

Being First To The Future
Reach **Your Web 2.0 World**
Through Online Video Marketing

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Word Of Caution: What Goes Online Can Potentially Go Viral

This Isn't Vegas

If only Wiener listened

blabbings.com



Blab tells you what's important to people right now and allows you to align your message to the conversation

My Video Marketing Background

- Online Video Marketing 2006-2007
- Launched First Video August 2008
- Top Video Currently Sits At 330,966 Views
- Helped Kenn Renner Generate 6,345,222 Views At YouTube

My Google & YouTube Attitude

- **Attain** 1st Page Google Placement
- **Reach** Top 5, Top 3 & Then #1 Position
- **Solidify And Defend** #1 Position
- **Dominate** Multiple #1 Rankings That Convert
- **Take Over** With Long Tail Keyword Phrases
- **Crush The Will** Of Competitors & Make Paid Traffic Their Only Option....

Who Uses YouTube?

YouTube U.S. Demographics



Evenly split by gender:
53% Male; 47% Female

64% describe
themselves as
“tech savvy”



Median Age:
33 years old



47% are married



Users are evenly
split: East, West,
South, and Midwest.



Median Income:
\$74,000



69% *at least*
college educated



71% Employed
15% Students



Mass Media Vs. YouTube Publisher

The New Communications Paradigm

	Mass Media	Social Media
Publisher	Professional publishing	Self-publishing
Economics	High cost	Low cost
Audience	Mass	Niche
Engagement	Passive	Active
Voice	Institutional	Individual
Communications	Publisher	Enabler
Marketing	Advertising	Publishing

Reach Your Target Market With YouTube Video

The Orabrush Story:

<http://www.YouTube.com/watch?v=|>

Our Main Goals Today

- Orient You To YouTube
- I Have Uploaded My Video To YouTube Now What?
- Demonstrate How To Get More Traffic, Views & **Social Interaction** To Your Videos From
 - Within The YouTube Community
 - & Outside YouTube

Where Would You Rather Compete For Business... YouTube Or Google?

- Since Oct 2010 For Keyword Austin Real Estate
- YouTube **Decreased** By 760 Competitors
- Google **Increased** By 102 **Million** Competitors
- **YouTube:** 5,650 Competitive Results
- **Google:** 116,000,000 Competitive Results

Orientation Of A YouTube Video Landing Page

Preparatory Work

- Sign Up For The Following 12 Social Media Channels Below:
 - Facebook, Twitter, Buzz, Orkut, Tumblr, Blogger, MySpace, Hi5, Bebo, StumbleUpon, Google Reader, Google +1

What To Do After You Post Your Video

- Optimize Your Video's - Title, Description, Keywords
- Transcribe Your Video & Add To The Description
- Rate Your Own Video As A Thumbs Up
- Send It To Others ~ Friends & Subscribers
- Add Annotations

While Uploading Video

- You Can Auto – Post Your Video To The Following Social Channels As You Are Posting Your Video
 - Facebook
 - Twitter
 - Reader
 - Orkut
 - MySpace
- Word Of Caution Related To Tags & Double Posting
- We Will Post Later To The Other Channels From Within An YouTube Video Interface

Right Click YouTube Video

Austin Experts Network at Inner Circle Business Network - 3r

rennerrealty 346 videos [Subscribe](#)



0:43 / 1:09

360p

Like + Add to S

Uploaded by rennerrealty on Apr 10, 2011
Created on April 10, 2011 using FlipSt

1,479

All Comments (0) [see all](#)

- Copy video URL
- Copy video URL at current time
- Pop out
- Copy embed html
- Report playback issue
- Take speed test
- Stop download
- Show video info
- Copy debug info
- Settings...
- Global Settings...
- About Adobe Flash Player 10.2.152.33...

Questions?

