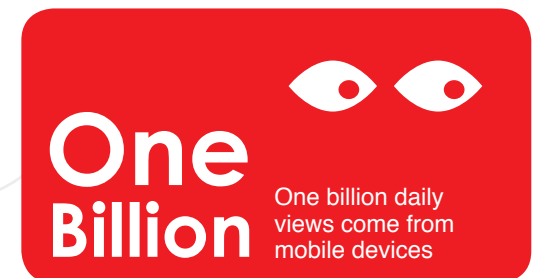
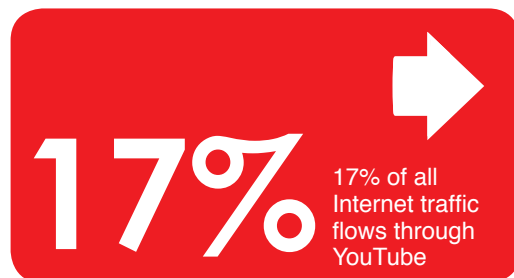
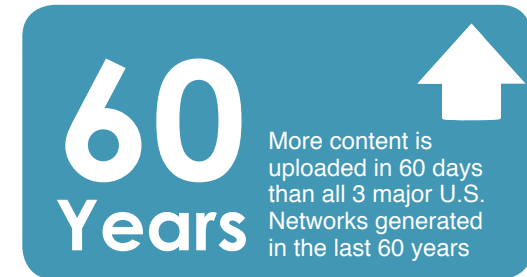


The Massive YouTube Ecosystem



Preview from Notesale.co.uk
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Major Report Findings

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Successful Practices for YouTube Marketing Success

- ▶ **1. Be a well-oiled, consistent, video content machine**
 - The most successful brands have 50% more videos per channel compared to the least successful ones.
 - The best-performing brands publish high volumes of content on a regular schedule.
 - Top aggregate brands publish approximately 78 videos per month. Leading media brands produce even more—close to 500 videos per month.
- ▶ **2. Take video optimization and YouTube channel architecture seriously**
 - YouTube is the 2nd largest search engine, so discoverability is key.
 - YouTube SEO follows very different rules than traditional SEO.
 - With traditional SEO—Google prioritizes web pages with YouTube video embeds.
 - The best performing 25% of Top 100 Global Brands took more care in optimizing their videos and channels, maintaining twice the number of playlists and video tags than the bottom 25%.
- ▶ **3. Don't get caught in the overproduction trap; lesser quality video works well, too**
 - The best YouTube marketers produce a broader range of video content.
 - Videos do not need to be prime-time quality because those with lower production value can be just as effective.
- ▶ **4. Apply an “Always On” strategy to video marketing**
 - The most successful brand marketers on YouTube integrate their online video strategies with their traditional, offline marketing strategies.
 - Successful video marketers don't hesitate to produce video series for very limited, but highly engaged audiences, such as event participants.
 - 17 of the Top 100 Global Brands use less than 50% of their channels.
 - Continued advertising results in sustainable channel growth and subscribers.
- ▶ **5. Apply branding consistently, intelligently and methodically**
 - The top performers consistently brand their videos in both the video content itself as well as in metadata, which includes titles, tags, and descriptions.
 - An appropriate level of branding within videos is essential because successful YouTube videos are often used outside of the context of a branded YouTube channel, such as website embedding.
 - Over-branding may limit sharing within independent communities of interest.

