

**INSIDE:** Your Google AdWords™ gift card worth \$50—show your ads on YouTube!

Greg Jarboe

Foreword by Brian Cusack, Head of Display, Retail, and Canada, Google

# YouTube® and Video Marketing

## AN HOUR A DAY

SECOND EDITION



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# YouTube® and Video Marketing: An Hour a Day

Second Edition

Greg Jarboe



John Wiley & Sons, Inc.

## Advance Praise for *YouTube and Video Marketing: An Hour a Day*

*Once again, Greg Jarboe offers a detailed, well-researched guide for businesses wanting to get the most out of YouTube marketing. It's a must-read for anyone serious about incorporating YouTube as part of their online marketing strategy.*

—Michael Miller, author, *YouTube for Business*

*In an age of too much of everything, YouTube has become an essential channel for every Marketer. It is a place to let your creativity shine through, engage a massive audience, and build a long-term platform for your company (b2c, b2c, a2z!). In his new-and-improved second edition, Greg holds your hands, whispers soothing words, points out the path, and leads you down it optimally. Buy the book, now!*

—Avinash Kaushik, author, *Web Analytics 2.0* and *Web Analytics: An Hour A Day*

*Greg Jarboe's breadth and depth of YouTube marketing knowledge is exceptional! I was an avid reader of the first edition of YouTube Marketing: An Hour A Day, and now I must say that Greg's second edition is well worth the investment too. YouTube continues to explode on a regular basis, and the latest case studies are incredible. If you're eager to find out how brands are easily generating one million in sales through YouTube, or how even small companies have generated nearly three million video views and more than \$130,000 in revenue, and—more importantly—how you can too, definitely pick up a copy of Greg's latest book!*



—Mari Smith, author, *Facebook Marketing: An Hour A Day* and *The New Relationship Marketing*

*Somehow, Greg Jarboe has the ability to take the fluid, fast-paced environment of video marketing and communicates it in a clear, practical format. He makes the principles of successful video promotion easily accessible to business owners, campaign managers, marketers—[anyone who] needs to understand the critical elements of promoting a video-based campaign. Too many people have “tried it” and given up, but there is a difference between trying video marketing and doing it correctly. Greg will guide you to do it correctly the first time.*

*Being from Ohio, it’s hard enough to compliment a Michigan native, but his insights are that good!*

—Matt Bailey, President, *SiteLogic Marketing*; consultant; speaker; author, *Internet Marketing: An Hour a Day*

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Best regards,

A handwritten signature in dark ink, appearing to read 'Neil Edde', with a stylized, cursive script.

Neil Edde

Vice President and Publisher

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# ***Acknowledgments***

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If I've forgotten anyone, then I hope you will forgive me. As Mel Brooks says, "God willing, we'll all meet again in Spaceballs 2: The Search for More Money."

## ***About the Author***

Greg Jarboe is president and cofounder of SEO-PR ([www.seo-pr.com](http://www.seo-pr.com)), which provides search engine optimization, online public relations, online video marketing, and social media marketing services. Michelle Goodall of Econsultancy in the U.K. has called SEO-PR the “U.S. online marketing agency specialising in successfully optimising seemingly anything that moves for search.”

SEO-PR has produced, optimized, or promoted hundreds of YouTube videos for Bradford Media Group, Marvell Technology Group, Meredith, Michigan Auto Law, Rutgers Center for Management Development, Search Engine Marketing Professional Organization (SEMPO), Search Engine Watch, SES Conference & Expo, STACK Media, the University of Pennsylvania, Valentine Ventures, Voyages North America, and Yell.com.

According to Bas van den Beld of State of Search, Jarboe is “one of the (or the?) biggest online video experts out there.” According to Virginia Nussey of the SEO Blog on Bruceclay.com, “Greg is considered an expert on everything from news search to video search to linkbait and beyond.”

In addition to being the author of *YouTube and Video Marketing: An Hour a Day*, Jarboe is a contributor to Guy Kawasaki’s *Enchantment: The Art of Changing Hearts, Minds, and Actions* (Portfolio, 2011). Jarboe is also profiled in Michael Miller’s *Online Marketing Heroes: Interviews with 25 Successful Online Marketing Gurus* (Wiley, 2008).

Jarboe is on the faculty of the Rutgers Center of Management Development (CMD) and teaches courses in the Mini-MBA programs in Digital Marketing, Social Media Marketing, and Digital PR. He is also a member of the

Market Motive faculty, which has been called the “Internet marketing dream team.”