Takeaways

End Of Hour 1

Hour 2

Optimizing Your Video For Search

Optimizing Your Video For Search

- How Does YouTube Know What Your Video Is About?
- Through The Use Of:
 - Title Information
 - Description
 - & (Keywords)
- Properly Optimizing This Info Is Foundational For Placing Video Within Google Blended Search Results

Optimizing YouTube Video Title

- Make It Relevant & (Keyword Rich)
- Don't Use Generic Terms, Eliminate Filler Words Such As: A, And, The, etc.
- Avoid Keyword Stuffing & Repeating Words
- Do Not Add More Than 62-65 Characters
- First 25 Characters Are Most Important
- Add Your Phone Number

Use **Unicode Symbols** In Video Titles

- Attract More Clicks & Views, Especially For **Related Videos**
- Where Can I Find Them?
 - <http://panmental.de/symbols/info.htm>

Optimizing YouTube Video Title

- Use More Exact Details & People Will Pay Attn.
 - E.g. Must See, Funny, You Won't Believe How This Ends, Share With A Friend
- Consider Gleaning ([DR Horton Homes Austin](#))
- Highlight Certain Words Thru Capitalization, [self directed IRA search](#)
- Tip: Add Part 1 To The Video Title & Generate Extra Clicks By Showing Part 2 On Your Website

YouTube Description

- Add URL with <http://www.domain.com>
 - Also Add Your Phone Number
 - Add 4-5 Returns Before Entering Body Of YouTube Description
- Don't Use () Around URL Link Or A Comma After URL Or Your Link Won't Work
- For Additional [Context Transcribe](#) Video & Add To The Description

YouTube Keyword Tagging

- Add Separate Keyword Phrases By Commas
- Avoid Filler Words Like A, The, Of, Unless Their Necessary
- Include As Many Keyword Phrases That Are **Relevant** As You Possibly Can

Video Thumbnails

- Where Can I Select The Thumbnail?
- YouTube Allows You 3 Thumbnail Options
- A Bad Thumbnail Can Spoil Your Video
- Good Thumbnails Alone Can Make Your Video Go Viral Or More Popular

Driving Even More Views To YouTube Video

- Work With The YouTube Algorithm
 - 1st Quarter, Roughly The Middle, Last Quarter
- Target Your Thumbnail For The Last Quarter Of Video
- Add A Personal Image To The Last Quarter Of Your Video
- Test & Experiment
- Gather Thumbnail Ideas
<http://www.youtube.com/charts>

Conversion Tip:

Include 20-30 Seconds Of Extra Footage At The End
Of Your Video With Just Your Domain Name

Questions?

Takeaways

End Of Hour 2

Driving More Views To YouTube Video

- Think Of YouTube As A Social Networking Site
- Let People Know You Are Listening
- Actively Friend, Subscribe & Comment
- Don't Always Push Your Content Or Product
- Comments Can Be In Either Text Or Video

Make Better Use Of Related Videos

- Videos Showcased Along Side The Video You Are Watching
- Recommend Using Phone Number And YouTube Username
- Grouping Related YouTube Videos Will Increase Views To Your Videos
- Add Unicodes To Video Titles

Annotations

- What Are They?
 - They Are Overlays That You Can Add To Your Videos Once They Have Been Uploaded To YouTube
- Example:
 - Link To Another Related Video Or PlayList (See Kenn's Channel)
- Why Use Them?
 - Use Annotations As Calls To Actions, Increase Traffic To Related Videos, Ratings, Subscriptions

Annotations

- How Do I Get The Most Out Of Them?
 - Reinforce Your Brand; Add Website URL
 - Ask People To Subscribe To Your Video Channel
 - Invite Viewers To Either Rate Or Comment Video
 - Reinforce Parts Of Your Video Message
 - Use Humor Where Appropriate
 - Highlight Special Offers & Include Calls To Action
 - Link To A Playlist & Increase Traffic To Related Videos

Annotations

- Great If You Move A Video
- How Often Should I Use Them?
- Add Annotations Every 20-25 Seconds
- How Do I Make One?
- Demonstration

Use Annotations To Link To Other Videos – Great Thumbnail

June 14: Obama on the economy (and Weiner)



Search all video



return to video

Marketing Video Content On YouTube

- Engage Your Targeted YouTube Subscriber Base
- Share Videos With Other YouTube Users
- Connect With Others Who Have Similar Content at YouTube

