

# Distributing Your Video on YouTube: Earned & Paid

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# Earned Media Distribution: Metadata

## Metadata!

**Strategy:** Write optimized Title, Tags, and Descriptions for your content.

**Why It Works:** Metadata is critical to building views from search and related videos as it greatly affects the algorithm.

**How To Do It:** Select highly-relevant keywords and to improve the algorithms indexing of the video.

**It's Effect:** Successfully using meta data will help optimize video ranking, views, search traffic and related traffic.

# Metadata

YouTube is the world's 2nd largest search engine; optimize your video to take advantage of this fact. Metadata is the information that surrounds your video: Title, Tags, Description, Thumbnail. This informs the YouTube algorithm of a video's content, indexing it for search, features, related videos, and ad-serving.

## Best Practices

### Title!

- Keywords first
- Branding at end
- Compelling

### Tags!

- Mix of common & specific
- Ordering
- Variations & plentiful
- Use quotes for phrases: "harry potter"

### Description!

- Most compelling info first
- Includes keywords, links
- Show description, helpful information



# Earned Media Distribution: Thumbnails

## Thumbnails!

**Strategy:** Create great custom thumbnails for your videos.

**Why It Works:** Thumbnails act as mini-marketing posters for your content and are important to attracting clicks on your video.

**How To Do It:** Design and upload custom thumbnails for new videos. Update archive video thumbnails. Keep thumbnail optimization in mind when shooting

**It's Effect:** Successfully using thumbnails will help optimize video ranking, views, search traffic and related traffic.

# Thumbnails

Always create custom poster-frames to be uploaded along with the video file. There are a few general guidelines to follow, but the right poster-frame depends on what your show is about.



## Best Practice

Upload only high-resolution thumbnails that appear crisp and clear throughout the site.

# Earned Media Distribution: Annotations

## Annotations!

**Strategy:** Use annotations on your videos to increase viewership, engagement and subscribers.

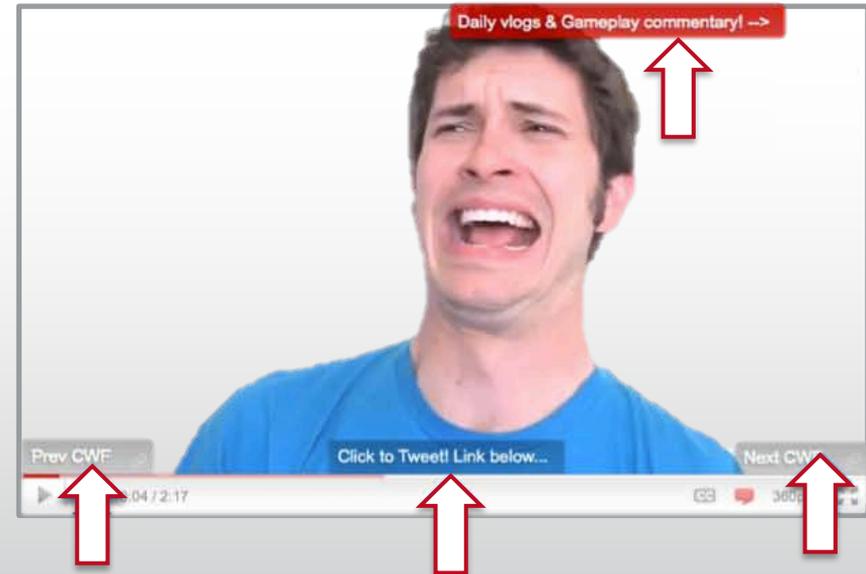
**Why It Works:** Annotations are a unique feature to YouTube and can help you keep viewers watching more content, increase community actions on your videos, and acquire new subscribers.

**How To Do It:** Add relevant and helpful annotations to all your videos after upload.

**It's Effect:** Successfully using thumbnails will help optimize engagement, subscribers, video ranking and views.

# Annotations

Some channels have found success in using standard annotations for the length of video that appears in the same placement across all videos, such as the “subscribe” button and “newest” / “next” / “previous”.



