

Professional Development Webinar Series
Presented By



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Market Your Business on YouTube

Presented by

Dave Felder



Presented July 25, 2013. Content current as of this date.

Contact me at dfelder@ryanvideo.com

A video that won't be forgotten



The image shows a YouTube video player interface. The video content features a man in a white lab coat standing in a kitchen-like setting, holding a smartphone over a Blendtec blender. The background includes a large logo for Blendtec and a framed picture of the Blendtec logo. The video player controls at the bottom show a progress bar at 0:28 / 1:37, a play button, a volume icon, and various settings icons. Below the video player, the title "Will It Blend? - iPhone" is displayed, along with the channel name "Blendtec" and "130 videos". A "Subscribe" button is visible with "608,329" subscribers. To the right, the video has "11,810,929" views, "27,843" likes, and "3,121" comments.

<http://youtu.be/qg1ckCkm8YI>

A video that won't be forgotten



Blendtec had a 700% sales increase in the two years after they started posting YouTube videos.



Agenda

- So what's the big deal about video?
- Strategies to use video for Your Business
- Getting started on YouTube
- Promoting your videos
- Q&A

So What's the Big Deal About YouTube?

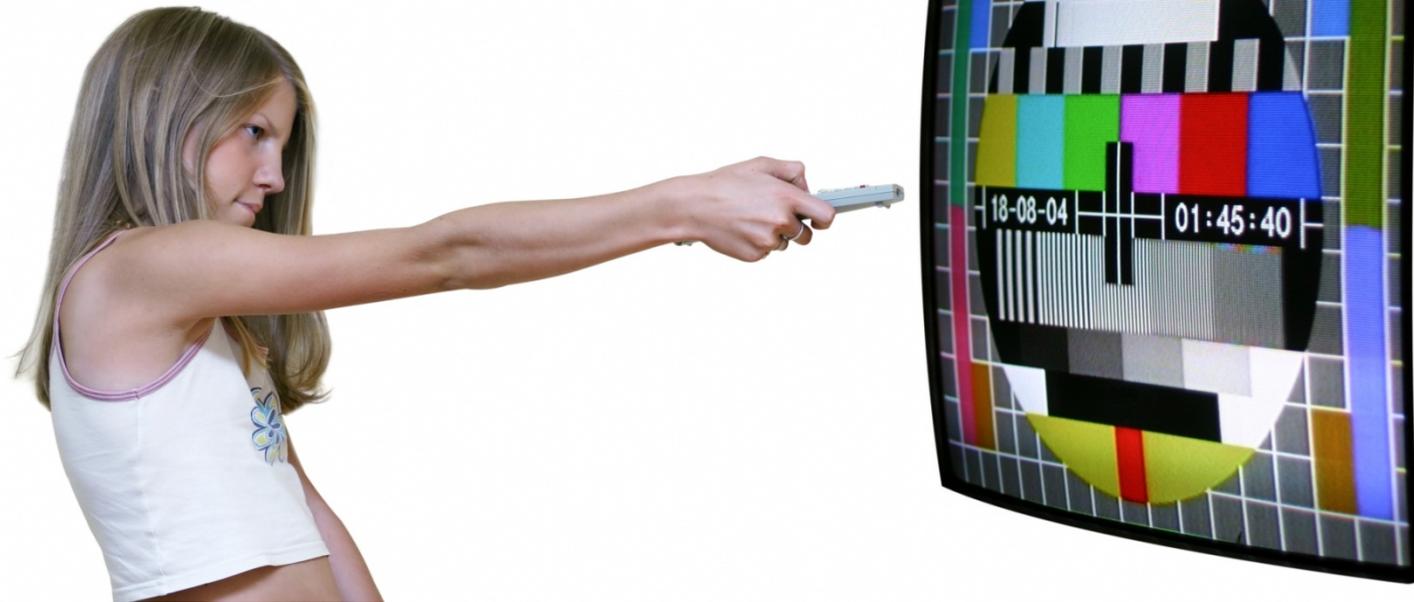


- Over 1 Billion unique visitors each month
- 6 Billion hours video watched per month – 50% increase from last year
- Videos are 50x more likely to receive Page 1 ranking than traditional text pages
- Websites with video on their homepage tend to engage viewers 2 minutes longer than websites without video.

Source: <http://www.youtube.com/yt/press/statistics.html>

So What's the Big Deal About YouTube?

- Video is a Powerful Medium
- Engages our auditory and visual senses
- Allows you to tell a story
- Convey emotion
- Build trust and credibility



Video Works Best...

- When it matches viewer expectations
- When it educates or entertains
- When it is integrated into a larger campaign



Excuses For Not Using Video

- Don't know how
- We don't need to advertise
- Don't like being on camera
- Video won't work in our industry

Video Can:

- Drive traffic to your website
- Get new leads
- Increase awareness of brand/product
- Demonstrate products for direct sales
- Show expertise and build trust



Provide Value

- Educate
- Entertain
- Share something that matters to your audience
- Don't try to sell
- Keep it short, simple and engaging

What should your video show?

When a prospective client performs a web search looking for your product or service, what might they be looking for?

What should your video show?

When a prospective client performs a web search looking for your product or service, what might they be looking for?

**Put this on
your "To do"
list!**

What should your video show?

When a prospective client performs a web search looking for your product or service, what might they be looking for?

- Create a list of 30 search terms that your prospect might be searching for.

What should your video show?

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- Create a list of 30 search terms that your prospect might be searching for.
- That becomes your list of 30 videos to create over the year.

What should your video show?

When a prospective client performs a web search looking for your product or service, what might they be looking for?

- Create a list of 30 search terms that your prospect might be searching for.
- That becomes your list of 30 videos to create over the year.
- Visit www.youtube-trends.blogspot.com for more insight into what people are searching for.

A YouTuber that “gets it.”



The image displays a variety of dryer repair components and tools. On the left, there are two black rollers with blue teeth. In the center, a coiled black and yellow dryer belt is prominent. To the right, there are several black rollers, a yellow and black power tool, and various small parts like screws and nuts. A large black speech bubble in the upper right corner features the eSpares logo, which consists of a yellow square with a black 'e' inside a circle, followed by the word 'spares' in a bold, italicized font, and the tagline 'the online parts store' below it.

eSpares on Facebook  eSpares on Pinterest  eSpares on Google+ eSpares on Twitter 

0:05 / 3:03       

Dryer problems: How to fix a dryer that's not heating up

 eSparesVideo · 355 videos

 **Subscribe**  17,110

158,201  70  5

<http://youtu.be/aFXbYp--K5g>

At the End of Your Video

Call to action:

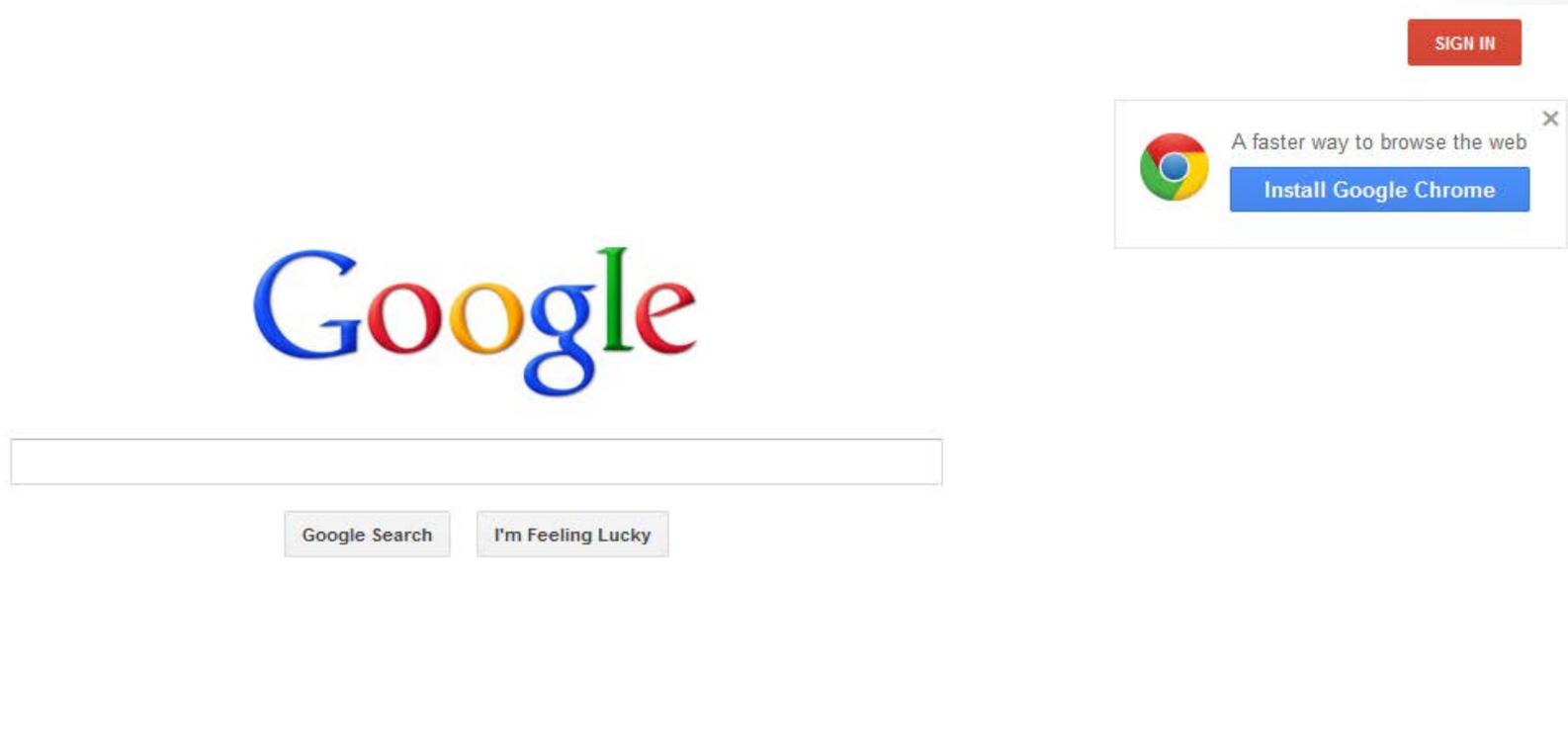
1. Tell viewers what you want them to do
2. Tell your viewers why they should do it
3. Tell your viewers how to do it
4. Remind your viewers to share the video with others



