

DEDICATED. WE DO WHAT IT TAKES.
RESPECTFUL. WE VALUE OUR PEOPLE, OUR CLIENTS & OUR WORK.

CORE VALUES

HUMBLE. WE'RE QUIETLY CONFIDENT.

DRIVEN. WE EVOLVE BEYOND THE STATUS QUO.
PASSIONATE. WE'VE GOT PURE HEART AND ENERGY.

FUN! WE DON'T TAKE OURSELVES TOO SERIOUSLY.

csi.

csi.

**YOUTUBE FOR
B2B BRANDS**

WHO WE ARE.



RICH CANNAVA

President & Partner



ERIC BRATTEN

Director of Digital Strategy



JESS GONZALEZ

Digital Marketing Manager

TODAY'S AGENDA.

- YouTube statistics and benefits
- How to build a B2B YouTube channel
- B2B YouTube use cases
- How to drive revenue through YouTube
- Q&A

FIRST, LET'S TALK ABOUT VIDEO MARKETING.

As a medium, video must play a vital role in all of your B2B demand generation campaigns.





**B2B BRANDS THAT USE
VIDEO MARKETING
GROW THEIR REVENUE
49% FASTER YEAR-
OVER-YEAR THAN
BRANDS THAT DON'T.**

(SOURCE: FOUNDATION)

SO WHY YOUTUBE SPECIFICALLY?

YOUTUBE IS MORE THAN JUST A VIDEO HOSTING PLATFORM.

It's a full-blown social media network and search engine. It not only serves as a library of your video content, but encourages discovery and engagement, which ultimately drives revenue.

SOME INTERESTING YOUTUBE STATISTICS...

**YOUTUBE IS THE
2ND LARGEST SEARCH
ENGINE AND SECOND-
HIGHEST RANKED SITE**

SOURCE: ALEXA

**5 BILLION YOUTUBE
VIDEOS ARE VIEWED
ON AVERAGE
EVERY DAY**

SOURCE: OMNICORE

**OVER 2 BILLION
LOGGED-IN USERS VISIT
YOUTUBE EACH MONTH**

SOURCE: YOUTUBE

THE BOTTOM LINE: Regardless of demographic, there's a good chance your prospects use YouTube.

BUT WHAT ABOUT IN A B2B CONTEXT?

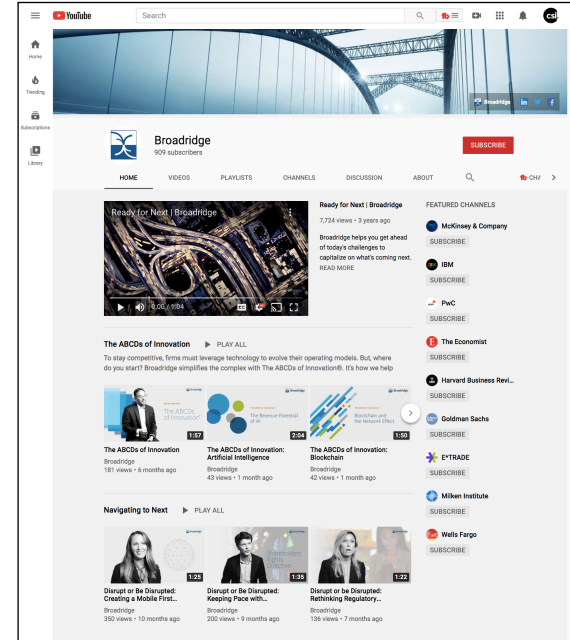
BUT WHAT ABOUT IN B2B CONTEXT?

- **YouTube encourages discovery via search:** When you publish videos relevant to your prospects' questions and pain points, they can find their answers — and your company — more easily.
- **It improves customer experience:** You can provide a library of education and product information for your customers to improve their experience. In fact, 59% of B2B marketers use YouTube to distribute content.
- **It encourages binge watching:** When you leverage features like end cards, it encourages people to watch more videos and get to know your brand better.

HOW TO BUILD A B2B CHANNEL.

VISUAL & ORGANIZATION.

- Select artwork for your channel that reflects your branding.
- Use the featured video space to bring attention to important, timely videos.
- Organize your videos into playlists to make it easier for viewers to navigate your channel and find videos that are most relevant to them.

