



DEMOLITION MARKETING MASTERCLASS
**TAKING YOUTUBE TO
ANOTHER LEVEL**

MARK ANTHONY



the only
limitations you
will ever have
are the ones
you put on
yourself



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**This Demolition Marketing
Masterclass is a
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Depending on your viewpoint, YouTube is a source of entertainment, a search engine, or a useful and unprecedented information resource. Increasingly, however, it is a key tool of the modern marketing world, potentially allowing companies to reach a wider audience and deliver key sales and marketing messages like never before.

But, like any tool, YouTube only really works if it is applied correctly.

In this exclusive guide, we offer an insight into how to get more views on your videos, how to rank more highly in YouTube's search system, and how to keep viewers coming back for more.

It is stating the obvious to say that the way in which we consume and acquire information has changed almost beyond recognition over the past decade. The paper-based brochures that were once the primary weapon in a demolition company's marketing arsenal have been replaced by interactive websites; the phone calls between contractor and client have been at least partly replaced by emails; and while the contractor of the past might have demonstrated their expertise with photographs from a past project, the forward-thinking contractor of today now simply guides the client to a dedicated YouTube channel.

YouTube is now the world's second-largest search engine, coming in just behind Google (YouTube's parent company).

For some people, it is the go-to destination for everything from videos of cats falling down stairs, through how-to maintain their car,

to a valuable resource to aid with the procurement of equipment and services.

But like those first-generation websites – you remember the ones; lots of colours and fonts, non-functioning links, and navigational dead-ends – the way in which demolition companies (and those product and service providers supplying them) have embraced YouTube varies wildly. And very few are taking maximum advantage of the platform's potential reach.



So we have produced an exclusive checklist to help **YOU** get the most out of YouTube for your company.

This proven checklist will help you gain more views, win more subscribers, and rank higher in YouTube algorithms to ensure that your company comes at or close to the top when potential customers hit that search button.

And, to make things even better, all of these lessons can be applied retrospectively to existing YouTube videos, allowing you to squeeze even more value out of existing films.

We really hope that you enjoy this guide and that you will embrace the skills contained herein to push your YouTube presence to a whole new level.

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A modern, minimalist desk setup. On a white shelf, there is a framed piece of calligraphy that reads "A day without laughter is a day wasted", a small framed picture, and a white vase with a plant. Below the shelf, on the desk, there is a laptop displaying a collage, a framed picture of a person, a small black speaker, and a glass vase with a plant. A white chair and a wire basket are also visible in the foreground.

The arrival of YouTube brought with it a whole new language of its very own. For the more experienced among you, please feel free to skip this part if you know your way around the system. But if you're relatively new to the inner workings of YouTube or if you just want to be sure, please use this simple glossary to guide you through the YouTube minefield.