Getting Started



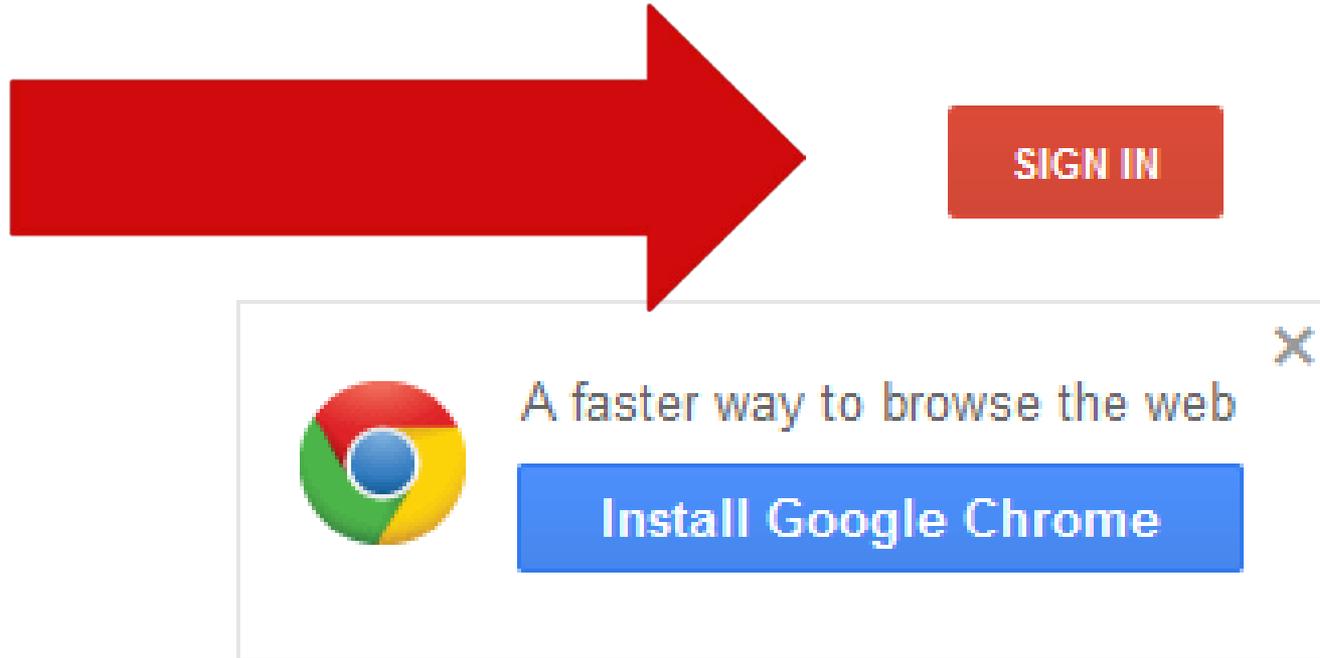
Step 1 - Create a Google Account



Navigate to www.google.com

If you don't have a Google account, refer to our handout

Step 1 - Create a Google Account



“Sign In” to Google

Step 2 - Create a YouTube Account



Google

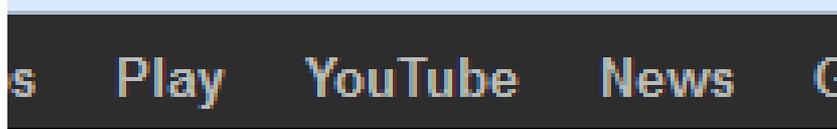
Google Search

I'm Feeling Lucky

Select YouTube link

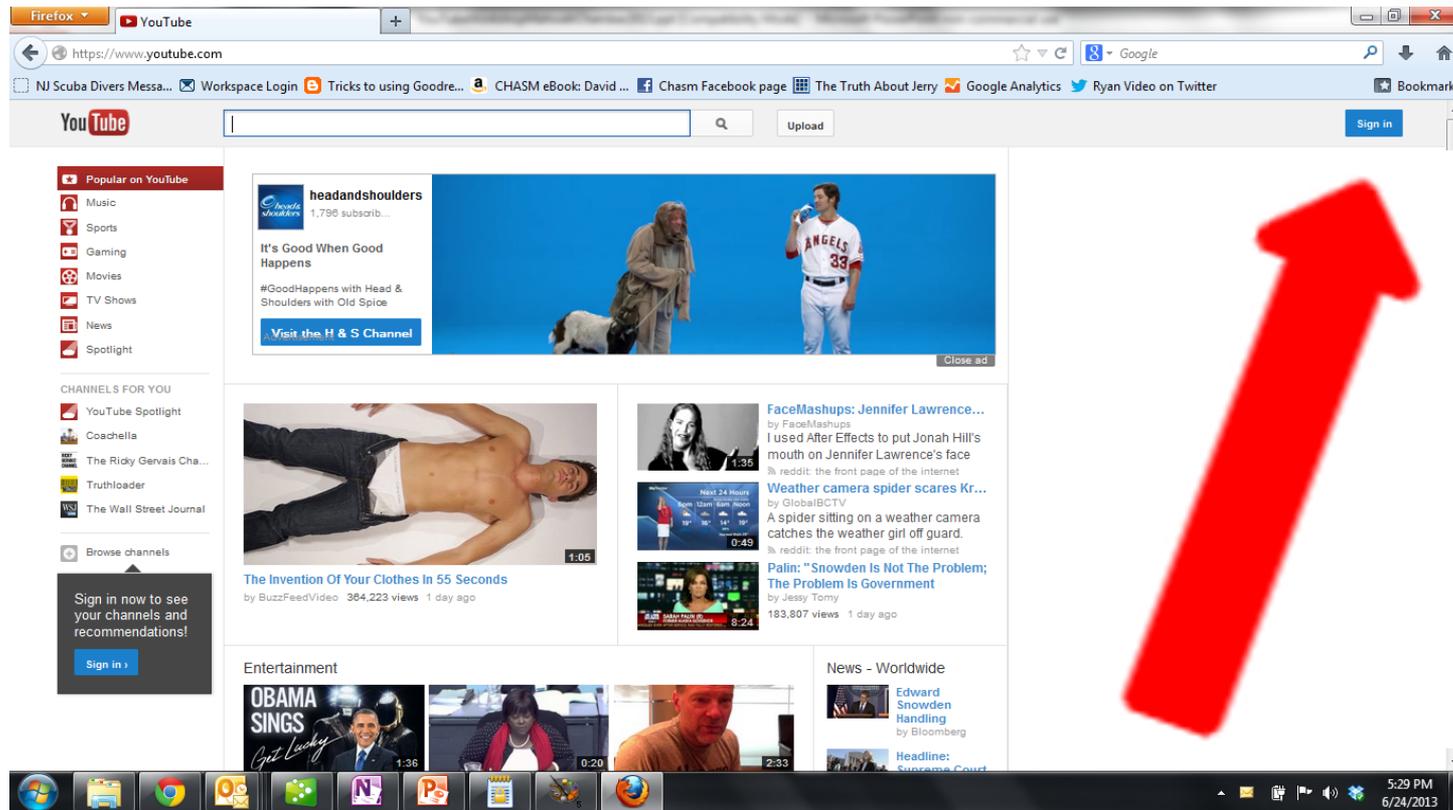


Step 2 - Create a YouTube Account



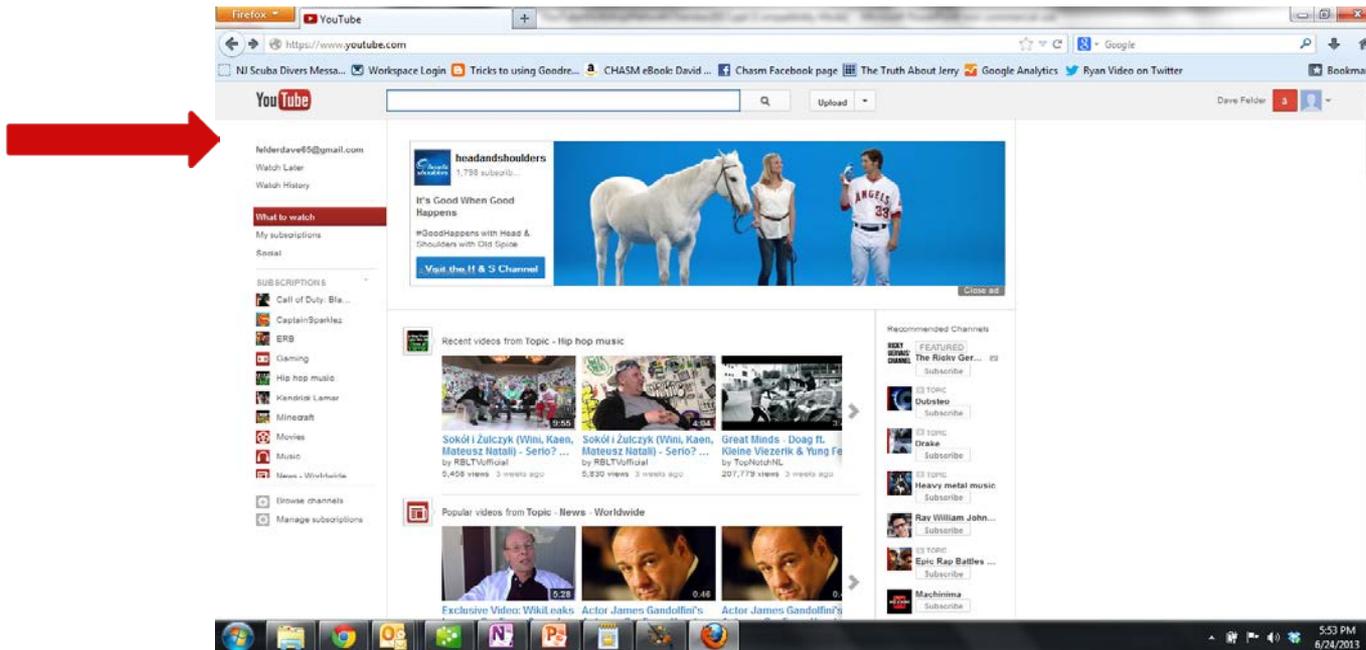
Select YouTube link

Step 2 - Create a YouTube Account



Sign in with your google password

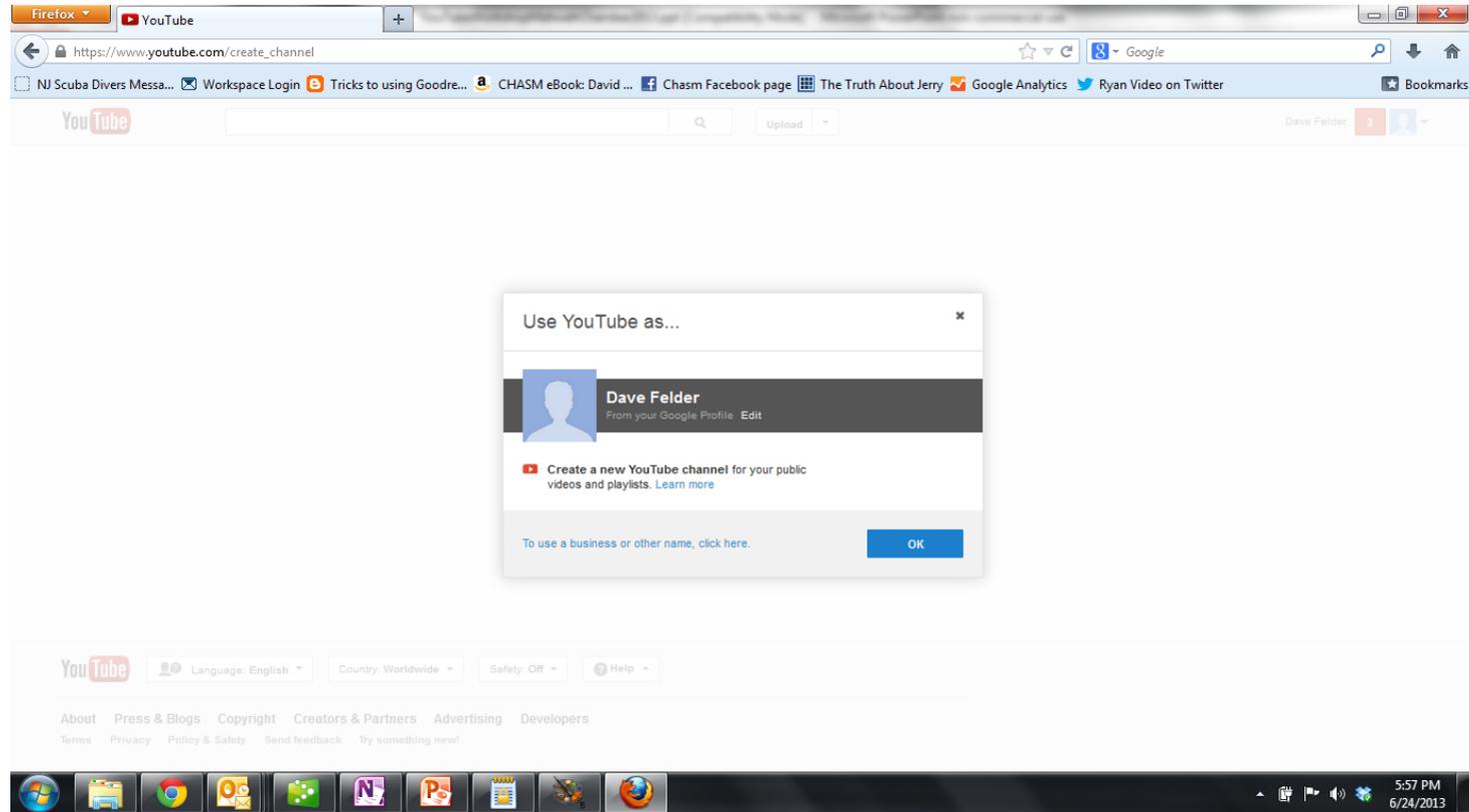
Step 3 - Create a YouTube Channel



The screenshot shows the YouTube homepage in a Firefox browser window. The address bar displays "https://www.youtube.com". The top navigation bar includes the YouTube logo, a search bar, and an "Upload" button. The user's account name "fellerdave6@gmail.com" is visible in the top left corner, with a red arrow pointing to it. Below the account name are links for "Watch Later" and "Watch History". The main content area features a featured video from the channel "headandshoulders" with the title "It's Good When Good Happens" and a thumbnail showing a white horse and a man in a Los Angeles Angels uniform. Below this are sections for "Recent videos from Topic - Hip hop music" and "Popular videos from Topic - News - Worldwide". The right sidebar shows "Recommended Channels" including "The Rocky Ger...", "Chinoelo", "Drake", "Heavy metal music", "Ray William John...", "Epic Rap Battles...", and "Machinima". The Windows taskbar at the bottom shows the system clock as 5:53 PM on 6/24/2013.