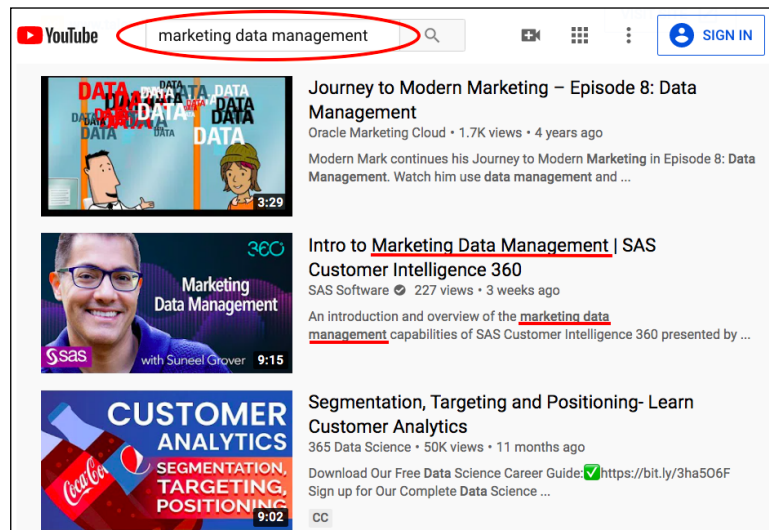


CREATE & OPTIMIZE FOR DISCOVERY.

Create videos that are relevant to what users are searching for (hint: do your research!).

You can optimize these videos to appear higher in searches by including keywords in your titles and video descriptions.

And don't underestimate the power of a good thumbnail.



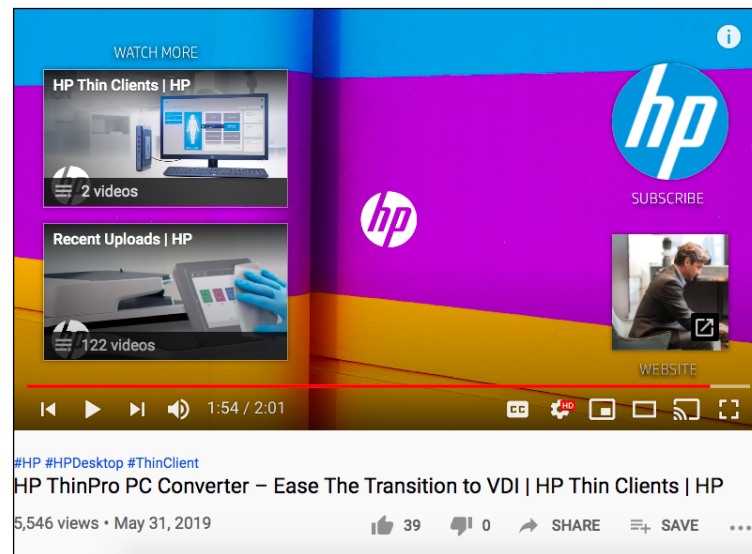
The image shows a screenshot of a YouTube search results page. The search bar at the top contains the text "marketing data management" and is circled in red. Below the search bar, three video results are displayed:

- Video 1:** "Journey to Modern Marketing – Episode 8: Data Management" by Oracle Marketing Cloud. The thumbnail shows a man and a woman in a data visualization setting. The video duration is 3:29.
- Video 2:** "Intro to Marketing Data Management | SAS Customer Intelligence 360" by SAS Software. The thumbnail features a man with glasses and the SAS logo. The video duration is 9:15.
- Video 3:** "Segmentation, Targeting and Positioning- Learn Customer Analytics" by 360. The thumbnail features the Coca-Cola logo and the text "CUSTOMER ANALYTICS SEGMENTATION, TARGETING, POSITIONING". The video duration is 9:02.

GROW YOUR AUDIENCE.

Encourage viewers to subscribe to your channel and watch more videos by leveraging features like end screens to provide a “next step” after each video.

