



Make the Most of Your Video Marketing

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5 TIPS

- 1 Create for Your Audience
- 2 Prioritize Discovery
- 3 Understand Your Viewers
- 4 Sustain Your Audience
- 5 Interact & Collaborate

Where Should Videos Live?



Facebook

VS



YouTube

Where Should Videos Live?



Facebook

Maximize Exposure
Maximize Engagement
Flash In the Pan



YouTube

Maximize Watchtime
Maximize Retention
Growth & Longevity

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Plus:



Instagram



Snapchat

Create For Your Audience

(not for you)

- **Context is Everything**
- **Quality is Subjective**
- **Content is a Conversation**
- **Be Interesting**
- **Get to the Point**



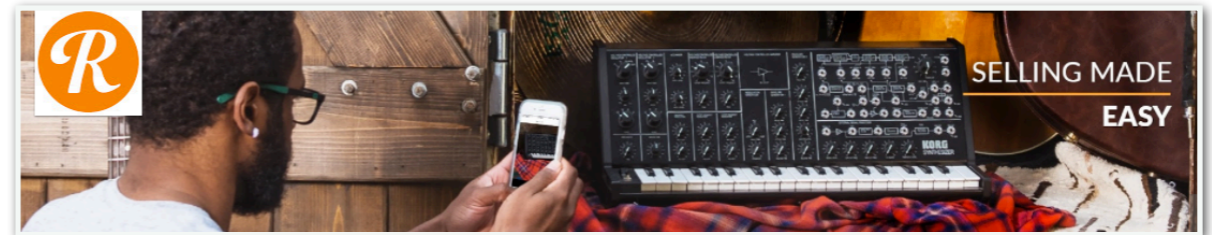
Prioritize Discovery

SEO METADATA

- **Title:** Searchable terms first, distinguish format, use episo
- **Description:** Short and specific, optimize for SEO
- **Tags:** 10 or fewer relevant tags
- **Classification:** Music, Entertainment, Education

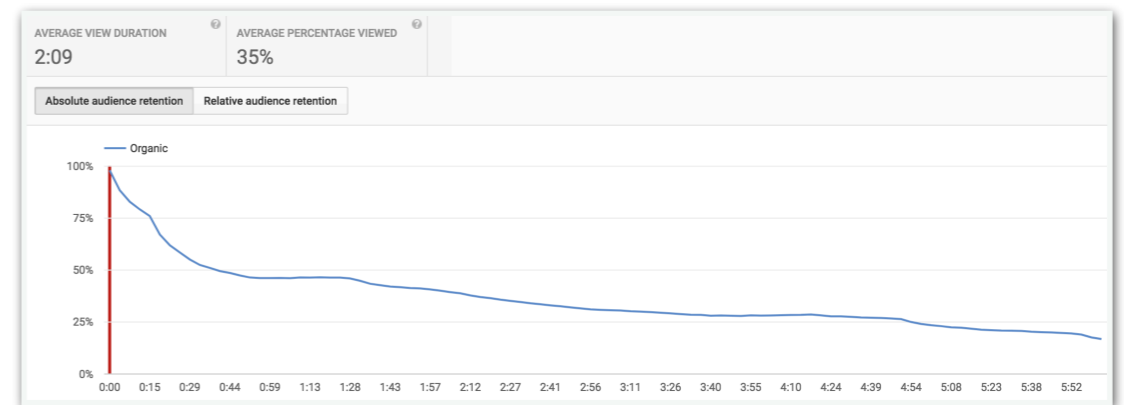
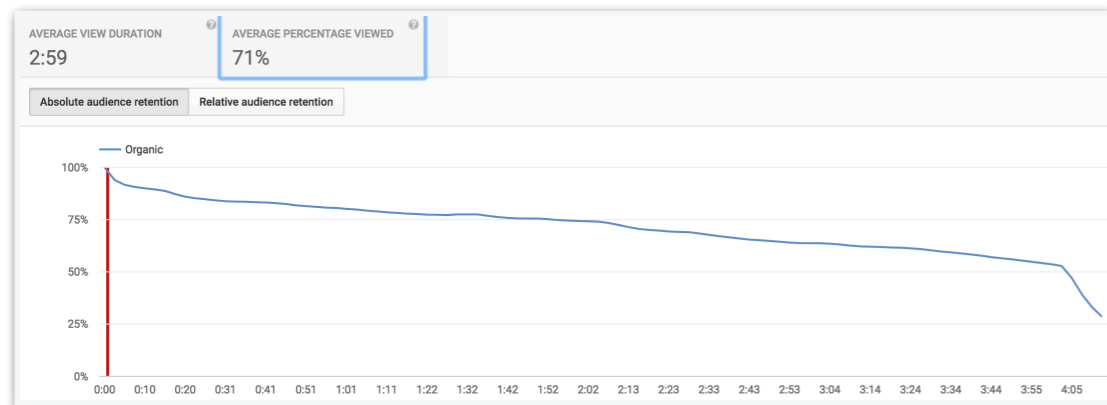
CLICKWORTHY VISUALS

- Thumbnails
- First 3 Seconds
- Channel/Profile Page



Understand Your Viewers

(with data)








- Watchtime
- Video Retention
- Comments
- Shares
- Source (Traffic, Playback Location, Device)
- Clicks
- Demographic & Geographic
- (Views)






Growth = Engagement

Growth ≠ Viewcount

Sustain Your Audience

-  Drive a reason to come back
-  Create content you can repeat
-  Establish a reliable perspective
-  Stay relevant and timeless
-  Keep the engine warm

Interact & Collaborate

-  Break the 4th Wall
-  Promote Your Personalities
-  Engage Your Viewers with CTAs
-  Collaborate With Other Creators
-  Put Your Audience Front & Center



Questions?



Thanks