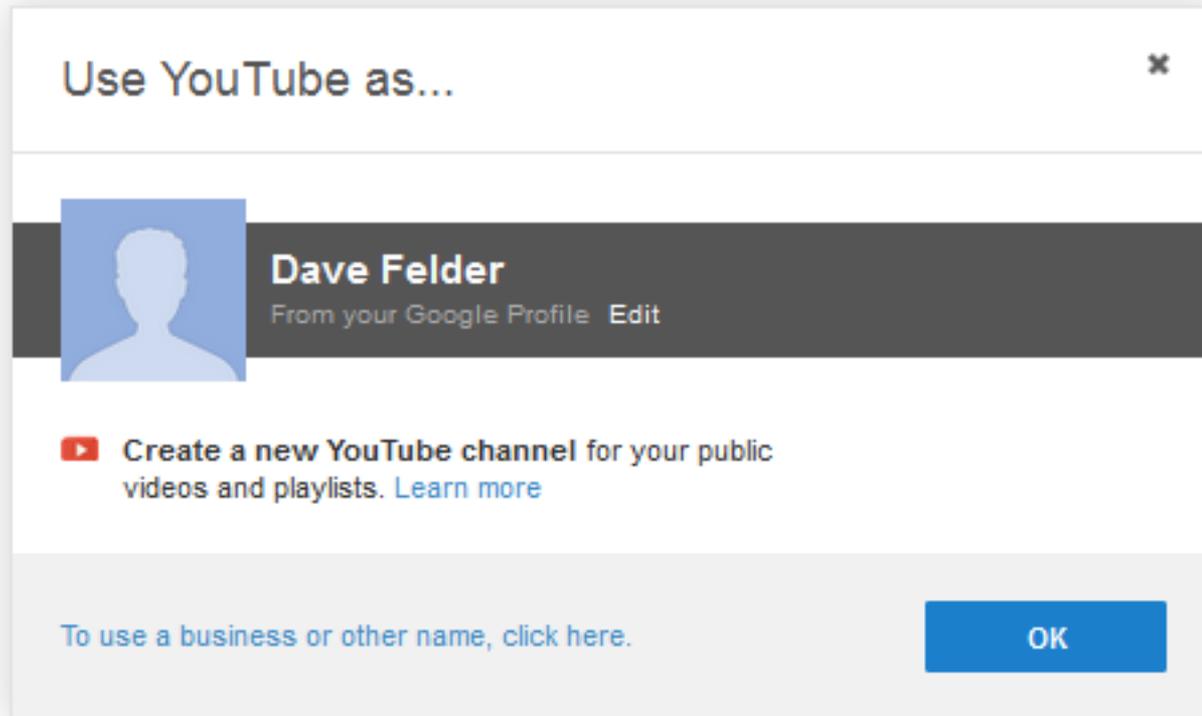
Select your account name

Step 3 - Create a YouTube Channel



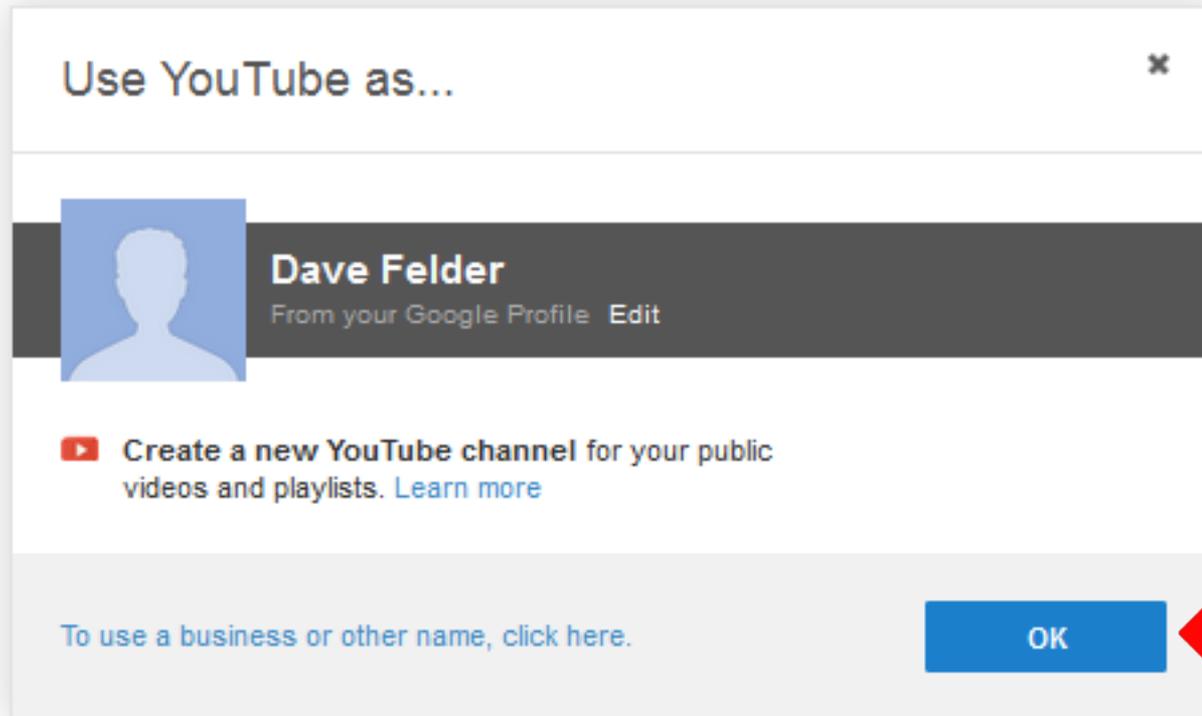
Select OK to begin

Step 3 - Create a YouTube Channel



Select OK to begin

Step 3 - Create a YouTube Channel



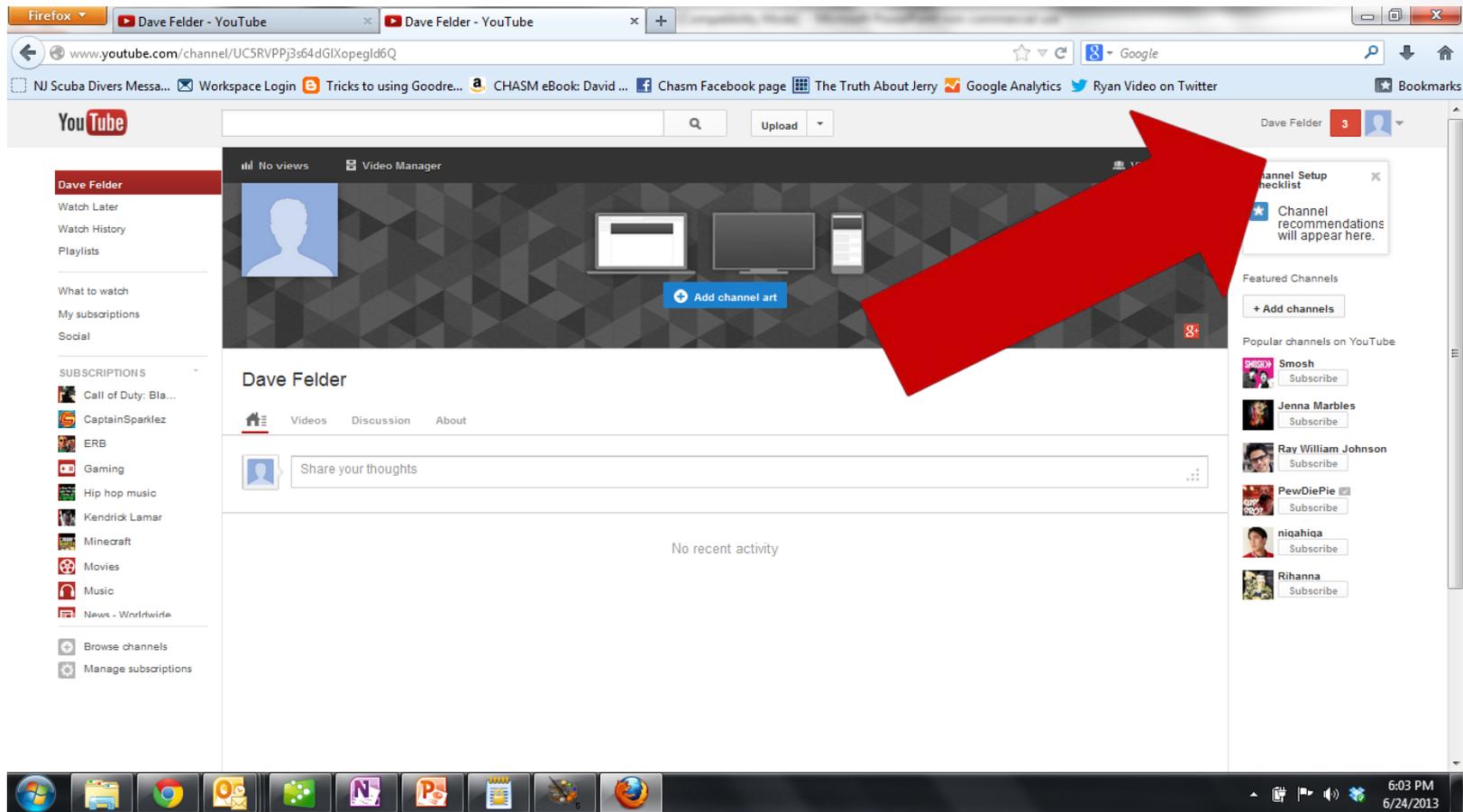
Select OK to begin

Step 3 - Create a YouTube Channel

The screenshot shows a web browser window displaying a newly created YouTube channel for 'Dave Felder'. The browser's address bar shows the URL `www.youtube.com/channel/UC5RVPPj3s64dGIXopejd6Q`. The channel page features a dark grey header with a profile picture placeholder, a banner area with a blue 'Add channel art' button, and a 'Video Manager' section. Below the header, the channel name 'Dave Felder' is displayed, followed by navigation tabs for 'Videos', 'Discussion', and 'About'. A comment box with the placeholder text 'Share your thoughts' is visible, and a message indicates 'No recent activity'. On the right side, there is a 'Channel Setup Checklist' with a 'Channel recommendations will appear here.' notification, a 'Featured Channels' section with an 'Add channels' button, and a 'Popular channels on YouTube' list featuring channels like Smosh, Jenna Marbles, Ray William Johnson, PewDiePie, niqahiq, and Rihanna. The left sidebar contains navigation options such as 'Dave Felder', 'Watch Later', 'Watch History', 'Playlists', 'What to watch', 'My subscriptions', and 'Social'. The bottom of the screen shows a Windows taskbar with various application icons and a system tray displaying the time as 6:03 PM on 6/24/2013.

