



Advanced Tactics For Promoting YouTube Videos

promediacorp

SEARCH ENGINE MARKETING STRATEGISTS

- Manhattan-based search marketing agency
- Since 2004
- Clients include:



Agenda:

1. YouTube Monetization Opportunities & Case Studies via Partnership Programs
2. YouTube for Viral Marketing & Linkbaiting
3. Tips and Tricks for Promotion
4. Sitemaps, Feeds, Microformats, and Mobile

User, Brand, & Partner Channels

User Channel = Free, can skin and design, Insights, but no banner support

Brand / Sponsor Channel = 6 figure media commitment, heavily customized with banner ads

Partner Channel = Rev-Share for select users based on audience and content

- All tiers let you control your page with background image, colors, layout, vanity URL
- All tiers let you tag your channel with keywords for search
- All tiers give you control of features (comments off) and modular layout

YouTube Partnership Program (YPP)

- Rev share w/ Google via **inVideo AdSense** overlays and ads surrounding video
- Currently only available to members with **existing audiences, quality content**, and good YouTube community behavior
- Channel branding, email support, longer uploads, partner page listing.

Supported Countries: USA +



YouTube Partner Program gives premium publishers like **VEVO** (Sony Music/Universal/EMI partnership)

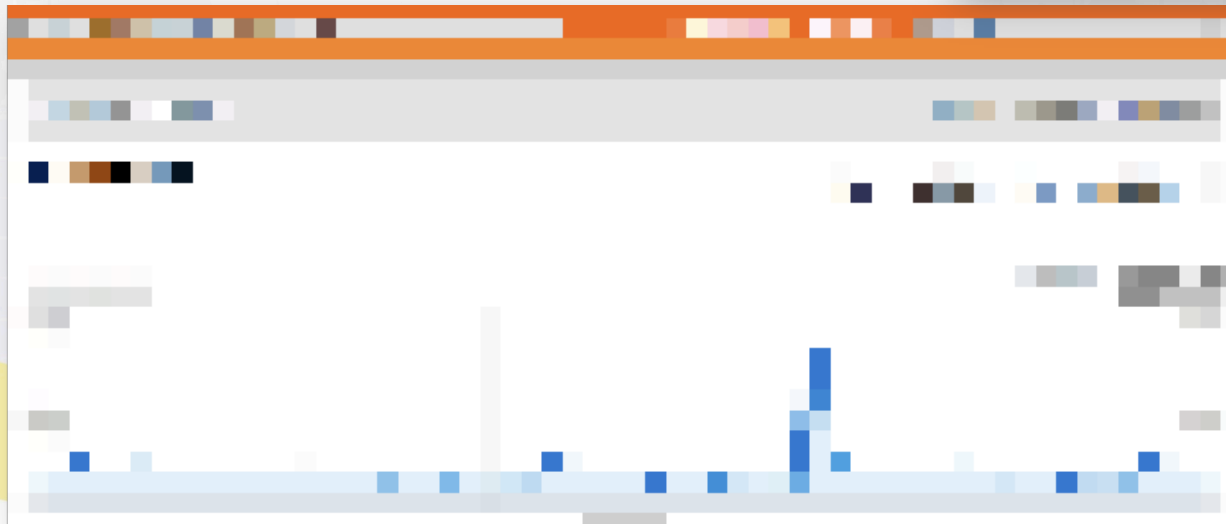
- special in-video branding
- overlays
- banners
- in-stream rolls
- 1-click buys
- Direct ad sales

Enables copyright owners to claim and monetize their content via “Content ID”

The screenshot shows a YouTube video player interface. At the top, the video title is "AC/DC - Highway To Hell" with the channel name "acdcVEVO", "14 videos", and a "Subscribe" button. The video content shows a stage performance with a large American flag in the background and a person in a red Iron Man suit in the foreground. Below the video, there is a music player interface with a play button, volume, and progress bar (0:12 / 3:20). To the right of the progress bar, there are buttons for "AmazonMP3" and "Buy Song". The VEVO logo is visible in the bottom right corner of the video player. Below the video player, there is a banner for "NEW MUSIC VIDEOS" with the text "CLICK TO WATCH THE VIDEO OF THE DAY" and the VEVO logo. At the bottom, there is a description: "April 19, 2010 — Music video by AC/DC performing Highway To Hell. (C) 2010 Leidseplein Presse B.V." and a view count of "4,810 views". There are also links to "Download This Song: AmazonMP3 iTunes".