GLOSSARY

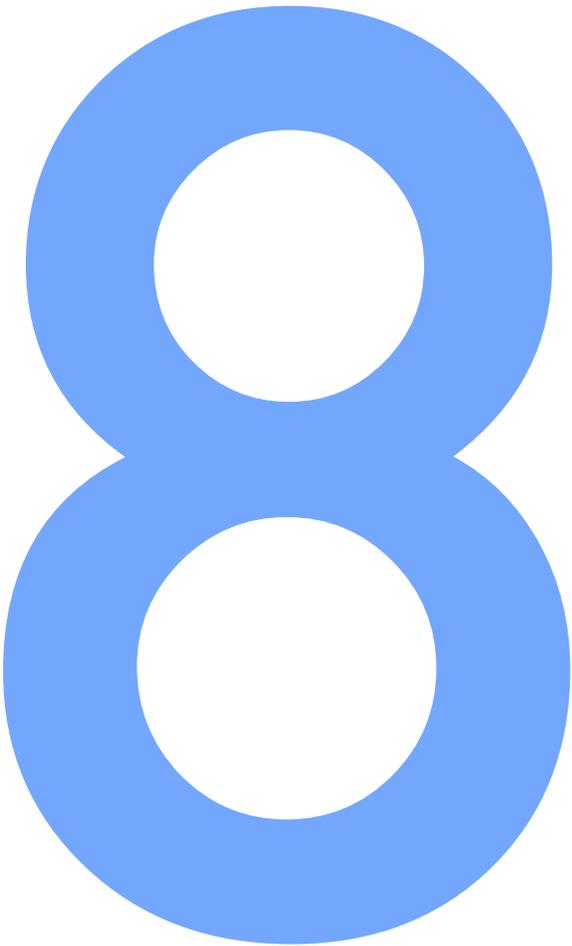


- **Analytics:** Located within the Video Manager on your YouTube channel, YouTube analytics allows you to monitor the performance of your channel and videos with up-to-date metrics and reports. Those reports include watch time, traffic sources and demographics.
- **Audience Retention:** A key factor in determining the ranking of a video, this is a measure of video engagement based upon how much of the video each viewer actually watches.
- **Call to Action:** An instruction intended to induce a viewer, reader, or listener to perform a specific act (visit a website, subscribe etc)
- **Embeds:** The system of placing (embedding) a YouTube video on an external website or blog.
- **Keywords:** The search terms used by YouTube to allow viewers to find precisely what they are looking for. Also: Keyphrases. For example, keywords might be #demolition #contractor; a keyphrase might be #demolition and recycling contractor.
- **Ranking:** The position (or rank) allocated to a particular video based upon a variety of key indicators.
- **Tags:** (or hashtags) are words or phrases used by YouTube to help collate content and to facilitate more accurate search.
- **Thumbnails:** The picture used to illustrate a YouTube video and which provides an important indicator of that film's content.
- **Viewing Time:** Simplistically, this is the length of time that a film is watched for (or audience retention). But it is possible to achieve an audience retention of more than 100% if a viewer rewinds and re-watches a specific part.



SOCIAL MEDIA IN GENERAL AND YOUTUBE IN PARTICULAR ARE FAST-PACED AND EVER CHANGING; USERS HAVE VERY SPECIFIC DEMANDS AND VERY LIMITED ATTENTION SPANS.

SO BEAR IN MIND THESE KEY TENETS:

- 
- **Content is king** - All the well-informed and slick optimisation in the world will not help a bad video gain viewers and subscribers.
 - **Your time is limited** – Research suggests that your video might have as little as five seconds to grab the attention of the viewer; so push your branding and fancy intros to the end and give the viewers what they want from the beginning.
 - **Play to the device** – As much as half of all YouTube content is consumed on a mobile device, with a large proportion of that viewership watching with the sound off. So let the visuals tell the story quickly and concisely.
 - **Go native** – Facebook does allow you to embed video, and so does Instagram. But remember, both these platforms have very different requirements. Instagram videos, for example, are currently limited to just one minute and are natively displayed in a square format.
 - **Ranking over Views** – We would all love to produce a viral video that spans the world and makes us Internet-famous overnight. But the truth is that ranking means far more than viewing numbers. If only 500 people in the world are searching for the product or service you are offering and your video is ranked highest, it won't matter if that film has 100, 1,000 or 1,000,000 views.



**NOW, ON
WITH THE
CHECKLIST!**



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TITLE

CREATE A GREAT TITLE
AND USE KEYWORDS

DESCRIPTION

OPTIMISE YOUR DESCRIPTION
WITH KEYWORDS AND LINKS

TAGS

OPTIMISE TAGS WITH KEYWORDS
AND LIKELY SEARCH TERMS

THUMBNAIL

UPLOAD AN
AWESOME THUMBNAIL

RANKING

INCOMING LINKS

RANKING

VIEWING TIME

RANKING

LIKES AND DISLIKES

RANKING

VIDEO EMBEDS

RANKING

VIDEO SHARES

RANKING

PLAYLISTS YOUR
VIDEO IS ADDED TO

RANKING

SUBSCRIBERS

RANKING

COMMENTS

CARDS

LINKS TO OTHER FILMS



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TITLE

Bearing in mind the five-second attention span of the average YouTube viewer, the title you select for your film is a key factor in grabbing the attention of passing eyeballs.

