

HOW TO **MARKET** YOUR VIDEOS ON



essential stuff to know and tips and tricks that work in 2019

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Enjoy!

Getting Recommended by Youtube	2
Thumbnails and Titles	4
Keywords	6
Collaborating with Youtubers	8
Reddit	9
Websites/Blogs	13
Facebook/Twitter/Instagram	14
Google Adwords	16
The Pre-Launch Checklist	17
The Launch Checklist	18



UNDERSTANDING YOUTUBE

and the most important things
you can do to succeed

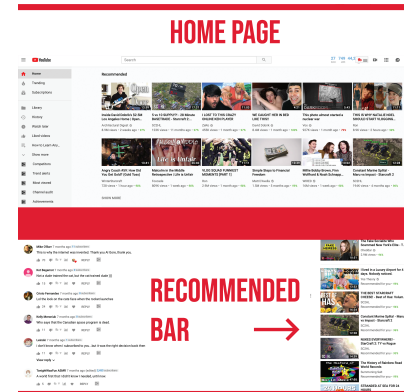
Getting Recommended by Youtube

2

Getting Recommended by Youtube

For most people, the goal when uploading a video to Youtube is for it to get lots of views, grow your audience and catapult your project/brand into better opportunities. To you, this may mean growing your subscriber base, funding a KickStarter campaign or getting another season of your web series funded.

Whatever the goal, the more eyeballs the better and the most effective way to do that is to get into Youtube's recommended bar, home page or trending page.



For reference, my most viewed video has approx. 500,000 views. 14,000 of those views came from reddit, blogs and my subscribers. The other 486,000 views came from Youtube's recommended side bar and home page.

So how do you do get recommended? There is no formula that will guarantee you will get picked up by Youtube's algorithm, but there are a few things you can do that will increase the likelihood of your video getting noticed.

The three main things are: click through rate, watch time and engagement.

Click through rate: The number of people that see your title+thumbnail click on it

The higher the CRT the better and the best way to increase click through rate, is to make irresistible thumbnails and titles. On Youtube, this is often referred to as "click bait" which can have a negative connotation. If click bait is dishonest, it sucks. But if your click bait is honest and pays off for the viewer, there is no shame in trying your best to get as many people to click on the video as possible. I will expand on this idea more in the thumbnails+titles section.

Watch time: (how long people are watching your video)

The best way to increase watch time is to make strong, engaging content that keeps people's focus right up until the end. If you've made a "click baity" title/thumbnail, and a video that keeps people around, I like to call it "click bait that pays off".



You also want to make sure that the right people are viewing your content. Only post the video on social media outlets that host similar content to yours, and make sure you're being honest with how you're presenting it to people. If your title or thumbnail is misleading, people who have clicked into your video will be much more likely to leave soon after the video has started.

If you're spending money on advertising, you need to nail down your target audience, and advertise specifically to them. You can get more views per dollar on google adwords marketing to a totally broad audience, but if random people are clicking into your video, you are also slowly killing it. This is because it's likely that these random viewers will watch the first few seconds of your video and close the tab. This will ruin your watch time, and your chances of getting recommended.

In contrast, if you are marketing directly to your target audience, you are more likely to earn long term fans, higher watch time and people who will champion your content. It is more expensive, but has a higher return on investment in the long run.

Engagement: likes/dislikes/comments

Similar to watch time, the best way to get large amounts of engagement from your viewers is to make incredible content. That said, other strategies include:

- Asking your audience to like/comment during the video.
- Posing a question to your audience during the video that they can respond to.
ex: Comment below what skill I should learn next!
- Running a competition that rewards individuals who comment on the video.
ex: Everyone who comments will get entered into a lottery and the winner will get a signed Rubik's cube!


It's a lot easier to get recommended by Youtube if you have a well-established subscriber base or social media following. If you don't, you will be relying on other forms of social media and Google Adwords to drive traffic to your video. If your marketing is well targeted, CRT, watch time and engagement is strong, your video might make it into the recommended bar and get hundreds of thousands of views, free of charge.

