

not your typical marketing conference.







Upload your video in HD





Optimize your titles, descriptions and tags for relevant keywords





Upload a closed caption (transcription) file





Get as many people to watch, share and link to the video as possible





The prevailing narrative looks like SEO from 2008





Created by Rand Fishkin of





The prevailing narrative looks like SEO from 2008



2014

WELCOME!



YouTube: The Most Important Search Engine You Haven't Optimized For

Phil Nottingham • Distilled @philnottingham • phil.nottingham@distilled.net

#MozCon

Search Engine?

This is Google

This is probably Bing



It's also designed for conversation and collaboration

People don't (usually) go to the library with purchase intent



YouTube is great for...

Increasing brand awareness

Building conversations around your brand

Solving problems for your customers

YouTube is not so great for...

Sending traffic to your site

Driving sales





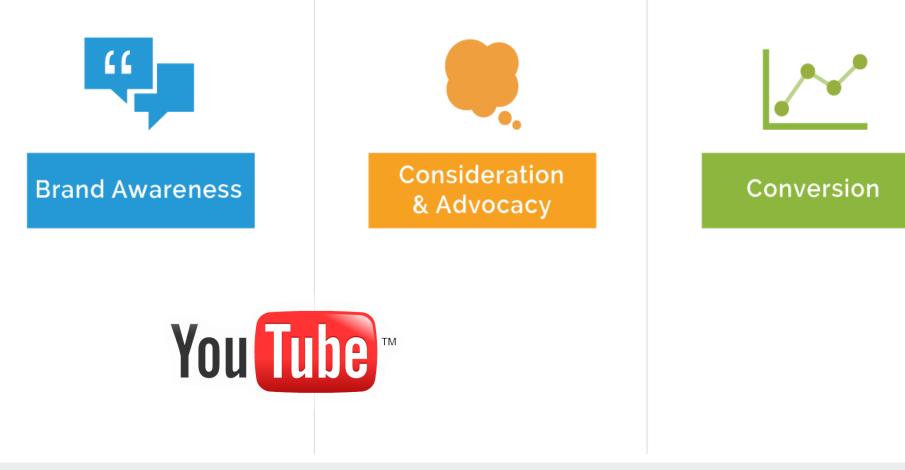
Brand Awareness

Consideration & Advocacy



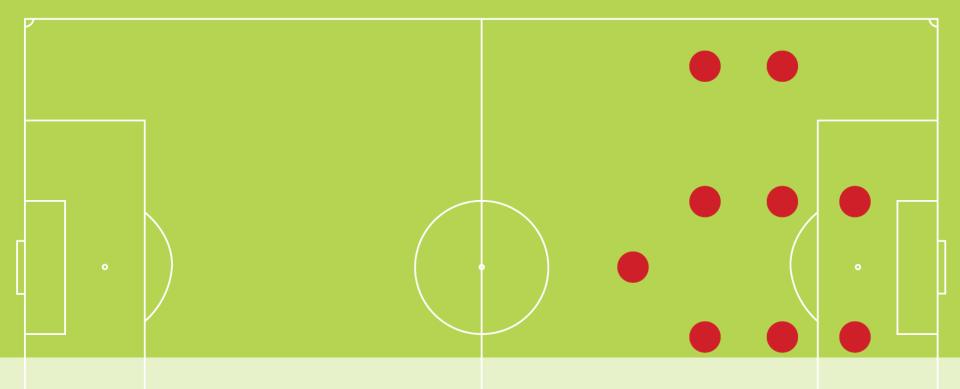
Conversion







Think of your channels Like a socer team



Don't build a team of attackers



Tim Howard is not judged on his goal scoring ability



He may score one occasionally...

But he's great because he can save anything





How do people find YouTube videos?



"



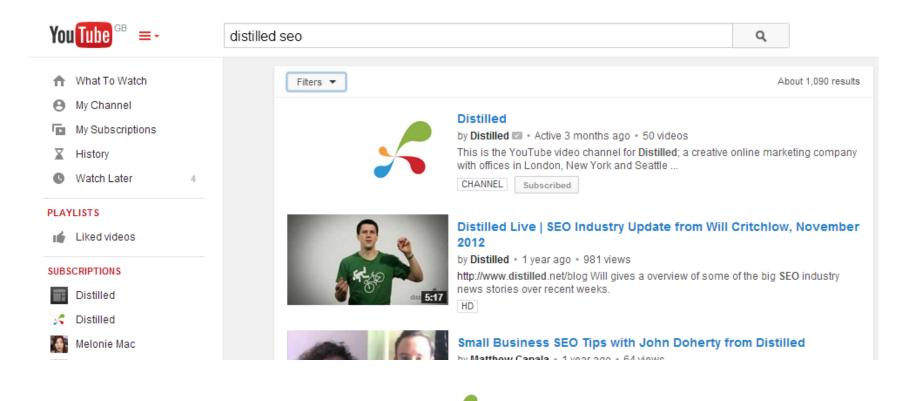
Go looking for them

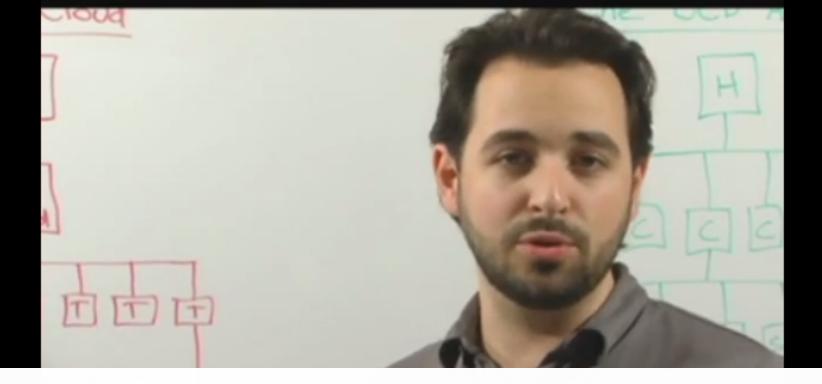


Search on Google

Google	Distilled Live V Q
	Web Shopping Videos News Images More - Search tools
	About 1,610,000 results (0.31 seconds)
	Free Online Television ① Ad televisionfanatic.myway.com/ ▼ ① Turn Your Computer into a TV! Watch Full TV Episodes w/ Homepage ①
	Process Circulators Ad www.thermalexchange.co.uk/process ▼ Chemistry R&D, Space & Automotives. Temperature Control -90'C to +350'C
	Distilled Live SEO Industry Update from Will Critchlow www.youtube.com/watch?v=p5X4dW39o8M ▼ 21 Nov 2012 - Uploaded by Distilled http://www.distilled.net/blog Will gives a overview of some of the

Search on YouTube





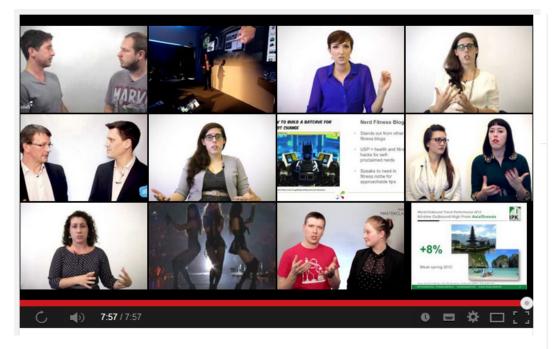
You can optimize for this with SEO from 2008



Have them suggested



Recommended links on YouTube





DistilledLive | If we only had 9 minutes to talk about Google by Distilled 900 views



7 digital trends at Davos 2011 [World Economic Forum talk] by Loic Le Meur 5,461 views



DistilledLive | Creating A Content Team by Distilled 653 views



DistilledLive | Why your content marketing initiatives are failing by Distilled 827 views



DistilledLive | Digital Disruption and Regulation Models

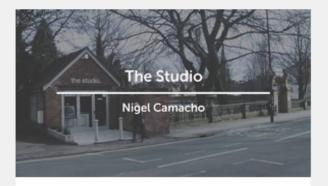
by Distilled 211 views



Subscription Notifications



Phil, check out the latest videos from your channel subscriptions for Jun 20, 2014.





