How to Optimize Your Video Content Marketing Efforts with Hangouts on Air

GRANT TILUS | COLLEGIS EDUCATION
Who is Grant Tilus?

- Associate Inbound Marketing Manager
- Content Marketing Director
Do You Have an Addiction?
We Live on YouTube

Hundreds of millions of hours on YouTube and generating billions of views per day

Number of people watching YouTube per day is up 40% YoY since March 2014
Our Audiences Do Too

On mobile alone, YouTube reaches more 18-49 year-olds than any cable network in the U.S.

17% decline in traditional TV viewing among 18-24 year-olds YOY
Video viewers on any digital device will pass **200** million in 2015

Nearly **56%** of households will have at least one connected TV by next year
Media Hub of the Future
It’s Changed Our Lives
93% of Gen Z visits YouTube at least once a week

54% visit multiple times a day

52% conduct research
Video Grows Your Brand

68% of viewers who viewed a video correctly recalled the brand when prompted

Enjoyment of video increases purchase intent by 97% and brand association by 139%

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52% of consumers who watch product videos say video makes them more confident about purchases.

58% of respondents consider organizations that produce video content to be more trustworthy.

Blog posts incorporating video attract 3x as many inbound links as blog posts without video.
It’s a Problem Child

2 + 2 = 5
MUST TRY HARDER!
Internal Struggles are Real

50% producing engaging content

46% lack of budget

40% producing a variety of content
Do More with Less
Competition is Fierce

90% of marketers are using content marketing

Last year, video in the News Feed increased 3.6x YOY

62% of marketers are focused on creating more engaging and higher-quality content
Opportunities Still Exist

YouTube is only used by **55%** of B2C marketers

**66%** of social media marketers plan to increase their YouTube marketing in the near future

Only **24%** of brands are using online video to market to consumers
Opportunity is missed by most people because it is dressed in overalls and looks like work.

Thomas Edison
3 Things You Need to Do ASAP
1) Get Yourself Optimized
Where Are You?

Your content

content

content

content
Optimizing Your Channel
Over 360 free full length workout videos + 3-6 new workouts every week - Subscribe to never miss a new workout. Free workout videos, workout programs, printable workout routines, healthy recipes. & more @ FitnessBlender.com Everything you see on this YouTube Channel is created by two people, a husband and wife team; Daniel & Kelli. Thank you for watching!

Have a workout request? Questions? Talk to us. We want to hear from you & we listen.

Business inquiries only: service@fitnessblender.com
Input Channel Keywords

Advanced

Account Information

Country
United States

Channel keywords
ABC University, MBA Program, Medical, Ps
## Link Your Properties

### CUSTOM LINKS

<table>
<thead>
<tr>
<th>Custom links on channel art</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC University</td>
<td><a href="http://www.university.edu">http://www.university.edu</a></td>
</tr>
<tr>
<td>Facebook</td>
<td><a href="http://www.facebook.com/university">http://www.facebook.com/university</a></td>
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<tr>
<td>Twitter</td>
<td><a href="http://www.twitter.com/university">http://www.twitter.com/university</a></td>
</tr>
<tr>
<td>About Us</td>
<td><a href="http://www.university.edu/about-us">http://www.university.edu/about-us</a></td>
</tr>
<tr>
<td>Our Programs</td>
<td><a href="http://www.university.edu/programs">http://www.university.edu/programs</a></td>
</tr>
<tr>
<td>Link title (max 30 characters)</td>
<td>URL</td>
</tr>
</tbody>
</table>

**Add** button

### GOOGLE+ LINK

https://plus.google.com/u/0/116950395008131931115

**Overlay linked G+ page on channel art**

[Done] button
Link Your Properties

ABC University
Twitter
Academic Programs

Facebook
About Us
Google+

738 subscribers
82,673 views

Joined Aug 14, 2006
Link Your Properties
Display Your Branded Cover Art
Add Your Watermark
Create a Channel Trailer

Welcome unsubscribed visitors to your channel
Tell unsubscribed users what your channel is all about.
Keep it snappy and try to make it one minute or less. Check out best practices for some inspiration.