I'll outline solid ways to kick start a brand new video later, but first let's talk about one of the most important aspects of succeeding on Youtube...the click bait.




Thumbnails + Titles


The best way to get people to watch your videos is by supporting them with irresistible thumbnails + titles. Many of the most successful Youtubers start thinking about how strong the thumbnail + title of a video is going to be before they produce the actual video. Here is the current king of creating irresistibly clickable thumbnails/videos.




MR BEAST



I Put 100 Million Orbeez In My Friend's Backyard
14:45
62M views • 7 months ago • 92%



DAY #2
Last To Leave Revolving Door Wins \$50,000
13:44
21M views • 1 week ago • 99%



REAL LIFE!
Playing Battleship With Real Ships
15:32
12M views • 3 months ago • 97%

Each image catches your eye, and slowly draws you to different pieces of information in the thumbnail/title telling what the video is going to be about. Yet, it still leaves you with wanting more. Like a good movie trailer, each thumbnail/title combo should show you what the video is going to be about, while making the viewer desperate to know what happens next. How did they play battleship in real life? Holy crap, those guys were in a revolving door for two days? 100 million is a huge number, I wanna see what that looks like.

The general pipline of a click goes



How do you best take advantage of that with your project?

Even though MrBeast’s content is not the kind of content you’re creating, there are some universal lessons to learn from his “clickbait” that should be applied to all thumbnails/titles.



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Thumbnails and Titles

5

Qualities of Every Great Thumbnail/Title

- ☐ Simple and Concise
- ☐ Honest
- ☐ Catches the viewer's eye
- ☐ Makes it obvious what the video is about.
- ☐ Sparks curiosity about what will happen in the video
- ☐ Targets Your Audience

If your thumbnail/title checks all of these boxes, your project will have a much higher chance of getting SOME MAD VIEWS.

General Thumbnail Tips

- Pictures are always better than screenshots. If you don't have a great picture or screenshot, take the time to get an amazing picture for your thumbnail. It is always worth the effort.
- If you're struggling with designing an awesome thumbnail, go on Youtube and look at the thumbnails of successful videos in similar genres. Don't be afraid to borrow elements of each, but make sure the overall feel of your thumbnail is your own.
- Prioritize an interesting thumbnail over a pretty one
- Humans are naturally drawn to faces, the more face in your thumbnail the better.
- Get feedback on your thumbnails. Show them to your SO, friends and random's online. The more feedback you can get about how eye catching and curiosity inspiring it is, the better it will be. We get feedback on our scripts and edits, why don't we get feedback on the thing that drives people to watch our videos?
- Upload them to Youtube in private mode and see how they look on your phone/computer.
- Post them to Youtuber Friendly Facebook groups and get feedback from people who are also hustling online. You will get the most honest feedback here.



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Keywords

One of the ways Youtube's algorithm will recommend your video is by cross referencing the keywords you put in your video, with other videos and search terms. This means that if you put the keyword "butter" in your video's tags, your video will be more likely to come up when someone search's for videos about butter.

The same is true for the words you use in the description/title of your video. If you use "butter" in your description, title and keywords, that gives Youtube more clues that this video is about butter.

But what do you do if your video is more complicated than butter? **Here are the three main questions I try to answer when I'm deciding what keywords to use in my videos.**

What is my video about?

What are the main elements of your video that people are going to be searching for? For my video about solving a rubiks cube while skydiving, the obvious tags were:

#rubiks cube #rubiks #cube #skydiving

But what are the other things people could be searching for that would lead them to that video?

#stunts #people are awesome #how to solve a rubiks cube #first time skydiving

Playing around with keywords and trying to put yourself in the shoes of a person who is searching for your type content will help you identify effective ways to drive traffic to your video.

What are some of the current trends that relate to my video?

The best way to find this out is by using **Google Trends**. This is a tool that can tell you every search term people are using across the world and how popular it is now, and has been in the past. It is incredibly useful for deciding what keywords are going to be helpful in promoting your video and which are just going to take up space.



What keywords do successful videos in my genre use?