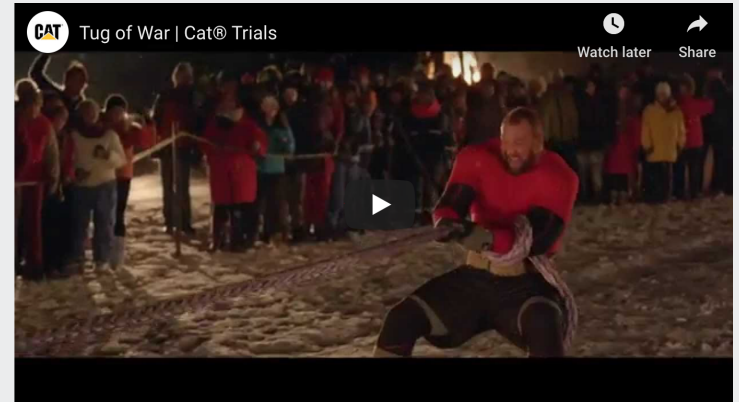
FUN FACT: The more people “binge” your content, the higher YouTube will rank your channel in searches.



USE CASES FOR YOUR CHANNEL.

BRAND STORYTELLING.

- Brand films
- Company mission videos
- Announcements, launches, and social campaigns
- Event videos



SELLING YOUR COMPANY CULTURE & VALUES.

- Employee profiles
- Behind-the-scenes videos
- Recruitment videos
- Philanthropy video



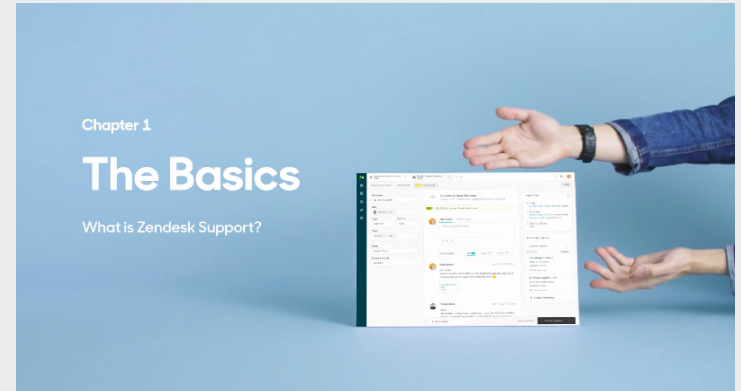
SOCIAL PROOF.

- Customer testimonials
- Case studies
- Expert interviews and collaborations
- User-generated content



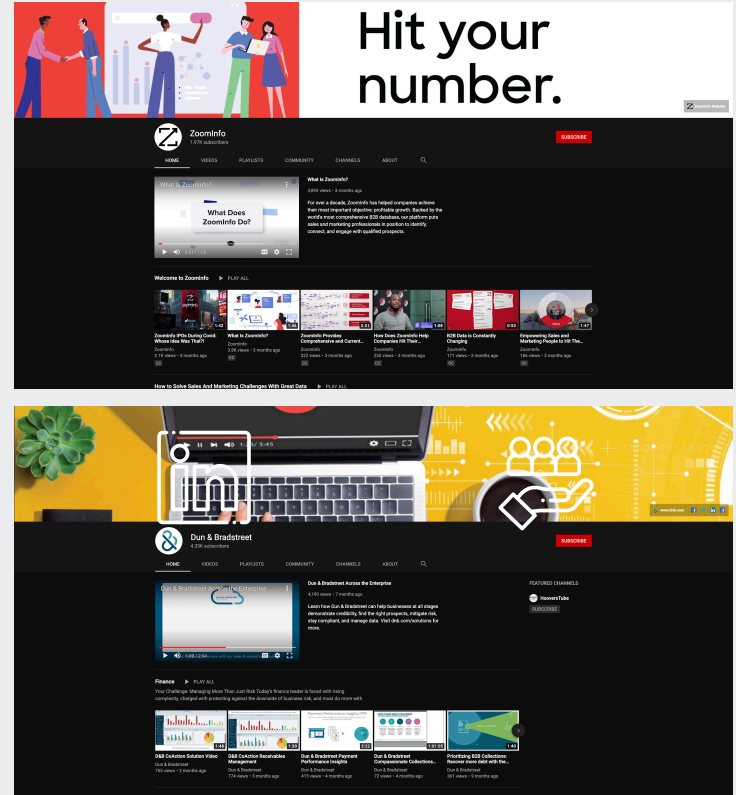
SALES ENABLEMENT.

- Product feature videos
- Product demos
- Instructional videos
- Training and tutorial videos



MEDIA CHANNEL.