Chris Brown & Sony Music Case Study

- “Click to Buy” monetization program – buy the song directly from the video
- Sony claimed their copyrighted content via “content ID” program & added “click to buy” overlay.
- Video resulted in huge traffic spike on Chris Brown site (*graphic redacted here*)



Successful case study : Fred Figglehorn

- Improv series about a 6 year old dysfunctional kid
- 83 million channel views
- **\$100k+ ad revenue***, minimal production costs
- Merchandise sales
- Product Placement (Toys-R-Us / ZipItWireless)
- TV guest spots
- **Signed Movie deal w/ Nickelodeon**



Fred
Subscribe
Add as Friend | Block User | Send Message

Profile

Name:	Fred
Channel Views:	82,864,967
Total Upload Views:	480,605,181
Style:	Improv
Age:	63
Joined:	October 01, 2005
Last Sign In:	20 hours ago
Subscribers:	1,727,336
Website:	http://FredFigglehorn.com

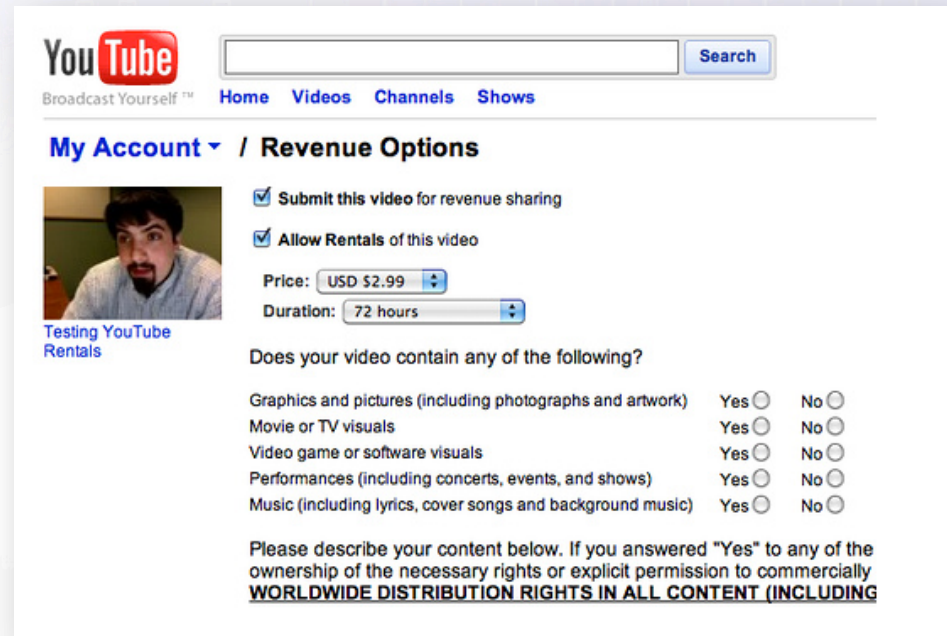
Using his mom's camera, a lonely six year old posting videos to a YouTube



*Source: CNBC

Streaming Rentals (Beta Testing)

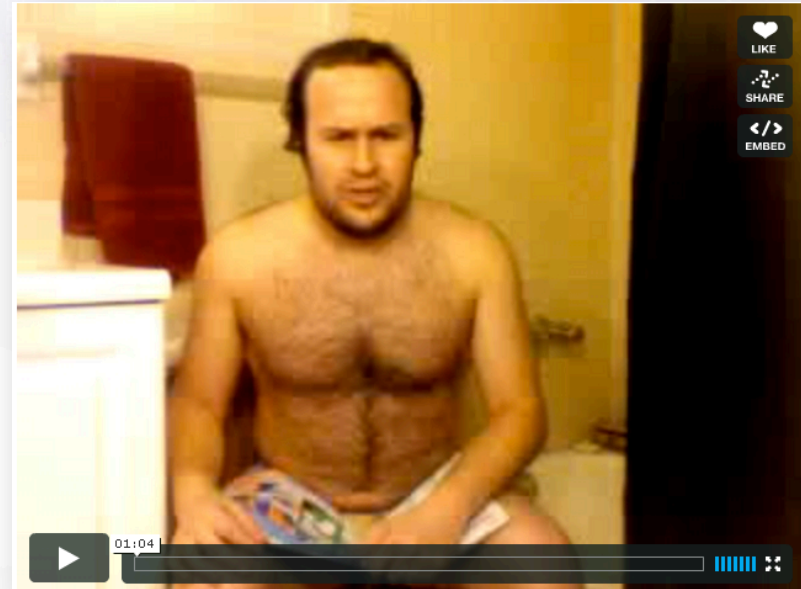
- Ad-free, monetize via rental fees
- Netflix / iTunes / Amazon **VOD model**
- Pilot was Sundance film festival
 - 2,684 views x \$3.99
 - YouTube netted \$10,709.16
 - Slow start – wrong partner
- SEL's own **Rustybrick** testing – renting SEO videos
- Currently **US only**, sorry Brits and international folks!
- Stricter approval process; all regular YPP requirements +



