



How To use YouTube for your Business

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Question: What is YouTube?

- It is a video sharing website
- It is the world's second biggest search engine (owned by the world's first biggest search engine, Google)
- It is also “social media” - people can like, share, and comment on the content they discover

Question: How do people use YouTube?

They ask questions, and expect to discover video content that gives them answers

- e.g. “How do I unblock a drain?”
- e.g. “How do I put makeup like Rihanna?”
- e.g. “What is the best Cyprus vineyard to visit?”

Question: Why is video presentation important?

- Video displays nonverbal communication -- Viewers are able to determine exactly what the speaker is trying to get across by observing body language, verbal tone and other visual cues. People trust what they see more than what they hear or what they read.
- Video engages audiences -- As a matter of fact, consumers are over 27 times more likely to click on an online video advertisement than a standard banner advertisement.
- Video prompts shares -- Social video generates 1200% more shares than text and images combined. Video is a richer medium that is easier to relate to, compared to text.

“Just to give you an idea of the numbers we are talking about, a user’s positive experience with a video ad increases their purchase intent by 97% and brand association by 139%.”

<https://www.advancedwebranking.com/blog/11-reasons-why-video-is-better/>

Question: A positive video about my business is on YouTube, how can I maximise this potential?

- If you know the release date of the video, you should participate in the “first week velocity” (more below)
- You should use the video URL link when communicating with potential customers -- to show them what you and your business are all about, before they visit.

Do This...

- Add the video URL to your email footer.
- Add the video URL to your business website, the best location is on the “About Us” page.
- Add the video URL to your Facebook page as a “pinned post” in your timeline. Advice from Facebook: To pin a post to the top of your Page's timeline:
 1. Go to the post on your Page's timeline.
 2. Click in the top right of the post.
 3. Select Pin to Top of Page.

Question: How can I assist in the “first week velocity” of this video becoming popular on YouTube?

- The number of likes, comments and shares that a video gathers in the first 24 hours tells Google whether this video is a good quality answer to a question.
- It is very important that a new video gathers as many watch minutes, likes and comments as possible in the first 2 days -- Google will see this video as a high quality presentation on the topic, and promote the video (and therefore promote the business that the video represents).
- “Shares, likes, comments, and watch time” are together called ‘engagement’ -- without engagement, Google will classify the video as not worth promoting and drop the video through the search ranks. This is a very bad thing.

Question: What is “high quality engagement”?

- This is conversation. Back and forth conversation *is* high quality engagement.
- If you leave a comment that is just a smiley face, there is nothing that the video author can say back to you -- do not do this.
- If you leave a comment that says “Awesome video” -- still there is nothing that the video author can say back to you apart from “thanks!” -- do not do this.
- If you leave a comment that includes a question, especially a question that shows you have watched the video and actually have a question that needs answering -- the author HAS to answer you, and then we have a conversation. Back and forth. This is high quality engagement.

To win at Google/YouTube

- We need to make sure that there are as many “watch minutes” as possible, from as many unique phones, computers and tablets as possible. So, let the video run to the end and ask anyone you share the video with to do the same.
- We need as many “thumbs up” on the video as possible -- this is the primary indicator to Google that this video is useful to the viewer.
- We also need as many “shares” as possible -- click on the share button, and send it to a friend. Do this as many times as you can, without making your friends crazy!
- If someone leaves you a comment you **HAVE TO** ‘like’ it and write something back, anything. Do this!

Finally...

- Do not be shy.
- Ask your friends to share this video to five of their friends. Think about it. If I ask for five shares that is five views.
- However, if I ask for five views and five shares, that is 25 views.
- If I ask for five shares, five views, and five shares of shares, that is 125 views.
- This will tell the search engine that this video is a worthy answer to a great question.