



your **guide** to **creating** a  
**YouTUBE Channel**  
& **Video Strategy**

*for*  
B2B Lead Generation

# table of contents

---

<i>Overview</i>	3
<i>YouTube for business</i>	4
<i>Building your Video Content Calendar</i>	5
<i>Best Practices</i>	6
<i>Things to Think About</i>	8
<i>Setting up Your YouTube Channel</i>	9
<i>YouTube Video Content Development with SEO in Mind</i>	10
<i>YouTube Channel Optimization</i>	11
<i>YouTube Video Optimization</i>	12
<i>Leveraging Videos on the Website</i>	17
<i>Categorize</i>	20
<i>Video Tagging</i>	21
<i>Recommended Video Promotion Methods</i>	22
<i>Monthly Reporting &amp; Review</i>	23



# OVERVIEW



This document outlines how to create a B2B business-friendly YouTube channel as well as optimize videos uploaded for the purpose of brand awareness and lead generation. Tap into the full potential of YouTube video marketing to connect with relevant audiences, maximize the generation of leads, and nurture contacts to convert into customers and build loyalty. The key for the execution of your YouTube Video Marketing program will be to launch new videos regularly along with relevant CTAs, test and review the data, make adjustments to optimize for lead generation throughout the buyer's journey, and refine measurement and reporting for ROI.



# YOUTUBE FOR BUSINESS



Video is an excellent medium for both social media interaction and search engine optimization. Hosting videos on YouTube allows for participation in the YouTube community as well as providing a platform that allows videos to be embedded on any website.

YouTube is great for businesses to:

- *Share visual content, including media pieces, presentations, event footage, interviews, etc...*
- *Increase brand awareness and trust*
- *Promote events*
- *Participate in conversations around the brand, products/services, and industry*
- *Generate leads*



# BUILDING YOUR VIDEO CONTENT CALENDAR



An effective editorial calendar acts like a roadmap in that it helps plan and execute the right content, at the right time and place for each [buyer persona](#), via the appropriate channels and throughout the buying cycle. Create a consistent video content calendar, plan conversion paths for each piece of content, and research and identify keyword phrases.

You can also repurpose content across various media channels. A video, for example, might provide several blog posts. Equally, a video could be constructed from a series of posts written around a particular theme. A monthly email newsletter linking back to your video posts in that month is another example of this type of repurposing activity.

The template for an effective content calendar can be found here: <https://info.umamimarketing.com/how-to-create-the-perfect-content-calendar>

# Best Practices

## Tone and Content

**Tone** - In writing video scripts, the content written for the video should complement the tone of the content on the rest of the company website. However, it is important to keep the content as conversational as possible; you want viewers to be entertained with your videos to make sure they view more in future.

For each video, think of the point you want to get across and speak directly to the potential or existing customers that will be viewing that video. A potential visitor to the YouTube channel could be from any of a wide variety of industries so make sure that you are clear on who the videos are directed towards and tailor it accordingly.

**Content** – Content is the biggest differentiator between a good video and an unviewed video. Videos don't need to be ground-breaking in nature, but they should offer some element of interest for potential viewers and help build authority and user awareness of particular topics. Some of the most popular videos are 'How To's' and 'Top # reasons to...' because they offer quick, relevant content.



## Video Frequency

There is no set number of videos that any given YouTube channel should have; however, it is always best to have a consistent stream of new content. The first question to consider is how much content can be consistently maintained without having any major gaps. Once you've set that timeline, make sure that it is adhered to so that subscribers to your channel can depend on new information on a regular basis.

## Standard Call-To-Action

It is good practice to have a single standard closing call-to-action at the end of each video. The closing call-to-action provides a consistent closing which viewers will know as your way of ending and providing them the opportunity to consider their interaction.

The call-to-action should be easy for the user to follow, whether it is to download an offer, contact the company for more information, sign up for a mailing list, or subscribe to the YouTube video channel. The call-to-action will encourage users to interact with the video channel rather than having the visitor leave without performing an action that can result in a positive ROI.



## Things to Think About

1

### Relevancy

Make sure that videos and content displayed on YouTube under the company's name is on brand and relevant to the business itself.

2

### Be Unique

While it is easy to follow competitors in an effort to stay on top of their activity, do not copy them; use them more as a guideline. Build your voice on your channel in a unique way.

3

### Listen

It is recommended that you regularly monitor the comments about your company, brand, and products and that you respond in a timely and engaging way.