The screenshot shows the YouTube 'Revenue Options' page for a video titled 'Testing YouTube Rentals'. The page includes a search bar at the top, navigation links for 'Home', 'Videos', 'Channels', and 'Shows', and a 'My Account' dropdown menu. The 'Revenue Options' section is checked for 'Submit this video for revenue sharing' and 'Allow Rentals of this video'. The price is set to USD \$2.99 and the duration is 72 hours. Below this, there is a section for content restrictions with radio buttons for 'Yes' and 'No' for each category: Graphics and pictures, Movie or TV visuals, Video game or software visuals, Performances, and Music. A disclaimer at the bottom states: 'Please describe your content below. If you answered "Yes" to any of the ownership of the necessary rights or explicit permission to commercially **WORLDWIDE DISTRIBUTION RIGHTS IN ALL CONTENT (INCLUDING**

Viral Videos = Killer Linkbait

- “Do The Jingle” **video contest** building linkbait around user-generated video: www.dothejingle.com



- Shakira “Waka Waka” dance contest for **1Goal: Education For All**: www.youtube.com/shakirawakawaka

Viral Videos = Killer Linkbait cont'd

- Build **Top 10 Lists** from great YouTube content (Mashable)



Top 10 Wedding Dance Videos on YouTube

WEB VIDEO In the old days, getting married was simple: Get a white dress, make sure the groom shows up on time, and order enough cake to go round. Nowadays however, there are some expectations when it comes to choreography.

We've scoured...



1312



About 4 days ago **Amy-Mae Elliott** 7

654

Tips, Tricks & Strategies

YouTube Promoted Videos

- Keyword driven PPC Advertising (Adwords for YouTube)
- Embed promo text and call to action
- Drive eyeballs, brand exposure, build audience and engagement
- Great for products / services where videos do the selling (the iPhone super screen)
- Find vendors to create video spots @ <http://www.google.com/adwords/acm> (Google Ad Creation Marketing Place) or oDesk
- See Dara's presentation 😊

Tips, Tricks & Strategies, cont.

YouTube Insights

- Analytics for Videos
- View visitor location, demographics (age & gender)
- Engagement: Views, comments, favorites, ratings
- View inbound link/referral data, embed data
- Hot Spots (and cold spots) – similar to bounce rate – measures engagement – where users are leaving video
- Helps define your audience for tailoring future videos

Tips, Tricks & Strategies, cont.

YouTube Labs

- **Captions:** Add captions and subtitles to your YouTube videos with interactive caption editor (accessibility)
- **Video Annotations:** Add interactive commentary to your videos! Link to other videos, add notes, and more
- **Feather:** View & Test YouTube videos on a super-low latency page

Tips, Tricks & Strategies, cont.

Creators Corner

YouTube's portal with tools and tips for creating great video content

- Lots of “how to” info and forums
- Tips on tagging, descriptions, optimal video formats
- Info on cutting edge technologies such as 3D video and AudioSwap (add soundtrack from YouTube's extensive library)
- Project Ideas – great for inspiration on what topics to create content around
- Discounts – special deals on Flips, Videomaker Training Videos, Apple Store promos, Logitech, and more!

Video Sitemaps & Video MRSS Feeds

- No downside to pushing content vs. relying on a crawl
- Wordpress / Drupal and most platforms have modules/ plugins – no programming experience required
- XML feed, managed through GWT (or BWT)
- Sitemaps.org = Official Protocol
- Suggest meta data (tags, descriptions), thumbnail, category, rights, location, include comments / trackbacks
- **May** help videos appear more frequently in SERPs via Universal / Blended
- Helps sites where videos cannot be crawled (temporary solution, ideal is to be found via push and pull)

Microformats

RDFa, Facebook Share, Yahoo! Search Monkey RDFa

- RDFa: Video information marked up in the HTML of the document
- The essence of RDFa is to provide a set of attributes that can be used to carry metadata in an XML language (rel-nofollow is a microdata format)
- Tag elements related to the video such as creator, license, media player, duration.

YouTube for Mobile

m.google.com/youtube

- App preinstalled on iPhone and Android (must download on Windows and Nokia phones)
- Upload directly to YouTube by emailing youraccountcode@m.youtube.com
- Real-Time Streaming Protocol (RTSP)
- Best formats = H.264 , MPEG-2 or MPEG-4
- 30FPS, 640x360 (16:9) or 480x360 (4:3)
- By 2014, more than 500 million users worldwide will subscribe to mobile video services, equal to 8.5% of all mobile subscription services

Thank You!



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