



---

# YOUTUBE VIDEO MARKETING FOR BUSINESSES

Presented by Roberto Blake of Create Awesome Media  
Sponsored by TubeBuddy

---

# ROBERTO BLAKE

- Produced and Edited Over 1000+ Online Videos
- Built a community of 250,000+ on YouTube
- Participated in over 1000 Live Video Streams across all major Live Streaming Platforms
- Worked with Brands Including Adobe, Dell and Samsung.
- 3 YouTube Certifications: Content Strategy, Audience Growth, Content Ownership.



A photograph of a man wearing a grey cap and a light blue t-shirt, holding a black camera. He is looking upwards and to the left with a thoughtful expression. The background is a blurred outdoor scene with trees and foliage.

BE INTENTIONAL.

## Session Breakdown

- Introduction
- Why YouTube?
- What is the ROI of YouTube & Video?
- Aligning Video Content Strategies to Goals
- Using Content to Convert
- What is Quality Content?
- Using YouTube for Data Driven Decisions
- Content Strategies
- Q&A

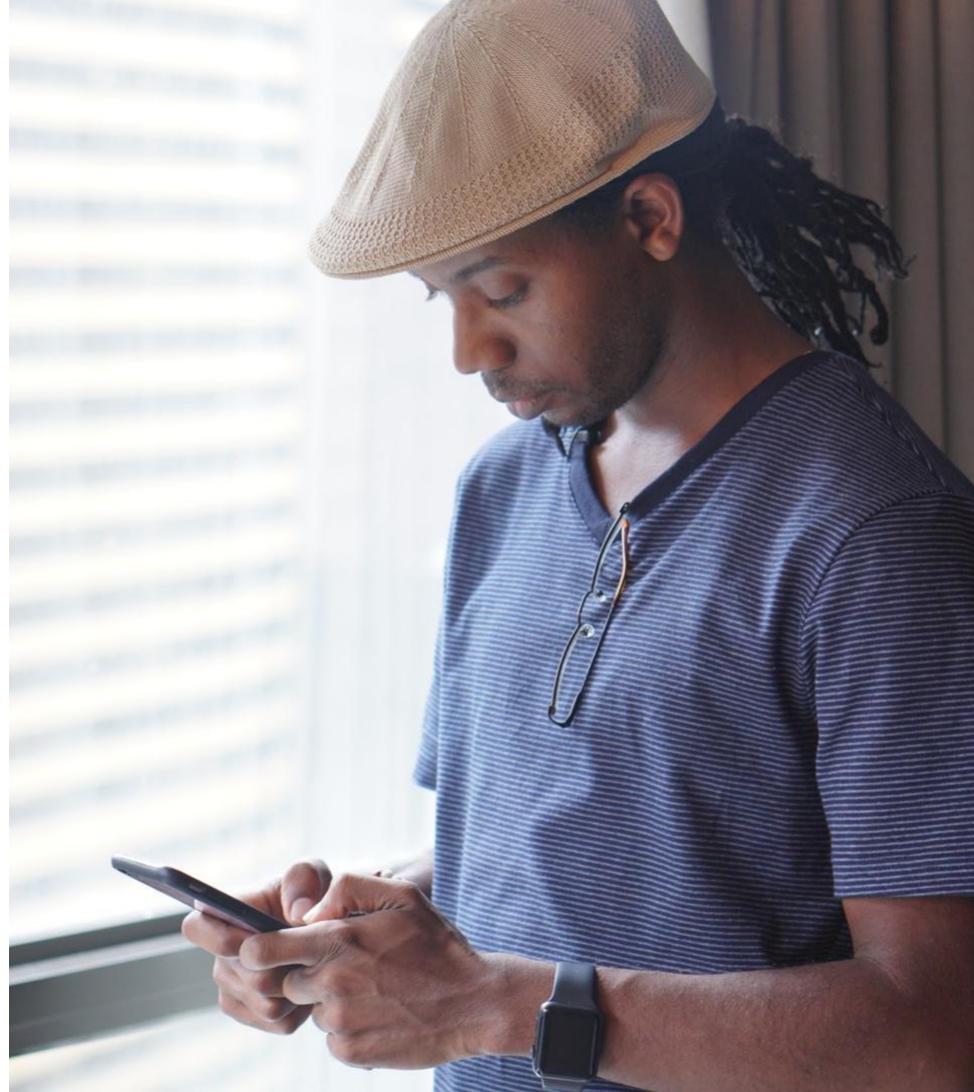


**IT'S A MARATHON**

---

# Why YouTube?

- YouTube is the second largest search engine in the world, the website with the second highest traffic in the world and is owned by Google, who ranks number one in both of these.
- YouTube has over a billion users – almost one-third of all people on the Internet – and each day those users watch a billion hours of video, generating billions of views.
- YouTube overall, and even YouTube on mobile alone, reaches more 18-34 and 18-49 year-olds than any cable network in the US.
- More than half of YouTube views come from mobile devices.
- YouTube has launched local versions in more than 88 countries.





# GOAL ALIGNMENT

- Create Brand Awareness
- Establish Authority/Credibility
- Demonstrate Value
- Educate the Market/Buyers
- Increase Website Traffic
- Generate Leads
- Convert Sales

# TOP TIER TACTICS



- Repurpose your lead magnets in YouTube to grow an email list of new qualified leads
- Utilize YouTube content to setup remarketing
- Partner with YouTube influencers to increase brand awareness or attempt to drive direct sales
- Use YouTube content to inform and educate your prospective clients/consumers
- Leverage YouTube Analytics to collect decision making data on your audience