Play all

Finding the right cover: with The Studio

Old Spice | Drill to Brazil

Social Channels



Fascinating Fireside Chat W/ Larry and Sergey

Leads to a lot of "What-If" type thinking. Also, where is Google at now, and wh are critical things they need to do in the next few years?

Fireside chat with Google co-founders, Larry Page and Sergey E





Ray Kurzweil "How to Create a Mind", Authors at Google: youtu.be/zihTWh5i2C4 via @YouTube

Ö

Following

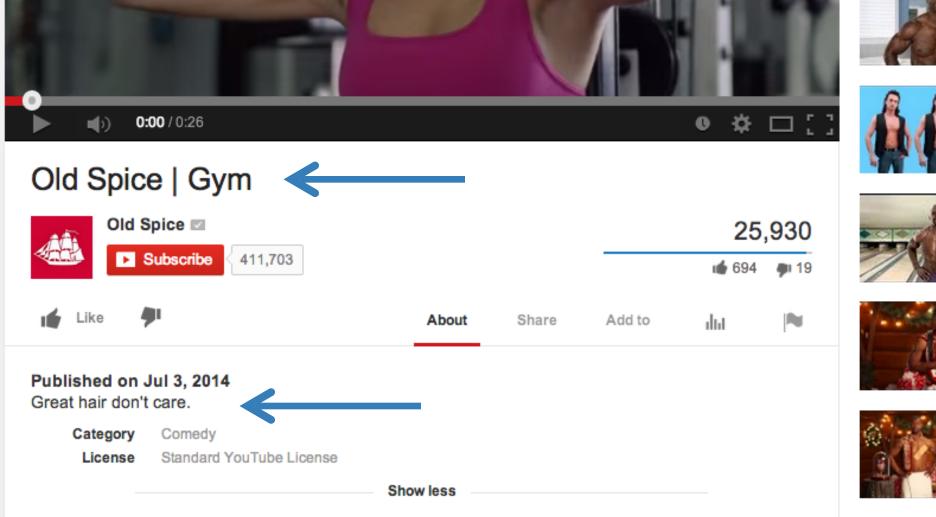
🛧 Reply 😘 Retweet 🖈 Favorite 🚥 More

🖸 YouTube



Ray Kurzweil "How to Create a Mind", Authors at Google

Engagement Begets Engagement



ALL COMMENTS (43)







Common Approach to YouTube Marketing



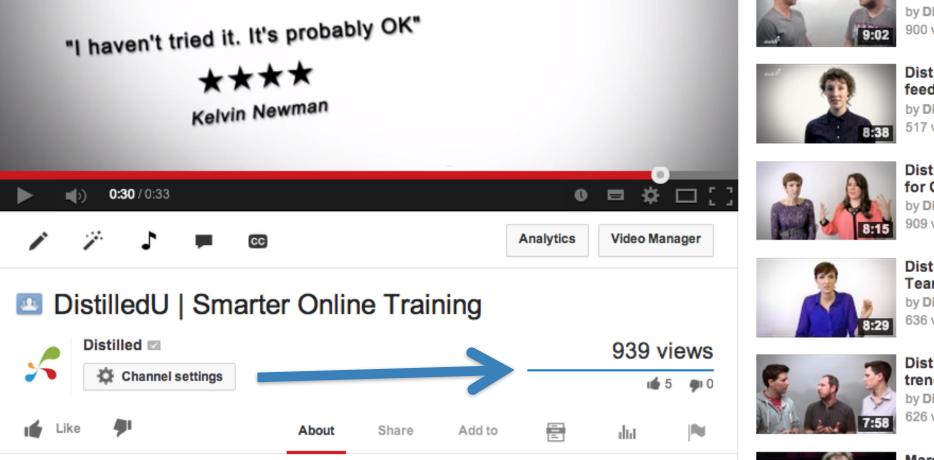
Good idea for a video



Good idea for YouTube







Published on Apr 12, 2013

With interactive modules and over 80 hours of advanced video content, you can learn at your own pace and in your own time.



DistilledU SEO Classes

Ad www.distilled.net/DistilledU -

SEO University Now Live . Try our Free Demo Now. Sign up!

DistilledU - SEO Training from the Experts - YouTube



www.youtube.com/watch?v=kVIGuJeS4y4 Nov 21, 2012 - Uploaded by Distilled Learn SEO the Distilled way with **DistilledU**. http://distilled.net/u **DistilledU** is an online ... You need ...

Resources - Videos | Distilled



https://www.distilled.net/resources/videos/ -

Whole video library Streaming only, \$40 per month, with a DistilledU Membership (no minimum contract ...

SEO 101 | DistilledU



https://www.distilled.net/u/home/?gclid...BwE

Welcome to **DistilledU**, the online search marketing university. Paid **DistilledU** accounts now include access ...

Don't treat YouTube like a content repository

"

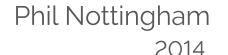
We want to make sure all of our our videos can be found on YouTube

The opinion of many a CMO

"



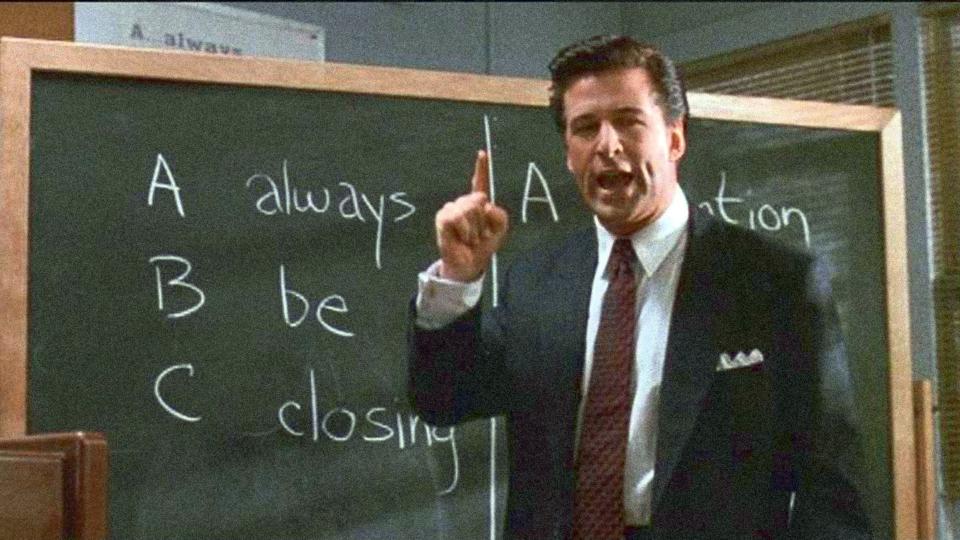
Do your audience want to watch your videos on YouTube?

