

# Social Market Leadership Web Seminar Series – YouTube® and the Power of Video

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@davidnour

@NACWA



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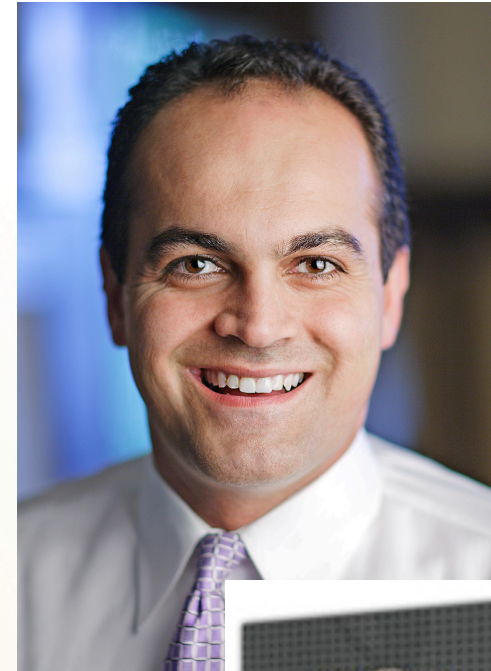
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## Your Host...

**David Nour**  
**The Nour Group, Inc.**

- ❖ Business Relationship Experts
- ❖ Social & Growth Strategists
- ❖ Thoughts & Practice Leadership
  - ❖ *Relationship Economics*
  - ❖ *ConnectAbility*
  - ❖ *The Entrepreneur's Guide to Raising Capital*
  - ❖ *Return on Impact (ASAE, 2012)*
  - ❖ Social Networking Best Practices Series...