4

### Audience Development

Driving traffic to videos will play a part in building your audience. Make sure to cross-promote the YouTube videos with other associated social media profiles as well as display them on your website. That way users who are connected to your brand on one social media platform have the opportunity to see the other platforms your brand is using and connect there as well.



# SETTING UP YOUR YOUTUBE CHANNEL



**Dimensions:** YouTube channel backgrounds must account for the fixed width of the channel content. The area that displays your videos and profile information is 2048 pixels wide. Note that the top area that displays the YouTube logo and search is not taken into account with regard to your background. Your background image will begin below the white YouTube bar, so all content should be started near the top of your image.

Screen real estate depends on monitor resolution. A good image size to work with is **2560x1440 pixels** total (minimum 2048x1152 pixels).

**Maximum File Size:** 6MB

**Layout:** It is important to understand that YouTube will center your background image behind your channel content. This means that your important image content should appear just to the left and right of the 960 pixel center column. It also means that people with large or widescreen monitors will see much more of your image stretching out to the right and left of their screen. This is why it's good to use a very wide image (2048+ pixels).

The content in your YouTube background should be as close to the central 960 pixel column as possible without going behind it. Again, test different resolutions with the tools within your Channel to Preview on various devices to see where viewers might be cropping your image and adjust accordingly to account for variation.



# YOUTUBE VIDEO CONTENT DEVELOPMENT WITH SEO IN MIND



YouTube is the second most popular search engine behind Google. Optimizing your channel and videos allows for a higher likelihood of your videos being returned high in search results within YouTube and in universal search results such as Google and other search engines. In either situation, it will be your YouTube channel URL and YouTube video URLs that are being indexed.

## YouTube Channel Optimization

Placing keywords in content throughout your YouTube channel is critical to gain ranking for the channel itself. It is also important to keep the channel active in the YouTube community by posting comments on other channels and encouraging communication on your own channel. Here are some specific details on how you can optimize your own YouTube channel:

- *Choose a URL name that reflects the primary keywords for your company.*
- *Include keywords in the channel profile descriptions.*
- *Include your country location in the channel profile to keep the campaign targeted to the correct geographic region (wherever you are located or want to target)*
- *“Favourite” videos from other authoritative and relevant YouTube channels that post content.*
- *Create playlists to group similar themed videos together. Ideally these playlists would include videos with similar keywords being used in the video title and description. Use YouTube Analytics to identify the videos that drive the most subscriptions monthly. Then, add these videos to a playlist that can be featured at the top of your channel homepage.*
- *Keep the channel up-to-date by adding videos and content to the channel on a weekly basis.*
- *Implement custom design on the channel that matches the company website. This is for branding rather than optimization.*



## YouTube Video Optimization

Keywords are also critical for video content when optimizing individual videos. Social interaction is also a contributing factor in getting your videos to rank well in search results. Here are some specific details on optimizing your YouTube videos:

- *Identify keywords that relate to the video. Ensure that the keywords are specific to the content of the video you are optimizing. Implement these keywords throughout the video upload options in YouTube as follows:*
  - *Use keywords in the title of the video, keeping it less than 50 chars long.*
  - *Place keywords in the video description. Include a link back to a relevant page on the company website (the relevant CTA landing page if it exists, or complementary content, or the homepage at the very least).*
  - *Place tags on the video in order of importance (1 to 5 word phrases) that include target keywords (even though these do not display to the end user).*
  - *Link to the video from external websites that use the same keywords you optimized the video for.*
  - *Include keywords in the video file's name before uploading.*





- *Tag videos by geographic location and / or date if relevant to the optimization. This can be done by editing each video in the YouTube account and setting the tag on the map for each video.*
- *Include captions on videos that include keywords where relevant. Captions can be added using the built-in YouTube tool.*
- *Encourage community feedback on videos posted. The more comments, views, and rating your videos receive, the better they will rank in YouTube search results.*
- *When uploading your video, allow it to be syndicated (in the options menu). This allows for the video to be embedded on websites.*
- *Keep video content branded with the company website URL displayed at the beginning and end of the video, watermarking, and standardized video introductions and endings. This is for branding rather than optimization.*

**Example:** Umami Marketing's video on [How to Make Great Content for B2B Video Marketing](#)



How to Make Great Content for B2B Video Marketing

369 views

Umami Marketing ©  
Published on Nov 26, 2017

Visual content stands out more than other types of media, is easier to digest and preferred by many, and also allows viewers to connect deeper with the content and build familiarity and trust with any people within the video.