Jarboe writes for Search Engine Watch and ReelSEO. He does interviews for SESConferenceExpo’s and SearchEngineWatch’s channels on YouTube. He is a frequent speaker at SES and other conferences. He won the “Medallion Speaker Award” at the 2010 International Search Summit in London.

Before cofounding SEO-PR, Jarboe was vice president and chief marketing officer for Backbone Media, vice president of marketing for WebCT, and director of corporate communications for Ziff-Davis. At Ziff-Davis, he helped launch dozens of new media, including ZDTV and *The Site*, hosted by Soledad O’Brien, on MSNBC.

Before that, Jarboe was president of Jarboe Communications and director of marketing for *PC Computing* and director of corporate communications at Lotus Development Corporation. Prior to that, he held PR, marcom, and public affairs positions at Data General, Sequoia Systems, Stratus Computer, and Wang Laboratories.

In the 1970s, he was a radio newscaster, newspaper editor, and cohost of the *Marcie and Me* show on the public access channel of Continental Cablevision in Lawrence, Massachusetts. He won two New England Press Association awards while editor of *The Acton Minute-Man*.

Jarboe graduated from the University of Michigan in 1971, attended the University of Edinburgh, and completed all the course work for his master’s at Lesley College. He lives in Acton, Massachusetts, where he has been elected to the board of selectmen.

# ***Foreword***

- Who is Greg Jarboe?
- Why should you read his book?
- Why should you read this foreword?

I'll try to answer the first two but may not have a full justification for the third.

If you read Greg's first book, you know the answer to both questions. If you didn't, you missed out and maybe you're the target audience for this foreword.

I first met Greg in 1988 when we both worked at Ziff Davis, along with a few other folks and many others you'll meet in the following chapters. At the time, Greg made an impression on me with his obvious skills, interests, and passions—for marketing, learning, and teaching. (We'll leave his politics out for the purpose of this note.) He loved to market and talk about marketing. We were all learning faster than we ever had—drinking from the proverbial fire hose. Greg had another dimension though. He took his love of marketing and learning and turned it to formal and informal conversations with his associates—tenured pros and rookies. That's the teacher part of Greg. These types of water-cooler conversations, roundtables over Friday pizza sessions, sales meetings, and customer meetings gave Greg the chance to exchange feedback in ways few of us have had the opportunity to do. Today Greg is an author, lecturer, and consultant; but what are those things really but “teacher”?

It was a time and place of great learning. Little did we know that as we worked on magazines chronicling the rise of the PC, we were actually seeing the origins of where we have arrived today. Access for everyone. One

to many. One to one. Deep Insights. We were learning about audiences, the power of great content, and the value of research in refining the targeting and message and of telling the story from the marketer's perspective. All of these disciplines, skills, and terms all are relevant today; however, the platform is very different.

Did any of us really imagine that there would be singular platforms enabling super-communities of 500 million people to share their lives with each other? To share too much? To share their weekend plans? To share their favorite experiences in full sight, sound and motion? To be inspired, educated, entertained, and persuaded in an environment where 48 hours of video are uploaded every minute of every day? No, we didn't. At least I didn't.

But I'm glad I made the jump from those wonderful magazines to this wonderful world and never really looked back. Every day there is something new to learn. People ask me, "What is it like to work at Google?" My answer could be the same if I worked at any number of companies, but it's especially true here. I respond, "It's like living a new case from the *Harvard Business Review* every day... how to leverage technology, how to best service the user and marketer, how to organize assets and efforts to leverage the incredible work of our engineers." Sitting on the outside looking in, while living it, Greg is bringing you an understanding of digital video marketing that you won't get anywhere else. By focusing on YouTube, he's bringing wisdom to you on the back of the market maker.

Brands are adopting YouTube at different rates and levels of zeal. Look at what Toyota did with the Swagger Wagon campaign in support of the Siena. Challenged by recalls and sitting in the #3 spot among minivans, Toyota created a fun campaign that invited consumer

participation. Check out some of the user-generated videos submitted in response to the campaign and embraced by Toyota. Heck, they involve Ford SUVs. Toyota really understands how to engage the community, participate as a member of the community, and gain additional traction across the YouTube platform and their entire social graph.

Look at how Lady Gaga is leveraging YouTube, Google, and a variety of other social and video outlets. I'd argue that Lady Gaga is as big a brand as any in the world now. She's using many of the same tactics and strategies Greg will reveal to you in this book. Whether you'll be trying to sell cars, launch a music career, market your youth sports camps, or sell your new award-winning craft beer, Greg's insights will apply just like they do for Toyota, Lady Gaga, and everyone's favorite from the last year, Old Spice.