It is, therefore, important to create a title that is clear, attention-grabbing, informative and even provocative.

Think of the film title as the video equivalent of a newspaper headline; something that will stop the passing reader in their tracks and make them stop and take notice. Your goal is to make it irresistible so that viewers click on it and watch the video.

But you also need to be savvy in your use of words when creating your title – You have a limited amount of words and, ideally, you need each word to make the maximum impact by using as many of your primary and secondary keyword phrases in the title.

In some ways, this can go against the grain, as the temptation is to include the full name of the company within the title. However, unless you are really lucky, the chances are that your potential reader will not be searching in that way. So while your preferred headline might be Joe Bloggs Demolition Ltd Carries Out Top-Down demolition, you would likely see more success with something like Awesome Top-Down Demolition (I realise that words like awesome do not sit well with British sensibilities; but – as we said before – YouTube has a language all its own, and you will see better results if you speak it!)

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DESCRIPTION

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Few people realise but YouTube allows you 5,000 characters in which to describe the contents of your video. So it is worth bearing in mind that the words contained within your video are not searchable; but the words contained within your description most certainly are. And this is where you can bring keywords and outbound links to bear.

It is vital that you include every single primary, secondary and related keyword phrase that you can.

In addition to providing a detailed description of the contents of the film (the project or product featured, key features and benefits etc) you can also include relevant links to your website and other social media channels.

NOTE – When adding a URL to a YouTube description, be sure to include `http://` in front of the link to make it "clickable".

Tags or hashtags are a key element of YouTube's search system and provide you – the video creator – with another opportunity to attract viewers to your film or channel.

Of course, it is vital to include your usual keywords but it is equally important to use keyword phrases as these will help you pre-empt how potential viewers might encounter your content.

To give you an example, let's assume that your company manufactures hydraulic breakers. The temptation is to use tags such as #hydraulic #hammer #breaker or #attachment. But anyone searching based purely on those tags will be presented with hundreds of thousands of potential search results. But if you use the keyword tag #hydraulic hammer for 20 tonne excavator or #breaker for skid steer loader, you will rank considerably higher and stand far more chance of attracting viewers seeking that specific type of product.

Also, don't forget that you are allowed a **LOT** of tags. Use them all (but with the key ones at the beginning), and use commas to separate your keywords and phrases.

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TAGS



THUMBNAIL



A good thumbnail is one of the most important keys to getting people to click on your video and watch it.

Of course, YouTube will automatically add a thumbnail to your film while it is uploading, utilising a “screen grab” from within the film.

But to make maximum impact, it is vital that you plan your thumbnail ahead of time and take a good picture specifically to use as the thumbnail.

