

Video Marketing

The Future of Marketing is Videos

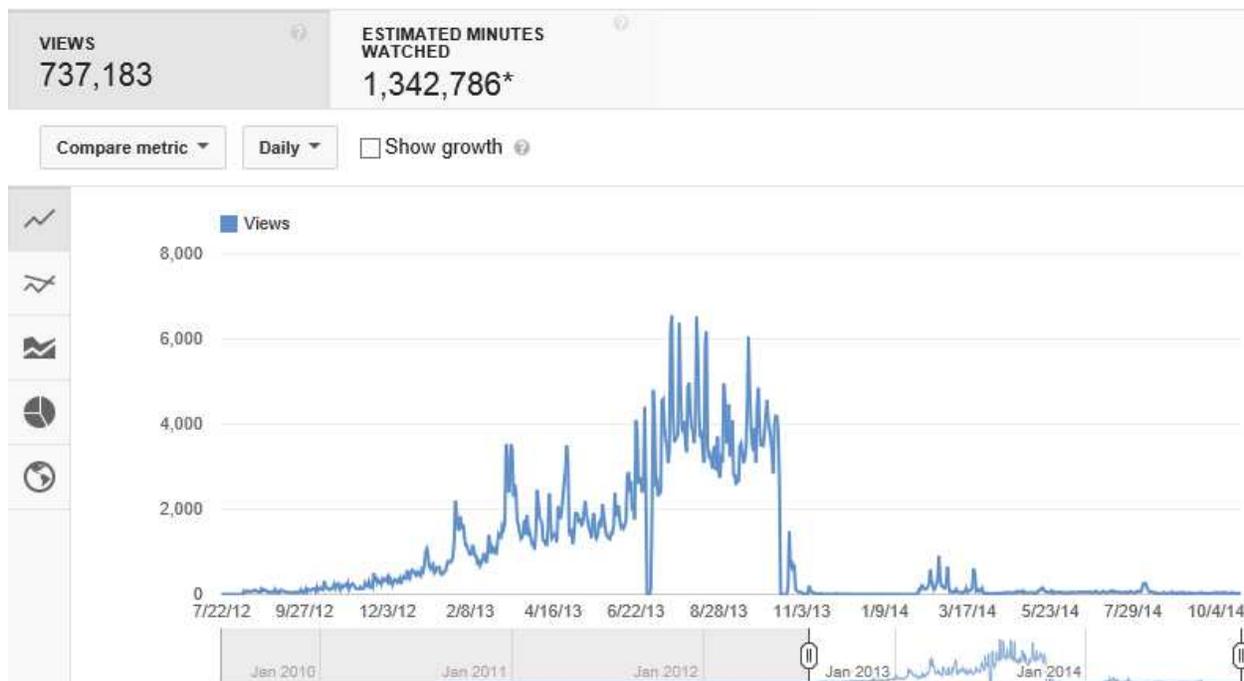
Video is a great way to make a genuine connection with potential customers. Videos teach us, inspire us, and make us laugh. We share them with friends and talk about them long after we're done watching.
- Google