How To Encourage Social Activity

- Use Informative & Timely Annotations
- Within Your Video Script Point Out Ways For People To Take Action
- Ask For Feedback/Comments/ Subscription Throughout Your Video Script

Orientation To YouTube Channel

Promote Your YouTube
Username (a.k.a. YouTube Video
Channel)

YouTube Video Channel Features

- Custom Background
- View Counts Explained
- Description & URL – Your Key To Success
- Comments Area
- Auto Play Your Video Featured Video

Use Bulletins To Engage Subscribers

- What Are They? Stay In Touch / Text Announcements, New Properties
- How To Add A Bulletin?
- Why Use Them? Your Subscribers Will See Your Bulletin When They Log Into Their Channel
- Ask For Feedback & Comments

Notes About Leaving Comments

- Make Them Interactive & Ask Questions
- Longer Comments Will Win Subscribers
- Think Of The Time It Takes To Make Quality Content
- Comments Prove You Are Listening

YouTube Comments

- Ask For Feedback & Comments
- Don't Deactivate Comments
- You Can Manually Approve Them
- Remember To Answer All Your Comments
- Spur A Dialogue With A Question

Generate Video Responses

- Remember Rules For Comments
- Add Video Responses To Popular Videos
- Find Videos That Allow Automatic Inclusion
- Great Way To Influence The Influencers
- Generate Your Own Video Response:
<http://www.youtube.com/watch?v=Lh9MOfZwK00>

Notes About Leaving Comments For Trouble Starters

- Set Up Multiple YouTube Accounts
- Start A Conversation Between Your Accounts
- Stir Up Your Own Controversy
- Myth, Then Debunk Myths

YouTube Ratings

- Thumbs Up Or Down Right Below The Video
- Don't Deactivate Ratings
- YouTube Favorites
 - They Can Be Organized Within A YT Channel
- Note: All Social Activity Within YouTube Creates Internal Site Link Backs (Votes) To You

YouTube Playlists

- What Are They & Where Can I Find Them?
- How Do I Use Them?
- Why? Leverage Other's Content To Increase Subscribers & Friends
- Create Tightly Niche Keyword Playlists & Market Them For Additional Content