In 2016, 62% of B2B marketers rated video an effective content marketing tactic (Content Marketing Institute), and 70% of B2B buyers and researchers watch videos throughout their path to purchase. Video has become an integral part of the B2B buying experience. So with that in mind, here are some key considerations when creating videos as part of your B2B marketing strategy:

- 1:09: Determine Your Style
- 1:53: Keep your Video Short & Simple
- 2:29: Develop a Compelling Script
- 2:56: Use What You Already Have to Start Shooting
- 3:54: Test What Works

Now that you know more about successful B2B video marketing, please check out our recent blog posts covering more useful Inbound Marketing tips: <http://blog.umamimarketing.com/>

The term 'B2B Video Marketing' is used in the video's title, description, as well as listed in the tags. Also, it was embedded on the Umami Marketing blog (link below), which adds to the video's SEO klout, and it shows that the video was enabled for syndication.

While every single SEO element might not be able to be used on all videos, try to include as many as possible.

## Custom Thumbnails:

According to the [YouTube Creators Academy](#), 90% of the best-performing videos on YouTube have custom thumbnails. Once your account has been verified, you will be able to add and upload Custom Thumbnails for each of your videos.



The title video asset is representative of the brand and also helps these videos stand out against the competition on a results page. Additionally, the video title is included within the thumbnail to further convey the value and key information of the video content.



## Cards

Cards, appearing on both mobile and desktop devices, provide an opportunity to push your viewers towards other videos, channels, polls, and so on. You can insert a Card into the channel trailer to push viewers to consume even more channel content. When a viewer clicks the Card, it expands to reveal new video options to explore. This particular card can be triggered within the first few seconds of the video, allowing you an opportunity to capture those about to lose interest before they drop off.

## Watermark

Make sure your videos include your brand's watermark in the bottom right-hand corner, which reveals the option to subscribe when hovered over. The watermark is an important branding inclusion, as it provides viewers with an opportunity to subscribe to the channel without leaving the video window.



## Leveraging Videos on the Website

Leveraging video content for search engine optimization is an excellent way to expand a website's ranking across multiple verticals. Optimizing videos on your website creates the opportunity to have your website's URL rank in Google and other search engines for video content, both in video vertical searches and in universal search results. Here are some specific details on optimizing your website for videos:

- 1** Videos can be uploaded on the company site using YouTube embedding. Publish these on the blog with the transcript as text content within.
- 2** Create a transcript of what is said in the video to help search engines understand the video content. Since search engines cannot view videos, the transcript is required for the search engine spiders to read the text associated with the video. Instructions on adding a transcript:

Search

0:02 / 4:59

Umami

How to Make Great Content for B2B Video Marketing

369 views

Umami Marketing

Published on Nov 28, 2017

Visual content stands out more than other types of media, is easier to digest and preferred by many, and also allows viewers to connect deeper with the content and build familiarity and trust with any people within the video.

In 2016, 62% of B2B marketers rated video an effective content marketing tactic (Content Marketing Institute), and 70% of B2B buyers and researchers watch videos throughout their path to purchase. Video has become an integral part of the B2B buying experience. So with that in mind, here are some key considerations when creating videos as part of your B2B marketing strategy:

- 1:09: Determine Your Style
- 1:53: Keep your Video Short & Simple
- 2:29: Develop a Compelling Script
- 2:56: Use What You Already Have to Start Shooting
- 3:54: Test What Works

Now that you know more about successful B2B video marketing, please check out our recent blog posts covering more useful Inbound Marketing tips: <http://blog.umamimarketing.com/>

- Go to your [Video Manager](#) by clicking your account in the top right > Creator Studio > Video Manager > Videos.
- Next to the video you want to add captions or subtitles to, click the drop-down menu next to the Edit button.
- Select Subtitles/CC.
- Click the Add new subtitles or CC button.
- Choose [how you want to add or edit subtitles or closed captions to your video](#) (the easiest option is to do this automatically and edit as needed).
- When finished, view the video on its regular YouTube page.
- Click the 'CC' button in the bottom right hand corner of the video.