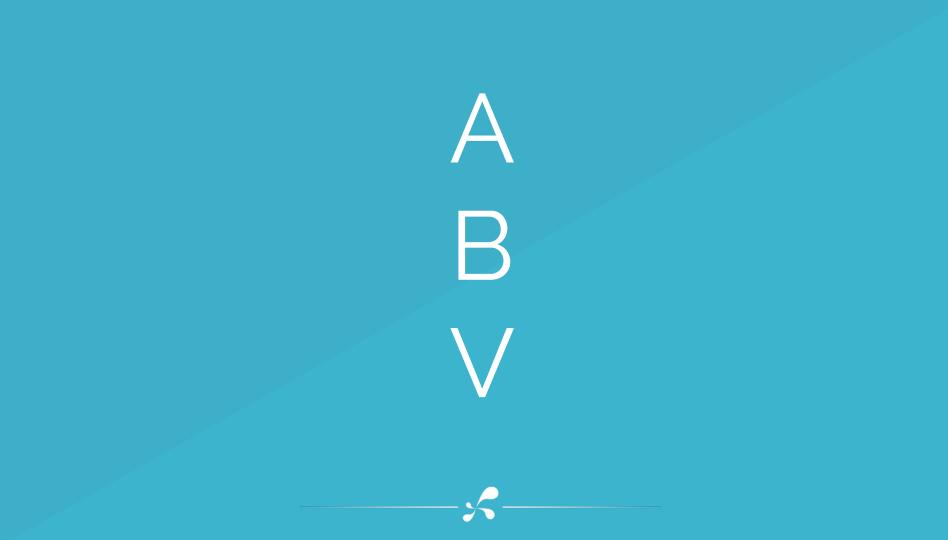


"



CONTEXT IS KING





Always Be Valuable

You need a coherent channel strategy

Youthe

Sign in to

homepage

customize your

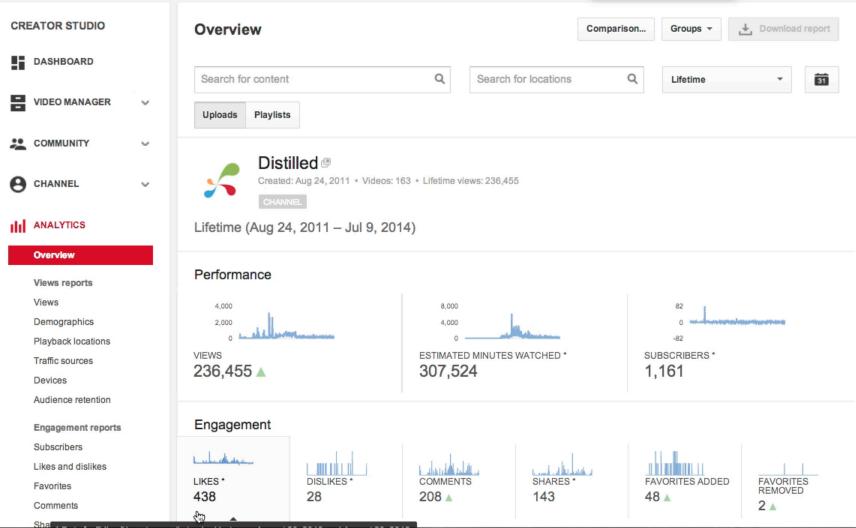
YouTube - Broadcast Yours

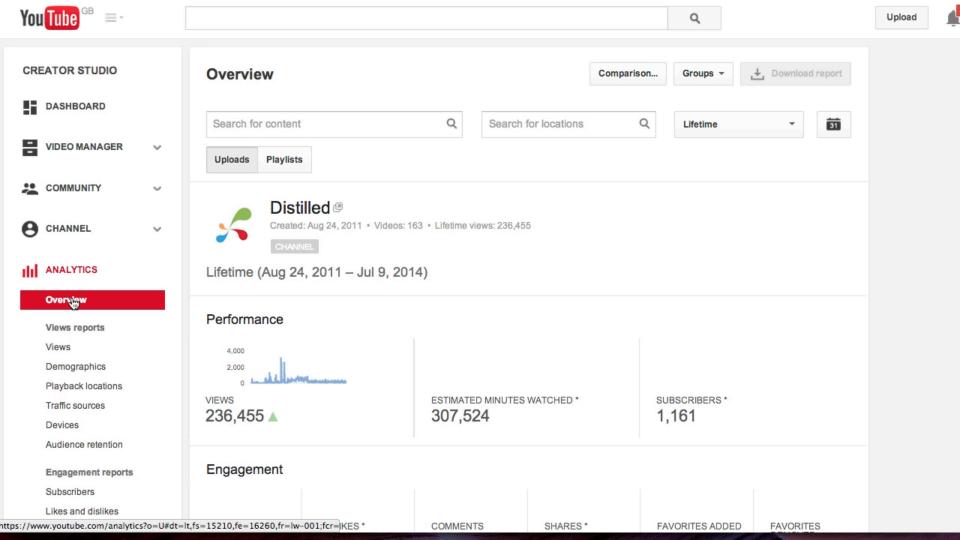
O www.youtube.com

From Ve









MVC (Minimum Viable Conversion)

Possible next action after watching a YouTube video

Visit another website Share the video Subscribe to the channel Watch another video

For YouTube, the MVC is usually

"watch another video"



You want to encourage consumption

By developing a channel UVP

Home and Hero





Scalable and easy to produce Evergreen Typically informational Drives consistent, unremarkable engagement



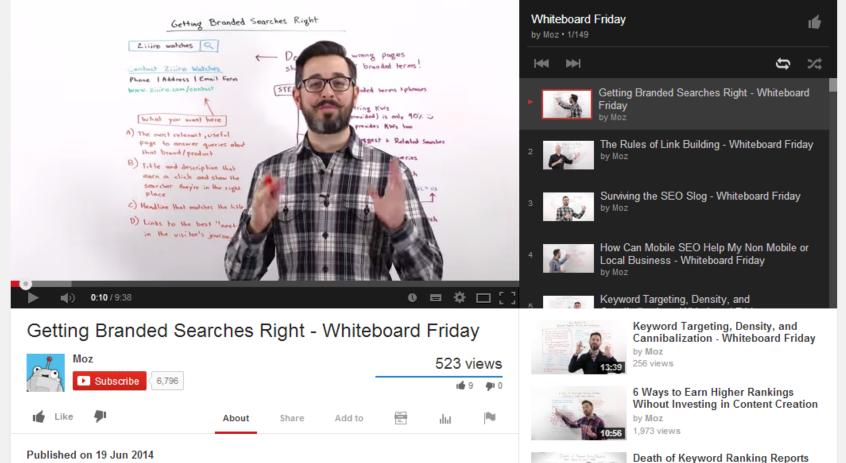




Cyrus Shepard Whiteboard Friday

by Moz

П



http://moz.com/blog/getting-branded-s...