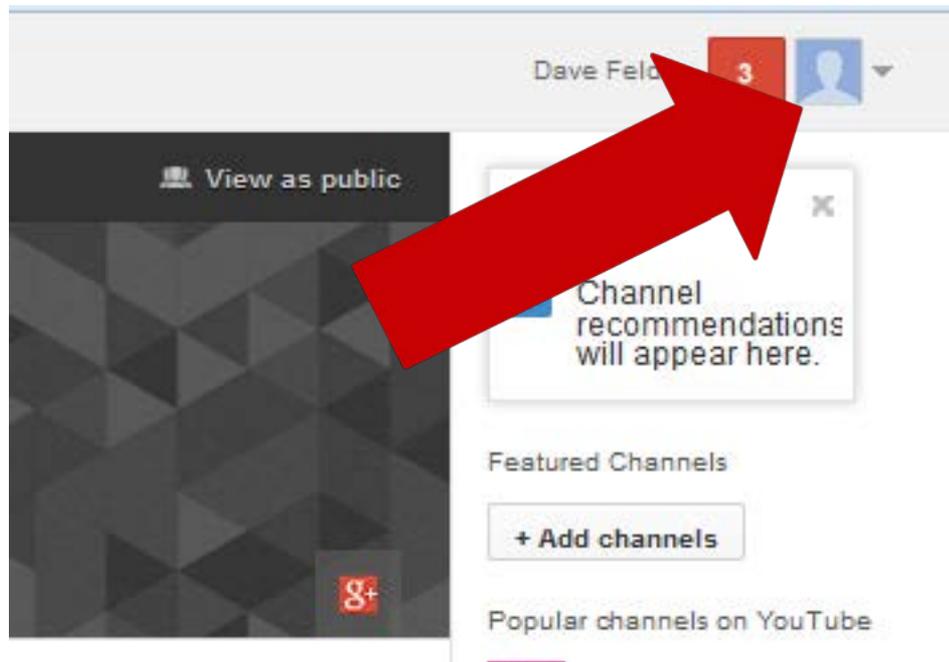
New channel layout

Step 3 - Create a YouTube Channel



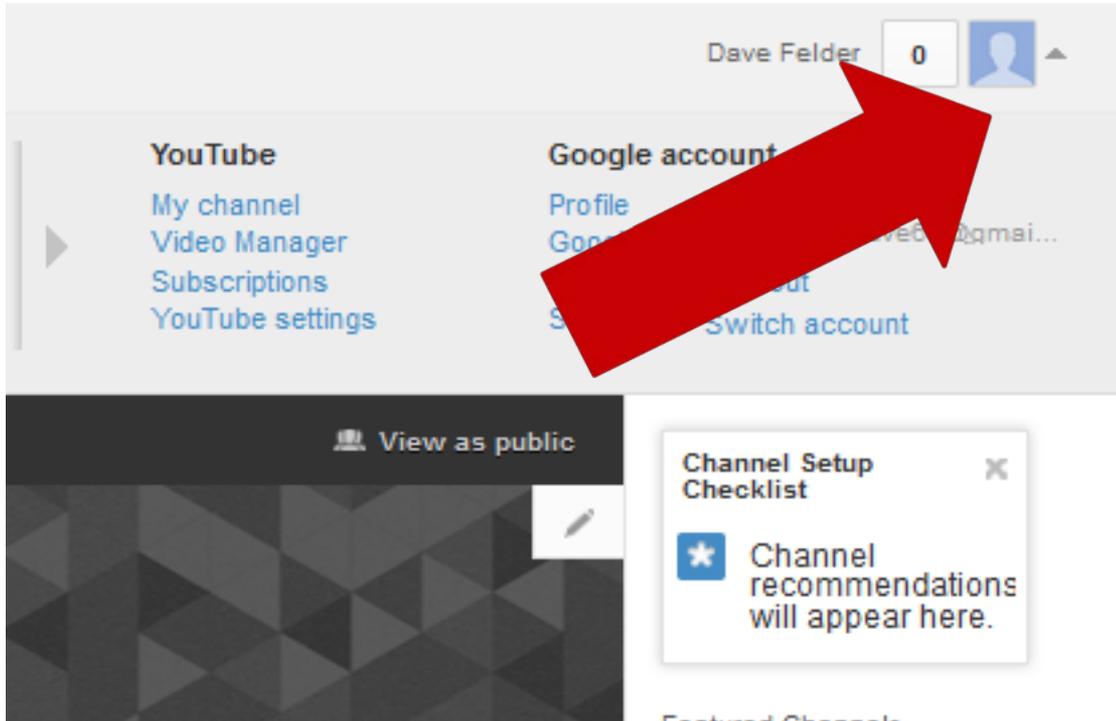
New channel layout

Step 3 - Create a YouTube Channel



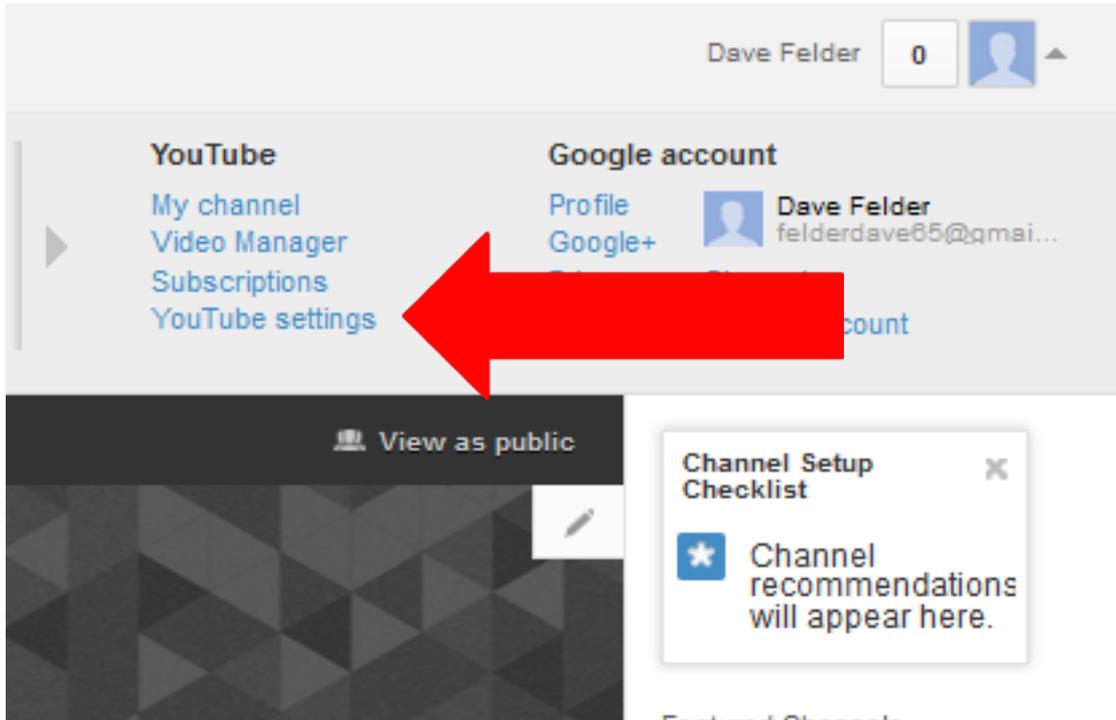
Settings

Step 3 - Create a YouTube Channel



Settings

Step 3 - Create a YouTube Channel



Settings

Step 3 - Create a YouTube Channel

ACCOUNT SETTINGS

- Overview**
- Connected accounts
- Privacy
- Email
- Playback

Overview Save

Account information

Name  **Dave Felder** [Edit on Google+](#)
felderdave65@gmail.com
Change to a business or other name, and disconnect Google+ profile
[Advanced](#)

Password [Change password](#)
You will be redirected to your Google account page

Mobile uploads **2pxwikjnavht@m.youtube.com**
Upload videos from your phone by emailing this address. Want a different address? [Click Here](#)

Advertisements

Allow advertisements to be displayed alongside my videos

Do not allow advertisements to be displayed alongside my videos
Ads will only be displayed for videos where you own all the rights. Choosing this option will disable any monetization options that have been set for your video.