# Save the Dates...



**NACWA**  
Social Market Leadership  
Web Seminar Series

2012 Dates: September 12, October 10,  
November 7 & December 12

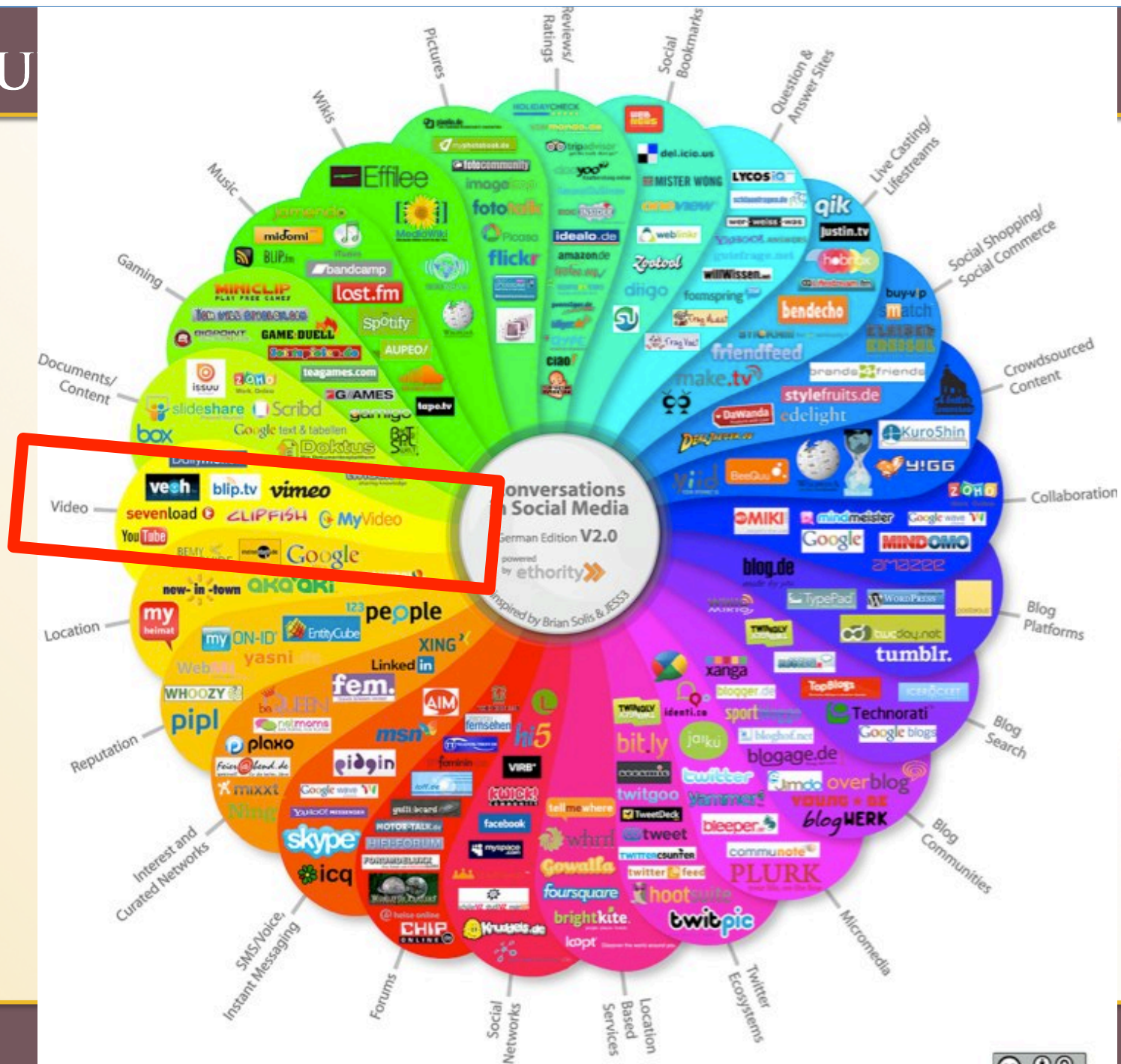
2013 Dates: January 9 and February 13

*All Seminars are from 2:00 - 3:00 PM Eastern*



## Today's Agenda

- The Viral Nature of Video
- Internet Video & Wastewater Industry
- 50+ Video Distribution Sites!
- Ten Video Best Practices
- Opportunities to Learn & Grow