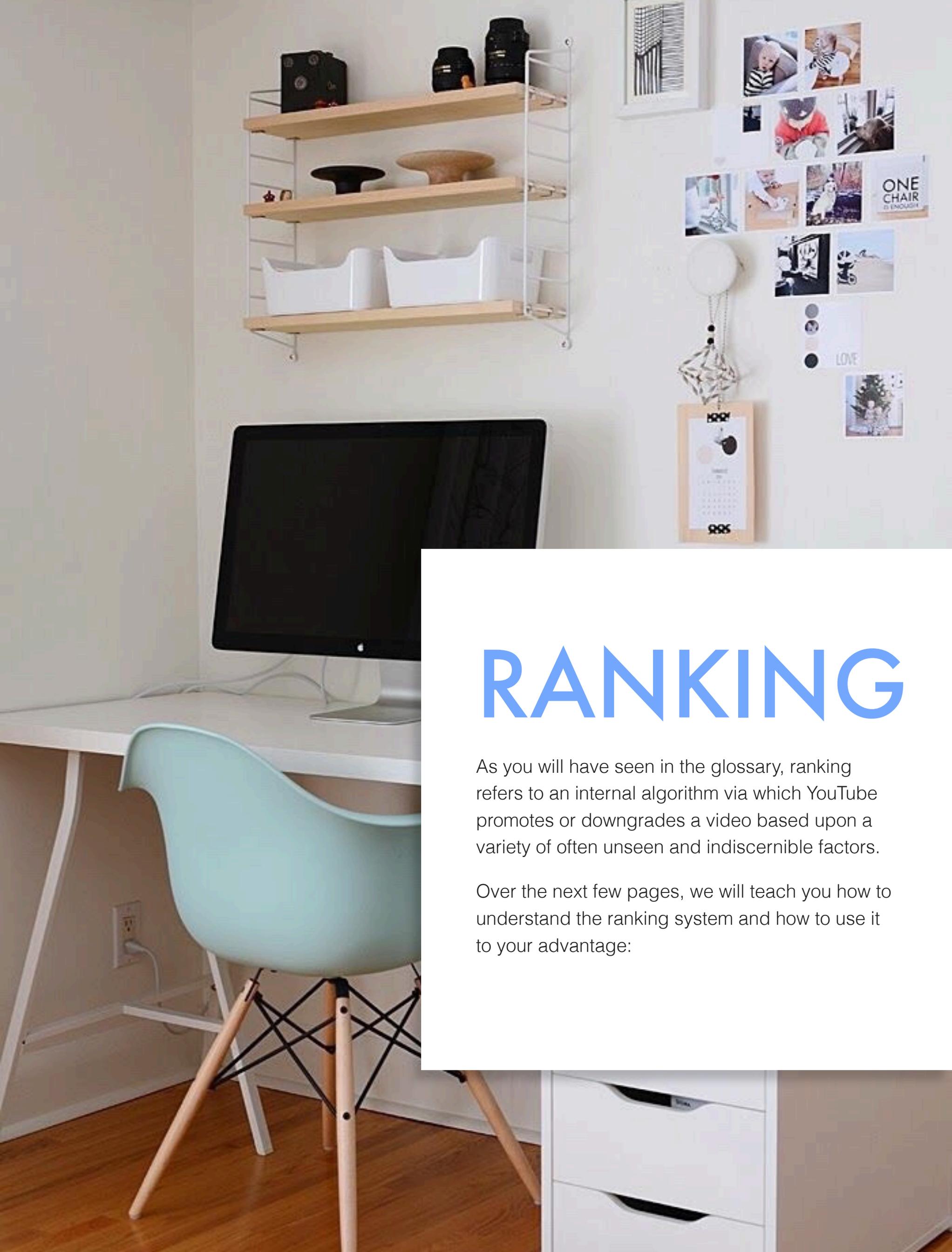
(NOTE: To allow uploading of a custom thumbnail, you must first enable the YouTube channel for monetisation).

Obviously, good thumbnails are bright, proactive, clear, and interesting. But there is also a science behind making a thumbnail stand out from the crowd.

Research suggests that people react more positively to thumbnails that use slightly over-saturated colours and marginally reduced contrast.

The addition of text over or beside the image can also be eye-catching. Of course, such an effect can be achieved using software such as Adobe Photoshop. But if you’re on a budget or cannot be bothered to learn the intricacies of graphic design, check out www.canva.com – It is a web-based tool that allows you to create YouTube thumbnails (and a variety of other design projects) using existing templates.

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RANKING

As you will have seen in the glossary, ranking refers to an internal algorithm via which YouTube promotes or downgrades a video based upon a variety of often unseen and indiscernible factors.

Over the next few pages, we will teach you how to understand the ranking system and how to use it to your advantage:



Incoming Links

Incoming links include links from articles, blog posts, websites and other social media platforms. The number (and the quality) of incoming links help your video rank higher on YouTube and Google Search.

So when you have uploaded your new video to YouTube, be sure to embed it on your company (or personal) website and to inform any and all social media followers you might have of its existence.

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Viewing Time

One of the newer ranking factors added to the YouTube system relates to “audience retention”. So you don't just want views on your videos; you want people to watch as long as possible.