Published on Sep 23, 2013

The experts at REI show how to properly pack a backpack to maximize space and comfort. Check out REI's selection of





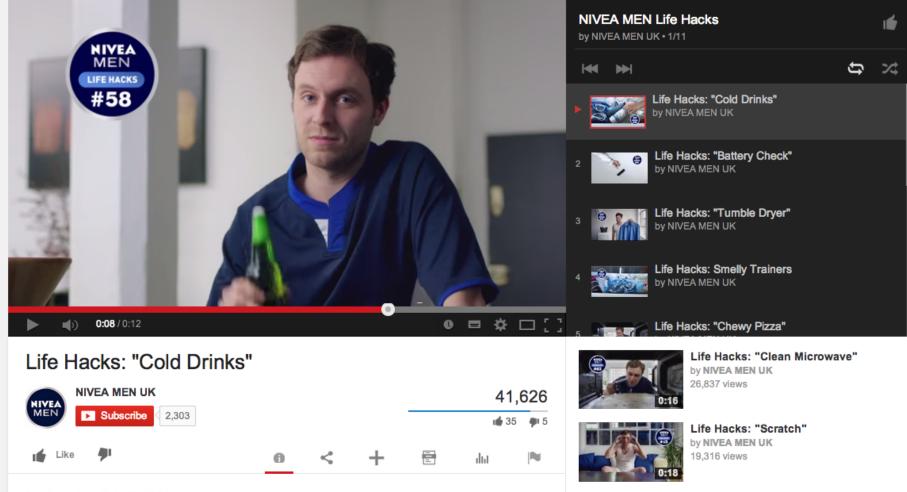
Published on Mar 5, 2013

See more: http://thd.co/13elMji

Rick from our How-To Community shows you how to aerate your



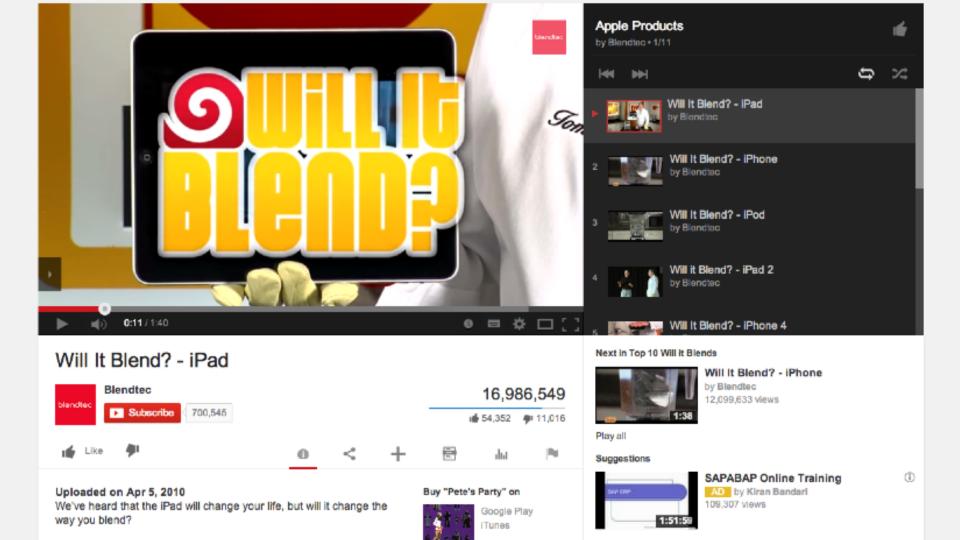
How to Fertilize Your Lawn - The Home Depot by The Home Depot



Published on Feb 10, 2014 No description available.



0

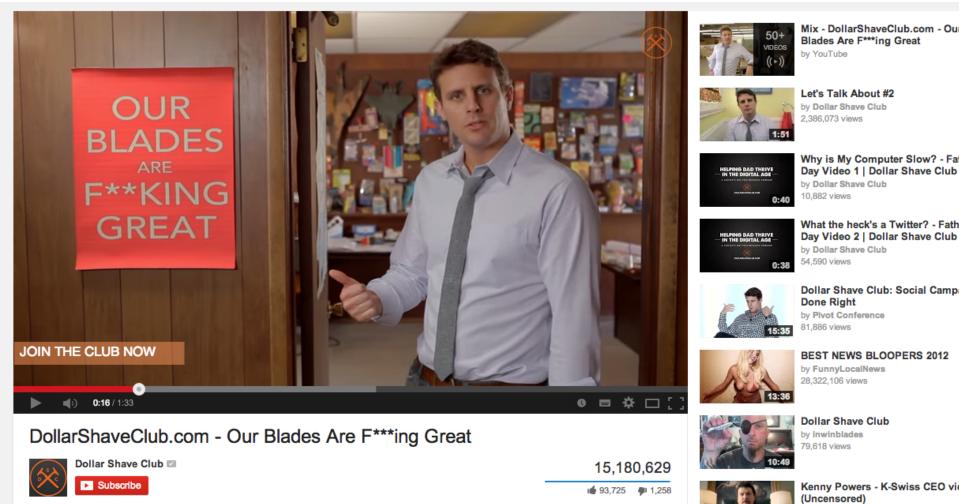


Hero

USA =: GLIMARI Inni 1.2013 - Hackington Ic 1.1 Soccie Cintenna, Haita



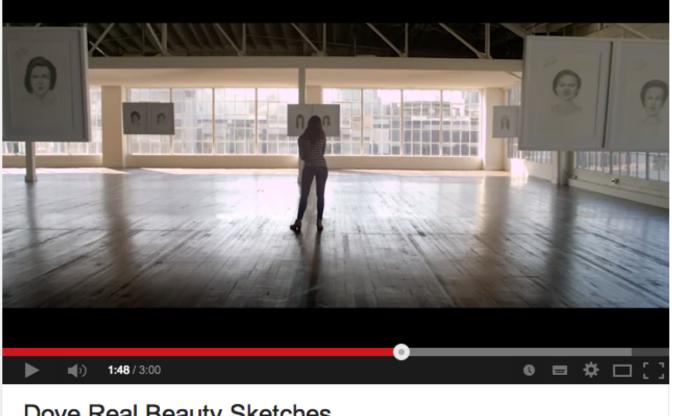
Big investment, heavily promoted Campaign focused Promotes a core brand message Drives extreme temporal engagement



Like

0 < +

by kfpisreal 4,153,907 views



Dove Real Beauty Sk by doveunitedstates 4,460,871 views



Selfie by doveunitedstates 5,343,666 views



Dove: Patches by doveunitedstates 20,725,044 views



Dove: Patches by doveunitedstates 95,629 views



Dove Real Beauty: M **Daughters - You Are** by doveunitedstates 142,761 views

Dove Real Beauty Sketches



64,047,030 **150,497**



3,827

It's not about great production





Gut reactions are formed in three seconds or less















Your brand is not what you sell, it's how you sell it.



55



We are entering the Mad Men era of the internet



Content needs to be actively watched and shared to gain traction

What works on TV may not work on YouTube



17,637

📫 45 🛛 🗭 5

5,082,876

🐽 6,553 🛛 🥐 8,189



We share because we care

We share to communicate our identity



Strong emotions triumph





MVC

 \neq

Become a Distilled client



Remember your first time?

Making videos can sometimes feel a little awkward. Join the teams from Distilled and Wistia and get things running smoother with an hour-long webinar on video strategy this August.

GO

Reserve your spot below.

e-mail address

^{pow}





How can I come up with ideas for great YouTube videos?