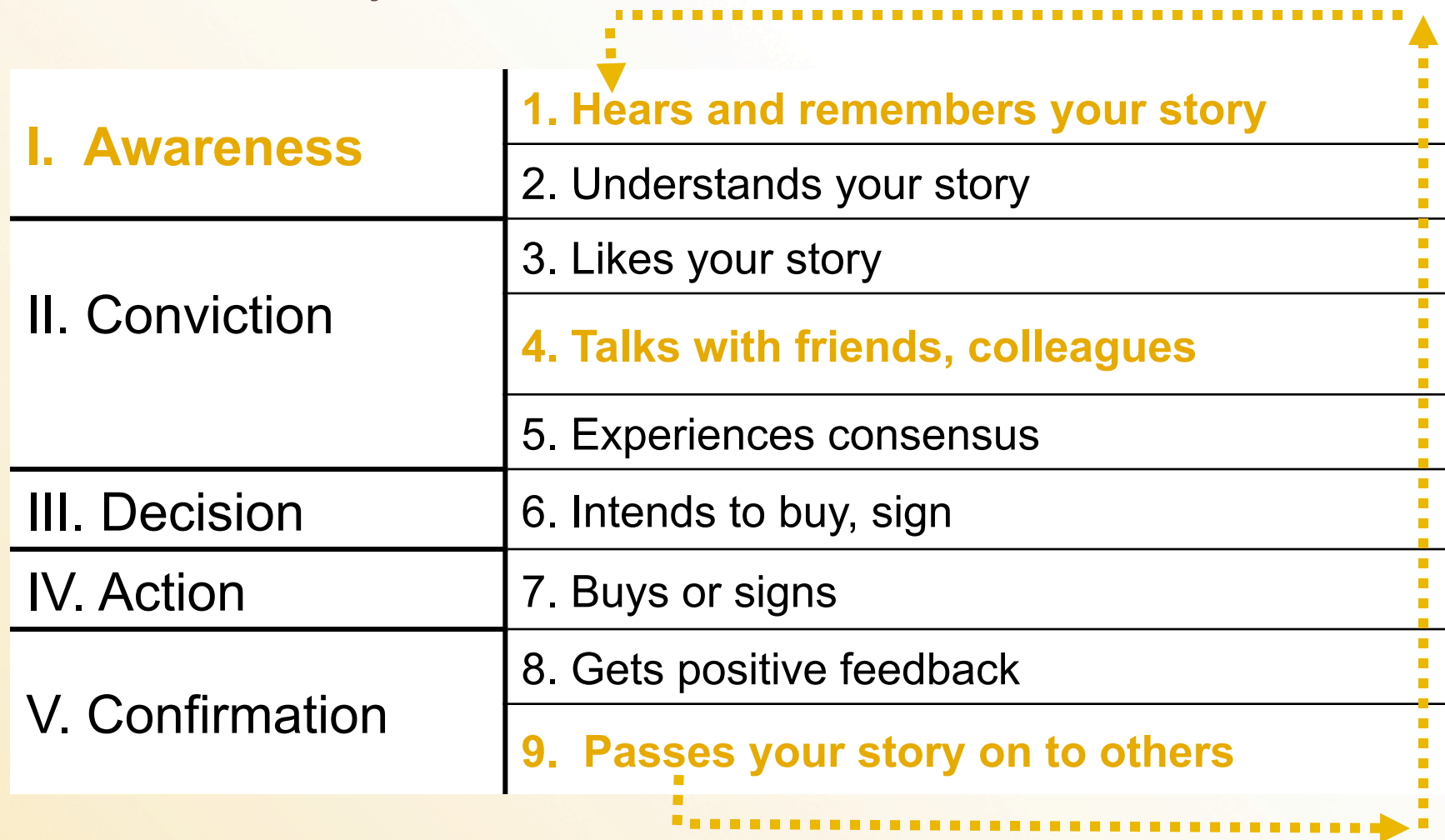
# NOURGROUP



@davidnour

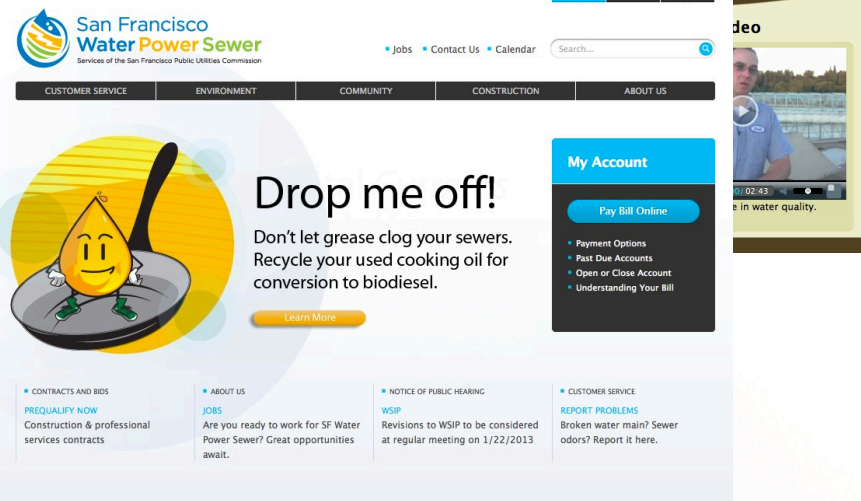
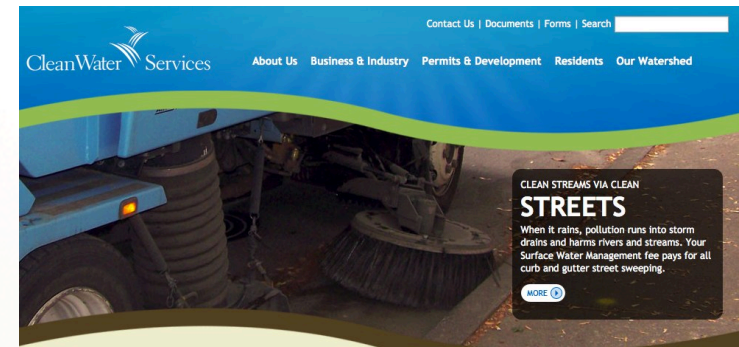
#NACWA12