# WHAT IS THE ROI OF YOUTUBE AND ONLINE VIDEO?

# THE S4 ROI STRATEGY

## SCALABILITY

Positioning for growth/ means to an end

## SENTIMENT

User demand/ engagement/ qualified audience/ attention cycle.

## SOCIAL PROOF

Demonstration of value/ body of work/ proof of concept.

## SALES

Direct sales/ lead generation/

# Content that Converts



---

# TYPES OF CONTENT ON YOUTUBE

## HELP/TUTORIAL

This is search friendly content that owns a specific problem and offers a solution. Use this to educate your audience.

## HUB/COMMUNITY

This content focuses on emotional value and can bring your audience together and is likely to be shared with similar people.

## HERO/PRODUCED

This content is your calling card. This content is highly produced and edited and is meant to leave an impression.

## Make It Now

In less than sixty-seconds, we show you the steps to take on a fun creative project in Adobe Creative Cloud.



[How to Make a Movie Title in Premiere Pro | Adobe Creative...](#)  
Adobe Creative Cloud   
4,732 views • 3 days ago



[How to Create a Levitation Effect in Photoshop | Adobe Creative...](#)  
Adobe Creative Cloud   
9,864 views • 3 weeks ago



[How to Create a Cinemagraph in Photoshop | Adobe Creative...](#)  
Adobe Creative Cloud   
36,855 views • 1 month ago



[How to Make 3D Lettering in Illustrator | Adobe Creative Cloud](#)  
Adobe Creative Cloud   
40,806 views • 1 month ago



[How to Create a Logo in Illustrator | Adobe Creative Cloud](#)  
Adobe Creative Cloud   
32,922 views • 1 month ago



[How to Make a Poster from an Adobe Stock Template in...](#)  
Adobe Creative Cloud   
59,508 views • 3 months ago

## Stock Like Only Adobe Can | Adobe Creative Cloud

Introducing new updates to Adobe Stock, including Aesthetic Filters and a brand new editorial collection.



[Adobe Stock Introduces New Collections and a Whole New...](#)  
Adobe Creative Cloud   
11,259 views • 2 weeks ago



[Search for Images Using Images - Powered by Adobe Sensei |...](#)  
Adobe Creative Cloud   
17,393 views • 2 weeks ago



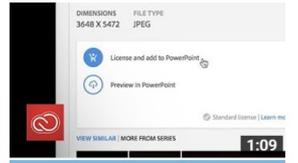
[Introducing the Adobe Stock Editorial Collection | Adobe...](#)  
Adobe Creative Cloud   
15,071 views • 2 weeks ago



