

SOCIAL MEDIA



**ABSTRAKT**



Broadcast Yourself

# ABSTRACT MARKETING GROUP

## YOUTUBE

### INTRODUCTION

Way back in 2005, three former PayPal employees launched a website that would revolutionize the way we share online video. That website, of course, is YouTube. Prior to the YouTube era, online video sharing was a foreign concept. If you wanted to share a home video with an out of town family member, you would have to create a file, email it and hope they could open it on their computer. With YouTube, you can easily upload a video and share the link with whomever you like.

Now, six years and over billion views later, YouTube has become the second largest search engine only behind its owner, Google. What started out as a simple place for friends and family to share videos has turned into a launching pad for careers in the entertainment industry. Who would have thought uploading a simple video of an 11-year-old singing at a talent show would turn that kid into the biggest pop star in the world?

### COMMON MISCONCEPTIONS

As mentioned earlier, YouTube is the second largest search engine in the US. As a business owner, you must not ignore this fact. With all the media attention YouTube gets for their off the wall videos, it's easy for any professional to look at the site as nothing more than a novelty; a place where teenage boys flock to watch some daredevil attempt to skateboard off a roof and into a pool. Some may also see it as a place for inspiring actors, musicians, magicians, etc., but that is simply not the case. Yes, it is a great place to showcase your skills if you wish to become the next Justin Bieber, but it's also great place to showcase your business and services.

One of the most common mistakes when it comes to the utilization of YouTube is the absence of keyword optimization. Uploading the video is only the first step, now you have to make sure the video can be found. Sure, you can get lucky, upload a video and it instantly becomes an internet sensation. The only issue is, not everyone is looking to be the next Beenerkeekee. YouTube isn't all about goofy videos and music videos. Yes, that is a major part of it, but if you ever do some digging, you'll see there are tons of insightful documentaries, how to videos and vlogs that attract some decent traffic.

**According to Nielsen, Americans streamed 15 billion online videos in May 2011.**<sup>1</sup> Vlogs are an increasing popular way for people to voice their opinion to the Internet community. Some are extremely clever and well done, while others look like they were shot on an old Nokia

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<sup>1</sup> Brooks, Rich. "8 Ways to Maximize Your YouTube Marketing Results | Social Media Examiner." Social Media Examiner: Your Guide to the Social Media Jungle. 27 July 2011. Web. 27 July 2011.  
<<http://www.socialmediaexaminer.com/8-ways-to-maximize-your-youtube-marketing-results/>>.

camera phone. If you do a little research, you will see there are quite a few vlogs that contain bad lighting and poor audio. If no one can see you or hear what you are saying, what's the point of even taking the time to produce and post the video? If poor lighting and audio weren't bad enough, some are just plain boring. If the viewer starts to fall asleep after 15 seconds, you have a major problem. It doesn't matter how much useful information you cram into the 5 minute video – if you don't convey the message in a somewhat creative manner, most will lose interest quickly.

YouTube has evolved significantly since its initial launch in 2005. It's more than just a place to share videos: it's a community meeting place where people can engage in a variety of conversations. Not unlike Facebook and Twitter, if you really want to establish a strong presence on YouTube, it is essential you engage in conversation. It shouldn't be treated as a place where you just upload/share videos.

## OPTIMIZATION

Failing to optimize your video is pretty common practice. For one, most don't even know what "optimizing" means; the ones that do fear it may be beyond their scope of knowledge. The truth is, it's a pretty simple procedure and it will almost certainly help where your video shows up on YouTube's search engine. When you upload your video, be sure to insert relevant keywords that pertain to your video. YouTube offers a [keyword tool](#), which will help give you additional keyword ideas. These will be the most commonly searched words when searching for whatever your video is about.

When it comes to optimizing your video, it's more than just picking the right keywords to put in the "tags" section. Every bit of text should be optimized in order to give your video the best shot at being discovered. Start with the title. If it's a vlog, don't put something like, "My review of "Google+". No one has any idea who you are, so it's highly unlikely your name will be searched in connection to Google+. This is where the keyword tool comes into play. Pick the keywords you feel best relate to your vlog, plug them into the keyword tool and choose the hottest, most searched keywords that pop up. Once you've done that, make sure to integrate them into the title as well as the description. It doesn't mean your video will be an instant hit; it does mean, however, that more people are interested in your content will be more likely to view your video.

Do you need state-of-the-art equipment to produce an effective vlog? No, but it's crucial that the production be, at the very least, adequate. If it's difficult to understand your message, your effort will be all for nothing. Come up with a creative way to convey your message. Consider every element of the production: lighting, setting, acoustics, etc. If you're a sports fiend, shoot your vlog while sitting in your man-cave, in front of the TV. Anything that can enhance the visual quality of your video will help attract subscribers and keep them coming back for more.

Engage, engage, engage! Regularly monitor your YouTube profile, as well as your uploaded videos. When someone makes a comment, be sure to respond! This will help you build rapport with your subscribers, which should result in a spike in views.

Lastly, don't hesitate to subscribe to other channels and comment on their videos. The more you go out and comment, the more people will associate your YouTube handle with your work. Think about it, if you are out starting conversations all over YouTube (I'm not talking about spam) the more likely other users will want to come over to your page and see what you're posting.

## **BEST PRACTICES**

According to Jason Weaver, CEO of Shoutlet, an enterprise social management software company, understanding your "brand" is vital when attempting to convey your message through YouTube. Understand what you're looking to accomplish by producing a video. Secondly, be ready to respond to feedback. When the comments start coming in, respond in the same manner as your message. Example: If you decide to make a video, respond in a very casual, even humorous way. If you wanted your message to be funny, why would your response be any different?

Weaver also stresses the importance of cross promotion. Be sure to download the YouTube app for Facebook. It's just another simple way to promote the fact you're on the platform and hopefully see a spike in subscribers and views. This isn't all Weaver is talking about when we refers to "cross promotion". It's more than just posting the video to your other social media pages; it's also about engaging and creating conversation on your social media platforms.<sup>2</sup> Let's say you submit a video and it generates "likes" and comments. Use that info when you're posting on Facebook and Twitter. Say something like, "1,000 people like our new video! Have you? Go check it out and join the discussion!" or something to that effect. Remember: you should be talking about your product or service on every platform out there.

Lastly, this may sound obvious, but create compelling videos that your target audience would be interested in. If the objective is to just get anyone and everyone, then make something different or funny. If you have a really specific target, do some research and see what it is they like. What makes them tick? The last thing you want to do is spend a bunch of time and effort on creating a video that doesn't really interest them. **Rich Brooks of Social Media Examiner** points out the importance using YouTube's built-in analytic system. It will show you who, what, where and when, in regards to the demographics that are viewing your videos.<sup>3</sup> This way, you can see if you are reaching your target audience and if you're not, make the appropriate tweaks.

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