

Understanding the basics of YouTube

We all know what YouTube is, but have you ever considered it as a platform for your marketing efforts? We're talking about this today because we have and thought you might too!

This presentation will talk about why YouTube is important and some organic and advertising tips to get you started if video is a priority for you in your current or future marketing strategy.



Why YouTube?

None of us want to hear about yet another social channel to manage, but our job as marketers is to identify opportunities that might already fit your marketing efforts! YouTube might just be that opportunity. Here is why we think YouTube is worth the effort.

- YouTube is the second most popular website IN THE WORLD.
- YouTube is the second most popular search engine after Google.
- YouTube has the broadest audience and interest base. It's a rare platform that actually stands true to "there's something for everyone"
- It's a great tool for advertising. In 2020, North Dakota Tourism's YouTube page grew faster than any other platform. It also provided the highest click-through rates of our social advertising efforts.

Be Renewed.
Find winter fun now

Travel North Dakota
807 subscribers

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Discover our Winter Adventures in North Dakota
Travel North Dakota • 11K views • 1 month ago

In North Dakota, winter can renew your spirit. It's a season of opportunity to safely explore. To get fired up and put your inhibitions on ice. So get out the skis, skates and sleds. There's...

We're In This Together ▶ PLAY ALL

Video Title	Views	Time Ago
No Matter What Comes.	80K views	9 months ago
We'll Always Be Here.	386 views	9 months ago
It's Who We Are.	191 views	9 months ago
A Message from Josh Duhamel.	552 views	9 months ago
We're in this Together.	860 views	9 months ago

Organic YouTube Maintenance Tips

1

Set content goals! Before starting any new social effort, you need to determine what your capable of maintaining. Match your content to your workload and set a goal to post once, or twice a month. Since YouTube is a search engine, your content will have longer life here so its okay to post less when getting started.

2

Utilize SEO optimization tools.

- Clear and engaging title
- In depth description of the content
- Keywords and tags: fill in as many as you can to give your content the best chance at being found!

3

Longer the better! The short video trend doesn't hold as true on YouTube. The number of hours people spending watching videos is up 60% proving that audiences are digesting longer content than ever before.

YouTube Advertising Tips

1

Understanding the different types of ads. Make sure to research each to choose which one best suits your campaign goals.

- [Skippable video ads](#), [Non-skippable video ads](#), [Bumper ads](#), and [Overlay Ads](#)

2

Try mixing the different ad types. For example, you can mix a skippable ad with a display ad and double your chances of interaction

3

When determining a cost, the average cost per view on YouTube is \$.20 so remember to factor that into your daily budget. YouTube recommends a daily budget of at least \$20 a day.



Thanks for reading! If you have any questions or anything else you would like to learn more about, please email Alicia Jolliffe at ajolliffe@nd.gov

Click on the icons below to follow North Dakota's Tourism social channels here. Use the hashtag #BeNDLegendary or tag us so we can build up North Dakota together!