Therefore, your content needs to be engaging to hold your audience's attention. It is for this reason that many experienced YouTube professionals use the beginning of their videos to “tease” content that actually appears much later.

To find out more, in your YouTube account, go to your Analytics and study your “Audience Retention.” This will give you clues about where your audience is dropping off and leaving your videos.

NOTE: You might think that the maximum viewing time for a one-minute video is one minute. It's not. In fact, it is quite possible to achieve a viewer retention of more than 100% if viewers choose to rewind to watch a specific part more than once. Such a result will ensure an even higher ranking.



Video Views

The total number of views helps determine your search rank. To truly “rank” on YouTube, you need to secure as many views as possible.

In order to do so:

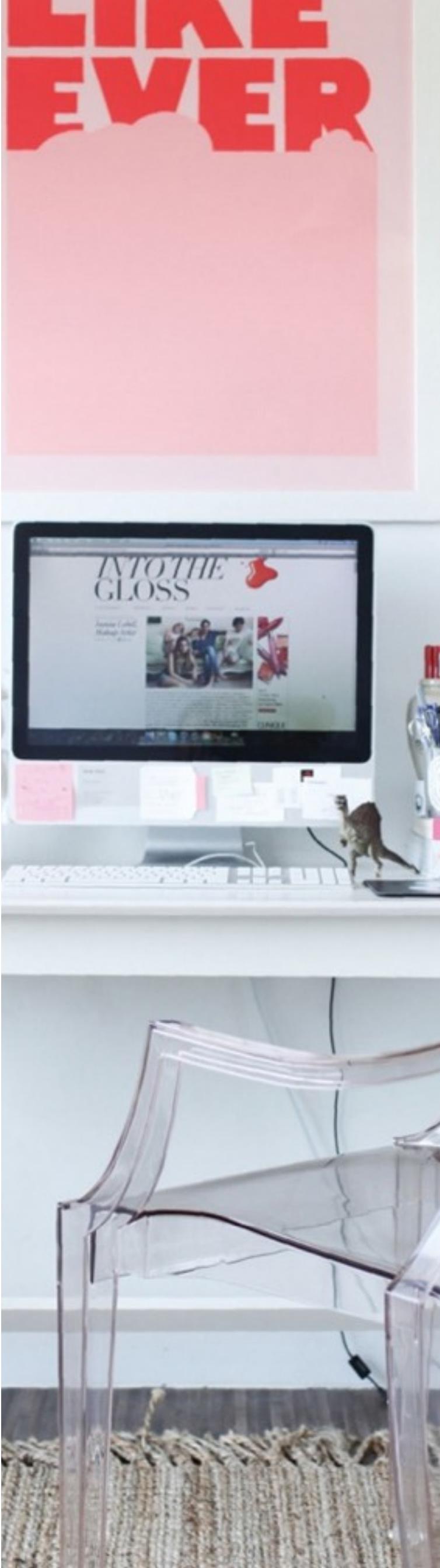
- Share your videos on your social media channels.
- Send an email to your customers, clients and contacts list letting them know about the video.
- Have friends, colleagues and other influencers share your video.
- If appropriate, share the link with a website like DemolitionNews.com or Diggers and Dozers and have them embed your film.

Likes, Dislikes and Favourites

The total number of likes and dislikes tell YouTube that people are watching and interacting with your content and help determine your search rank.

Although not always possible or appropriate, it is possible to obtain more video likes as follows:

- Ask people to link your video verbally or within your video description.
- Include a call to, "Like, Comment, Subscribe and Favourite," in your intro or outro.
- Remind viewers to like your video when you share it on a social media platform or in an email.



Video Embeds

Having your video embedded on an external website or blog also helps determine your search rank.

Here are some tips:

- Embed your video on your own website.
- Embed your video in one of your blog posts.
- Issue a press release and embed your video within it.

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Video Shares

When viewers click the "share button" and share your video with others, it helps determine it helps determine your search rank.