Another fantastic tool for helping you discover effective keywords is **VidIQ**. This is a plugin that gives you a ton of useful information about Youtube videos you are watching, including the keywords they've tag the video with. If you can find similar, successful videos online, and use similar keywords, you may be able to tap into the same sources that those videos are feeding from.

Great Tools for Discovering Keywords



VidIQ

Tells you selected Youtube video's keywords, where they have been posted on reddit, and who has shared them on Twitter, Facebook etc... A must have tool for anyone marketing on Youtube.



TubeBuddy

Similar to VidIQ. Some people prefer one over the other, I prefer VidIQ, but both serve a similar function.



Google Trends

Tells you which search terms are trending across the world. Great tool for deciding what keywords to use for your video.

General Keyword Tips

- Pick Keywords that your audience are already searching for.
- Are there any big events, movies, trends or news stories that relate to your content? Try and hijack some views from that.
- Put your strongest keywords first, Youtube pays more attention to those.
- Don't overwhelm your video with keywords, keep it targeted and concise.
- Add tags to your Youtube channel that are similar to the tags in your videos.



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Collaborating with Youtubers

8

Collaborating with Youtubers

Another effective way to grow your Youtube channel, is to collaborate with a well-established YouTuber. On Youtube, collaborating implies that both Youtubers make videos with, or about the other Youtuber, and in turn, promote each others channels.

Over a third of my 44,000 subscribers came from one collaboration with another Youtuber that had over 800,000 subscribers. My channel received more than 50,000 views after the collab and has been much stronger since.

That being said, collaborating with large Youtubers or influencers is not easy. Especially if you don't have a large subscriber base. When approaching people for collaborations you must present them with an idea that is exciting, easy for them to execute and provides them with equal, or more value than they are giving you. The best avenues for pitching are always through an introduction, but if you do not have that, cold emails have worked for me in the past.

From pitch to execution, this often takes 1-3 months, but in some cases can take a few years. It is a time consuming process rife with failure, but the results can pay off BIG TIME.

If you are trying to grow your Youtube channel, I highly recommend putting time into this.



Reddit

Reddit can be one of the best places for a brand new video or Youtube channel to get a kickstart. Many well-established Youtube channels got their start on reddit, and continue to thrive off the community. At the same time, it can be a brutal place, full of trolls, negativity and a community that is hyper sensitive to self-promotion. That said, with the right content and approach, succeeding on reddit is possible and totally worth the effort.



For example, over a dozen of my videos have reached the front page of r/videos, with one reaching the front page of reddit. I've gained more than 500,000 views from my posts on reddit, and because of the visibility it's provided, have been featured in over a hundred online articles promoting my content.

Here are the strategies I use when posting on reddit to get noticed, respect the communities guidelines and get upvotes.

Spend Time on Reddit

This will give you an idea of the type of community, ideas and politics etc... that succeed on reddit. It is necessary to have a general idea of what works on reddit, so you can target your posts appropriately.

Target Specific Subreddits

Subreddits are communities across reddit that host specific content. There are subreddits for dungeons and dragons, pictures, birds with arms...If you can name it, there is probably a subreddit for it.

Try and find subreddits that are a good fit for your content. Once you've found one that is promising, spend a few minutes looking at the subreddit's post history and comments. If it seems like your content will add value to the community, post it and hope for the best. NEVER POST ON RANDOM SUBS. That is the best way to get your content banned, and potentially have your account suspended. If you're intentional with how you post on reddit you will get noticed and people will be respectful. If not, you will get roasted.