## The Viral Cycle...





## Internet Video & Wastewater Industry



# NOURGROUP

## Video Engages & Influences...

*relationship* economics®  
the art & science of relationships

the concept

results

resources

NEW ALLIANCE


Have You Heard The Relationship  
Economics Message?


*relationship* economics®  
the art & science of relationships


concept resources speaking

the only way to see the  
big picture is to make  
the right connections

DAVID NOUR LIVE

 Relationship  
Economics®

 Listen  
Louder™

 Adaptive  
Innovation™

Click to Talk to US Now

What does connecting the  
dots have to do with personal  
and professional success?

IN THE BLOG

Experience Upgrades?  
12/7/2010  
I received the email promo  
below from Jumeirah Essex  
House - I like their property  
on Central Park South...

Relationship Economics in  
the Top Ten on the Inc.  
Business Book Bestseller  
List

12/6/2010  
Relationship Economics by  
David Nour; John Wiley &  
Sons Relationship Economics  
takes a strategic view of  
business relationships as...

Lack of Candor and Stand

David Nour Connecting The Dots Chapter 1

RELATED: Creepy Yet Effective Anti-Child Abuse Ad [PLAY THIS NEXT](#)

*relationship* economics®  
the art & science of relationships

00:38 06:06 Menu

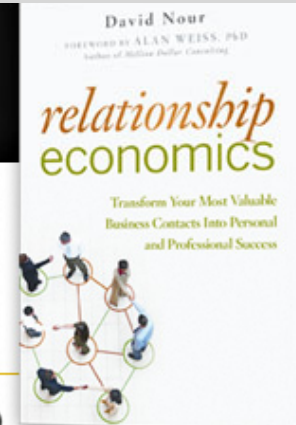
Sign Up for the Relationship  
Economics Newsletter

submit

Relationship Economics® comes into play.

It's about learning to network. It's about learning to achieve an extraordinary return. It's about learning to leverage your Relationship Currency®, market your Personal Capital® and intercultural business skills to your Net Worth®. To engage and influence, it is both an art and a science.

David Nour

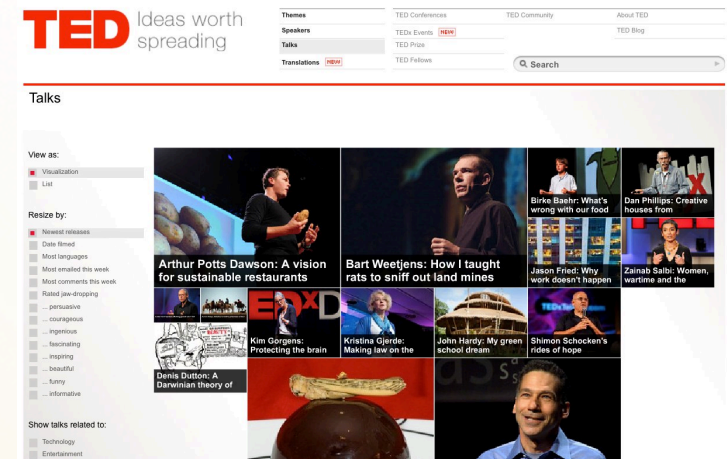


Check out  
David Nour's New Book  
**Relationship Economics**  
In Stores Now!  
(click here for details)



## Why Video?

- Product / Service Demonstration
- Profile Workers
- Spotlight Your Raving Fans
- Record Special Events
- Post for Your Blogs
- SEO (Search Engine Optimization)
- Best Way to Tell a Story
- Educate Market