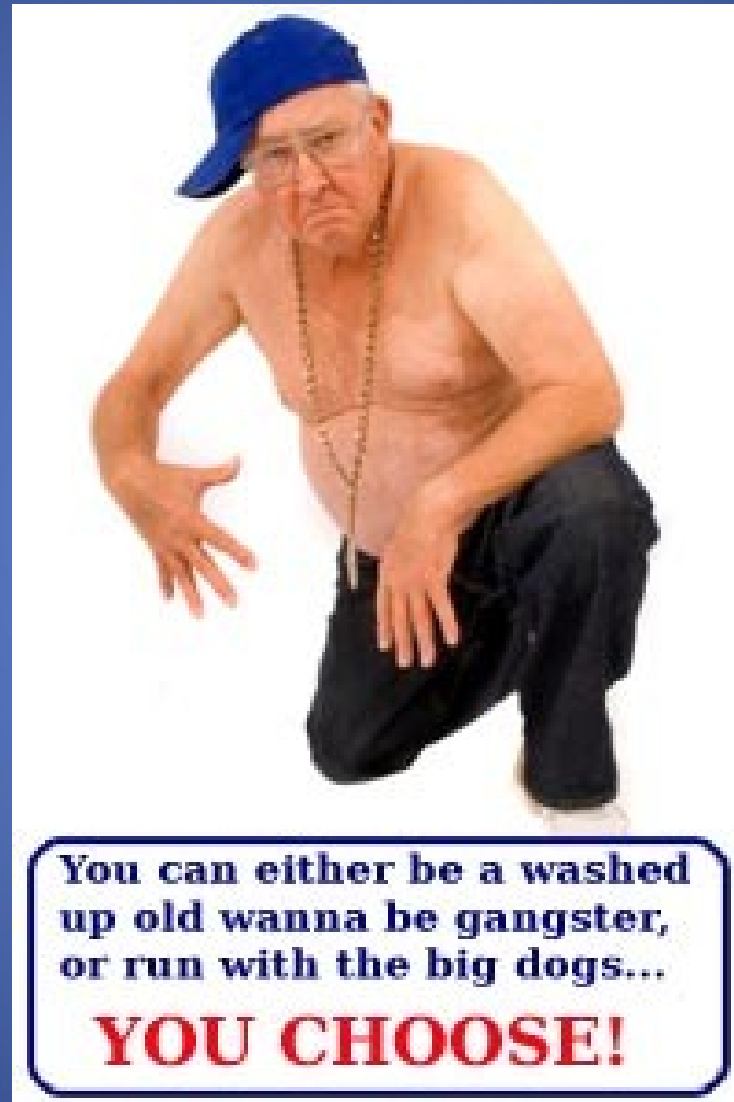
Generating Views To Your Video

- You Can Purchase YouTube Ads
 - [Ads.YouTube.com](https://ads.youtube.com)
- You Can Purchase Video Traffic / Views From Us
- Catch-22 – You Need Views To Get Views

Google Insights

- YouTube Video Statistics
- Measure Point Within Video Where Interest Drops Off
- Tailor Video Length For Future Videos
- Make More Videos That People Actually Want To Watch

Generating Views To Your Video



Going Viral On Purpose

- Video Views Management Package
 - 1,000 Views - \$97
 - 2,500 Views - \$147
 - 10,000 Views - \$197
- Video views are generated from a private traffic network where videos are rotated as ads. “Real People” select your videos & watch them...

Google Branding/Ranking Package

- Includes Promoting ONE Choice Video
- 10,000 Views (\$200 Value)
- Video Burst to 35 Websites
- Optimize Video To Rank At YouTube & Google

- Pricing:
- One Video: ~~\$595~~
- KEYS Pricing: \$495
- Monthly: \$225

Unlimited Video Package

- Includes Driving Traffic To **Every Video** Within YT Channel
- Includes Special Rank Emphasis On **THREE** Priority Videos A Month
- Pricing: Regularly ~~\$995~~,
- Workshop Pricing: \$825
- Compare Costs Of Running TV Ads

Questions?

Several Takeaways

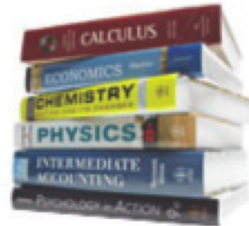
- Market Your Videos: Hire A Specialist To Market Videos That Have A Long Shelf Life
- Remember Creating A Video Alone Will Not Bring In New Business
- A Video Without Advertising Is Like a Building Without Signage Or Windows

End Of Hour 3

Promote Video Content Through Other Available Marketing Channels

The Power Of Google & Social Media Exposure

So Where Do You Start?



Google

YAHOO!

Ask

ebay

amazon

Shopping.com

Youtube Versus Super Bowl Ads

- \$2.7 Million Superbowl Ad Versus Free YouTube Video
- Which Might Provide More Value In The Long Run?
- <http://www.YouTube.com/watch?v=enWWeGu3J>
- **Video Targeting Tool** – Target Popular Vids w/ Ads

Where Do People Watch Videos?

- YouTube & Other Video Sharing Sites
- Google: Search Engine Results Pages (SERPs)
- Embedded Videos On Your Blog Or Website
- Social Media: According To comScore Facebook Is A Top Ten Video Site Without Even Trying To Be

How To Get Videos Viewed Within Sea Of Content?