[Introducing Reuters for the Adobe Stock Editorial Collection...](#)  
Adobe Creative Cloud   
1,002 views • 2 weeks ago



[Introducing Stocksy for Adobe Stock Premium Collection |...](#)  
Adobe Creative Cloud   
15,249 views • 2 weeks ago



[Adobe Stock Add-In for Microsoft PowerPoint | Adobe Creative...](#)  
Adobe Creative Cloud   
15,683 views • 2 weeks ago

## Make It. A Talk Show from Adobe Creative Cloud.

Join hosts Brooke Francesi & Paul Trani, Jason Levine, and Josh Haftel every week as they talk to some of the hottest names in the creative community to find out how they tick and what inspires their process.



[Oscar Nominated Amanda](#)



[Discover How Picking up a](#)



[Bushra Mahmood Reveals What](#)



[Jouely On How to Create an](#)



[Photo Journalist Katie Orlinsky](#)



[Tips and Tricks for 3D Design](#)

# Reviews, Reveals, Resources

## Reviewing Products & Services

Honest and authentic reviews help your audience make a buying decision.

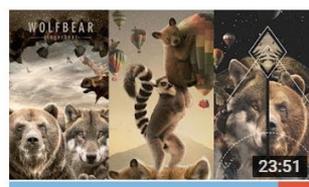
## Reveal a Process or Industry Insights

If you can relieve the anxiety for a consumer, you can convert them.

## Resources That No One Else is Providing

Getting specific about the needs of your audience will translate to loyal buyers.

*Create Tremendous Value, and Build Trust to Convert Customers.*



VidCon 2017: Why Creators Love to Create | Adobe Creative Cloud  
227 views • 4 hours ago

The Hovering Art Director  
Stocktition Winners Revealed!  
1,328 views • 12 hours ago

Rob Legato on Creating VFX with After Effects | Adobe Creative...  
722 views • 14 hours ago

Pro Tips for Making Beautiful Presentations  
2,403 views • 1 day ago

How to Quickly Remove & Replace a Background in...  
4,012 views • 2 days ago

Smartly Transforms Energy Billing with New Service | Adobe...  
1,122 views • 3 days ago



Ask Us Anything Video, Audio or Photography - Jason Levine &...  
2,429 views • 3 days ago

Oscar Nominated Amanda Micheli on Her Newest Netflix...  
622 views • 3 days ago

How to Make a Movie Title in Premiere Pro | Adobe Creative...  
4,732 views • 3 days ago

Kyle T. Webster: Take Part in the Adobe 5th Scream Contest!  
1,521 views • 3 days ago

Adobe Students at VidCon 2017 | Adobe Creative Cloud Adobe...  
332 views • 4 days ago

Discover How Picking up a Camera Changed Photographer...  
1,003 views • 4 days ago



Bushra Mahmood Reveals What the Future Holds for Designers...  
1,105 views • 5 days ago

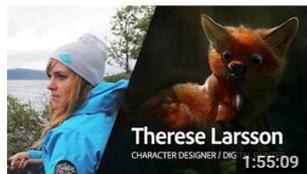
How to Create Engaging Editorial Content using Adobe Stock  
1,823 views • 6 days ago

Welcome to VidCon 2017 | Adobe Creative Cloud  
1,463 views • 6 days ago

Live Digital Painting with Therese Larsson 3/3  
3,649 views • 1 week ago

Live Compositing in Photoshop with Sebastien Hue 3/3  
3,321 views • 1 week ago

Live Digital Painting with Suzanne Helmigh 3/3  
3,250 views • 1 week ago



Kyle T. Webster  
PHOTOSHOP BRUSH MAKER  
1:55:15

Adobe Creative Cloud for business  
Adobe Typekit: Spend More Time Designing with Fonts  
1:12

Therese Larsson  
CHARACTER DESIGNER / DIG  
1:55:09

Sebastien Hue  
SCHI CONCEPT ARTIST / DIG  
1:55:13

Suzanne Helmigh  
CONCEPT ARTIST / DIGITAL P  
1:55:42

Kyle T. Webster  
PHOTOSHOP BRUSH MAKER  
1:53:27



A person is holding a professional video camera, with their hands visible on the side handles. The camera is black and has various attachments. The background is blurred, showing what appears to be a crowd of people. The text is overlaid on the image, with the word 'experience' in orange and the rest in white.