Read the book, enjoy and learn from a really good, natural teacher of marketing, 21st century style. When you are done, apply it or use it as a frame of reference for your ongoing observations and learning. It's a book you can come back to for maybe two or three years. After that, you'll be ordering volume three in Greg's ongoing curriculum, I hope. The technology will grow and change, user habits will evolve, and marketers will embrace YouTube more fully. There will be no shortage of new challenges and lessons for Greg to describe and dissect.

I hope I answered at least two of those questions. Turn the page and open your eyes to the world of YouTube.

I'm not on a horse...

Brian Cusack

*Head of Display, Retail and Canada*

*Google*

# ***Introduction***

*Why should you read this YouTube book? And why should you read any step-by-step guide to video marketing? Why not shoot first and ask question later? That's what the pioneers of online video had to do.*

## **YouTube Has Grown Dramatically**

There were no YouTube books in the early days. And there wasn't a step-by-step guide to get them started in video marketing. So, innovators would create a YouTube account, upload a video, and hope to get lucky.

Several did. Among the early YouTube pioneers were Anthony Padilla and Ian Hecox, the stars of Smosh. Both members of the comedy duo are from Carmichael, California, and were born in the fall of 1987. Yes, they're that young.

On Nov. 19, 2005, they uploaded three videos to the Smosh Channel ([www.youtube.com/smosh](http://www.youtube.com/smosh)): "Mortal Kombat Theme" (which had nearly 21 million views as this was written), "Power Rangers Theme" (which had over 6.3 million views), and "The Epic Battle: Jesus vs Cyborg Satan" (which had more than 1.6 million views).

Smosh also uploaded a video in which they lip-synched and danced to the Pokemon theme song. It was one of the most viewed videos on YouTube for almost a year, but it had to be removed due to copyright infringement. According to Brad O'Farrell, the technical editor of this book, "It's the reason they're popular." I'll take his word for it because I'm not their target demographic.



One of the 182 videos on their channel, “Smosh Short 2: Stranded” ([http://youtu.be/oCd\\_i7wW87Q](http://youtu.be/oCd_i7wW87Q)), won the 2006 YouTube Award for Best Comedy. As this was written, Smosh’s channel had over 821 million total upload views and more than 2.9 million subscribers, making it the #3 most subscribed channel of all time, behind RayWilliamJohnson’s channel with more than 4.1 million subscribers and nigahiga’s channel with over 4.0 million subscribers.

Smosh and other comedians gave the small video sharing site its early reputation as the place where any wannabe director with a video camera and an Internet-connection could upload their quirky and unusual amateur content for an audience of 18- to 24-year olds to discover, watch and share. Well, that’s what YouTube was back in late 2005 and early 2006.

But other categories of original content creators started uploading more serious videos to the growing video sharing site.

For example, Peter Oakley, a pensioner from Leicester, England, uploaded his first video to YouTube on Aug. 5, 2006. Entitled “first try” ([http://youtu.be/p\\_YMigZmUuk](http://youtu.be/p_YMigZmUuk)), the video had almost 2.9 million views as this was written.

Oakley was born in 1927. Yes, he’s that old. So, the Internet Granddad decided to call his VLog (video log) geriatric1927’s channel ([www.youtube.com/geriatric1927](http://www.youtube.com/geriatric1927)).

Oakley’s “geriatric gripes and grumbles” gained immediate popularity with a wide section of the YouTube community. Following one of his signature phrases, “Hello, YouTubers” or “Good evening, YouTubers,” Oakley’s series of autobiographical videos shared details about his life, including: he has loved motorcycles and blues music since he was a child, he served as a radar

mechanic during World War II, he got a degree in fine art after turning 60 years old, and he lives alone as a widower.

In mid-2006, geriatric1927 became the most subscribed channel on YouTube with 30,000 subscribers. Oakley's rise to the #1 position took place in just over a week. As this was written, geriatric1927's channel had almost 8.9 million total upload views and more than 55,000 subscribers, making it the 19th most subscribed "Director" of all time in the United Kingdom.

Another new video was uploaded to YouTube on Aug. 14, 2006, that had less than 387,000 views as this was written. Generally, a video needs more than 500,000 to 1 million views before it is considered a "viral video." But this new video from a "Politician" became "a signature cultural event of the political year," according to op-ed columnist Frank Rich of the *New York Times*.

Here is the backstory for those of you who aren't political junkies like I am. On August 11, 2006, U.S. Senator George Allen (R-Virginia) appeared before a crowd of white supporters. His re-election campaign seemed to be a mere formality.