Channel trailer
Create a Channel Trailer
Create Logical Playlists

- Create descriptive playlists using keywords
- Organize by type or topic
  - e.g. Hangouts on Air
  - e.g. Career Advice
  - e.g. Campus Events
  - e.g. School of Business
**Featured Important Content**

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**CREATOR STUDIO**

- **DASHBOARD**
- **VIDEO MANAGER**
- **COMMUNITY**
- **CHANNEL**
  - Status and features
  - Monetization
  - Upload defaults
  - **Featured content**
  - Branding
  - Advanced

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**Featured content**

**Featured video**

- **Display time**
  - End of video
- **Optimize timing**
  - Checked
- **Custom message optional**
  - Learn how!

**Earn the Degree You Need**

Showing on all your uploads

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Feature Important Content
Remarket to Viewers
Optimizing Your Videos

Only 61% of BSC marketers are optimizing content
Use Optimized File Names

- Accurately and concisely describe the content
- Use keywords within video file names
Use a Quality Thumbnail

- Plan it into your production
  - Take a still during production

- Reinforce video content

- Grab their attention

- Don’t pull a bait-and-switch
Don’t Forget the Metadata

• **Title**
  – Keep it short and catchy
  – Up to 100 characters
  – Use keyword best practices

• **Description**
  – Up to 5,000 characters
  – First 160 characters in SERPs
  – Include URLs
  – Add video times (ex. 00:55)
Published on Feb 6, 2015
Will Smith chats with Jimmy about trying to discipline teenagers and how his kids have lost interest in his movies. Watch the trailer for his latest, Focus, here: http://youtu.be/6vYU9Pii4eQ.

Subscribe NOW to The Tonight Show Starring Jimmy Fallon: http://bit.ly/1wT1aN

Watch The Tonight Show Starring Jimmy Fallon Weeknights 11:35/10:35c
Get more Jimmy Fallon:
Follow Jimmy: http://Twitter.com/JimmyFallon
Like Jimmy: https://Facebook.com/JimmyFallon

Get more The Tonight Show Starring Jimmy Fallon:
Follow The Tonight Show: http://Twitter.com/FallonTonight
Like The Tonight Show: https://Facebook.com/FallonTonight
The Tonight Show Tumblr: http://fallontonight.tumblr.com/

Get more NBC:
NBC YouTube: http://bit.ly/1dM1qBH
Like NBC: http://Facebook.com/NBC
Follow NBC: http://Twitter.com/NBC
NBC Tumblr: http://nbctv.tumblr.com/
NBC Google+: https://plus.google.com/+NBC/posts

The Tonight Show Starring Jimmy Fallon features hilarious highlights from the show including: comedy sketches, music parodies, celebrity interviews, ridiculous games, and, of course, Jimmy’s Thank You Notes and hashtags! You’ll also find behind the scenes videos and other great web exclusives.

Will Smith Doesn’t Parent Well with Hiccups
http://www.youtube.com/fallontonight
Category: Comedy
License: Standard YouTube License
Tag Your Videos

• Use relevant keyword tags for your videos

• Tags to include:
  – Topics (broad & narrow)
  – Brand
  – Location
  – Video talent
  – Video type
  – Suggested tags
  – Competitor tags

• Think about how users would search for the video
Complete Advanced Settings

Comments
- Allow comments
- Users can view ratings for this video

License and rights ownership
- Standard YouTube License

Syndication
- Everywhere
- Monetized platforms

Caption certification
- Select one

Category
- Entertainment

Video location
- Search

Video language
- Select language

Recording date
- Today

Video statistics
- Make video statistics on the watch page publicly visible

3D video
- This video is 3D

Content declaration
- This video contains a paid product placement or endorsement