17

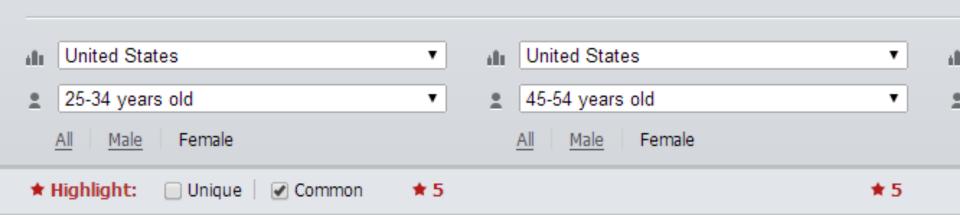


Find out what your audience care about



Trends Map Blog Dashboard

Compare



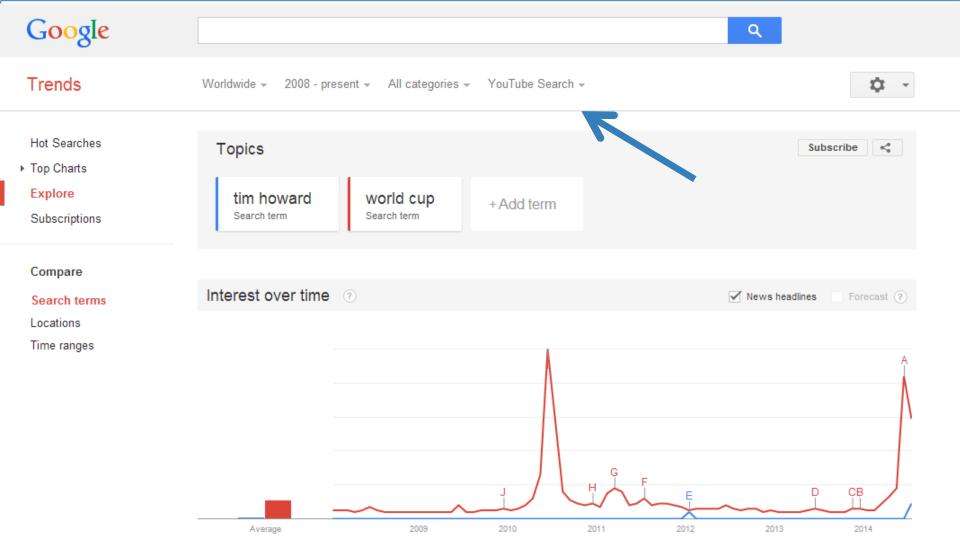


Browse

VIDCON 2014 RECA... by <u>actoutgames</u> 5,414 views



REALLY DON'T CARE ... by <u>Ricky Dillon</u> 329,023 views



Topics	Тор	Rising
Tim Howard - Soccer player	100	_
Bolton Wanderers F.C Soccer	10	
Tim Duncan - Basketball player	5	

Queries	Тор	Rising
tim howard goal	100	
howard goal	95	
tim howard scores	45	
tim howard bolton	30	-
tim howard saves	30	-
tim howard goalie	20	-
tim howard everton	15	•

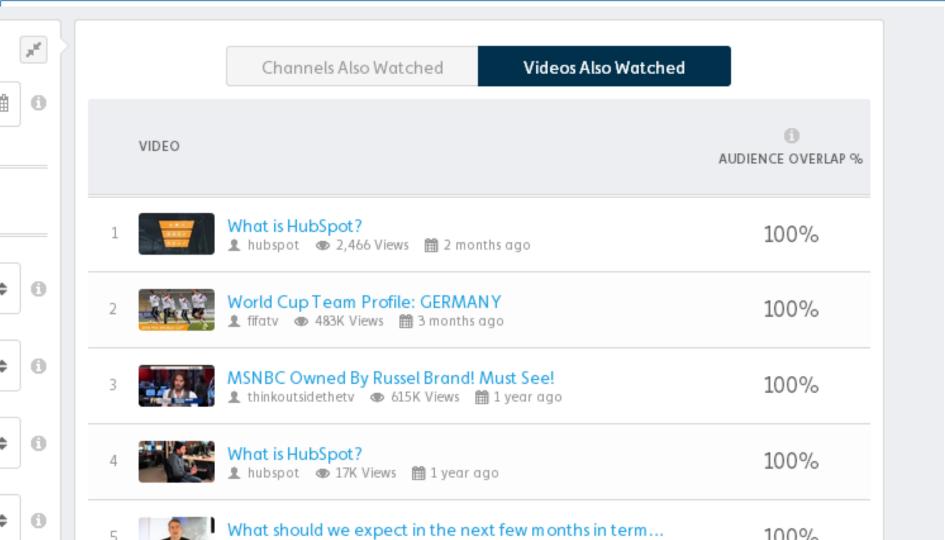
</>

If you have an existing channel...









Chann	els Also Watched	/ideos Also Wa	tched	
CHANNEL	AUDIENCE OVERLAP %	ENGAGEMENT LEVEL	() AFFINITY INDEX	5 UBS CRIBERS
★ So ⊕ 145K	1,191 Subs 100%	3	_	1,191 🗈
1 googlewebmaste 1 719 © 17.9M	erhelp 100%	6	100x+	146K 🗈
2 thinkoutsidethet 228 © 28.7M	1111~/~	3	100x+	109K 🗈
3 (D) mbusa ☐ 558 @ 16.9M	■ 59K Subs 100%	6	100x+	59K 🗈



What should we expect in the next few months in terms of SEO for Google?



1	99	,056



t-59

by Google Webmast 51,062 views



What is the ideal page? by Google Webmast

69,585 views



Cloaking by Google Webmast 68.364 views



What does Google page websites? by Google Webmast 33,693 views



Killer SEO Strateg to WIN on Google by Ali Amirrezvani 14,534 views



& SEO by Peter J Ricci 67.143 views



Best of Matt Cutts by SEODojo

1	Using SEO	Google	We

_ 51 16 859



Cyrus Shepard via Google+ 1 year ago (edited) Google: What to Expect in SEO in 2013

Wowsers! Penguin, Advertorials and a hint about Author Rank. Here's a Summary:

Read more (10 lines)



Max Minzer originally shared this

Google's +Matt Cutts on what to expect in SEO in the coming months http://www.mattcutts.com/blog/what-to-expect-in-seo-in-the-coming-months/

#dailyseo (#131)



View all 3 replies 🐱

Think laterally about your brand



What can you talk about with authority?



"



What separates you from the pack?

"

"love [your brand]" "hate [your brand]"

"love [your competitor]" "hate [your competitor]"

> "love [category]" "hate [category]"

Content marketing:

It's not about the product



...except when it is about the product...





Gibson Guitar

Subscribe

67,928

Gibsort



Mix - Gibson Les P by YouTube



Gibson Les Paul S by Gibson Guitar 47,301 views



Joe Bonamassa Ta Paul Tone by Gibson Guitar 89,339 views



Gibson Acoustic Ke Guitar by Gibson Guitar 68.565 views



Slash's Gibson App by Gibson Guitar 64,105 views



78,795

@1 9

1 220

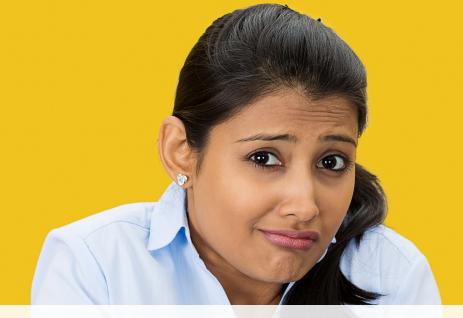
1959 Gibson Les Pa **Overview With Mid**

by Guitar Interactive -146,296 views





Unless you're incredibly desirable...



...assume brand agnosticism

Relevant to your audience



Relevant to your product

If your client/company doesn't get this....





Can I predict whether or not my video will be shareable?

Someone in the audience

"







VIRAL MARKETING THE SCIENCE OF SHARING KAREN NELSON-FIELD

Technical Optimization



Optimize for visibility by optimizing retention

http://wistia.com/content/ understanding-audience-retention

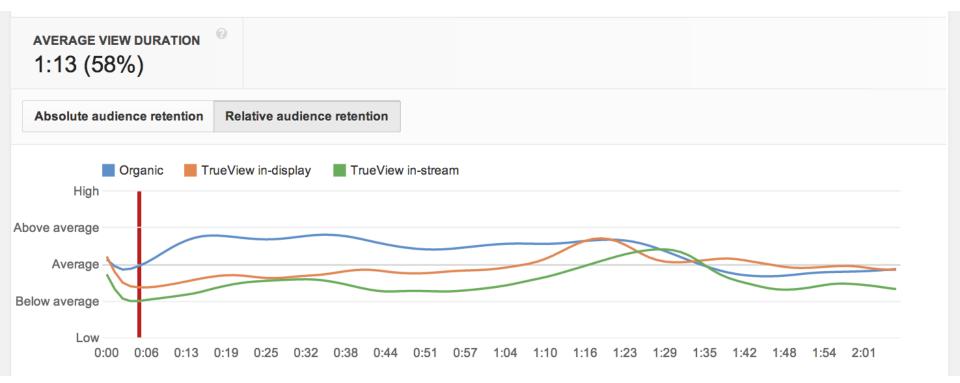
6,402 watche: 0:06

100%



Absolute audience retention helps you see how often each moment of your video is being watched as a percentage of total views.