**1.5 Billion
Video Users
by 2016**

**72 Hours of Video
Uploaded
On Youtube Every
Minute**

**Video is 50X
More Likely to appear
On first page of a search.**

My First Channel

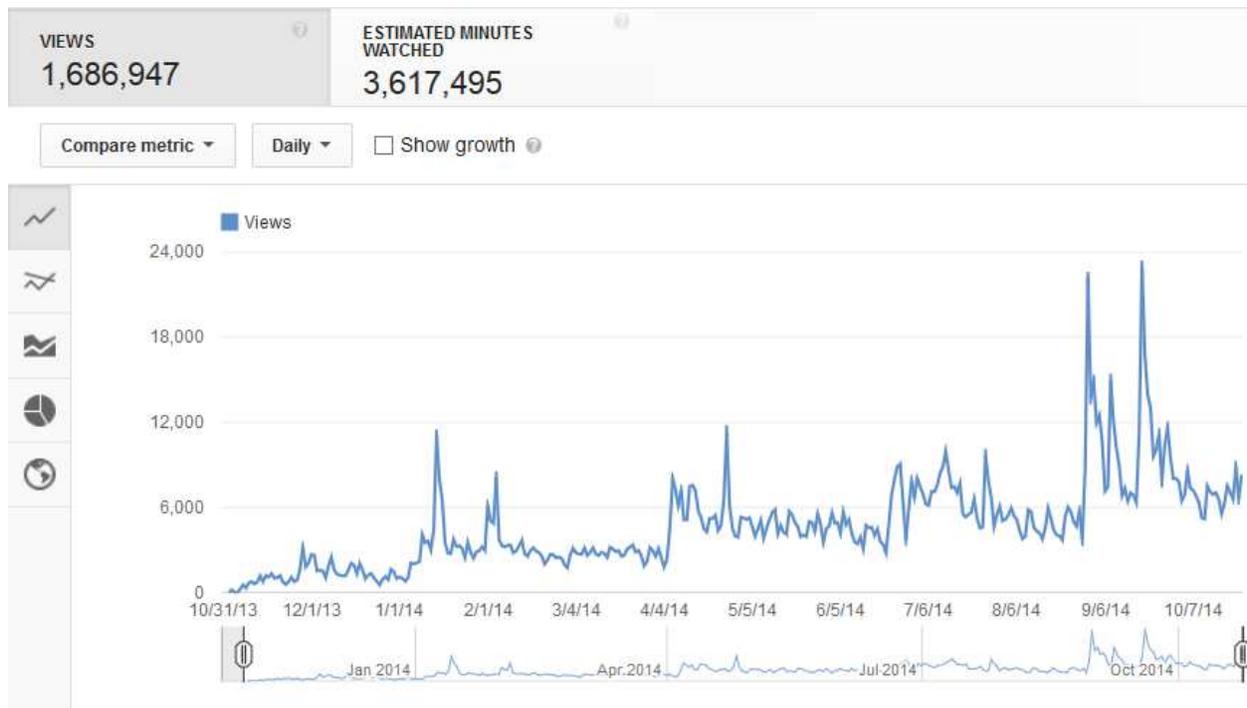


Tips for Creating a Youtube Channel

This channel was such a mess. I created it based on my numerous nerdy hobbies. The biggest problem was it was not focused. I learned to make a successful YouTube channel you have to stick with the Four Cs: Community, Captivation, Conversion, and Consistency.

Community is important because it relates to engagement. Google Loves engagement (comments, likes, shares). Give your subscribers a reason to engage with you and others. Captivation is important for views. More views mean more subscribers. Conversion is important for gaining subscribers. Call to action increase subscriber numbers. Consistency keeps your subscribers and viewers around.

My Second Channel



What Did I Learn?

The most important thing I learned in creating my second channel was to market to a niche. Youtube is extremely niche (outside of vlogs). Whenever I make a video outside my niche it gets far fewer views. The other important thing I learned is to talk with your viewers. They want to know you are willing to interact with them.

My First Video Ads

+ Impressions	Views	Avg. CPV	Total cost	Clicks
86,066	4,310	\$0.06	\$246.97	201

15 Dollars a Day is Enough

One of the things I learned about Video Ads is that they are relatively inexpensive. Clients love them (especially if they are in the video). To a Manager a couple hundred views is a lot. If they are in a video with a couple thousand views, they believe they are Internet famous.

Managers Made How to Videos that generated organic interest as well.

One Manager Made 45 Videos in one day. He was “internet famous.”

CPC Video Ads

Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost
Display Network only	All features	15,576	8,424,141	0.18%	\$0.24	\$3,711.00

Display Network Only Video Ads

There are two places you can put video ads in AdWords. One is to post it on Display Network Only, the other is to create a video campaign. Using the Display Network you can do a CPC campaign. Your CPC will be lower and likely convert at a similar rate to display.

**24 Cents
CPC is a lot
lower than
our average
display for
this account.**

**The CPC Video Ad
converted BETTER
than our regular
Display Ads.**

Targeted Video

Impressions	Views	Avg. CPV	Total cost	Clicks
260,293	32,090	\$0.09	\$2,849.64	1,504

Localization + Demographics

The Thing I LOVE about Videos is that targeting doesn't push the price up too much. These videos were targeted by gender and to a City. I expected a much higher CPV, but at 9 cents a view, the Client was thrilled. Without targeting it is 1 cent a view.

My favorite Targeting includes Gender and Age Group.

The Majority of untargeted views come from "Unknown" which I'm not a fan of.

Gender

Applies to	Impressions	Views	Avg. CPV
YouTube Videos, Google Display Network	592,615	89,634	\$0.05
YouTube Videos, Google Display Network	380,891	55,069	\$0.05
YouTube Videos, Google Display Network	130,084	12,741	\$0.05
	1,103,590	157,444	\$0.05

Top – Unknown / Middle- Male / Bottom-Female

One of Our Marketing Campaigns was interest specific. As you can see “Unknown” is a large part of any video marketing if you do not limit it (in this case our client wanted to create a buzz). Males are less expensive to market to than females. However females converted at a higher rate.

If you want to create a buzz then “Unknown” is necessary.

For this Campaign males had less than 3X the impressions but more than 4X the views; males are also less likely to convert.

My Best Campaign

⊕ Impressions	Views 📄	Avg. CPV 📄	Total cost 📄	Clicks 📄
1,020,293	166,448	\$0.05	\$7,725.37	5,425
306,242	41,371	\$0.07	\$2,789.62	1,432
1,326,535	207,819	\$0.05	\$10,514.99	6,857

A Big Budget Means A Lot of Views

Unlike traditional Display Ads, Video Ads have almost no limit to how much they can spend in a day. I have not maxed out at 5 cents or 7 cents (more targeted) a view. The client green lite an enormous daily budget at 5 cents a view. It ran out.

At 5 cents a view with localization, I estimate there are over 250K views available.

If you want to create a buzz for a brand or client then Video Ads are amazing.