became a viral phenomenon. For this they created as a Christmas gift a parodied ham like an iPod. The secret was to parody and sell their product as if Steve Jobs himself had designed the campaign. As simple as dressing up an iPod ham. Based on humor the ham, which It turned out to be actually a shoulder blade, it became a real 5 kg iJam. To promote this tasty food, the agency designed a website and released a video on YouTube in which they explained with great humor the qualities of the product ([http:// es.YouTube.com/watch?v=TakY4iOCWWU](http://es.YouTube.com/watch?v=TakY4iOCWWU)).

Results obtained from the Ijam campaign:

- "Mac World" called it "the viral phenomenon of the year."
- 1,200,000 visits to the www.ijam.es portal.
- 120,000 YouTube views.
- 212,000 pages indexed by Google where the iJam is named.
- Appeared in 3,000 blogs, TV, radio and was named "gift of the year".
- 2,500 emails from 13 countries.
- Apple Spain invited the agency to lunch.
- Osborne hired the agency to "modernize the image of ham."
- Donuts, 3M, Dewars, Henkel and Google requested meetings.



Blendtec, a viral marketing success story through social media.

Breaking with these schemes we find Blendtec, a company dedicated to manufacturing blenders, a boring product in theory. The people of Blendtec decided to bet on the Internet as a marketing channel for their blenders and under the slogan Will It Blend? posted on the net a series of funny videos:

(http://www.YouTube.com/watch?v=zmX6RKhdy6Q&feature=player_embedded)

Where one of the main features of their blenders is promoted.... its power to liquefy all kinds of material. Thus, in these videos, there are demonstrations of how their blenders can handle mop sticks, golf balls and even iPhones. The videos of Blendtec, with their blenders pulverizing all kinds of objects, have become a true mass phenomenon and surely many mothers have learned from their children that if they want the most powerful blender on the market they have to buy a Blendtec.



The screenshot shows a YouTube video player interface. At the top, the YouTube logo is on the left, and a search bar contains the text 'Blendtec' with a 'Buscar' button. Below the search bar, the video title 'Will It Blend? - iPad' is displayed, followed by 'Blendtec' and '103 videos' with a dropdown arrow, and a 'Suscribirse' button. The video player itself shows a man in a white lab coat and yellow gloves standing behind a counter with a red Blendtec blender. He is holding an iPad in his gloved hand. The background features a 'Bler' logo and a 'Will It Blend?' sign. Below the video player, the video progress bar shows '0:20 / 1:40' and '360p' resolution. The video has '9325331' views. Below the video player, there are buttons for 'Me gusta', 'Añadir a', 'Compartir', and 'Insertar'. The video was uploaded on '05 de abril de 2010' and the description reads: 'We've heard that the iPad will change your life, but will it change the way y...'. It also includes a link to 'nycountdown2010part2' and 'Como se ve en: gizmodo.com'.

The results obtained were overwhelming. The first videos posted on YouTube had a cost of about 50 dollars (spent on the purchase of the material to be shredded) and in less than 3 days they had already been seen by more than 5 million Internet users. Before long, it was the Internet users themselves who were competing to see who posted the video, liquefying the most unexpected object with a Blendtec.

Old Spice Campaign

Considered one of the most successful campaigns in the history of Social Media. This is the "Old Spice" brand, which launched several viral videos and also gave the option for the "Old Spice boy" to make personalized videos for fans, bloggers.... like this one that I show you below. The interesting thing about the campaign was that personalized videos were created based on fan suggestions.



[\(3\) Old Spice | The Man Your Man Could Smell Like \(subtitulado en español\) - YouTube](#)

What were the data of your success? More than 180 videos made for users, more than 6 million views of the videos and about 23,000 comments.

But let's analyse the entire campaign, since the first action was carried out in February 2010 with the launch of the video entitled "The Man Your Man Could Smell Like" and the results are that today it has around 19 million views and almost 24,000 comments.

