VIDEO MARKETING: BRINGING YOUR BRAND TO LIFE
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MY SAVVY LIFE
AGENDA

WHY VIDEO?
GETTING STARTED WITH VIDEO
YOUTUBE MARKETING
VIDEO PERFORMANCE
WHY VIDEO?
WHY VIDEO?

74% By 2017 of all Internet traffic will be VIDEO.
WHY VIDEO?

300%

more video consumption is on mobile devices over the past couple of years.
WHY VIDEO?

It’s what customers WANT!
MARKETING RESULTS

Video is one of the most powerful ways to drive marketing results.

- **157%** increase in ORGANIC TRAFFIC from search engines.
- **105%** increase in TIME ON SITE.
- **2X** the OVERALL CONVERSION from sites with video.

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WHY VIDEO?

Most effective vehicle to communication information

- Creates DIGITAL INTERACTION
- Audio + Visual engages viewer at DEEP EMOTIONAL LEVEL.
- Once connection is made, viewer INTERNALIZES INFORMATION.
WHY VIDEO?

VIDEO MOVES YOU
GETTING STARTED WITH VIDEO
GOOD NEWS:

It’s just like other elements of your marketing program.
GETTING STARTED

PASSION

• What do you have expertise in?
• What do your customers have passion about?
• What’s in-demand and also under-served?

Find themes and develop strategies around them.
Video marketing has never been as Easy as it is today.
WHY YOUTUBE?

- 2nd largest search engine
- 53x more likely to appear in search
- Keep visitors on site 5x average rate
- 52% of consumers are more confident in online purchase following video research
YOUTUBE MARKETING

YOUTUBE STRATEGY
THE 5 STEPS:

1. YouTube Goals: How to Measure What Actually Matters
3. What to Talk About: How to Never Have a Blank Slate
4. Optimize Optimize Optimize: The Most Critical Steps for Better SEO
5. Community: How to Manage the Most Loyal Audience on the Internet
YOUTUBE MARKETING

MEASURE WHAT ACTUALLY MATTERS
YOUTUBE MARKETING

MEASURE WHAT ACTUALLY MATTERS
YOUTUBE MARKETING

VALUABLE EDITORIAL PLAN:

• Give the people what they want
• Audience retention is the most critical metric
• Stay consistent with format and expectations
ORGANIC BRAND ADVOCACY:

- Your invited the conversation, so don’t drop the mic
- Give top fans the credit they deserve
- Active comments INCLUDE the creator
YOUTUBE MARKETING

CLEAR AND ALIGNED CTAs:

• Give value and ask for relative return
• Your audience wants to do something with the value you’ve shared
• Graphics only MIGHT be seen, CALL the action
YOUTUBE MARKETING

ADDICTIVE VIDEO

how to get away with Murder

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Behind-the-scenes access
Professionally casual
BRANDING STRUCTURE ON YOUTUBE:

- Schedule consistency
- Predictable themes
- Connection through familiarity
CONTENT IDEAS:

• Use your themes to guide editorial design
• There are no stupid questions, only in-demand content
  • Listen to your audience
YOUTUBE MARKETING

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Where instant results come from: The possible searches that you see are based on what other people are searching for and the content of web pages indexed by Google.
YOUTUBE MARKETING

OPTIMIZE: MOST CRITICAL ASPECT FOR SEO:

MOST IMPORTANT COPY FIELDS:
- Headline
- Description
  - Tags
YOUTUBE MARKETING

HEADLINE

• Keyword in the first 4-5 words
• Avoid series names and episode numbers
• Consider your competition and keep it simple
DESCRIPTION

• First 2 lines are critical because they also appear in Google search results
  • All characters have equal weight in search rankings
  • Additional tags here is again TOS
YOUTUBE MARKETING

TAGS

• Consider all the ways your content could be searched
• In order of importance: Post your main keyword first
• Include your brand and channel name for more of your own content referred to viewers
VIDEO PERFORMANCE

POWER OF ANALYTICS

Video gives you the ability to track engagement and audience retention.

The most compelling video is when it makes someone do the action that was requested.
QUICK WRAP-UP
WHY VIDEO?
GETTING STARTED WITH VIDEO
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HAVE QUESTIONS?
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