Additional features

[View additional features](#)
Promote your videos

Settings

Next step:
Produce your video



Four steps to making a video

1. Plan it



Four steps to making a video

1. Plan it
2. Write it



Four steps to making a video

1. Plan it
2. Write it
3. Film it



Four steps to making a video

1. Plan it
2. Write it
3. Film it
4. Edit it





Four steps to making a video

1. Plan it
2. Write it
3. Film it
4. Edit it

Do it yourself, or hire a professional to help



Optimize and Promote Your Videos

- Upload it to YouTube



Select files from your computer

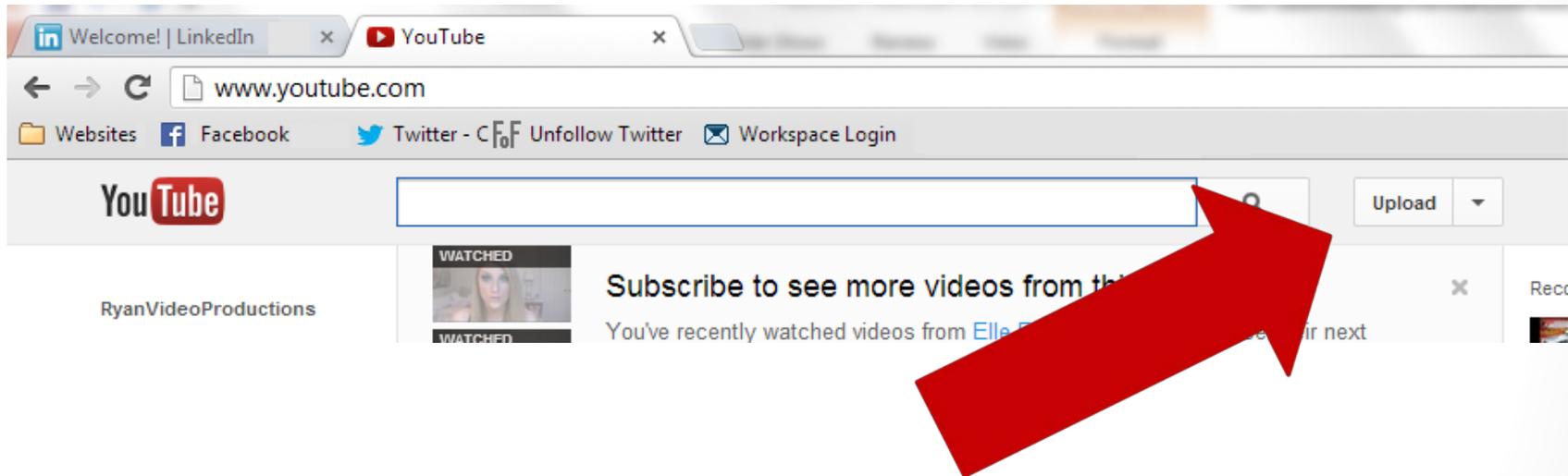
Optimize and Promote Your Videos

- Upload it to YouTube
- Re-name video file with keywords
- Write keyword-rich Title, Tags, Description



Optimize and Promote Your Videos

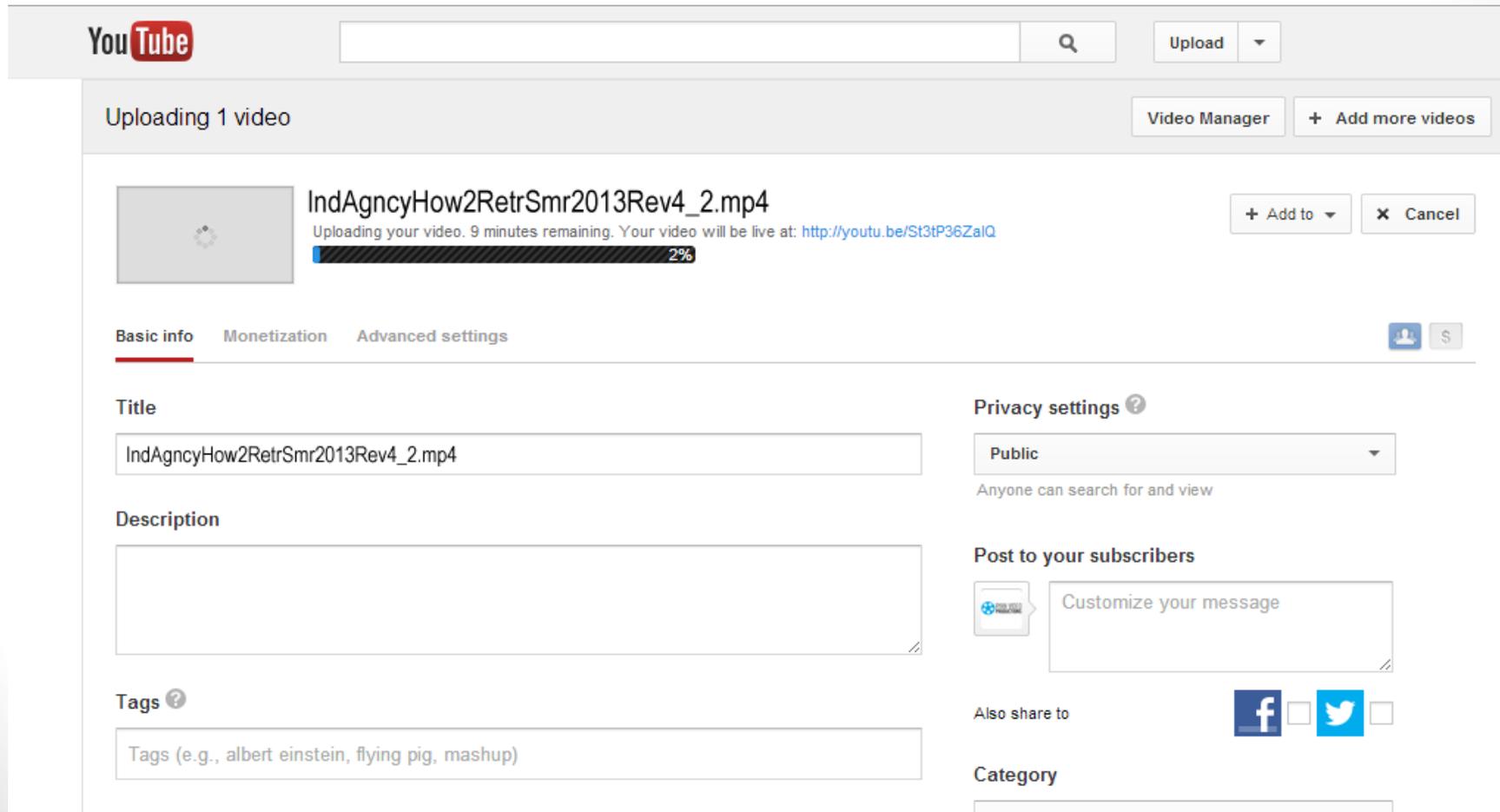
Now that you've created your video, upload it to YouTube.



When you're signed in, the **UPLOAD** button is always accessible from the top of the page

Optimize and Promote Your Videos

Now that you've created your video, upload it to YouTube.



The screenshot shows the YouTube video upload page. At the top left is the YouTube logo. To its right is a search bar and an 'Upload' button with a dropdown arrow. Below this is a header bar that says 'Uploading 1 video' on the left and 'Video Manager' and '+ Add more videos' on the right. The main content area features a video thumbnail placeholder with a loading icon, the filename 'IndAgencyHow2RetrSmr2013Rev4_2.mp4', and a progress bar showing 2% completion. Below the progress bar is a text box with the upload status: 'Uploading your video. 9 minutes remaining. Your video will be live at: http://youtu.be/St3tP36ZaIQ'. To the right of the progress bar are '+ Add to' and 'X Cancel' buttons. Below the video information are three tabs: 'Basic info' (selected), 'Monetization', and 'Advanced settings'. On the far right of this section are icons for a user profile and a dollar sign. The 'Basic info' section contains a 'Title' field with the filename, a 'Description' text area, and a 'Tags' field with a help icon and a placeholder text 'Tags (e.g., albert einstein, flying pig, mashup)'. To the right of the 'Title' field is the 'Privacy settings' section, which has a dropdown menu set to 'Public' and the text 'Anyone can search for and view'. Below that is the 'Post to your subscribers' section, which includes a 'Customize your message' text area and a 'Post' button. At the bottom of this section are 'Also share to' options for Facebook and Twitter, each with a checkbox. The 'Category' section is partially visible at the bottom.