Create an Amazing Title

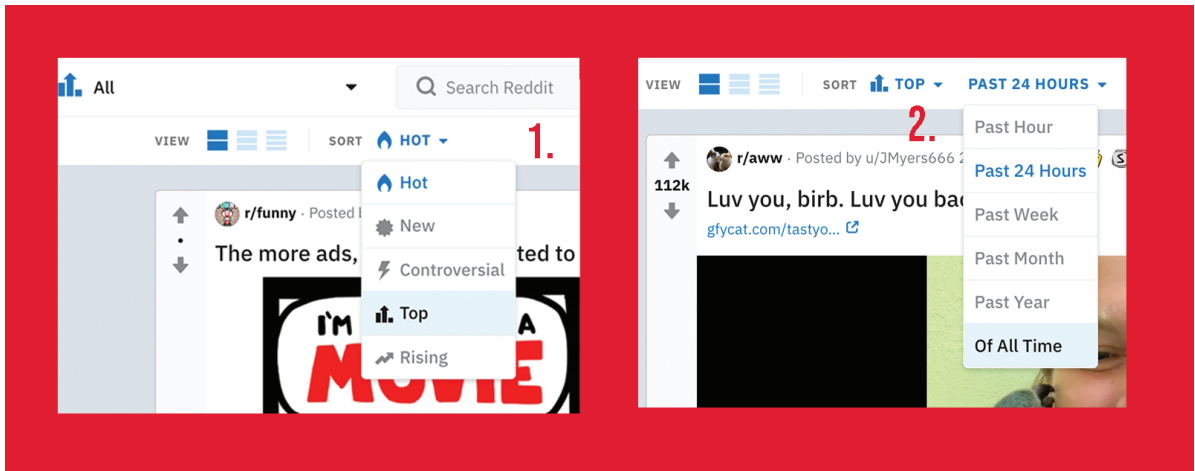
Just like thumbnail/clickbait creation for Youtube, creating an enticing title is key to having folks on reddit check out your post. When I'm trying to come up with a title, the first thing I do is search for highest ranked posts reddit, and see what titles they've used. For example, my most successful post on reddit was:

"Guy spends 2 months learning to solve a rubiks cube so he could solve it while skydiving. It's amazing."

This was inspired by another successful post that went something like:

"Guy spent X amount of time to accomplish Y and it's incredible."

I borrowed the formula to create my own super catchy title and it worked perfectly. You can check the most successful posts on reddit by visiting a subreddit, clicking on the button that says HOT, clicking on TOP and then clicking on ALL TIME.



Upvote Champions

For every reddit post, you should have at least 5-10 "upvote champions" lined up to upvote and comment on your posts. These could be friends, colleagues or family. As long as they have a reddit account, they will work. This is important because reddit has become such a valuable marketing tool that some people pay bots to upvote their posts, and downvote competing posts.



This can result in your post getting downvoted before any human beings have a chance to see it. Having champions available to upvote your post, allows it to get past that threshold, and hopefully have real people watch, comment on and upvote your content.

DON'T EVER USE BOT ACCOUNTS

This is immoral, many sites are scams, mods often catch it and it could get your channel banned from posting on reddit if you're caught.

Reddit Accounts

One of things that makes reddit great, is how hyper aware the community is of self-promotion. But, this also means that it is very difficult to self-promote. That's not to say self-promotion on reddit is bad...but if all you do is self promote, you will likely not be successful.

One of the most obvious ways to get called out is if your account history is full of posts from your own project and nothing else. This could result in a **shadow ban**, where you can post, but no-one can see it. The best way to mitigate that, is to use your account to post other content in between your own project's content. Post on AskReddit, a cool picture you found, then post a link to your video. A month before your launch, try posting content on different subreddits 5-6 times so that your account gets saturated with content that isn't yours.

If you don't have an account, you should make one right now and post something on a subreddit. Subreddits like r/videos have a threshold that only allow accounts with a certain amount of upvotes to post, so you want to make sure you don't get blocked from posting on your launch day.



R/VIDEOS

R/VIDEOS is the largest and best subreddit for promoting videos. If successful on this subreddit, it can launch you and your video into internet fame. Unfortunately this means that it is also incredibly difficult to stand out, and most posts end up getting lost in the noise.

If you are posting on r/videos, you want to make sure you have a killer title and between 10-20 upvote champions behind your post. This will give it a chance to pick up steam, rather than get down voted into oblivion before it even has a chance to be seen by real people.