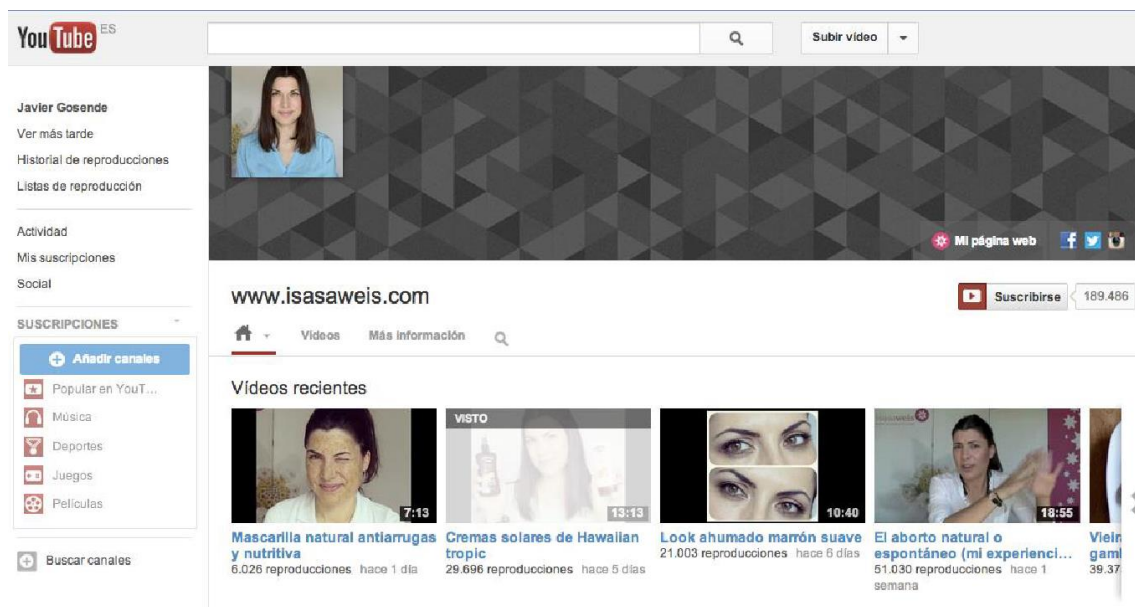
This video marketing action has generated a brutal branding increasing the brand awareness of the company.

The next step was taken at the end of July with the launch of the new video entitled "The Return of The Man Your Man Could Smell Like", and again with excellent results, getting almost 14 million views and 14,000 comments.

The resounding success of this campaign is a mixture of good planning, suitable ideas for the target and taking advantage of the new social channels, since Facebook and Twitter were one of the pillars in its dissemination.

Thanks to this campaign in Social Networks Old Spice has increased the sales of its product by 107%, so that Social Networks have once again demonstrated that in addition to improving the visibility and notoriety of companies, they directly improve the ratios of sale and with it the levels of invoicing.

Isasa Weis



Isasaweis is a video blogger that has her own site (isasaweis.com) and her own YouTube channel with (isasaweis).

Its themes are cooking and beauty. Two of the most sought-after trend topics on the net. It has known not only to have its own site, but also to integrated all possible channels (youtube, twitter, flick) in it. Keeping them for real for herself.

His YouTube channel has 81 million views and approximately 274,000 subscribers.

This is part of her history as an entrepreneur.

“One day I happened upon a video of an American girl showing her makeup. I found it very original and fun, and pulling the thread I discovered many other girls who did it, inside and outside of Spain. I thought I could contribute my bit to this community that was already

formed, and I started recording videos. At first, like these girls, I started with makeup videos, but soon I thought I had to do something else. I like makeup just enough to get by myself at home, but in this field I couldn't give much more of myself, besides not motivating myself enough. So I decided to shoot other types of videos. I started with the kitchen, which I love, and seeing that I liked what was said, I continued with videos of maternity, fashion, crafts ... "

The initial investment was not much. We started by buying a good video camera, which I supported on some boxes to record, although I soon had to buy a pair of tripods.