- Don't be afraid to ask people to share your video either verbally within the film or in the video description.
- Include a call to "Share Your Video" in your intro or outro.
- Remind viewers them to share your video with their friends and colleagues when your share it on social media platforms or in an email.
- Share your own video using the share buttons.



Playlists

Another key factor that helps a video achieve a positive ranking is when they are added to "playlists."

Here are some tips for getting your videos added to playlists:

- Create your Own. Organise and group your videos into different playlists that have titles and descriptions optimised with keywords.
- Ask your viewers to create their own playlists.

Subscribers

The number of subscribers to your channel can also help your videos rank higher.

- Ask your friends, colleagues and viewers to subscribe to your channel.
- Use intros, outros, and channel design to encourage viewers to subscribe.
- Collaborate with others to "cross-promote" each other's channels. For example, if you are a demolition contractor and your film features – say – a JCB excavator, be sure to make JCB aware of its existence.

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Video

Comments

YouTube loves interaction and audience engagement. The more comments you can generate from your viewers the better.

Here are some tips for generating video responses:

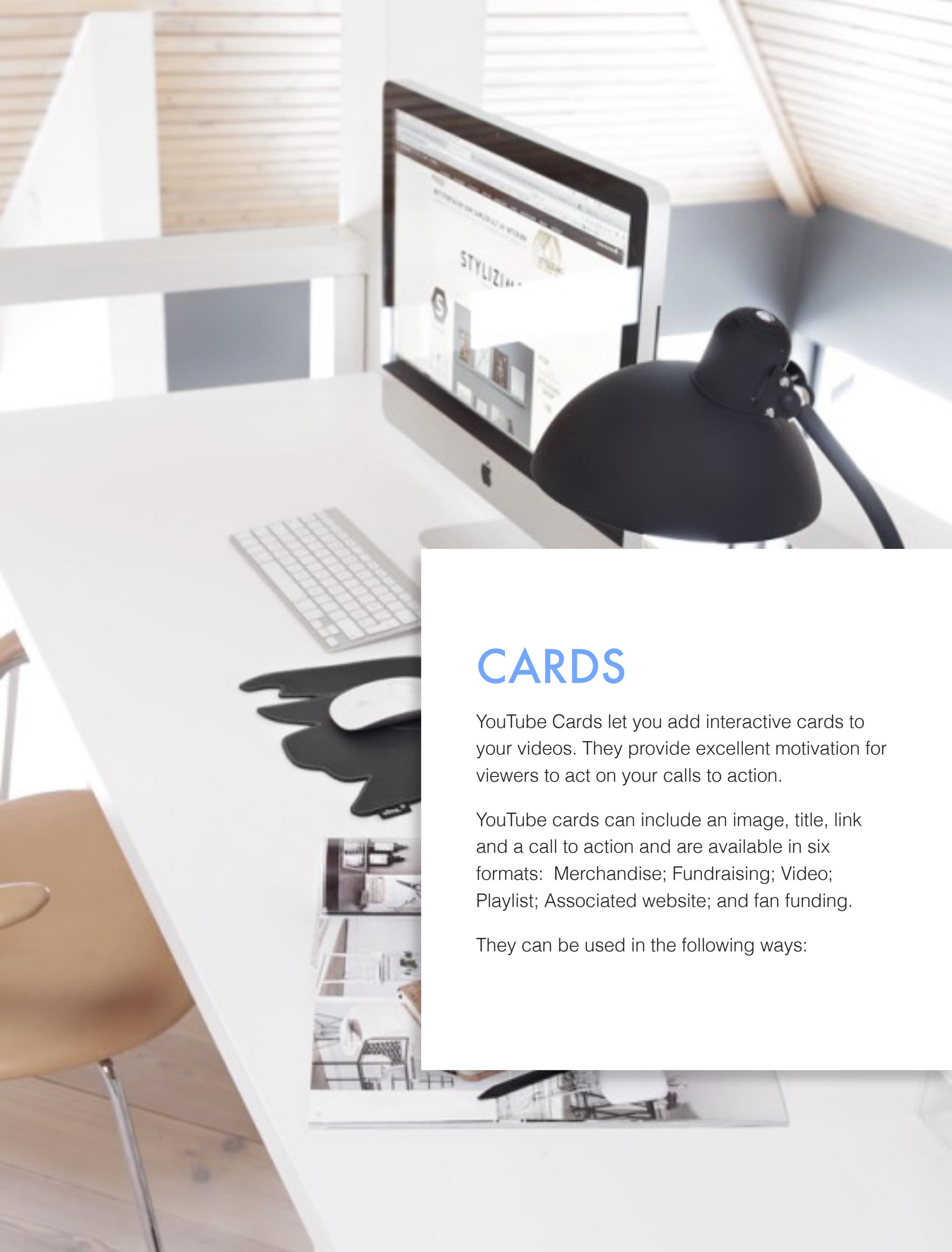
- Where appropriate, ask your viewers to respond to a question in the comments or with a video response.
- Get feedback. Ask your viewers what kind of videos they would like you to create.
- Add a call to action for commenting in your intro or outro.