Some changes are not yet saved.  
Cancel  
Save changes
Include the Transcript

• **Upload the video transcription file**
  – Helps with indexing
  – Provides language support
  – Additional optimization

• **How to get the transcript**
  – Speechpad, etc.
  – Bored interns/student workers
Use Annotations for Support

• Calls to action
  – Comments
  – Subscriptions
  – Clicks
  – Social shares
  – Ratings

• Callouts
  – Link to resources
  – What to watch next
Drive Action with Cards

- New layer of interactivity to your videos
It’s Not Just About Views

Past

Present
YouTube Optimization is Critical

SEARCHING
Create Content Consistently

44% producing content consistently
2) Start Using Hangouts on Air

Google+ Hangouts On Air: broadcast your conversation to the world

Last year we introduced Hangouts On Air to a limited number of broadcasters, enabling them to go live with friends and fans, for all the world to see. Since then, this small community has grown the feature in lots of creative ways. And they've made one thing crystal clear: when groups of passionate individuals can broadcast live, together, the results are truly remarkable.
You’re Not a Videographer

38% of teams lack knowledge & skills for creating content
46% of B2C marketers said lack of budget was a challenge
Webinars are Boring

46% of webinars rated less effective than last year
Who’s Using It?
Create a Variety of Videos
Hangout on Air with Guy Kawasaki: How to get a massive social following
Discussion Panels

Google Hangout On Air with Robert Jones & Wolff Olins Panel
How To’s

Chinese Learning Strategies with the Experts - Google Hangout On Air with Yangyang

Yangyang Cheng

www.vovochinese.com
Live Q&A

NCAA 6th Fan - Hangout On Air with Clark Kellogg
Online Presentations

Business Savvy From the Start: Excel in an Entry Level Job - SME Showcase
News Updates

News Programs w/GHO

Jennifer Zurawski

95 views
Thought Leadership

Ask the Experts: How to Prepare for a Career Fair
Demonstrations

#BrittAtEVIT learns how to make shish kabobs with Ashley & Tierney
Testimonials

Kate & George - Their Capella University Journey
Promote a Cause

Rich Bevan-Thomas, M.D.
Medical Director

All About Active Surveillance for Prostate Cancer
Raise an Issue
Promote a Lifestyle

Take Yoga Now Hangout On Air: Tuesday June 4, 2013
Community Engagement

Greatest Rivalry in College Sports: Tar Heel Hangout
Start Building Your Library
Questions to Ask First

YOU WERE SO PREOCCUPIED WITH WHETHER OR NOT YOU COULD

YOU DIDN'T STOP TO THINK IF YOU SHOULD
What Are Our KPIs?

- Views
- Traffic
- Shares
- Inquiries
- Applications
- Starts
- Etc.

Key Performance Indicators

Define

Review

Implement

Solve

Analyze
Who is Our Target Audience?
What Will This Cost?

- Time
- Tools
- Talent
Do We Have Internal Support?
Conduct Competitive Analysis

- Subject matter
- Type of videos
- Video quality
- Audience engagement
- Calls to action
- Publishing frequency
- Branding strengths
Create a Content Strategy

Substance

- What’s your unique value proposition?
- What’s are the topics of conversation?
- Why should viewers keeping watching?
Create a Content Strategy

Structure

• Live public
  – Interactive vs. broadcast

• Live invite only
  – Controlled audience interaction

• Non-live invite only
  – Controlled content production

• What’s the format?
  • Interview
  • Discussion Panel
  • Etc.
Create a Content Strategy

Workflow

- Who’s involved?
- What tools/equipment do you need?
- What’s the frequency of production?
Create a Content Strategy

Governance

- Who are the key decision makers?
- Who needs to be informed?
- Do you need anyone's approval?
Start Brainstorming Ideas

• What does your audience want?
• Is it right for video?
• How will it be differentiated?
• Is there a content gap?