Quality video comes down  
to the quality of the  
**experience** the video  
creates.

**IT'S GONNA BE OKAY...**



---

# OBJECTIVE QUALITY

## VISUAL QUALITY

Clear sharp images, with limited distractions. Focus on main subjects. Good Lighting. Appropriate colors and visual tone.

## AUDIO QUALITY

High enough audio levels. Balanced background music and effects. Little to no ambient noise or echoes. Words are spoken clearly and flow steadily.

## EDITING QUALITY

The editing should be subtle, effects should usually be minimal. The editing shouldn't distract from the content or contradict the tone.

---

# SUBJECTIVE QUALITY

## INTERESTING

The video has to hold a viewer's attention. It shouldn't drag on in areas, and shouldn't have unnecessary filler.

## RELEVANT

Does the content hold any real value for the intended viewer, and is that value made clear upfront? Did the video deliver as promised?

## ENGAGING

Can this video drive participation, interaction or a conversion? Videos that can create emotional impact tend to drive more engagement.

---

# RESEARCH!

## Make data driven decisions whenever possible.



### Tip

Twitter is a great place to do research to see what your target market is talking about and interested in at the moment. Use: [:search.twitter.com](https://search.twitter.com) and check hashtags

# Keyword Research

- Search Volume
- Overall Competition
- Related Keywords/Phrases
- Current Results/Competitors
- Competitor Tag Analysis
- Historical Search Data
- Top Ranking Videos for Key Phrases
- Geographical Data on Search Trends

The screenshot displays the 'Tag Explorer' tool interface. At the top, the search term 'b2b video marketing on youtube' is entered in a search bar, with an 'Explore' button to its right. The interface shows 'Tags Selected: 1' and an 'Action' menu with 'Copy to Clipboard' and a 'Copy' button. Below the search bar, there are tabs for 'Summary', 'Trending', 'Auto-Suggested', 'Historical', 'Map', and 'Results'. The 'Summary' tab is active, showing 'Most Used Tags' and 'Top Ranking in Search'.

**Most Used Tags**

Select All | None Most used Tags from the top ranking videos.

Tag	Percentage
<input type="checkbox"/> video marketing	40%
<input type="checkbox"/> b2b	25%
<input type="checkbox"/> video	20%
<input type="checkbox"/> marketing	20%
<input type="checkbox"/> digital marketing	15%
<input type="checkbox"/> b2b video marketing	15%
<input type="checkbox"/> b2b marketing	10%
<input type="checkbox"/> infographic	10%
<input type="checkbox"/> marketing (interest)	10%
<input type="checkbox"/> article video marketing	10%
<input type="checkbox"/> youtube	10%
<input type="checkbox"/> promotional video production company	10%
<input type="checkbox"/> video production (industry)	10%

**Top Ranking in Search**

- VIDEO**  
How We Drive Thousands of B...  
by Fanatics Media
- CHANNEL**  
Etting  
Owns undefined of 21 search results.
- YOU**  
Roberto Blake  
Owns 0 of 21 search results

**Keyword Score**

SEARCH VOLUME: Average

COMPETITION: Very Low

**OVERALL VERY GOOD: 75/100**  
This keyword isn't too competitive and has enough search volume to make it worth targeting.

Data Sources: YouTube.com, Google.com, Google Trends

Recent: » b2b video marketing on youtube »

Close

## AUDIENCE

LAST 30 DAYS

Demographics

Device

Region

Playback



47.1%

▼ 4.68%



42.7%

▲ 4.36%



6.60%

▲ 8.72%



2.52%

▲ 7.53%

## AUDIENCE

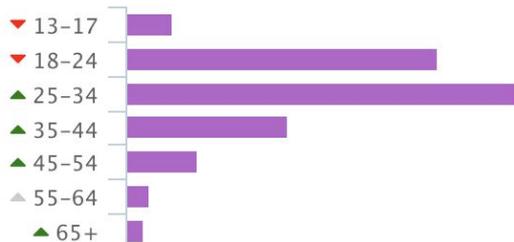
LAST 30 DAYS

Demographics

Device

Region

Playback



81.5%

▲ 0.00%



18.5%

▲ 0.00%

## YOUTUBE ANALYTICS

- User Demographics
- Traffic Sources
- Video Watch Time
- Channel Watch Time
- Avg Retention Rate
- Engagement Rate
- Geography
- Real-time Traffic
- Overall Growth