Then came many other things: better cable connection, better computers, audio system, web servers, professional web design, etc.

I uploaded the first video on November 14, 2009 and deleted it a few hours later. I was very ashamed to see myself! It was my husband who two days later encouraged me to upload it again, and I did. Three years later I have more than 500 videos published, but I am still a little ashamed to see them!

Caso de Éxito Club Collar Shave <http://www.dollarshaveclub.com/>



17,000 paying customers in the first week of opening the doors of your web store. Sound like a wet dream? Not for these guys. When the Dollar Shave Club subscription service was launched, there were 12,000 members who paid for the subscription in the first 48 hours, a figure that rose to 17,000 in the first seven days.

The Dollar Shave Club subscription service was founded in 2011 by Michael Dubin and Mark Levin, but it wasn't until March 2012 that he launched the store. They did it with a video, "Our

Blades Are F***ing Great" that was hugely popular, and in just two days it had already attracted 12,000 subscribers.

Just over a year ago, Dubin revolutionized the Internet with a campaign to sell razors.

The product did not present great novelties, in fact, the logic that inspired it is that of simplicity, Dollar Shave Club sells monthly supplies of blades for a dollar and distributes them at home.

The central commercial of the campaign was carried out by the own Dubin, executive director and cofounder of the company. The spot went viral and was seen by more than 10 million people.

After receiving some awards and many orders, the company obtained the support of important investment funds, including Venrock or Andressen Horowitz, among others.

VII. Facebook Video Promotion Strategy

When we think of a digital strategy in social networks we focus on paid campaigns, but have you ever wondered why it is convenient to use videos on Facebook? or in what way do these videos add value to my business?

According to a study by Social Bakers, Facebook videos are shared 157% more than YouTube videos. This represents a great opportunity to increase the participation of your followers. Below we will discuss various tactics to promote our videos on Facebook.

1. Reassign existing content

Sometimes those who have a fanpage believe that they need to constantly produce videos to satisfy the demand of their followers in each publication; Unlike this, it is advisable to use existing content, that is, reassigning a video. This extends the scope of your old content and optimizes your time, while organizing the production of totally new material.

Here are some ways you can take advantage of the content you already have:

- reload a YouTube video, remember to validate the timing,
- record your podcasts in video format,
- read your blog posts, record them in audio format and create a video with images related to the topic,
- upload talks or interviews with the members of the work team.

As we can see below, in Ellen DeGeneres' account, the video that has 44,149 views on her YouTube channel, on Facebook it has 755,534 views.



Ellen DeGeneres
Harmony Zhu is as talented as she is adorable. She's also as adorable as she is talented.
Ver traducción

Foto compartida con:
Público
721 290 reproducciones



Harmony Is Here!

TheEllenShow 
 13.254.688

44.149

+ Añadir a  Compartir  Más

 6.941  98

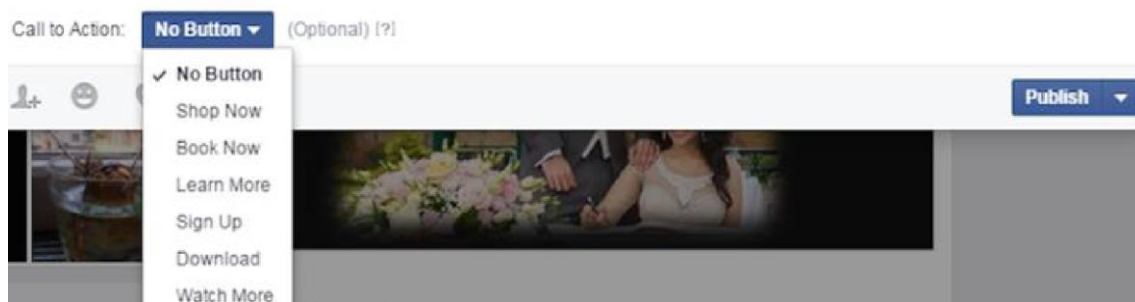
2. Embed videos on your website or in your blog articles

Depending on the scope of your fanpage, sometimes the number of people who visit your website is greater, although of course there are exceptions. This represents a great opportunity to channel traffic to Facebook with embedded videos.