Optimize and Promote Your Videos

Basic info Monetization Advanced settings

Title

IndAgencyHow2RetrSmr2013Rev4_2.mp4

Description

Tags ?

Tags (e.g., albert einstein, flying pig, mashup)

Re-name video file with keywords

Optimize and Promote Your Videos

Basic info Monetization Advanced settings

Title

IndAgencyHow2RetrSmr2013Rev4_2.mp4

Description

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**Put this on
your "To do"
list!**

Re-name video file with keywords

Optimize and Promote Your Videos

Basic info Monetization Advanced settings

Title

Independent Agency of NJ - Plan for Retirement Now

Description

Tags ?

Tags (e.g., albert einstein, flying pig, mashup)

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Re-name video file with keywords

Optimize and Promote Your Videos

Basic info Monetization Advanced settings

Title

Independent Agency of NJ - Plan for Retirement Now

Description

<http://www.independentagencynj.com> The Independent Agency of New Jersey presents our 5th in our ongoing series of programs on how to financially be prepared for retirement.

For today's retiree, retirement will probably last close to 25 years, almost 20 years longer than your

Tags

Tags (e.g., albert einstein, flying pig, mashup)

Add description. Include URL. Description should contain same words as title

Optimize and Promote Your Videos

Basic info Monetization Advanced settings

Title

Independent Agency of NJ - Plan for Retirement Now

Description

<http://www.independentagencynj.com> The Independent Agency of New Jersey presents our 5th in our ongoing series of programs on how to financially be prepared for retirement.

For today's retiree, retirement will probably last close to 25 years, almost 20 years longer than your

Tags

Retirement plan "retirement plan" "retirement planning" "Plan for retirement" savings investing "Invest for retirement" "investing for retirement" "NJ Financial planners"

Add tags. These are the keywords people might type into google's search box.

Optimize and Promote Your Videos

Go Social with your video

Link your YouTube Channel to social websites:

- Facebook
- Twitter
- LinkedIn
- Instagram, Vines & Pinterest

twitter



Linked 

To do!

Optimize and Promote Your Videos

Embed your video everywhere you can

- Your website
- Blogs
- Google +
- Emails to contact list
- Signature line in your email client
- Press release to media
- Post descriptions and links on forums where you actively participate
- Write an article and submit it to forums and web groups



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Optimize and Promote Your Videos

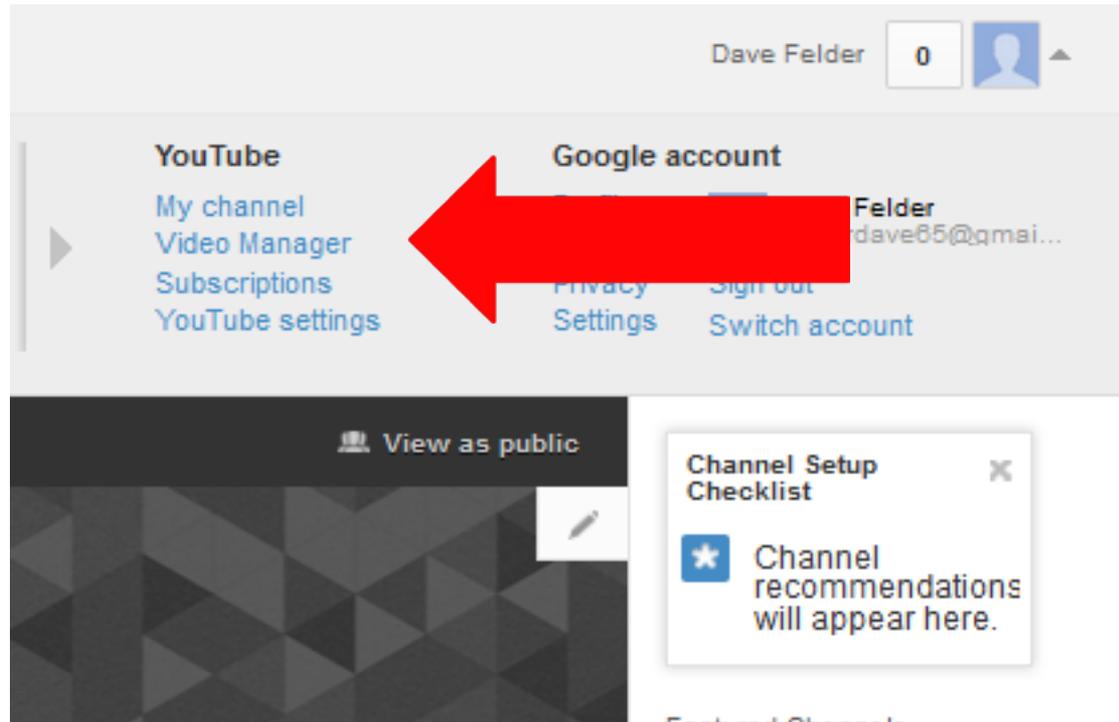
Remember your Call to Action

- Rate this video
- Follow me on Twitter
- Find me on Facebook
- Subscribe to my video channel
- Visit my blog for more great videos
- Embed this on your site
- Please post your comments
- Share this video with your friends
- Call this number to order now
- Visit mywebsite.com to learn more

Performance Metrics

YouTube Analytics accessible through your video manager.

YouTube Analytics



YouTube analytics are accessible via your Video Manager

YouTube Analytics

The screenshot shows the YouTube Video Manager interface for the channel 'RyanVideoProductions'. The 'Uploads' tab is active, displaying a list of 81 videos. The left sidebar contains navigation options: DASHBOARD, VIDEO MANAGER (with 'Uploads' highlighted), CHANNEL SETTINGS, ANALYTICS, and INBOX. The main content area shows a list of videos with columns for video details and analytics.

Video Title	Upload Date	Views	Likes	Comments
HelicopterCamaroWithClouds2 [HD]	July 18, 2013 4:10 PM	2	0	0
HelicopterCamaroWithClouds [HD]	July 18, 2013 2:33 PM	7	0	0
HelicopterCamaro [HD]	July 18, 2013 1:58 PM	20	0	0
Verazzano Bridge [HD]	July 11, 2013 5:54 PM	15	0	0
SYOB6 revised [HD]	July 3, 2013 11:11 AM	0	0	0
Super 8 Motels Marketing Campaign [HD]		147		

YouTube analytics are accessible via your Video Manager

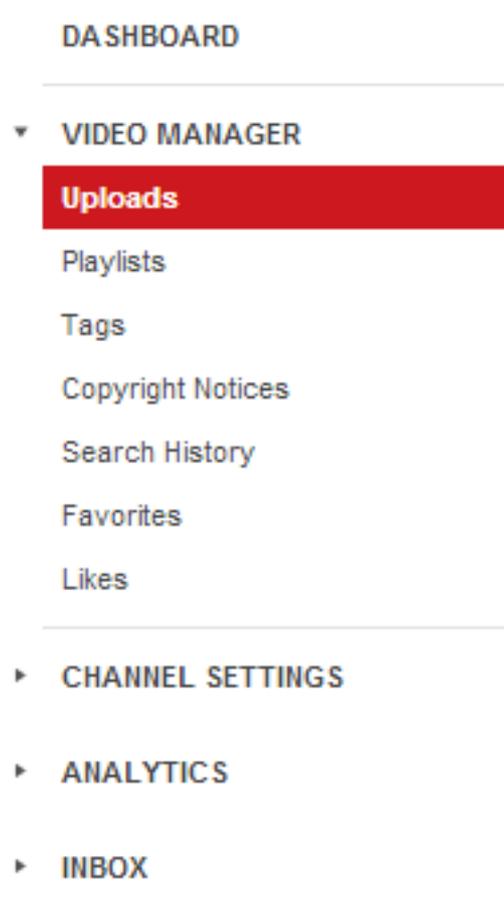
YouTube Analytics

The screenshot shows the YouTube Video Manager interface for the channel 'RyanVideoProductions'. The left sidebar contains navigation options: DASHBOARD, VIDEO MANAGER (with 'Uploads' selected), CHANNEL SETTINGS, ANALYTICS, and INBOX. A large red arrow points from the 'Analytics' tab in the sidebar to the 'Uploads' list. The 'Uploads' list displays several videos with their titles, upload dates, and view counts. The system tray at the bottom shows the date and time as 11:04 AM on 7/19/2013.