More metrics ▾

Show as % of totals ⓘ



Male Female

13-17 years

18-24 years

25-34 years

35-44 years

45-54 years

55-64 years

65+ years

45%

30%

15%

0%

15%

2017

May 2017

Jun 2017

Viewer age

Viewer gender

Video

More ▾

Viewer age ↑

Watch time (minutes) ⓘ

Male

Female

13-17 years

3.6%

80%

20%

18-24 years

27%

78%

22%

25-34 years

41%

79%

21%

35-44 years

18%

77%

23%

45-54 years

7.2%

75%

25%

55-64 years

2.4%

71%

29%

# TUBE BUDDY

Optimize Your YouTube Channel  
and Things Done Faster!!!

- Keyword Research is Faster
- Video Topic List
- Templates for Video Descriptions
- Bulk Edit End Cards and Info Cards
- One Click Uploads to Facebook
- Helps Rank Videos on YouTube

<http://tubebuddy.com/awesome>

CODE: robertosbuddy

20% OFF!!!

---

# how to get started on youtube

						YouTube	Google
Type	Result		Rank	Change	Rank	Change	
★	 5 Tips for Getting Started on YouTube with 0 Subscribers and 0 Views <a href="https://www.youtube.com/watch?v=1ptefs5QmZg">https://www.youtube.com/watch?v=1ptefs5QmZg</a>	by Roberto Blake	2		> 50		
🔻	 What You Need for Getting Started on YouTube <a href="https://www.youtube.com/watch?v=MOgu5GokXu8">https://www.youtube.com/watch?v=MOgu5GokXu8</a>	by Video Creators	7	-1	> 50		
★	 Getting Started on YouTube with a Smartphone <a href="https://www.youtube.com/watch?v=EjbM3qMrzcQ">https://www.youtube.com/watch?v=EjbM3qMrzcQ</a>	by Roberto Blake	14	+86	> 50		
🔻	 How To Get Started with Brand Deals on YouTube <a href="https://www.youtube.com/watch?v=3v0xMVv2ZPk">https://www.youtube.com/watch?v=3v0xMVv2ZPk</a>	by Video Creators	18	+1	> 50		
🔻	 How To Grow with 0 Views and 0 Subscribers <a href="https://www.youtube.com/watch?v=boBex_v3_eA">https://www.youtube.com/watch?v=boBex_v3_eA</a>	by Video Creators	20	-12	> 50		
🔻	 9 Common Mistakes Gaming Channels make on YouTube <a href="https://www.youtube.com/watch?v=jj3lFaMvIVU">https://www.youtube.com/watch?v=jj3lFaMvIVU</a>	by Video Creators	> 50		> 50		
★	 JUST GET STARTED #Rant <a href="https://www.youtube.com/watch?v=DnZOxN0sSV4">https://www.youtube.com/watch?v=DnZOxN0sSV4</a>	by Roberto Blake	> 50		> 50		
★	 How to Get Started on YouTube   Top 5 Tips for YouTube Beginners <a href="https://www.youtube.com/watch?v=3lSOg_cyjzo">https://www.youtube.com/watch?v=3lSOg_cyjzo</a>	by Roberto Blake	> 50		> 50		

Ranking changes between Oct 21 and Oct 28

## Monitor Keyword Rankings Among Similar Channels



0:08 / 7:39

Analytics Video Manager

### DON'T BUY THE IPHONE X YET... iPhone X vs iPhone 8 Plus #Rant

Roberto Blake

Channel settings

23,607 views

Add to Share More

726 237

Published on Oct 28, 2017

IPHONE X RANT: iPhone X Preorders are selling out. But the Apple iPhone X is not the perfect iPhone people think it is. The iPhone X vs iPhone 8 Plus or iPhone 8 is not really anything special.