# Annotations: How-To Steps

## Learn How to Create Annotations

- Understand the different types and uses of annotations, as well as how to create and edit them.

## Add Annotations to New Uploads After Publishing!

- Determine the right uses of annotations for your content and audience. Avoid creating distracting annotations or too many. Use annotations for Calls-to-Action encouraging the viewers to take certain community actions such as favoriting, liking, and sharing the video.
- Decide if any static annotation buttons make sense for your content. Add a ‘Subscribe’ annotation and/or a ‘Newest Episode’ annotation ‘button’ on the video to provide easy navigation for the viewer throughout the entire video.
- Utilize annotations at the end of the video to direct viewers to another video, your channel, or to some other action such as subscribing.

## Update Annotations on High-performing Archive Videos!

- Add and update annotations on high-performing archive videos to help leverage these view to new initiatives or new uploads. # o Use annotations to repackage old content for new purposes along with updated metadata.

## Be Creative!

- Experiment with annotations to use them in new ways that will help you increase engagement, build audience, or simply make your content better and more compelling.
- Produce content or include elements in the video with the intention of enhancing with clickable annotations after upload.

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**Paid Media Distribution: How To Effectively Spread Your Message**

# Paid Media Distribution: TrueView Skippable InStream

## TrueView Video Ads

This is an ad format where viewers can choose to watch your video or skip ahead. You only pay when viewers choose to watch your video. There are various ways to reach your intended audience, such as: by age, gender and interests (E.g., health, finance or parenting). You'll be distributing your video to the people who find it most relevant and at the right time.

As your video count goes up, you know you're reaching truly engaged viewers.

The cost-per-view is very efficient, ranging from \$.07 - \$.10 and the free reporting provided ensures greater accountability.

# SAMHSA: Recovery Month

## True View Video + Companion Banner

The screenshot shows a YouTube video player for the video "How to Dougie" by Howcast. The video has 1,912,961 views and 2,101 likes. The video player is displaying an advertisement for National Recovery Month. The advertisement features the text "reCOVERY SUBSTANCE USE" and a "Skip this ad now" button. The video player interface includes the YouTube logo, search bar, and navigation links. The advertisement is highlighted with a red dashed border.

YouTube

Search | Browse | Movies | Upload | Create Account | Sign In

How to Dougie

Howcast | Home | 7,850 videos | Subscribe

Advertisement

reCOVERY SUBSTANCE USE

Skip this ad now »

1:01

0:00 / 1:30

360p

Like | Add to | Share

1,912,961

2,101 likes, 511 dislikes

As Seen On:

Uploaded by Howcast on Feb 23, 2011

Feel like getting fresh on the dance floor? Here are some steps that teach you how to dougie.

JOIN THE VOICES FOR RECOVERY  
RECOVERY BENEFITS EVERYONE  
National Recovery Month  
February - March | National & Statewide | 2011

Suggestions

- Hip-Hop Dance Moves: How to Dougie  
by Howcast  
143,445 views
- How To Pick a Lock  
by Howcast  
5,620,075 views
- How To Undo Her Bra With One Hand  
by Howcast  
21,485,911 views
- How To Do Backflips  
by Howcast  
44,265 views
- Justin Bieber Teaching Ellen How to Dougie  
by belleberSQUARED  
516,119 views
- Teach Me How to Dougie

Objective: Increase awareness about National Recovery Month and provide information on where to seek help.