• Usecandor.com
Content for All Funnel Stages

- Why Attending College in the Northeast Is a Great Idea
  - Prospective Students
Content for All Funnel Stages

• What It’s Like to Be a Freshmen at ABC University
  • Inquire
Content for All Funnel Stages

- How to Create a Killer Essay for Your Application
  - Apply
Content for All Funnel Stages

- Study Tips for Finals from Dean’s List Students at ABC
  - Attend
Content for All Funnel Stages

• How the ABC Alumni Network Supports Your Career
  • Grad
Showcase Your Mission & Culture

- What makes your institution unique?
- What do you want to be known for?
- What are your cultural strengths?
- What do you have to offer?
Discover Your Authority

- Is it individual or organizational authority?
- Showcase authority through information
- Use subject matter experts
  - Internal and external
Make It Interactive

- The Hangout ToolBox
  - Lower thirds
- Showcase
  - Link to assets
- Screenshare
- Q&A
- Google Effects

Answered questions

1. what are the best references to use personal or professional
   +2
   - Susan McLaughlin

2. how should i prepare for an interview?
   +1
   - Walter Joseph

3. How do you answer the question, "Why did you leave your last job"? if you left under not so good circumstances, not fired, but tired of working there?
   +4
   - Kirsten Hjermstad

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Develop Your Structure

• **Nose**
  – The hook
  – The 5 W’s

• **Body**
  – The details
  – Keep things moving

• **Tail**
  – Key takeaways
  – Desired actions
  – Next time
Create a Program Outline

• What to include:
  – Important conversation points
  – Supporting data
  – Key questions to answer

• Makes participation easier
  – Not a Script

• Practice makes perfect

• Helps keep you on time
Remember: Length Matters
Use an Optimized Title

• Key for long-term success
  – Organic views

• Discover key areas to focus the topic of conversation

• Find a keyword family
  – Ex: Majoring in…
  – Ex: How to get started in…
Outline Your OKRs

• Awareness
• Authority
• Retention
• Inquiry generation
• Admissions support
• Topical awareness
• Audience education
• Community engagement

• Be S.M.A.R.T.
Take the Leap

WHAT WE ARE

LEAP OF FAITH

WHAT WE WANT TO BE

MAKE THE JUMP.
3) Be the Best You Can Be
Use Quality as a Differentiator
Find a Producer

Subject matter expert

Producer
Become an HOA Expert

• **Hangout set-up**
  – Manage the video feed
  – Test the network bandwidth
    • SpeedTest.net
  – Avoid Wi-Fi

• **For quality audio**
  – External mic
  – Try earbuds
Get the Right Equipment
Brand Your Background

Google+ Hangout on Air with Sacred Heart's Cane Broome

Grizzly Rooftop Hangout

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Background Fails
Use Custom Lower Thirds
Find the Right Host

The host needs to be:

• Engaging
• Knowledgeable
• Cool under pressure
• In control of the conversation
• Fully invested
Find the Right Talent

• Talent must be:
  – Subject matter experts
  – Comfortable with the technology
  – Committed to participating
  – Engaging

• Borrow authority
  – Third-party validation
  – Win/Win situation

• Test their internet speed
Train Your Participants

- Set up the equipment
- Join the Hangout
- Upload a lower third
- Understand the conversation flow
- Look at the camera
Plan Your Online Event

• **Google event page**
  - Optimize your title
  - Use a detailed description
  - Optimal time/day
  - Drive RSVPs
  - Promote the event

• **Embed the live stream**
  - Drive traffic to your site
  - Email registrations
Make It a Campus Event
Post-Broadcast Activities

• Edit YouTube Video
  – Video description
  – Thumbnail
  – Add annotations/cards

• Content promotions
  – Organic
  – Paid
    – Facebook, Twitter, YouTube

• Create supplemental content
Q&A: How To Avoid Job Search Mistakes [Event Recap]
By Jennifer Pfeffer on June 3, 2014

When you are wrapped up in job hunting, you may not realize there are several things you could be doing differently that could make all the difference in how you find a job and whether you get hired. Rasmussen College career experts identified several common job search mistakes on May 19 during a recent Career Development Google+ “Hangout on Air” entitled Ask the Experts: How to Avoid the Common Job Search Mistakes.