Here are the exclusive iPhone X features that are different on the iPhone X vs iPhone 8 vs iPhone 8 Plus.

#### fb Videolytics

Compare Tools

##### SUMMARY

23.6K

Total Views

+60% Channel avg

\$35.4

Est. Earnings

\$5.90 - \$94.4

6.18%

Engagement Rate

Good

##### VIDEOS / WATCH TIME

62

Views Per Hour

1.49K Per Day

18.2K

Views First 48hrs

77.1% of Total



Historical

Published 5 days ago

3:19

Avg View Dur

of 07:40

43.0%

Avg % Watched

49.8

Days Watched

9.1 Days Per Day

##### ENGAGEMENT

75.0%

Like Ratio

726 237

496

Comments

1 Per 48 Views

4

Subs Gained

1 Per 5.90K Views

##### SEO

0/19

Creator Suggested  
Very Poor

11

Tags in Title / Desc  
Good

(click here to load)

Ranked Tags

##### CHANNEL

Channelytics

18.0M

Views

14.8K Avg per video

269K

Subscribers

84 per day

1.22K

Videos

3 Avg per week

##### TAGS

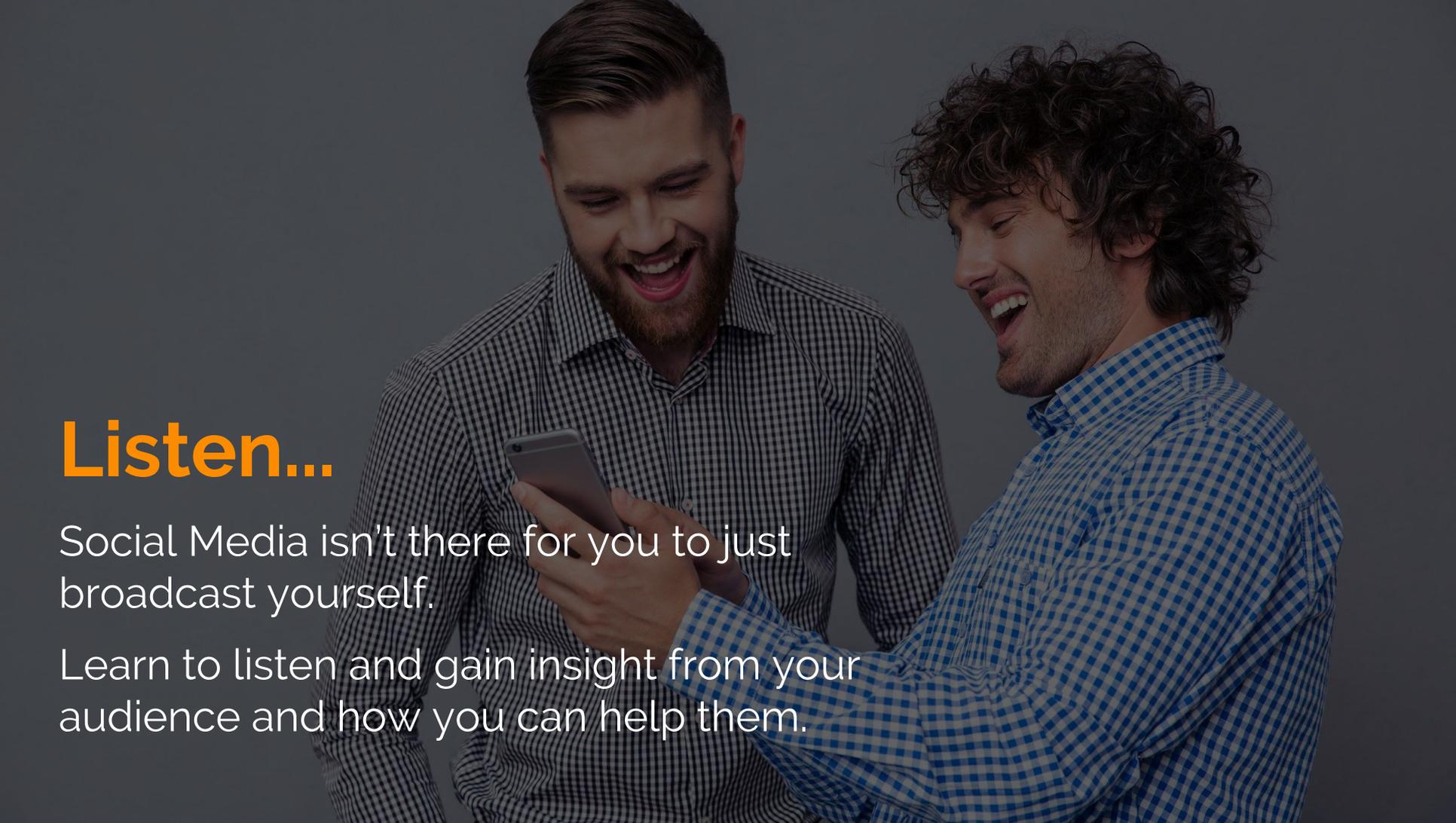
iPhone X is not the perfect iPhone

iPhone X vs iPhone 8 Plus or iPhone 8

iPhone X vs iPhone 8 vs iPhone 8 Plus

iPhone 8 Plus vs iPhone x

# Track Video Performance at a Glance

A photograph of two men looking at a smartphone together. The man on the left has a beard and is wearing a black and white checkered shirt. The man on the right has curly hair and is wearing a blue and white checkered shirt. They are both smiling and looking at the phone held by the man on the right. The background is a plain, light-colored wall.

# Listen...

Social Media isn't there for you to just broadcast yourself.

Learn to listen and gain insight from your audience and how you can help them.



**Roberto Blake** 6 days ago

What are you finding is more difficult for you that you want tutorials around?

- 15% **Thumbnails and Aesthetics (Photoshop/Canva/Other?)**
- 20% **Video Editing (Premiere Pro/Final Cut Pro/ Other?)**