Split retention by traffic source



Clicks



Keywords





This Stick Of Butter Is Left Out At Room Temperature; You Wo...



888,398

📫 1,704 🛛 🗭 875



Test adjustments in titles and thumbnails



Traffic Sources \rightarrow YouTube Suggested Video



.

Multiple channels for multiple audiences

Use Playlists liberally

Distilled Q Home Videos Playlists Channels Discussion About S DistilledLive by Distilled • 32 videos • 3.038 views • 3 likes • 5 hours Bi-weekly updates from the Distilled team covering industry news, hot topics and creative strategies. ► Play all < Share Playlist settings Add video DistilledLive | Creating A Content Team Distilled 8:29 2 DistilledLive | Digital Disruption and Regulation Models 6:59 Distilled DistilledLive | The changing face of our screens Distilled 8:19 DistilledLive | Predicting the digital trends of 2014 Distilled 7:58

0

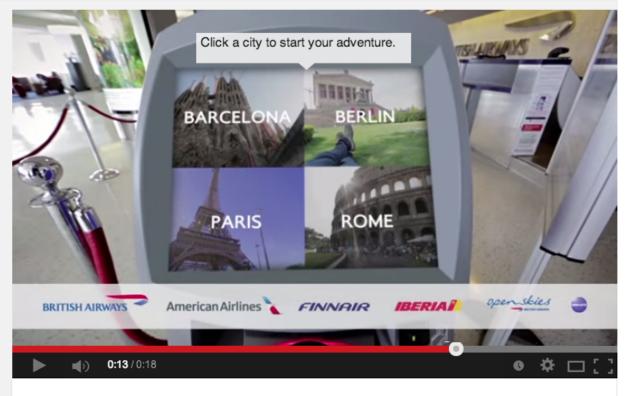
Consider Annotations in pre-production

	+ Add annotation [0:01:58.3]
20%	Note
	Custom • A 13 • A • Ø: M •
	Start End
► ■) 1:58 / 3:19	0:01:58.3 • 0:02:08.3 •
	✓ Link Video -
	Paste a link to a Video.
	Start linked video at: 0:00:00.0

For YouTube, the MVC is usually

"watch another video"





Travel Europe - Discover Europe with British Airways

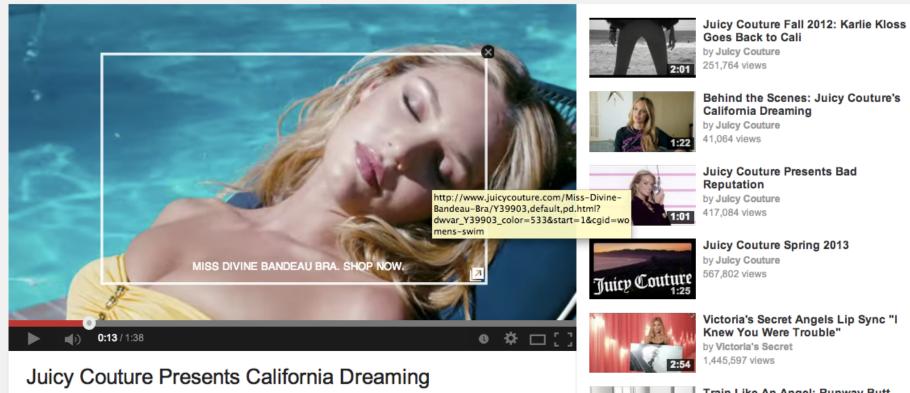
39,691



24,329

3

🐞 62









Train Like An Angel: Runway Butt by Victoria's Secret 611,616 views

Provide a CTA for subscription



● ■ ☆ □ []

DistilledLive | Throwing shit a

Promotions

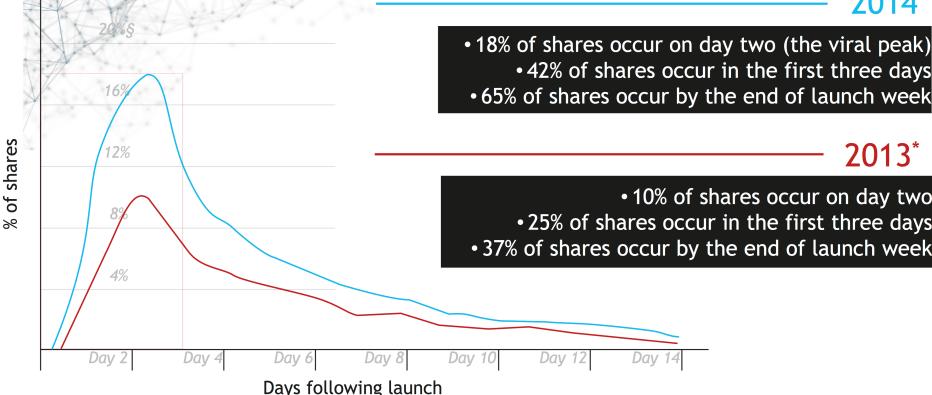




SOCIAL DIFFUSION CURVE 2014

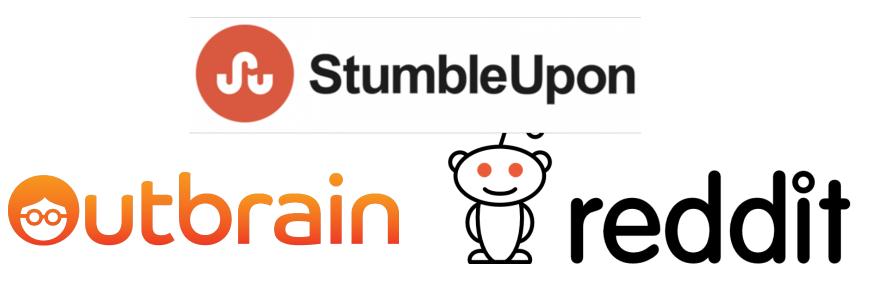




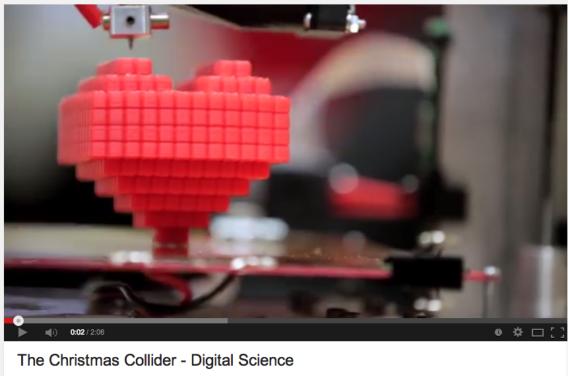


* 2014 data sampled April 2013 to March 2014, 2013 data sampled April 2012 to March 2013