Allen had a double-digit lead over Jim Webb, his Democratic challenger, and some Beltway insiders were calling Allen the most likely Republican presidential nominee in 2008. S. R. Sidarth, a 20-year-old Webb campaign worker of Indian descent, was tracking Allen with a video camera.

Rich described what happened next in his column that November. He wrote, "After belittling the dark-skinned man as 'macaca, or whatever his name is,' Mr. Allen added, 'Welcome to America and the real world of Virginia.'"

On August 14, "Allen's Listening Tour" was uploaded to the WebbCampaign's channel on YouTube. According to

Rich, “The one-minute macaca clip spread through the national body politic like a rabid virus. Nonetheless it took more than a week for Mr. Allen to recognize the magnitude of the problem and apologize to the object of his ridicule.”

Allen claimed later that he had no idea that the word, the term for a genus of monkey, had any racial connotation. Nevertheless, it soon became clear that Senator Allen was in serious trouble. Even conservative pundits faulted him for running an “awful campaign.” And in November, Allen was defeated by Webb.

Rich concluded, “The macaca incident had resonance beyond Virginia not just because it was a hit on YouTube. It came to stand for 2006 as a whole.”

In other words, YouTube was already expanding into new categories five years ago. And the content on the video sharing site was quickly becoming harder to pigeonhole.

## **The Current Scope of YouTube**

Back in July 2006, YouTube.com broke into the comScore Media Metrix Top 50 for the first time, debuting at number 40 with 16 million visitors, a 20-percent increase from June. The video-sharing site has grown dramatically since then.

According to comScore Video Metrix, 149.3 million Americans watched an average of 104 YouTube videos during 15 to 16 sessions in June 2011 for a total of 324.1 minutes. This means they watched about 6 or 7 videos during the typical 21-minute session. Averages were even higher for Canadians and slightly lower for Britons, but all were still very impressive.

Today, you will find video content in 15 major categories, from Autos & Vehicles to Travel & Events. You will find video content from nine YouTube account types,

from Comedians to Sponsors. You will also find some significantly different kinds of video content, including:

- Television shows, such as *Weeds*, *Big Brother*, and *America's Got Talent*.
- Movies, such as *The Lincoln Lawyer*, *Insidious*, and *Battle: Los Angeles*.
- Trailers, such as "Harry Potter and the Deathly Hallows Official HD Trailer", "Skyline - Theatrical Trailer", and "THE NEXT THREE DAYS - Amazing Review: Now Playing".
- Contests, such as YouTube Creator Programs, Project: Report, and YouTube Symphony Orchestra 2011.
- Live Events, such as the red carpet event of *Harry Potter and the Deathly Hallows - Part 2* from Trafalgar Square in London, the Royal Wedding, and the 2011 Copa America soccer tournament.

So, what started as a video-sharing site for bedroom vloggers has evolved into the largest worldwide video-sharing community. YouTube not only provides a forum for people to connect, inform, and inspire others across the globe, it also acts as a distribution platform for original content creators and advertisers large and small.

During 2010, more than 13 million hours of video were uploaded to YouTube. And as this was written, 48 hours of video were uploaded every minute, resulting in nearly 8 years of content uploaded every day. This means users upload the equivalent of 240,000 full-length films every week—or, more video is uploaded to YouTube in one month than the three major television networks in the U.S. have created in 60 years.

Tens of millions of people have created YouTube channels. There are thousands of full-length movies and thousands of full-length TV episodes on the online video site. As this was written, 10 percent of YouTube's videos

were available in HD. This means YouTube has more HD content than any other online video site.

In 2010, YouTube reached over 700 billion playbacks. As this was written, over 3 billion videos were viewed a day. YouTube mobile got over 320 million views a day, up 300 percent year over year, representing 10 percent of the site's daily views. And 70 percent of YouTube traffic came from outside the United States.

As this was written, 100 million people took a social action on YouTube, such as likes, shares, or comments, every week. Millions of subscriptions happened each day. More than 50 percent of videos on YouTube had been rated or included comments from the community (including some comments by haters and trolls). Nevertheless, millions of videos were "favorited" every day.

As this was written, the YouTube player was embedded across tens of millions of blogs and websites. Nearly 17 million people had connected their YouTube account to at least one social service, such as Facebook or Twitter. About 150 years of YouTube videos were watched every day on Facebook, up 250 percent year over year. And every minute more than 500 tweets contain YouTube links, up 375 percent year over year.