Top 100 Global Brand Strategies on YouTube

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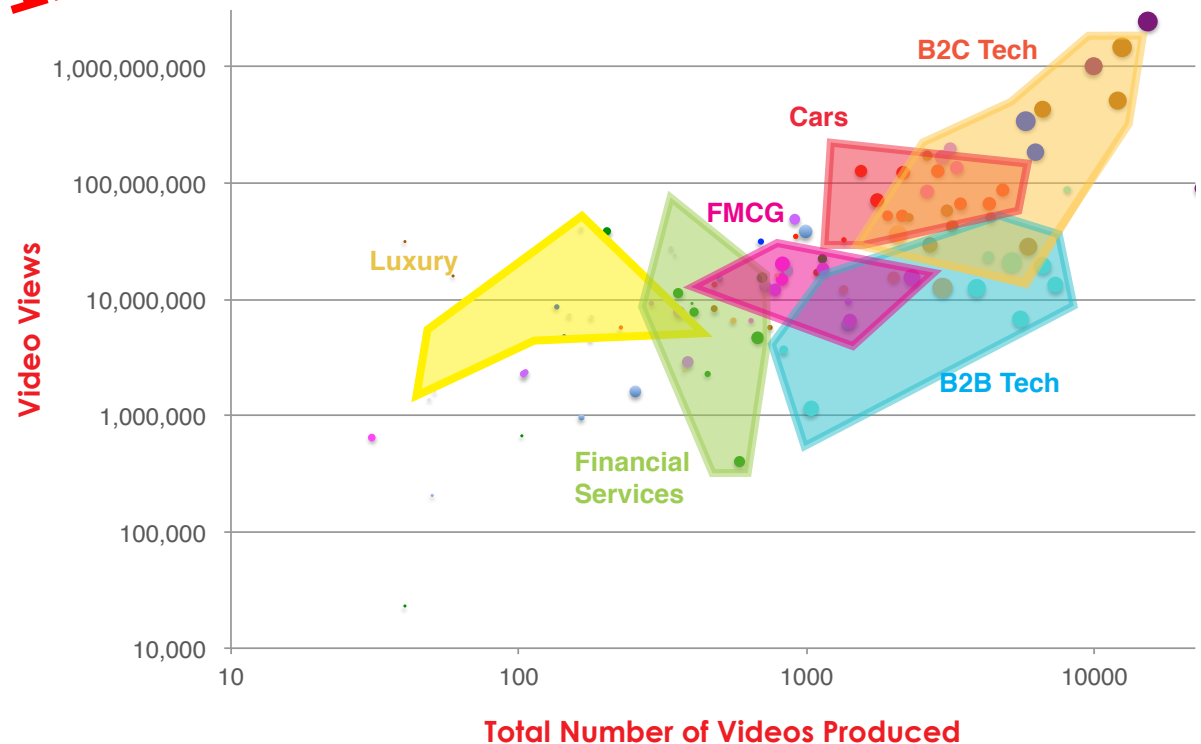
Many brands aren't standing out from the crowd, even within emerging industry clusters on YouTube.

BETTER BRANDS STAND OUT ON YOUTUBE

Competitive pressures force brands to use similar video marketing approaches: This industry analysis reveals that different industries follow different, yet predictable, patterns of using video as a marketing vehicle. The differences within industries are typically fairly small, apart from some outliers. These conditions force brands to use similar marketing tactics and copy each other's recipes for success.

This industry video strategy analysis shows identifiable industry clusters of similar companies pursuing very similar content strategies and achieving comparable results. **B2C technology companies on average produce the most content and reach very high view numbers.** On the other hand, luxury good brands tend to produce significantly fewer videos with fewer viewers by a factor of 100-1000.