The Career Development Hangout was hosted by Elizabeth Lintelman, career services manager at Rasmussen College. It also featured career services advisors Kelsey Cranowski (Twin Cities), Heather Kienast (Twin Cities), Matt Allen (Twin Cities) and Jennifer Cute (Fort Myers). Each of these experts has an extensive background in hiring, recruiting, staffing, teaching and advising.

The team answered questions in real time and collectively provided recommendations for streamlining your job search, such as conducting online research, networking via social media, finding references and building your personal brand.

Here are some of the top questions and answers from the hangout.

Elizabeth Lintelman: What are the biggest pet peeves hiring managers have regarding resumes?

Jennifer Cute: [Hands down] a lack of proofreading, just glancing through your resume isn’t enough. I suggest having someone review your resume when you’re done with it to make sure you have no grammatical and spelling errors. Also, it’s really important you are re-reading your resume when you’re done with it.

Lintelman: Why is a cover letter important?

Matt Allen: Your resume is really your professional teaser to get you in that door for an interview, so your cover letter is the perfect accompanying document that can help. Make sure to do thorough company research to add pieces into the cover letter; you should also incorporate keywords from the job description to show that you should be invited for an interview and why you’re the best candidate. Definitely, if at all possible, have a cover letter.

Lintelman: I think the keywords are so important … looking at the job description and then writing a custom cover letter. It has to be customized; you have to tell me why I should bother to look at your resume.

Lintelman: What is the best format for your resume and what type of content should it
It’s Not Just for YouTube

Must-Hear Advice for ANYONE Considering a Marketing Career Path

By Grant Tsui on 6/8/2015

Quality advice can help you make better decisions and avoid pitfalls in many different areas of life—from relationships and clothing choices to personal finance and your career.

The key, however, is being able to distinguish the quality advice from the nonsense. Financial tips from your twice-bankrupt uncle or relationship guidance from an anonymous blogger doesn’t exactly qualify as quality advice.

But when it comes to advice about a marketing career path, firsthand knowledge from marketing experts certainly could be useful for you. So as your interest in pursuing a business career grows, we want to help you learn to successfully navigate a marketing career path of your own.

We enlisted three successful marketing professionals—each in a different stage of their career—to help provide you with some insider insight.

Marketing career path advice from an executive-level professional

While it’s important to have career goals in mind, remember the path of a marketing professional is often filled with twists, turns, new tools and an ever-changing list of best practices. We spoke with A.J. Kohn, owner of San Francisco-based Blind Five Year Old, to hear about the importance of education, pushing yourself outside of your comfort zone and to learn where marketing fits in the world of business.

Thinking of starting a career in marketing? Check out this video featuring the advice of A.J. Kohn, owner of a San Francisco-based digital marketing agency. If you’d like to see more marketing career advice videos, visit http://www.rasmussen.edu/blog/marketing-career-path-advice/

AJ Kohn
Owner, Blind Five Year Old

Views

Like
Comment
Share
Measure & Report Your Results

- Event registrations
- Social sharing
- Content engagement
- Referral traffic
- Views
Use Views to Track Progress
YouTube Analytics

- Demographics
- Playback locations
- Devices
- Audience retention
- Engagement metrics
- Annotation clicks
- Views
Focus on Your R.E.P. to Improve

- **Retention**
- **Engagement**
- **Participation**
And Repeat

- Repurpose
- Research
- Evaluate
- Plan
- Create / Execute
Excited to Get Started?

+ = VIDEO LIBRARY
THANK YOU

bit.ly/VideoHangoutsACHE

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