3

Create a video sitemap for search engines to reference the content and location of the video file on the company site. Technical details for creating a video xml sitemap can be found here: <https://support.google.com/webmasters/answer/80471?hl=en>. Here are some additional optimization guidelines for video sitemap content:

- *Use keywords specific to the video in the file naming where possible, video title, video description, video tags, etc.*
- *Always include the video length in the video sitemap. The expiration date, geographic restrictions, etc., can also be included if applicable to the video.*



## Categorize

Once your video has been uploaded to YouTube, one of the most important steps to consider is choosing the right category and tags for your video. Categories aren't always as straightforward as they seem. The key here is to run a search on similar content by keyword and then make a note of how that content has been tagged and categorized. From this research, you will be able to make informed selections as to which categories will best serve the goals laid out.

It is also worth paying attention to less popular categories if they fit the content, as you may be able to reduce your competition, and thus propel your video to the most popular or most viewed within your specific category.



## Video Tagging

YouTube allows you to tag your videos with keywords that make your videos show up in relevant searches - both within YouTube and within search engines such as Google. There are two goals that need to be considered when selecting which keywords to use when tagging videos - search results and related videos.

Videos posted to YouTube should include a few generic keywords that have a high search volume, as well as a few specific long tail keywords. By targeting the generic keywords, the goal is to find your video being recommended in site and search engine searches.

Generic keywords should be used across all videos. The idea here is to make it as easy as possible for viewers to engage with all your content, rather than jumping away to “related” content that actually has nothing to do with your company. Long tail keywords are used on a case-by-case basis based on the content of the video.





# RECOMMENDED VIDEO PROMOTION METHODS



## Google Ads / LinkedIn Advertising:

Paid advertising could be used as a complement to any lead generation video campaigns. The goal of paid campaigns are to drive traffic to a lead generation page and optimize bidding strategies to maximize conversions.

- *Add new video ad campaigns for video, where relevant.*

## Social Media Distribution:

Socially share videos on all social channels.

## Presence on Website:

- *Create a blog post with the transcript and embedded video for every video published on the YouTube channel.*
- *Where relevant, include embedded video on the website beyond the blog.*
- *Add relevant CTAs (should be referenced in the content calendar).*

## Monthly Newsletters:

- *Schedule a monthly newsletter to all active and non-active customers or registered recipients that includes a summary and links to your latest videos and content.*



# MONTHLY REPORTING & REVIEW



Using Google Analytics and YouTube Channel Analytics, along with your CRM and marketing platform, you can measure your video insights, website traffic, leads and sales.

Create a monthly report to review:

- ✓ *Effectiveness of individual videos/campaigns.*
  - *What is your top performing video? What helped make this video succeed?*
  - *What is your worst performing video? Why do you think this content didn't resonate as well?*
  - *What is a video you thought would do well but failed to drive results?*
- ✓ *Audience Analysis*
  - *Use YouTube's Demographics report (Creator Studio -> Analytics -> Demographics) to find out more about who is watching your videos: what's their age range, gender, location?*
  - *You can then use this information to help you brainstorm future content ideas targeted to those viewers' needs and interests*

✓ *Engagement Analysis*

- *YouTube offers a number of reports (Comments reports, Sharing reports, Likes and Dislikes reports, Subscribers reports and Watch Time reports) so you can view and understand viewer engagement over time. What types of content or videos seem to generate the most audience engagement?*

✓ *Retention Analysis*

- *Navigating through the Audience Retention report (Creator Studio -> Analytics -> Audience Retention) will help you understand how much of your videos viewers are watching, and at what points throughout the video viewers are engaging or leaving. If you find viewers are regularly clicking away from your videos midway through, what can you do differently to keep them interested and engaged until the end?*

✓ *Discussion of new marketing initiatives to increase lead generation.*

✓ *Review sales from incoming leads.*



# About Us

---

Umami Marketing is a results-driven inbound marketing agency based out of Vancouver, BC, Canada. We are a one-stop shop for small to medium-sized businesses' marketing needs, including search engine optimization, social media marketing, content creation, Google Adwords and other paid marketing campaigns, and also Wordpress design and development. We're passionate about marketing and excited to partner with you in elevating your web presence and reaching your inbound marketing goals.

**Get Your Assessment With an Inbound Marketing Specialist**

*"Liked what you read? Why not sign up for a free Inbound Marketing Assessment?"*

The logo for Umami Marketing is centered in a white circle with a red border. The word "Umami" is written in a teal, lowercase, sans-serif font, and the word "MARKETING" is written in a smaller, red, uppercase, sans-serif font directly below it.

**Umami**  
MARKETING