Video Title	Upload Date	Views
HelicopterCamaroWithClouds2	July 18, 2013 4:10 PM	2
HelicopterCamaroWithClouds	July 18, 2013 2:33 PM	7
HelicopterCamaro	July 18, 2013 1:58 PM	20
Verazzano Bridge	July 11, 2013 5:54 PM	15
SYOB6 revised	July 3, 2013 11:11 AM	0
Super 8 Motels Marketing Campaign		147

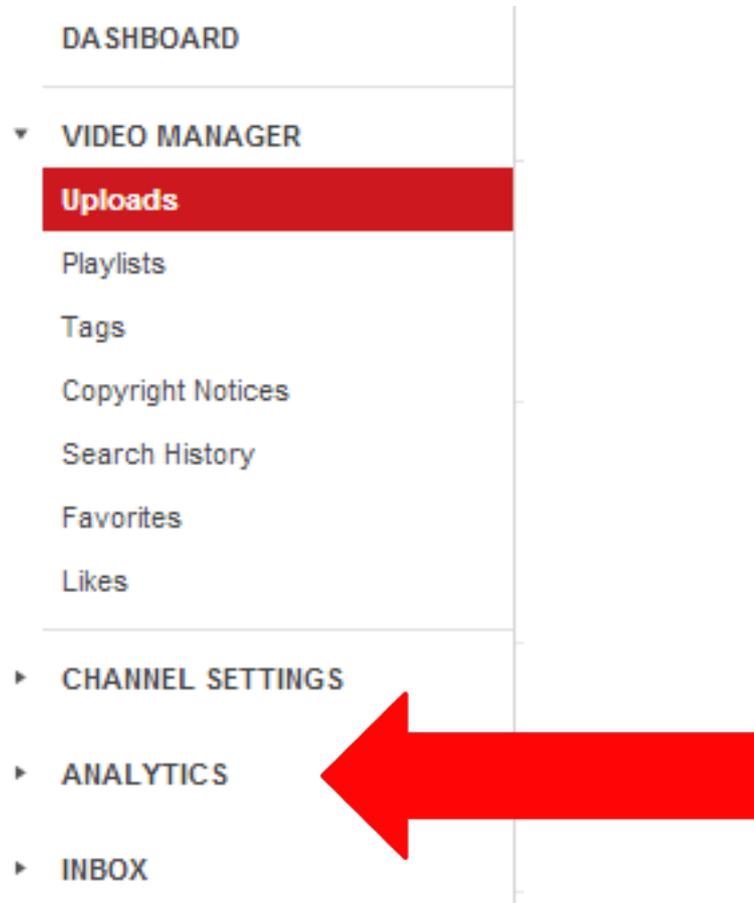
YouTube analytics are accessible via your Video Manager

YouTube Analytics



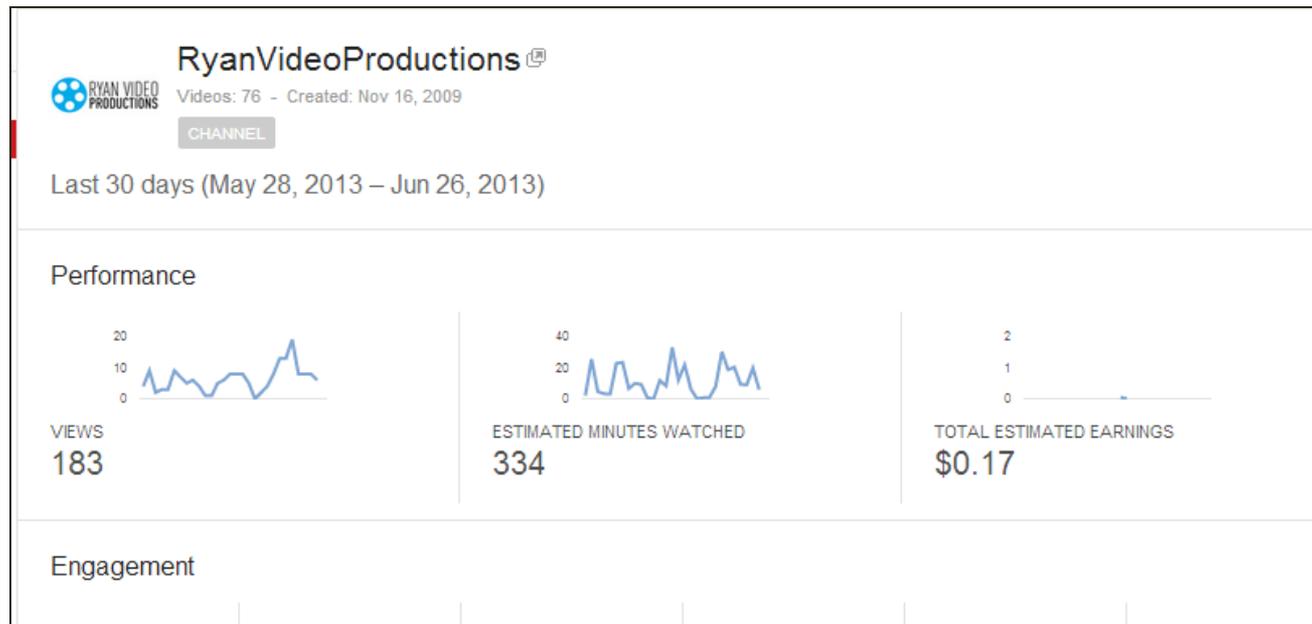
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YouTube Analytics



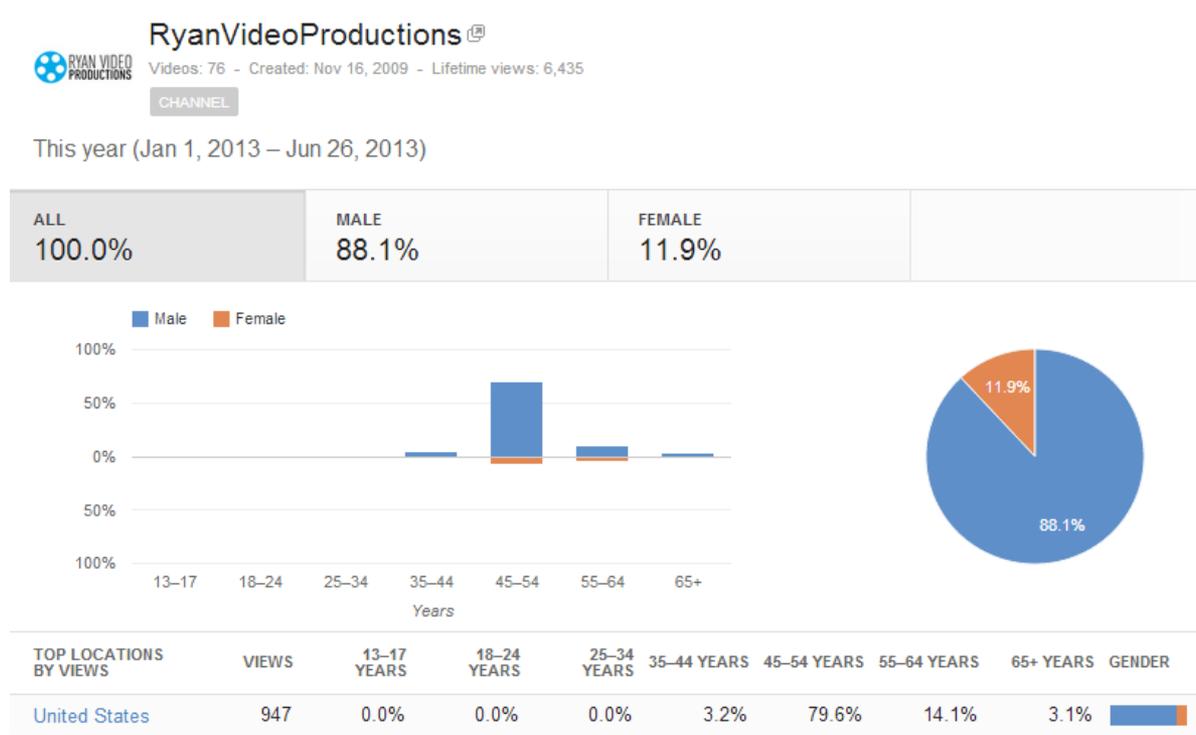
YouTube analytics are accessible via your Video Manager

YouTube Analytics



YouTube analytics are accessible via your Video Manager

YouTube Analytics



YouTube analytics are accessible via your Video Manager

YouTube Analytics

Discussion and Q & A

Please submit your questions through the chat button

Thank You for Participating

For a PDF file of this slide deck, plus an extra handout containing “80 Ideas for your Next YouTube video,” please contact the presenter directly via email:

dfelder@ryanvideo.com

Dave Felder
Ryan Video Productions
973-625-5804
dfelder@ryanvideo.com



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