- Top 2 YouTube Videos Display Within The Google Search Results.
- Strive To Rank Your Videos On First Page Of Google Through Views & YouTube Social Activity
- Ideal For Direct Natural Search Traffic

Ranking YouTube Video At Google

- Rank YouTube Video Within The Google Search Engine
- The YouTube Advantage
- Thumbnails In Google Search Results
- Diversity Of Video Embeds & Backlinks

Getting Video Content Seen On Google

- The Value Of A Thumbnail Listing On Google's 1st Page
- The E-BAY Story
- Video Placement Examples:

Keyword: Self Directed IRA Custodian

Keyword: Austin Home And Garden Show (Virtual Booth)

Keyword: Lakeway Regional Medical Center

Additional Ranking Criteria

- Video Social Activity
 - Ratings
 - Video Views & Traffic
 - Comments
 - Creation Frequency
 - Video Embeds
 - % Of Time Videos Are Watched
 - Channel Activities
 - Video Sharing

A Few Quick Notes About Links

Quick Tip When Sharing Video Link

- You Can Better Target Your Message By Skipping To The Exact Point In A Video
- Append This To The End Of Your Video URL
 - #t=39s
- Example:
<http://www.youtube.com/watch?v=CXL9rQ8S>

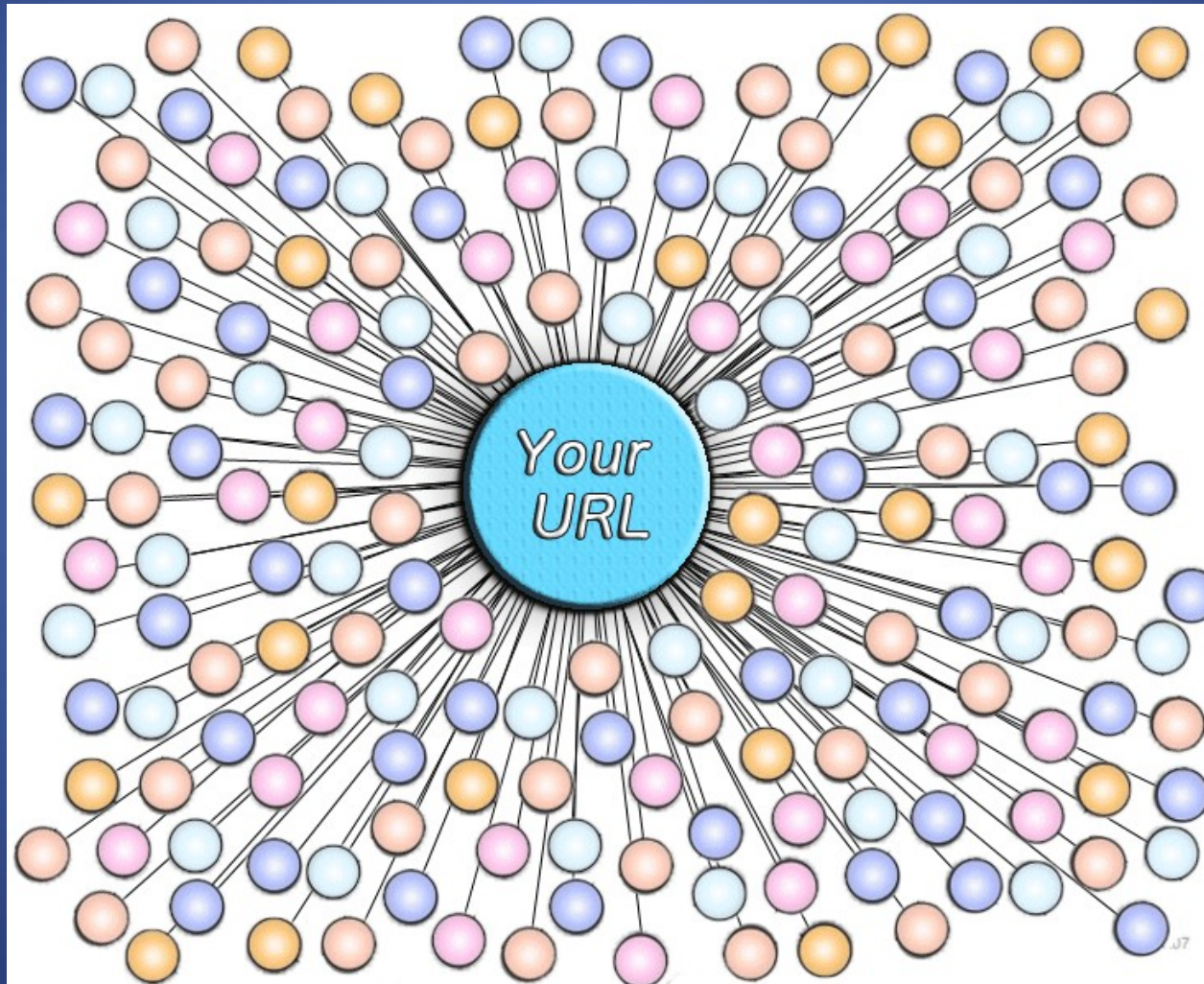
Backlinks Enhance Video Exposure



Send Links To Your Videos Through Social Media

- Share It Right From YouTube To 11 Social Media Sites
 - Facebook, Twitter, Buzz, Orkut, Tumblr, Blogger, MySpace, Hi5, Bebo, StumbleUpon
 - Avoid Double Posting To Previously Submitted Sites
- Ping.fm

Better Backlinking: Post Everywhere



Link Building Facts

- The more incoming links you can obtain...
- The better the quality of those links...
- The better structured those links are...
- The more diverse those links are...
- The longer those links are in place