Created in 2007, the YouTube Partner Program now has more than 20,000 partners from 22 countries around the world. As this was written, YouTube was monetizing over 3 billion video views per week globally. Hundreds of partners were making six figures a year, and the number of partners making over \$1,000 a month was up 300 percent year over year. YouTube was paying out millions of dollars a year to partners.

As this was written, 98 of *Ad Age's* Top 100 advertisers had run campaigns on YouTube and the Google Display Network. The number of advertisers using display ads on

YouTube had increased tenfold in the last year. The YouTube homepage averaged more than 18 million unique visitors and 50 million impressions per day in the U.S. YouTube Mobile (<http://m.youtube.com>) was the #1 video viewing mobile website in the U.S. according to Nielsen, with 7.1 million unique monthly users.

And as this was written, more than 2,000 partners used Content ID, YouTube's copyright tools, including every major U.S. network broadcaster, movie studio and record label. Content ID was scanning over 100 years of video every day and comparing that content to more than 6 million reference files (audio-only or video). More than 120 million videos had been claimed by Content ID, which enables rights holder to monetize, track, or block them. Over a third of YouTube's total monetized views came from Content ID.

So, you can learn the ins and outs of YouTube as well as pick up lots of actionable insights by reading this book. And, as Mark Twain once observed, "A person who won't read has no advantage over one who can't read."

## **The Ever-Changing Online Video Market**

YouTube has grown dramatically during the past five years. At the same time, the market for online video has also been changing constantly.

On July 26, 2011, Kathleen Moore of the Pew Internet Project wrote a report that said the use of video-sharing sites such as YouTube and Vimeo had jumped from 33 percent of online Americans in December 2006 to 71 percent in May 2011. The use of video-sharing sites on any given day had also jumped from 8 percent to 28 percent in the same period.

Pew also found that Internet users in rural areas are now just as likely as users in urban and suburban areas to have used these sites, and online African-Americans and Hispanics are more likely than Internet-using whites to visit video-sharing sites. In addition, 81 percent of parents in the survey reported visiting video-sharing sites, compared with 61 percent of the nonparents.

According to Moore, “The rise of broadband and better mobile networks and devices has meant that video has become an increasingly popular part of users’ online experiences.” She added, “People use these sites for every imaginable reason—to laugh and learn, to watch the best and worst of popular culture and to check out news. And video-sharing sites are very social spaces as people vote on, comment on, and share these videos with others.”

Reading a step-by-step guide can also show you how to craft video marketing strategies that deliver—even in this rapidly changing channel. However, the key is finding a guide that recognizes each step is more like a riverboat landing along the Mississippi River and less like a train station along a railroad track.

Twain understood this, too. I recently reread his book, *Life on the Mississippi* (1883), and found a couple of lessons that YouTubers and others in the online video market would benefit from learning sooner rather than later.

In Chapter 1 of *Life on the Mississippi*, Twain says the river “is in all ways remarkable.” As a pilot’s apprentice on a riverboat in 1857, he had to learn “this troublesome river *both ways*”—because the Mississippi was a different river coming upstream than it was going downstream when “a boat was too nearly helpless, with a stiff current pushing behind her.”

Twain added, “The Mississippi is remarkable in still another way—its disposition to make prodigious jumps by cutting through narrow necks of land, and thus straightening and shortening itself. More than once it has shortened itself thirty miles at a single jump! These cut-offs have had curious effects: they have thrown several river towns out into the rural districts, and built up sand bars and forests in front of them. The town of Delta used to be three miles below Vicksburg: a recent cutoff has radically changed the position, and Delta is now *two miles above* Vicksburg.”

This brings us to another lesson that video marketers, local retailers, *Ad Age* 100 advertisers, and YouTube Partners should learn. Since “the Mississippi changes its channel so constantly,” who can successfully navigate their way up and down this troublesome river?

According to Twain, it was the riverboat pilots—especially the ones who shared information and observations with their peers. Twain could have been describing YouTubers when he wrote, “all pilots are tireless talkers, when gathered together, and as they talk only about the river they are always understood and are always interesting.”

According to Twain, “Fully to realize the marvelous precision required in laying the great steamer in her marks in that murky waste of water, one should know that not only must she pick her intricate way through snags and blind reefs, and then shave the head of the island so closely as to brush the overhanging foliage with her stern, but at one place she must pass almost within arm’s reach of a sunken and invisible wreck that would snatch the hull timbers from under her if she should strike it, and destroy a quarter of a million dollars’ worth of steam-boat and cargo in five minutes, and maybe a hundred and fifty human lives into the bargain.”