General Tips

- Try posting a video once a week on the r/videos subreddit, any more will likely get noticed by the mods
- Posting gifs of your favourite moments from the series on certain subreddits can be more effective than posting a full length video. If the gif is gaining traction, you can post the link to the full series in the comments.
- Post a video once on specific subreddits. The communities are smaller and will notice reposts more readily
- Check the best times/days to post on your subreddit using: dashboard.laterforreddit.com/analysis/
- Check to see if your account is shadow banned using: <https://nullprogram.com/am-i-shadowbanned/>



Websites/Blogs

Having your content shared by large publications like the huffington post, buzzfeed or mashable can help your video to reach a unique audience. But how do you get in contact with the decisions makers at these places, and how do stand out?

Decide if the Website is Worth it

Before spending the time to draft a pitch email to one of these online publications, you want to make sure it is actually worth the effort. The best way to do that is to check the websites traffic and number of followers on social media. You can check how much traffic a website gets using: www.alexacom

Reaching Out

If you've done your research and it seems like the website is worth reaching out to, examine your network to see if anyone is able to introduce you and your project to a journalist or editor at the publication. This is always the best way to pitch these folks.

If you can't get an intro, than you'll have to write a concise and engaging email to them. You can usually find journalists emails on their twitter, or contact page of the website they work for. Make the email gets to the point quickly, is punchy, and tells a story that is easy for them to understand.

Pre-Written Posts

For our series "Frick I Love Nature" we ended up getting an article with the Huffington Post because we pre-wrote a top ten article and pitched it to multiple publications. With the help of an intro from some folks at Telus, and the pre-written article, we got a story with Huffington Post and reached thousands of unique eyeballs.

What kind of article could you write to get journalists and their audience interested in your series?

Facebook/Twitter/Instagram

Facebook, Twitter and Instagram are all much more effective when you have a large amount of followers. If you don't, there are a few things you can do to get the most out of these platforms.

Facebook



Champions for Sharing and Engaging with Your Content

Similar to champions on reddit, you should have at least 10-20 people lined up to share your video on Facebook as soon as it comes out. This greatly increases it's visibility, and the chances that it will get shared by diverse groups of people.

Reaching out to Facebook Pages to Share a Video or Promotional Content

You can also message related Facebook groups before the video comes out to see if they will share it when your video goes live. If it lines up with the kind of content that typically goes on that page, they may end up sharing it. Just make sure that your outreach message explains exactly what the video is about, so they don't have to watch a 10min video before understanding what you are asking for.

If you have shorter promotional content, like gifs, memes, or your trailer, it may be better to pitch these to the Facebook groups over the full length video.

Posting a Trailer and Promoting it

Many longer form videos or series upload a trailer to tease their project before, and during release. It should get your FFF (fans, friends and family) stoked, and give them a heads up that the video is about to drop. If you have the budget for some ad spend, I highly suggest putting \$50-\$100 behind it. Set the ad to run for the duration of your series release schedule and make sure it's highly targeted to your FFF and target audience. This will be a constant reminder to them to check out/share your content, while reaching new fans.

Facebook/Twitter/Instagram

Instagram



Post on Instagram Stories Daily

During launch post cool clips from your series on Instagram stories to remind your FFF to check it out/share it. You can also tag related instagram accounts/influencers in your stories to try and get their attention. This could be through a challenge, or sharing to your audience how they inspired a character in the series etc...

Post on Instagram 2-3 Times a Week

Post kick butt, super interesting photos from the series 2-3 times a week

Twitter



I have not spent much time on twitter, so I don't have much incite on how to succeed in this space. That being said, many of the same principles of outreach should apply when trying to get in content with influencers or twitter pages to share your content.

- Know the kind of content they share/create
- Provide value
- Build a relationship
- Get a Shoutout



Google Adwords

One of the best ways to guarantee your video gets views is to invest money into a Google Adwords campaign. Done correctly this can set up your video for success across all social media platforms. Done incorrectly, it can extinguish any chance of the video growing beyond ad spend.