- ...the faster your SE rankings will improve.
- Note: Most Links Are Never Discovered By Google

Importance Of YouTube URL That Shows In Google

- Use Same YouTube URL That Shows In Google
- E.g. Google Search Unlimited Video Workshop
- **Google URL:**
<http://www.youtube.com/watch?v=Lh9MOfZwK00>
- **Versus YouTube URL With This Added:**

Embedding Video On Blog

- Use Embed Code & Easily Post Video Content On Blog
- Where Can You Find Embed Code?
- Demonstrate On WordPress Blog

Quick Tip When Sharing Or Embedding A Video Link

- Skip Right To The Exact Point In A Video
- Target Your Message To The Most Relevant Pt.
- Add This To The End Of Your Video URLs
 - Format: #t=39s
- Example

Embed YouTube Video Into Blog

- Find The Share Button, Hit The Embed Button
- Copy Embed Code, Select Video Size
- Copy Embed Code – Use Short `<iFrame>` Code
- Paste Embed Code Into Your Blog Or Website

How To Make Use Of The YouTube Embed Code

- Log Into Blog
- Click On Tab & Change To HTML Mode
- Paste Embed Code Into HTML
- Transcribe Video Content And Embed Video & Text As A Video Blog (**VLOG**)

Syndicate Videos To Other Video Sharing Sites

- YouTube Should Be The Core, But Not The Circumference Of Your Video Marketing Strategy
- Nearly Double Your Video Audience
- Open Video Sharing Platforms For Content Publishers
 - Yahoo Video, Veoh, Vimeo, DailyMotion, Metacafe & MySpace
- Tip: Vary Descriptions, Titles, Keywords

Social Media Breakthrough



Drive Traffic To YouTube Video

- Share With Everyone You Know, Use “Share It” Option
- Promote Your Video Through Social Networking Sites Built Into YouTube
- Open Your Video Link To Any Groups That You Are A Part Of.
- Use Forums Or Bulletin Boards That You Are A Part Of.