By including the link of some of your Facebook videos in your blog articles, you are expanding the reach of your content by converting new visitors to your website into followers.

3. Be creative with your CTA's

How many times have you seen pop-up comments while watching a video on YouTube? These types of annotations tend to be distracting to the viewer. The advantage of Facebook is that, unlike YouTube, at the end of the video you can create a CTA (call-to-action) that benefits you. These are the options you can use:



It is important that before creating the CTA you define what the objective of your video will be, especially if you want to direct traffic to your website, YouTube channel or even to another video.

4. Determine the duration of your video with Video Analytics4.

Thanks to the Insights offered by Facebook, you can analyze the behavior of your followers, not just see the number of likes. You can identify the number of views of your video on Facebook, if it came from organic traffic or paid campaigns and the retention of the audience, that is, how many people saw more than 95% of your video.

Knowing the exact moment when your followers stop watching your videos is the best indicator of their duration and what interests them. Take tests and analyze the reaction of your fans.

5. Create digestible content

When people think of creating a commercial video, they generally envision someone sharing knowledge on a specific topic, in front of the camera. While there is nothing wrong with this tactic, it requires improving the content and making it digestible to keep the viewer going throughout the video.

As part of your marketing on social networks and for your followers to keep an eye on your videos, take care of their duration, consider that it is recommended that each one last between 30 and 60 seconds, enough time to highlight important points.

This type of content helps you to be more specific and users will thank you. However, this does not mean that you should ignore or delete long videos, just add a link in the comments or a CTA to a shorter one.



6. Facebook live, real-time recordings

So far, we've only talked about previously produced videos, but what about the ones you can record in real time?

To be able to do this, make sure that your fanpage has been established from the beginning under the profile of "Public Figure" and that you have enabled the Facebook Live Stream. This will allow you to broadcast fully live, which increases interaction in real time.

VIII. Sponsored Ad Campaigns on Youtube

To create an ad campaign on YouTube, it must be done within a Google Adwords account. Google bought YouTube years ago and consequently the advertising campaigns on YouTube are carried out within a Google Adwords account.

Some Interesting Facts About YouTube Advertising

- YouTube users who viewed a full TrueView ad are 23 times more likely to visit or subscribe to a brand's channel.
- Viewers who were exposed to a TrueView ad are 10 times more likely to subscribe to or visit a brand's channel
- The number of advertisers posting promotional videos on YouTube grew more than 40% year over year.
- Average spend for YouTube's top 100 advertisers is increasing over 60% year-over-year.
- YouTube TrueView advertising service grew more than 45% as of 2014.

Types of ad formats we can do:

In Stream Ads

Standard in-stream ads play before, during, or after a user starts playing a YouTube partner video.

Ads can have a maximum duration of 15 seconds for short videos (less than 10 minutes) or 30 seconds for long videos (greater than 10 minutes). Ads can be skippable or non-skippable (they last 7 seconds)



Display Ads

They appear to the right of the featured video and above the list of video suggestions. On larger players, this ad may appear below the player.

Characteristics to take into account in YouTube Ads campaigns

- Campaigns can be segmented by age, sex, geographic location, interests, by video already uploaded to YouTube
- Payment is made per video reproduction (cost per reproduction). The average cost of a campaign is 0.05 euros per reproduction. It is a very affordable cost compared to other advertising printing tools
- The campaigns are flexible. They can be created, stopped, edited, scheduled, etc.
- Very detailed statistics on ad performance are obtained (impressions, ad clicks, views, costs, etc.)

NOTES

Your notes here

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Your notes here