- Own the conversation
- Become the authority
- Sponsored content
- Ad & YouTube Premium Revenue



HOW YOUTUBE HELPS DRIVE REVENUE.

A BACKBONE THAT FILLS YOUR FUNNEL.

WHEN DONE CORRECTLY...

- YouTube can be the foundation and host for each stage:
 - Awareness
 - Consideration
 - Decision
 - Nurture
- It's not Vidyard or Wistia, but you can use it as such.



THE SUM OF YOUR YOUTUBE EFFORTS.

- Google owns YouTube
- Increased YouTube traffic = increased website traffic
- Superior customer experience
- Lift in brand perception
- Targets future generations

...and thus drives revenue.

80%

OF PEOPLE SWITCH BETWEEN ONLINE SEARCH AND YOUTUBE DURING THE SHOPPING PROCESS.

YOUTUBE REACHES **MORE 18- TO 49-YEAR-OLDS** THAN ANY BROADCAST OR CABLE TV NETWORK.

YOUTUBE ADVERTISING.

YOUTUBE ADVERTISING.

Beyond building and optimizing your channel, advertising on YouTube is a great way to maximize the reach of your brand voice and video content.

An effective YouTube advertising campaign can generate demand, leads, and revenue.



Viewers who completed TrueView ads were

23x more likely to visit and/or subscribe to a brand channel, watch more by that brand, or share the brand video.

YOUTUBE ADVERTISING: TARGETING

B2B brands should take full advantage of Google's unique data and targeting capabilities to reach very precise audiences that drive B2B decision-making.

MOST EFFECTIVE B2B TARGETING METHODOLOGIES:

- Interest-based approaches: In-market and Custom Intent
- Website and app remarketing
- Customer Match
- Similar Audiences

YOUTUBE ADVERTISING: FORMATS

Video formats for driving reach, awareness and recall:

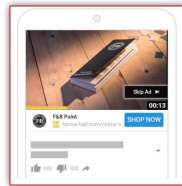
Solution	Video Length	Bid Approach
Bumper ads	:06	CPM
TrueView for reach	Open	
Reservation 15s	:15	
Outstream video ads	:30 or less	
Masthead	Open	

Video formats for driving consideration and interest:

Solution	Video Length	Bid Approach
TrueView in-stream	Open	CPV
TrueView discovery	Open	
TrueView for shopping	Open	

Video formats for driving action:

Solution	Video Length	Bid Approach
TrueView for action	Open	CPA
Universal App Campaign for Video	Open	



BUMPER ADS

6-second non-skippable ads running in the video player before content video.

TRUEVIEW FOR REACH ADS

Skippable in-stream ads running in the video player before, during, or after content that are optimized for scale.

TRUEVIEW DISCOVERY

Video ads that run on the YouTube search results and watch pages; consist of an image thumbnail, title, and truncated description.

TRUEVIEW FOR ACTION

In-stream ads running in the video player geared toward driving leads and conversions.

YOUTUBE ADVERTISING: MONDAY.COM EXAMPLE

Targeted based on the “insurance for small business” search term.

Trueview
skippable
in-stream
video ad

Overlay
banner ad

The screenshot shows a YouTube interface with the search term "insurance for small business". The main video player displays a TrueView skippable in-stream video ad for Monday.com. The ad has a dark background with a progress bar and a "Sign Up Free" overlay banner. The video content is a calendar view of tasks:

Task	Person	Status	Timeline
Presentation for new clients	[Person 1]	Done	Nov 12-23
Publish social campaign	[Person 2]	Stuck	Nov 20-29
Security report	[Person 3]	Done	Nov 15-26
[Task]	[Person 4]	Working on it	Dec 9-15
[Task]	[Person 5]	Done	Dec 12-20

Below the video player, there is a companion banner ad for Monday.com and a video recommendation for "Single Member LLC Mistakes" by Hawthorn Law.

Companion
banner ad

Note that even if
a viewer skips
the video, the
companion
banner remains.

**Collection of ads all optimized for lead
generation with a sign-up for free offer.**

THE BOTTOM LINE.

Combining a strong and purposeful channel with a targeted paid advertising effort on YouTube will only elevate a B2B brand's ability to both form a deeper connection with existing customers and attract new ones, which will show up in your bottom line.

Q & A.



THANK YOU.