- Run a contest and require viewers to, "comment, like and favourite," the video to be entered. **NOTE:** Seek legal advice before running any contests
- When people comment, respond. Your responses are counted as well!

NOTE: Comment on other people's videos - do it in a natural and organic way. YouTube looks kindly upon such engagement.

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CARDS

YouTube Cards let you add interactive cards to your videos. They provide excellent motivation for viewers to act on your calls to action.

YouTube cards can include an image, title, link and a call to action and are available in six formats: Merchandise; Fundraising; Video; Playlist; Associated website; and fan funding.

They can be used in the following ways:



Drive Traffic to Your Website

YouTube cards are an excellent opportunity to send viewers to other content on your website. Keep in mind, you need to do more than just drive your audience to your homepage. If you are offering more information on a specific product or service, link the card to a specific web page.

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Grow Your Email List

YouTube allows up to five cards per video. One of them can be an incentive to sign up for emails.

An email list is essential for relationship development in any business. Stay in touch with your audience, while doing ongoing lead generation for your sales pipeline. And bear in mind, you can send the people on your email list links to future videos as well.

Promote Related Material

Videos are great for building your status as an authority. A YouTube card might lead your audience to related material in the form of a transcription, infographic, SlideShare or downloadable PDF with detailed instructions or additional ideas relating to the subject of the video.



25 Bonus

We sincerely hope that you have found this masterclass educational and enlightening.

Before we leave you to revisit your YouTube channel and start pressing into action some of the key lessons you have learned, we would like to offer you one final and simplified checklist:



Decide How You Will Upload

When you upload a video to YouTube you have the option to set it to public, private or unlisted. You can also schedule the video to be public at a specific time and date. Think about taking advantage of this facility as YouTube looks favourably on “creators” that upload content on a consistent schedule.

Descriptions, Titles, and Tags

Descriptions, titles and tags all help your videos be found in YouTube. If you’re not handling these properly it is probably why your videos are not getting viewed.

Upload Custom Thumbnails

Making quality thumbnails is probably the second most important aspect of getting your videos to be watched. Boring thumbnails don’t get clicked. (In order to upload a custom thumbnail, you must first enable monetisation on your channel.)

Share Videos on Social Media

Distribution and engagement in the first 48 hours really matters in the long run for YouTube video rankings and exposure. Share your videos in social media platforms where there is an audience that will enjoy it.

Use YouTube Info Cards

YouTube Info Cards let you trigger engagement and can be used in a lot of ways. They are an evolution of the YouTube annotations feature and can let you link to other videos, playlist, fan funding, other channels and now even polls. This is a great way to get more watch time and engagement.

Add Your Video to a Playlist

YouTube playlists are another opportunity to be discovered in YouTube search and they are great for increasing watch time on your channel and not having your viewers move on to random videos somewhere else. This also can keep your channel organised for your viewers.

**HAPPY
UPLOADING!**