Test and iterate with paid promotions for all pieces



You can get good returns with small budgets





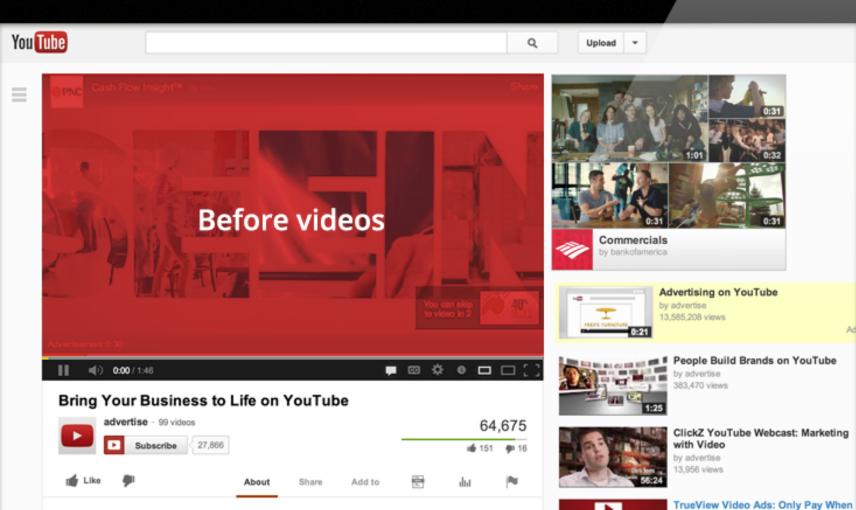
Google

+Post ads Amplify your content and create conversations across the web









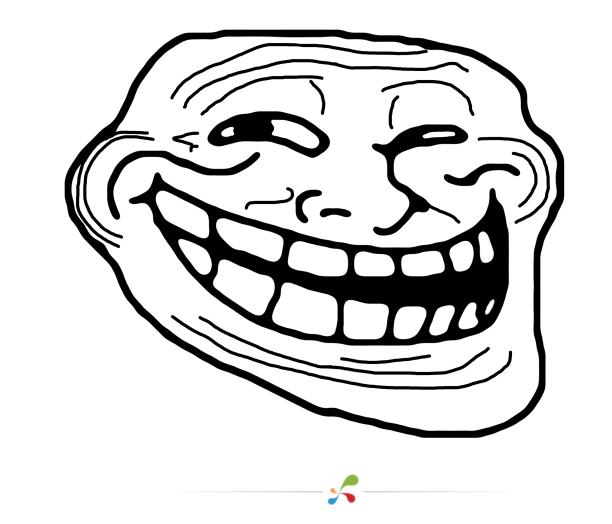
.

rideview video Ada. Only ray thi



Target specific channels and videos









THERE'S ONLY ONE PADDY MOOGAN



Find out which of your competitors have partner status enabled





Create an ad specifically targeted towards their customers





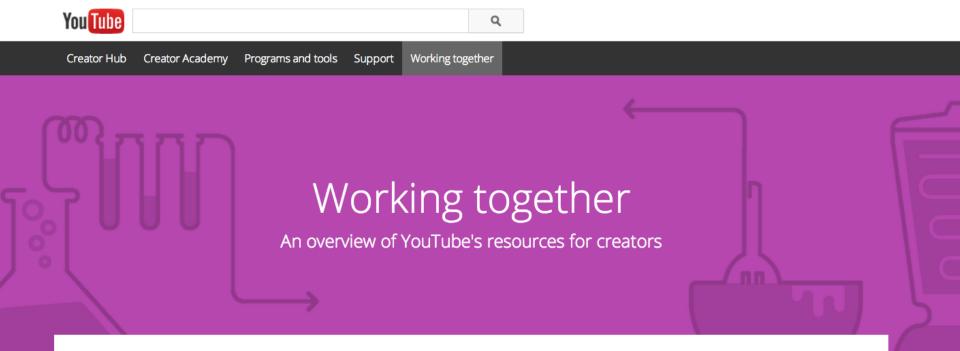
Choose to only advertise via TrueView on their channel



Don't allow ads on your own channel!

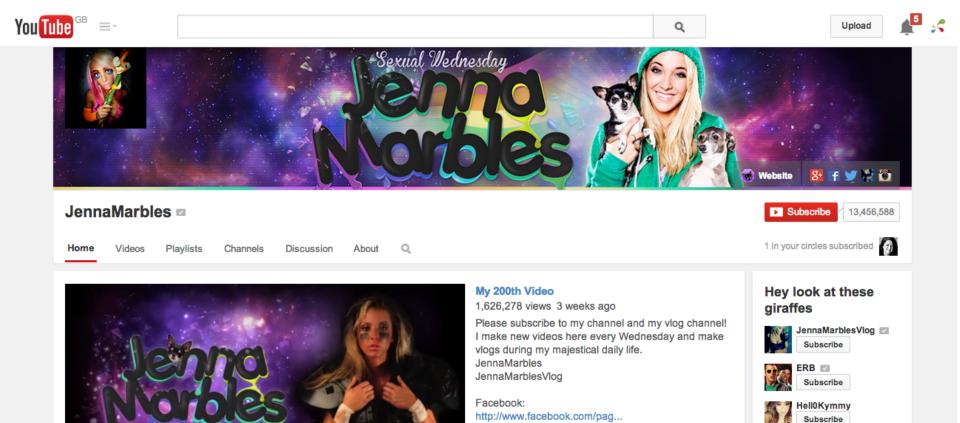


You only want partner status if you're trying to monetize your content



Thanks for creating with YouTube

The most subscribed to channels on YouTube are not brands



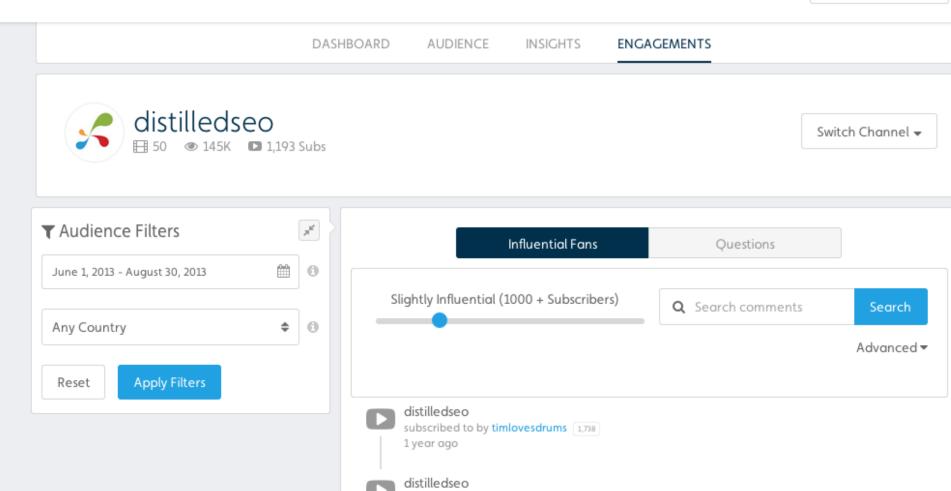


You can leverage this...