## Why YouTube?

- 3 billion+ views / day
- = 3x + prime-time ABC, CBS & NBC – combined
- 2.5 million global business searches daily on YouTube
- 2nd most visited destination for business-related searches after Google
- 45% of SMB executives prefer video format over text
- Average digital user spends 22 min / day on YouTube





## Other Video Distribution Engines...

- 5min
- Blip.tv blip.tv
- Break break.com
- Brightcove brightcove.com
- Crackle crackle.com
- DailyMotion dailymotion.com
- eBaum's World ebaumsworld.com
- Google Video
- Graspr graspr.com
- GrindTV grindtv.com
- Howcast howcast.com
- i2TV tellytopia.com
- Imeem imeem.com
- Metacafe metacafe.com
- MySpace mspace.com
- Revver revver.com
- Sclipo sclipo.com
- sevenload sevenload.com
- Streetfire streetfire.net
- StupidVideos stupidvideos.com
- TubeMogul
- Veoh veoh.com
- Viddler viddler.com
- Vimeo vimeo.com
- Webcastr
- Yahoo Video video.yahoo.com
- YouTube youtube.com
- **USTREAM.TV**



## 10 Internet Video Best Practices

1. Content is the King & Context is the Emperor!
2. Build Your Channel – Intently
3. Optimize Your Videos
4. Viral Campaigns
5. Include URL in Video Description
6. Video Length is Critical
7. Use Multi-Uploader Tools to Distribute
8. Develop a Community / Conversations
9. Link Multiple Social Media Platforms
10. Measure, Analyze and Improve – Consistently

## Content is King; Context is the Emperor

- Create useful, relevant and engaging content
- Create content for benefit of viewers not you the creator of it
- Videos should also convey your brand's look and feel
- Content Categories:
  - Product / service demos
  - How-to and best practices
  - Conferences / Events
  - Case studies and success stories
  - Industry thought leadership



## Give them a Tour / Educate

 wastewater treatment process  Upload 

 GUIDE

 MORE RESULTS NEW  
wastewater treatmen...

 Never get lost

Browse videos from the previous page, including the homepage feed, channel videos and search results.


Got it!




5:28 / 9:51

**Edmond's Waste Water Treatment Plant**

CityofEdmondOK · 171 videos

  92

11,858

 15  0



**Sewage Dive**  
by texasblackwater  
15,670 FEATURED



**Wastewater Treatment Plant Tour - "Flush To"**  
by CityofGrandIsland  
24,369 views




**Wastewater Treatment Plant**  
by Secret7Studios  
22,685 views



**Wastewater Treatment Plant Tour Part 2**  
by CityofSantaRosa  
4,990 views



**Wastewater Treatment Plant Tour Part 1**  
by CityofSantaRosa  
5,084 views



**What happens when you flush?**  
by annearundelpw  
61,766 views



## Impact of Cause & Effect

The screenshot displays a YouTube video player interface. The video title is "3D animation of tertiary sewage treatment process at the Eastern Treatment Plant" by MelbourneWater, with 24,055 views. The video player shows a 3D rendering of a wastewater treatment facility with labels for "UV DISINFECTION", "BIOLOGICAL FILTERS", "OZONE DISINFECTION", and "SOLIDS HANDLING". The video progress is at 0:28 / 2:49. Below the video, there are buttons for "Like", "Download", and "Share". The video was uploaded on Dec 19, 2010. To the right of the video player, there is a list of recommended videos, including "Grit Chamber", "Clarifier Basics & State Point Analysis", "Wastewater Treatment Plant Tour - 'Flush To'", and "RO Membrane Element Understanding.wmv".

**YouTube**

**GUIDE** **NEW**

**This is your guide**

Access your channel, playlists, subscriptions, and more.

