

# YouTube Promoted Videos. Leveraging Your Video Assets.



# Why add video to your marketing mix?

It's the fastest growing medium in history.

# YouTube Size and Scope.

- #1 online video site.
- #2 largest search engine (behind Google).
- #3 largest site.
- 4 billion + video streams per day.
- 60 hours of video uploaded every minute.
- 70% of YouTube's traffic comes from outside the US.
- 72%\* of US online population watch a YouTube video at least once per week.
- 52%\*\* of people took action as result of watching a video online.



# Why use YouTube?

- **It's straightforward**  
All you need is a video to start advertising on YouTube – this can be any video you want your target audience to watch.
- **It's cost-effective**  
You only pay when someone views your video.



# How do promoted videos work on YouTube?

- **Generate buzz**  
Raise awareness and interest in your brand.
- **Provide education**  
Inform new customers about your business.
- **Build engagement**  
Start a conversation with your customers.
- **Drive conversion**  
Increase sales and positive ROI.

# Where can users discover my videos?

Users can discover videos by searching:

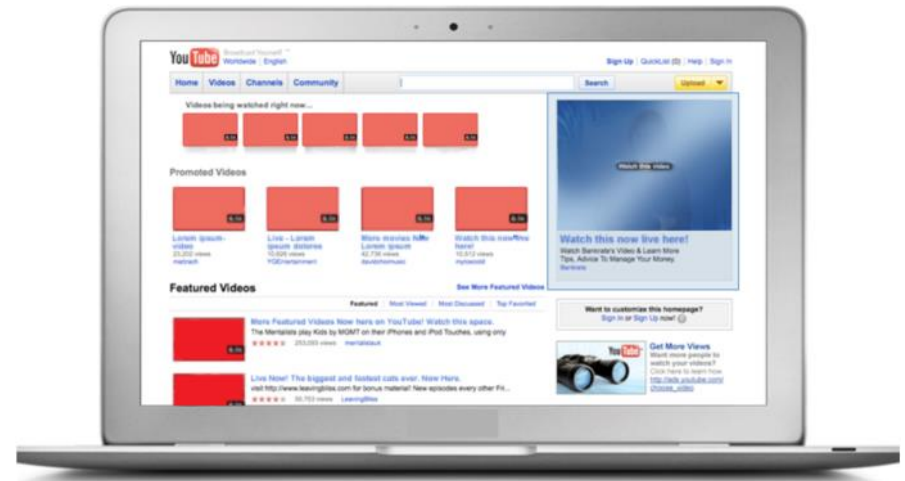
- On your homepage.
- By entering keywords.
- By clicking on related videos.
- On the Content Display Network.



# On your homepage.

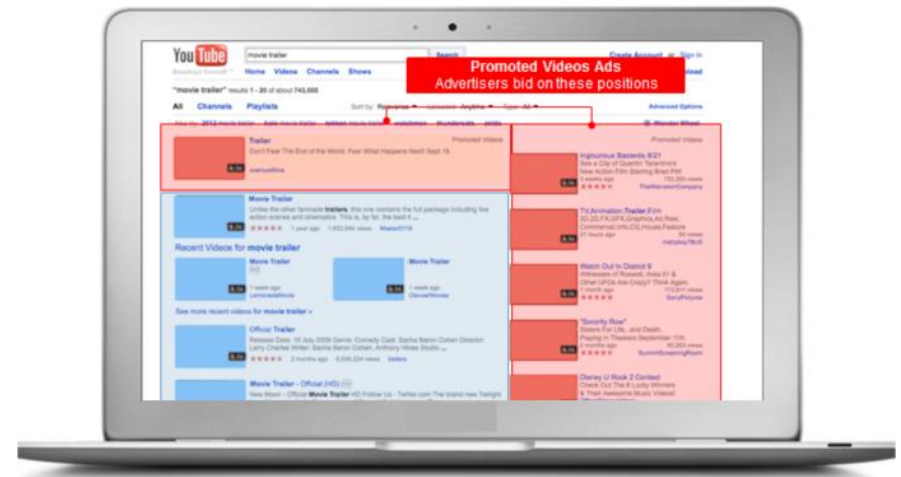
Adding video to your website can really benefit your business as:

- Relevant videos appeal to customers and will keep them on your site longer.
- It allows you to demonstrate your products to customers in a way that text simply can't.
- It's on-demand, so customers can view it anytime they want just by visiting your website.



# By entering keywords.

- When a user searches on YouTube, keyword triggered videos will be shown to them with a high page position.
- By showing video suggestions based on their keywords, your ad is being seen by people who are already interested in what you have to offer.
- YouTube is the second largest search engine in the world.





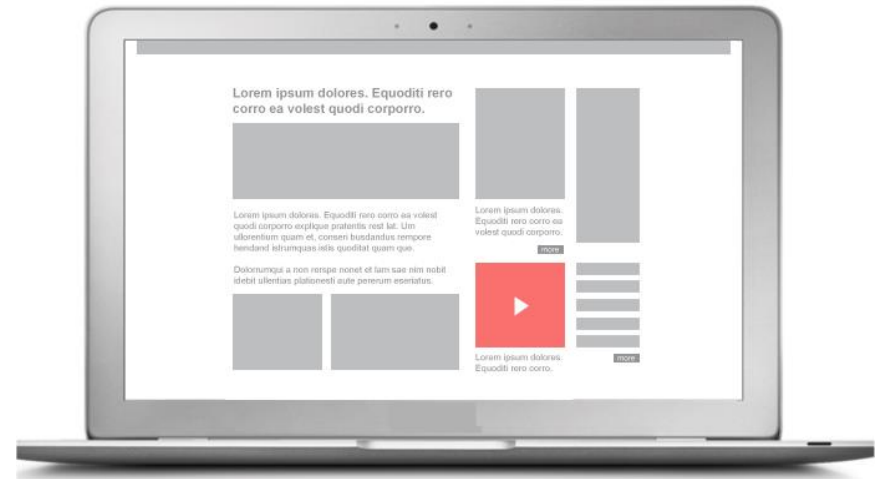
# By clicking on related videos.

- When a user views your video on YouTube, a link to other videos you have uploaded will be shown to the right of this video.
- This makes it much easier for people to find your videos and learn more about your business.



# On the Content Network.

- Your video can also be shown on some of Google's thousands of partner websites on the Google Display Network.
- Your ads can be shown to people who have visited your website in the past, but who didn't complete a desired action.
- This is an important tool for advertising which can radically improve return on investment for your marketing campaigns.



# What happens after a user views my video?

Make it easy for a user to interact, and measure that interaction

- Let the user engage further with what they see.
- Use overlays to drive the user to your website.
- Employ user Insight analysis to track and optimize.
- Paid views drive organic views over time.

# Conclusion.

YouTube Promoted Videos:

- Are easy and cost effective.
- Create a buzz.
- Educate people about your brand.
- Drive engagement.
- Increase your conversions.



# Thank you.

If you have any queries or would like help setting up YouTube Analytics please contact:

**Mrkt360.com**