# Dept of Agriculture: Stop the Borer Beetle

## True View Video + Companion Banner

The screenshot shows a YouTube video player interface. At the top, the YouTube logo is on the left, and search, browse, movies, upload, create account, and sign in options are on the right. The video title is "Organic gardening: How to grow an organic vegetable garden" by "howdini.", with 600 videos and a subscribe button. The video player shows a green forest scene with a "No Beetles" sign (a beetle with a red slash) and the text "StopTheBeetle.info" and "Promise you won't move firewood." Below the video, it says "UNITED STATES DEPARTMENT OF AGRICULTURE" and "Skip this ad now". The video has 371,663 views, 706 likes, and 28 dislikes. To the right of the video player is a "Suggestions" section with several video thumbnails and titles, including "Herb Gardening Tips", "Gardening & Lawn Care", "How to make compost - Making your own compost", "Organic pest control - Natural bug and insect r...", "How to re-pot a plant - Tips for repotting plants", and "How to garden: Weeding, dead heading and stakin...". A red dashed box highlights the video player and the "Go to StopTheBeetle.info" banner above it.

Objective: Ensure outdoor enthusiasts and homeowners are aware of the dangers of Ash Borer Beetles.

# Paid Media Distribution: TrueView In-Search

## TrueView In-Search Video Ads

YouTube is the 2<sup>nd</sup> largest “search” site on the internet. This ad format is an effective way to distribute your video to people who are already searching for content related to your message.

You choose search terms you’d like to trigger your video that will show at the top of the search results page.

Similar to TrueView Skippable InStream, you only pay when viewers choose to click and watch your ad. Depending on the search terms, cost per views can be as low as \$.25.

# ONDCP: Life After Meth

## TrueView In-Search

The screenshot shows a YouTube search results page for the query "meth dawn". The search bar contains "meth dawn" and the search button is visible. The results are sorted by "Relevance". The first result, "Dawn's Life After Meth", is highlighted with a red dashed border. This video is a TrueView In-Search advertisement, as indicated by the "Promoted Videos" label. The video description reads: "Watch Dawn Face Her Meth Addiction And Reconnect With Her Kids." by lifeaftermeth | 153 views. Below it are three other search results: "Life After Meth - Dawn's Story Director's Cut" (153 views), "Life After Meth - Dawn's Story" (158 views), and "Methamphetamine Blues - Dawn of the Dead" (21,260 views).

**You Tube** meth dawn Search Browse Movies Upload

Search results for **meth dawn** Sort by: Relevance ▾

About 227 results

Filter ▾

**Dawn's Life After Meth**  
Watch Dawn Face Her Meth Addiction And Reconnect With Her Kids.  
by lifeaftermeth | 153 views Promoted Videos

**Life After Meth - Dawn's Story Director's Cut**  
Dawn's childhood wasn't easy. She eventually ran away and turned to a group of girls who introduced her to meth. She learned how to feed her habit ...  
by lifeaftermeth | 1 month ago | 153 views

**Life After Meth - Dawn's Story**  
Dawn's childhood wasn't easy. She eventually ran away and turned to a group of girls who introduced her to meth. She learned how to feed her habit ...  
by lifeaftermeth | 1 month ago | 158 views HD

**Methamphetamine Blues - Dawn of the Dead**  
www.nochesdeaburrimento.com  
by nochesdeaburrimento | 4 years ago | 21,260 views

Objective: Raise awareness to the dangers of crystal meth when searching for information about the drug.

# CMS: Medicare Open Enrollment

## TrueView In-Search

The image shows a screenshot of a YouTube search results page for the keyword "medicare". The search bar at the top contains the word "medicare" and the YouTube logo is on the left. Below the search bar, the results are sorted by "Relevance" and show "About 55,400 results". A navigation bar includes "Filter & Explore" and various related terms like "medigap", "medicare fraud", "medicaid", etc. The first video result is highlighted with a red dashed border and is a promoted video titled "Medicare Open Enrollment" by CMSHHSgov, with 7380 views. The video description says "Choose your Medicare Plan by Dec. . Go to medicare.gov". Other video results include "Medicare" (2:59), "SSC Member Testimonial - Texas" (1:17), "How to Understand Medicare Plans" (2:30), "2011 Spells Trouble for Medicare" (2:15), "Medicare Fraud" (1:16), and "Medicare Fraud Arrests" (1:44).

Objective: Encourage senior citizens to sign up for medicare during the open enrollment period.