- 32% **Content Strategy (What/When/How Much/ Where/ Why?)**
- 26% **Monetizing (Passive Income, Clients) Adsense, Other?)**
- 7% **Camera Gear (Filmmaking, Camera Functions, Other?)**

1.8K votes • [204](#)  

[View all 68 comments](#) 

---

# Measuring Success

- Overall Channel Growth
- Cumulative Channel Watch Time
- Individual Video Watch Time
- Avg View Duration (Channel)
- Avg View Duration (Video)
- Avg Video Retention Rate
- Individual Video Retention Rate
- View/Like Ratio
- View/Comment Ratio
- Tracking Link Conversion/Click-thru
- YouTube Polls
- Comment Sentiment





## 5 YouTube Secrets

- Understanding your audience is the key to success no matter what
- Larger creators have an advantage but small creators and have unlimited opportunity
- You can use other platforms to grow your channel
- Watch Time matters more than views or subscribers
- Titles and Thumbnails matter more than people realize



## RESOURCES

- [TUBEBUDDY.COM/awesome](https://www.tubebuddy.com/awesome)  
20%OFF CODE: robertsbuddy
- [KIT.COM/ROBERTOBLAKE](https://www.kit.com/robertoblake)
- [REV.COM](https://www.rev.com) (CAPTIONING)
- [YOUTUBE.COM/ROBERTOBLAKE2](https://www.youtube.com/robertoblake2)
- [AWESOMECREATORACADEMY.COM](https://www.awesomecreatoracademy.com)
- [ADOBESTOCK.COM](https://www.adobestock.com)
- [GRAPHICSTOCK.COM](https://www.graphicstock.com)
- [VIDEOBLOCKS.COM](https://www.videoblocks.com)
- [AUDIOBLOCKS.COM](https://www.audioblocks.com)

# – CONNECT WITH ME ONLINE

<http://robertoblake.com>

<http://twitter.com/robertoblake>

<http://youtube.com/robertoblake2>

<http://facebook.com/robertoblake2>

<http://robertoblake.com/itunes>

<http://linkedin.com/in/robertoblake>

[rblake@robertoblake.com](mailto:rblake@robertoblake.com)