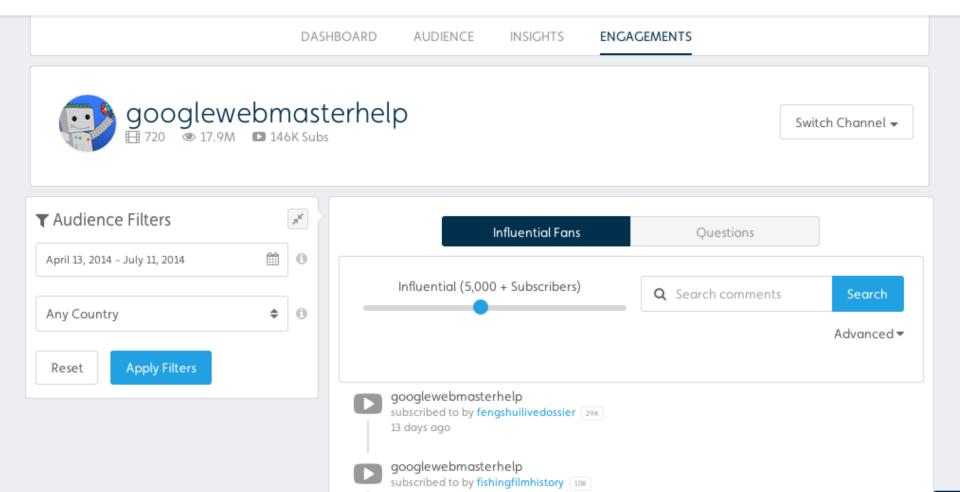












CHANNEL QUICK LOOK



🛗 37K

pril 13, 2014 - July 11, j

Any Country

Reset

RECENT VIDEOS



Our Ridiculously Stupid Kickstarter Commercial 1 month ago



Easily Calculate Your Hourly Wage As a Photographer 1 month ago



ß

0

Common Problems with Shooting in Auto 6 months ago

Search

Advanced 🔻



Find outreach prospects with competitor analysis



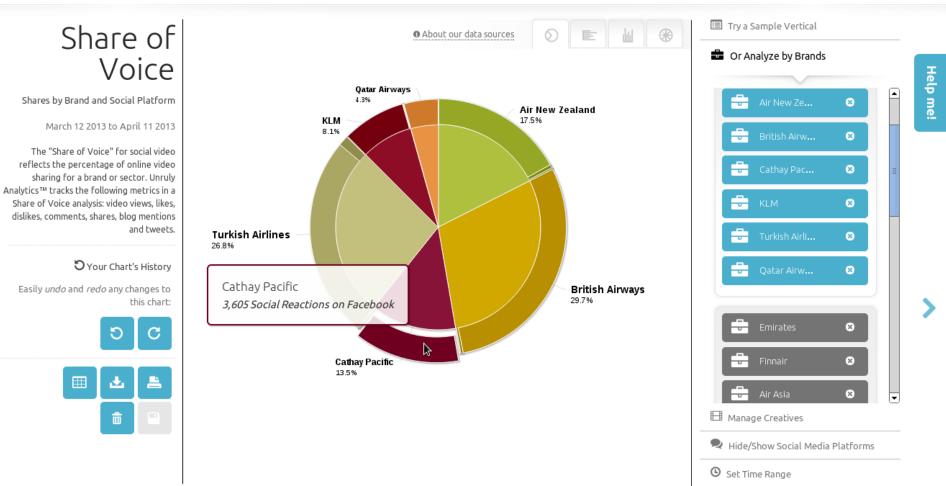


Welcome back, Lewis!

Try different visualizations 🗸

Feedback, FAQs & settings: 🗸







heineken	Search
« previous 1 2 3 4 5 6 7 8 9 10 15 next »	



NEW Heineken Commercial – verry funny 1,089,400 shares Get stats | Watch video | See original | Leave a Comment 🍯 Follow @VideoChar



When did you last check your video share of voice?





Featured Charts



» 2014 World Cup Ads Chart

Media Partners



campaign









Get stats | Watch video | See original | Leave a Comment



-eatured

Heineken - Men With Talent 274.497 shares Get stats | Watch video | See original | Leave a Comment

Introducing... they're real! push-up liner

A revolutionary new gel liner in a pen, that's so easy to use it should be a crime. #criminallyeasy

Promoted Video



Why should I care?

Some cynical person in the audience

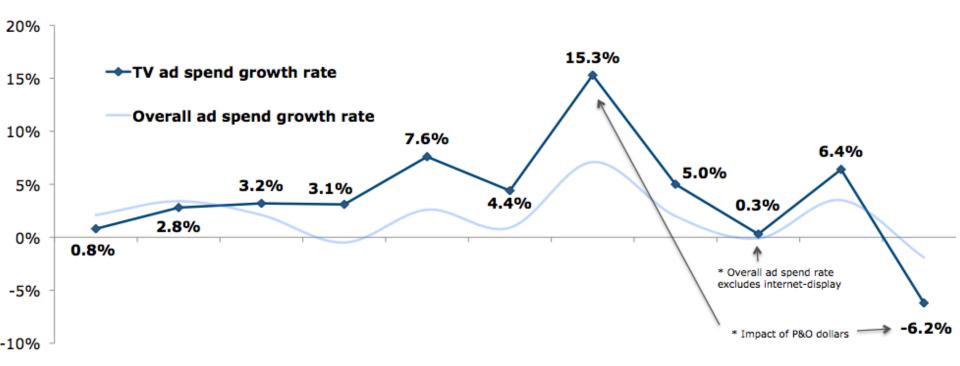
77



US TV Ad Spend Growth Rate, vs. Overall Average

(% change year-over-year)

Q1 2011-Q3 2013

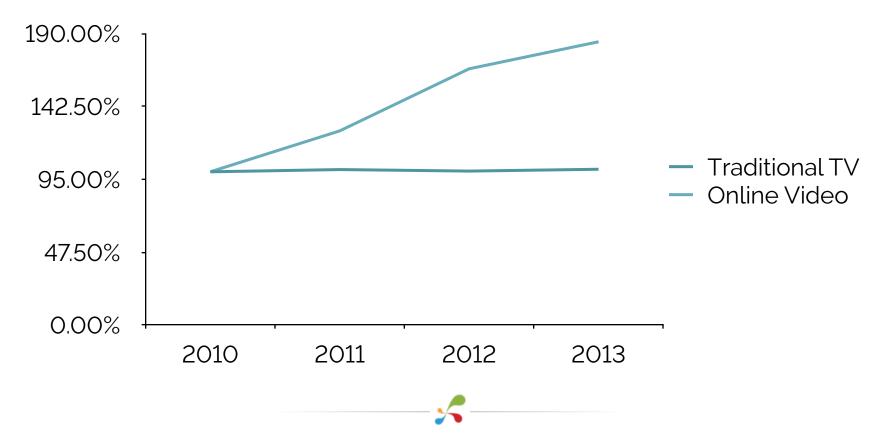


Q1 2011 Q2 2011 Q3 2011 Q4 2011 Q1 2012 Q2 2012 Q3 2012 Q4 2012 Q1 2013 Q2 2013 Q3 2013

MARKETINGCHARTS.COM

Source: Kantar Media. Overall refers to aggregate of TV, magazine, newspaper, internet-display, radio, outdoors, and FSIs. Figures have been tabulated on a consistent like-for-like basis that controls for changes in monitoring coverage. Figures are therefore directly comparable across every time period.

Change in time spent watching video (US)



The No 1. online entertainment destinationby miles.

TOP 10 ENTERTAINMENT WEBSITES BY UNIQUE AUDIENCE IN JANUARY 2014

Rank	Website	Unique Audience	Time Per Person (hh:mm:ss)
N/A	Entertainment category	167,002,000	7:38:03
1	YouTube	110,699,000	1:52:31
2	iTunes (application)	36,063,000	1:08:49
3	Comcast Digital Entertainment Websites	33,421,000	0:53:42
4	IMDb - Internet Movie Database	29,258,000	0:20:39
5	FOXSports.com on MSN (Network)	27,303,000	0:17:51



We are about to see the next great flood of money to digital





15 - 25 billion dollars could be up for grabs



Tomorrow's biggest brands will be built online

online first









2014

THANK YOU! SESSION Q&A



Phil Nottingham • Distilled @philnottingham • phil.nottingham@distilled.net

#MozCon

EVERYONE TO THE BAR!!!