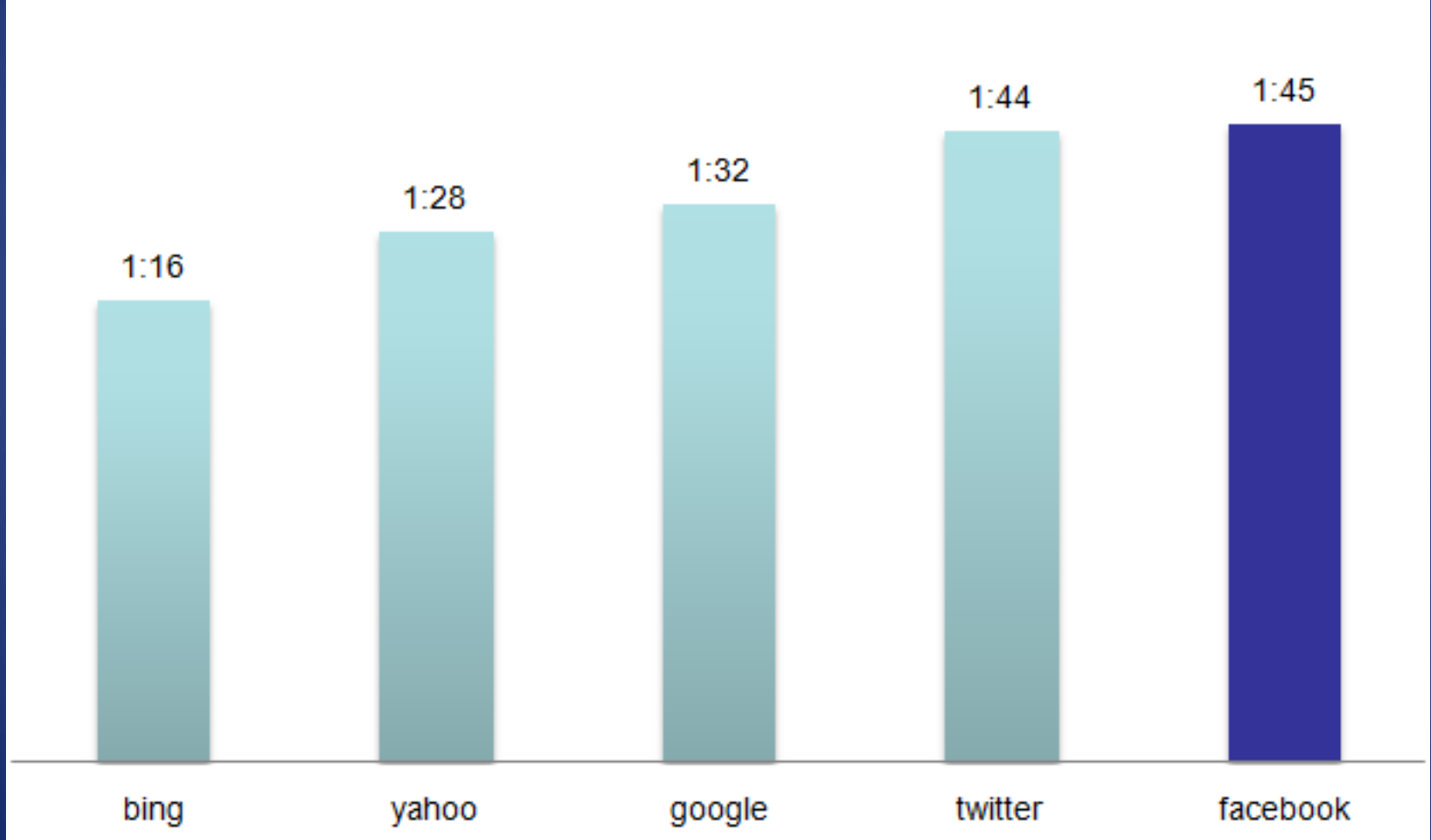
Video On Facebook

- Facebook Users Watch 46.2 Years Of YouTube Videos Daily
- Facebook Video Viewership In 2010 Spiked Over 2100%

Video Viewing Loyalty

Source TubeMogul

Minutes-Watched Per View By Discovery Source (May 2010)



YouTube Marketing Tips

- Seek Out Passionate Bloggers In Your Industry
- Text Campaign
- Email Campaign
- QR Codes

The Rise Of The QR Code For Mobile Marketing

- Smart Phone Bar Codes, With Direct Links
- Conveniently Drive Offline Traffic To Videos



The Rise Of The QR Code

- Can Be Used For Mobile Coupons Or In-Store Promotions Or To Promote Video
- QR Codes Are Small, Easy To Print, Low Cost
- Technology Is Popular As An URL Shortener
- Can Serve As A Prominent Response Expediter

Goal Is To Promote Your Video
Through Every Available Voice

Make Video Part Of Your
Marketing Lifestyle

Take Action!

Questions?

Takeaways

End Of Hour 4