I will be working with you to make sure that your google adwords campaign has the highest probability of setting your video up for long term success. The areas I will be focusing on are:

- Creating a highly targeted audience
- Identifying similar brands/Youtube channels to market through
- Identifying who shouldn't be watching it so we don't waste clicks on them

Next Steps

Now that you have the information and tools at your disposal to run an amazing marketing campaign for your video and/or series, it is time to put these steps into action.

The rest of this marketing package is a pre-launch and launch checklist. This outlines everything the ideal video marketing campaign should have in place prior to and during launch.



The Pre - Launch Checklist

17

Target Audience

- ☐ You know exactly who your target audience is and you have written down somewhere the whole marketing team can see.

Thumbnails + Titles

- ☐ Concise
- ☐ Honest
- ☐ Eye Catching
- ☐ Simple + Obvious
- ☐ Sparks Curiosity
- ☐ Targets Your Audience
- ☐ Sent to at least 5 people for feedback answering these questions

Keywords

- ☐ Checked + added related video's keywords with VidIQ or TubeBuddy
- ☐ Checked related + trending search terms on Google trends
- ☐ The video's strongest keywords are first
- ☐ Made sure the strongest keywords are somewhere in your title, description and tags

Reddit

- ☐ Researched 5 subreddits to post each video on
- ☐ Created kick butt titles for all of those posts (they don't have to all be different)
- ☐ Researched the best times and days to post on each subreddit
- ☐ 5-10 champions with reddit accounts are lined up to upvote your posts
- ☐ Your reddit account has at least 4 posts unrelated to your project made on it
- ☐ You have 2-3 amazing short gifs/promo videos/memes to share in targeted subreddits

Websites/Blogs

- ☐ You have 2-3 amazing short gifs/promo videos/memes to share in targeted subreddits

Facebook/Instagram/Twitter

- ☐ You have at least 10 people lined up to share your videos when they come out
- ☐ At least 2 Facebook pages have agreed to share your video or promotional content when they come out
- ☐ Your trailer is ready to go, and is super good
- ☐ You have 2-3 pictures/gifs/short videos per week ready to share on Facebook/Instagram
- ☐ You have a list of 10 people you're going to try and get a shoutout on Instagram stories from
- ☐ You have a list of 10 people you're going to try and get a shoutout on Twitter from.

Google Adwords

- ☐ We've nailed down the target audience and know exactly who we will be trying to reach with the ad spend.



The Video Launch Checklist

18

Pre-Launch Promotion – 1 week beforehand

Start posting teasers on your Facebook, Instagram, personal and twitter pages 1 week before launch. Let people know it will be out soon. The key is to not exhaust your followers attention with posts before the actual show comes out.

- ☐ You've posted 2-3 promo materials, on Facebook and Instagram spaced out.

Day 1 of Release

- ☐ Post on Facebook and receive support from your social media champions
- ☐ Facebook pages/websites have shared your video and/or promotional content
- ☐ Post on 2-3 smaller subreddits at peak times throughout the day and boost with your social media champions
- ☐ Post on instagram/twitter tagging people who have been involved with the show
- ☐ Post on instagram stories/facebook stories
- ☐ Post on instagram/twitter trying to get the attention of your identified influencers and pages
- ☐ Launch google adwords campaign
- ☐ Comment on and like your Youtube video

Day 2 of Release

- ☐ Post on r/videos if the video is the first in the series, or your strongest. Lead with what you think is your strongest title for reddit, and make sure your champions know you are posting that day. When you post, notify them with the link immediately.
- ☐ Post on the remaining subreddits you've identified.
- ☐ Post on instagram/facebook stories

Day 3-7 of Release

- ☐ Posts on Facebook/Instagram/Twitter spaced out
- ☐ Post any cool updates from the week. If your project was shared by a big publication, or if you were on local news.
- ☐ Post series related gifs/posts on subreddits if you think it is appropriate
- ☐ Prep materials for the release of the next video
- ☐ Review Adwords Campaign and make adjustments if necessary
- ☐ Post 1-2 sneak peaks of the upcoming episodes on Facebook/Instagram/Twitter

Repeat Until the End of the Series