Video Marketing Strategies by Industry



Top 100 Global Brand Strategies on YouTube

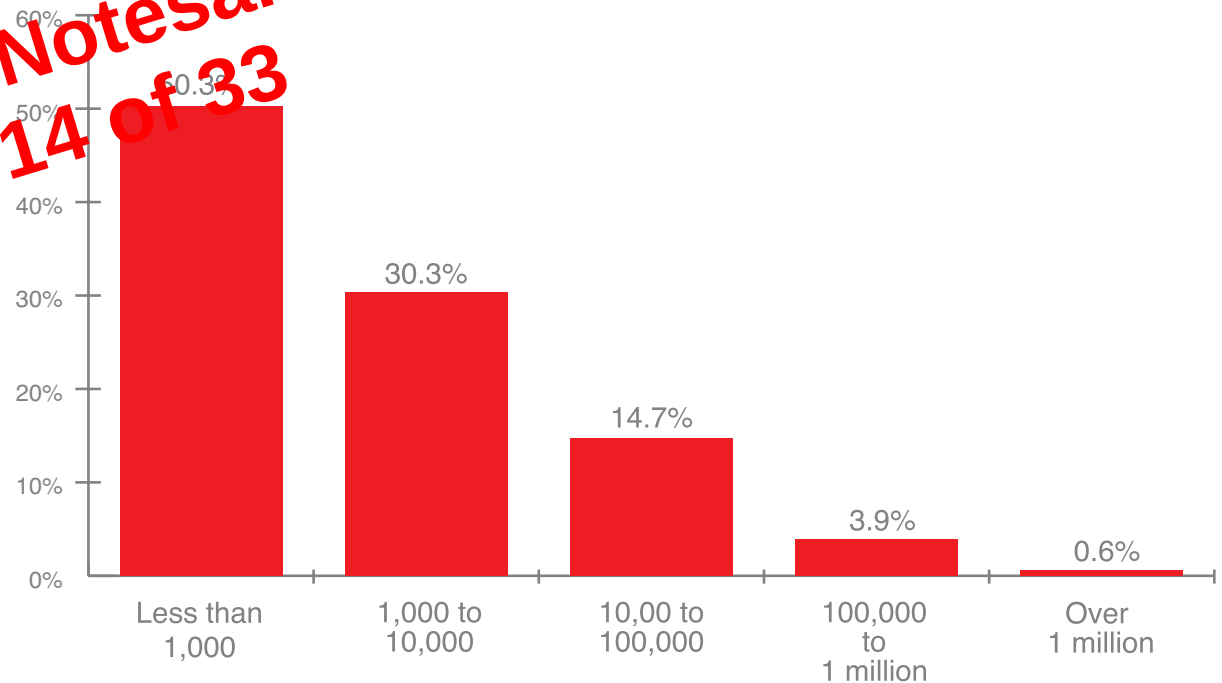
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More than 50% of videos published to YouTube by the Top 100 Global brands received less than 1,000 views, a reflection of flawed video marketing strategies among many of these companies.

Not all videos are created equal: Over half of the published videos on YouTube by the top 100 brands received less than 1,000 total views per video. This is a reflection of flawed video marketing strategies among many of the companies studied. At the other end of the spectrum, only about 1,300 videos had over one million views with far fewer achieving the often coveted, but more frequently over-hyped “viral video” status. Our experience and research indicate that most viral videos have minimal business impact.

Average Total Views per Video on YouTube for the Top 100 Global Brands



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CREATING MORE CHANNELS IS NOT NECESSARILY THE ANSWER

Reviewing the channel strategies of the Top 100 Global Brands, we see that **56 of them have 10+ YouTube channels**, with 10 brands touting over 30 channels each. Analysis of those brands with the highest number of channels shows that they also produce the most videos.

Brands struggling to keep channels active: Many of the brands among the Top 100 Global Brands struggle with keeping their channels active. Roughly 37% of channels in the examined data pool were not updated in the last 120 days, and **17 of these global brands had 50% or more of their channels inactive.**

The biggest YouTube offenders with the most inactive YouTube channels include Kleenex, Yahoo, and Johnnie Walker with some 80% of their channels being left stagnant for 120 days or more. While industry, budget and number

of audiences served dictates the number of YouTube channels a brand needs to maintain, excess channels are problematic, leading to audience confusion and marketing challenges. Brands must ensure that the channel strategy is driven by audience needs.

YouTube success is tied to building and maintaining an engaged audience that subscribes, shares and interacts with the brand, where the YouTube channel acts as the vehicle. The best performers of the Top 100 Global Brands understand that clear brand channel strategy and coherent YouTube channel layouts backed by compelling, well-organized content are critical to audience development and mindshare. The best marketers know the combination of great channels and great content result in higher audience engagement and viewer watch times, ultimately driving views, social shares, search performance, and video embeds on important web properties.

Videos Published

MTV	23,756
Thomson Reuters	23,315
Disney	15,367
Google	12,467
Samsung	12,013
Sony	9,938
Intel	8,034
Siemens	7,293
Nokia	6,637
Cisco	6,612
adidas	6,269
Philips	5,864
Nike	5,782
SAP	5,533

* Companies **bolded in red** are on both lists.

Number of Channels

3M	43
Disney	41
Nike	41
IBM	41
Google	40
Samsung	34
Sony	34
Philips	34
Oracle	34
IKEA	33
adidas	32
Nokia	30
Cisco	30
Nestle	30
SAP	29