**Got it!**

**waste water treatment** by peter2Chen

**37/83**

**3D animation of tertiary se...** by MelbourneWater

**Wastewater Treatment Plan...** by CityofGrandIsland

**Water Treatment Basics - T...** by abclch2o

**What happens when you flu...** by annearundeldpw

**Water and You: The Water T...** by njamwater

**waste water treatment plant...** by windydigitalchina

**3D animation of tertiary sewage treatment process at the Eastern Treatment Plant**

**MelbourneWater** · 72 videos **24,055**

**Subscribe** 104

**Like** **Download**

**About** **Share** **Add to**

**Uploaded on Dec 19, 2010**

Fly through the upgraded tertiary sewage treatment process at the Eastern Treatment Plant, in Melbourne.

**Show more**


**Grit Chamber** by midososta 2,812 **FEATURED**

**Clarifier Basics & State Point Analysis** by Steven Myers 9,498 views

**Wastewater Treatment Plant Tour - "Flush To"** by CityofGrandIsland 24,369 views

**RO Membrane Element Understanding.wmv** by NZESPK 20,677 views

## Engage & Influence Them...




### San Francisco Water Power Sewer

Subscribe

72 subscribers92,461 video views

FeaturedBrowse videos

Search Channel




**Civinomics Sewer System Survey**  
by SFPUCcommunications 2 months ago

105 views

Uploaded videos1-10 of 102

Play all




**SFPUC's Homestead Pond Turtle Release**  
SFPUCcommunications 163 views 3 weeks ago

San Francisco Public Utilities Commission's (SFPUC) Crystal Springs Bioregional Habitat Restoration (BHR) project returned 11 Western pond turtles to Homestead Pond in the

**About San Francisco Water Power Sewer**

This is the official YouTube channel of the San Francisco Public Utilities Commission (SFPUC), linking you to the latest video of SFPUC news. The SFPUC provides water, wastewater, and municipal power services to residents of the City and County of...

more ▾

 [sfwater.org](http://sfwater.org)


by SFPUCcommunications ▾

Date Joined Mar 15, 2008


Location San Francisco

Country United States


**Featured Playlists**



**Uploaded videos**  
by San Francisco Water Power Sewer



**Favorite videos**  
by San Francisco Water Power Sewer



**About SFPUC**  
by San Francisco Water Power Sewer

## Build Your Channel

- Consistently branded page
- Include links to your website
- Choose a user name that reflects your brand
- Source other YouTube videos relevant to your message
- Upgrade to Brand Channel for additional functionalities - customizable Channel banner, custom Channel gadgets and a Watch Page banner





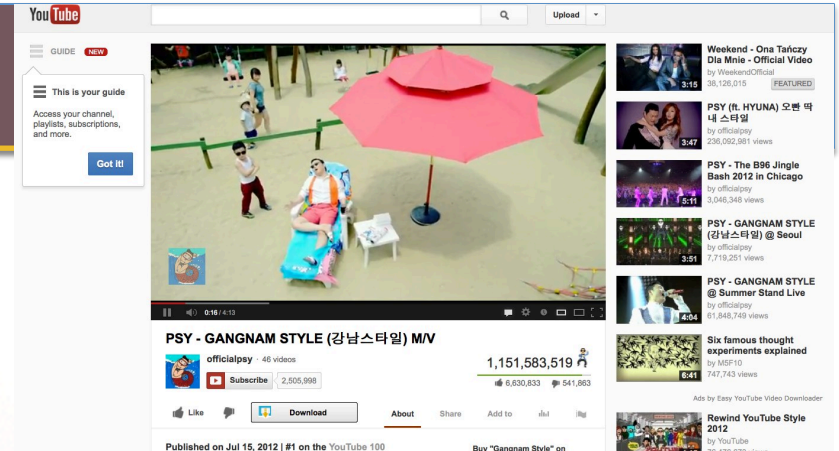
## Optimize Your Videos

- Google does not recognize videos on the page
- Use supportive text in the description section to increase its ranking
- Use an accurate and descriptive title; keyword rich descriptions & tags - avoid keyword stuffing
- Include "Video" in your titles – people search for it
- Use a link for the very first thing in your descriptions
- Use meta data, captions and subtitles



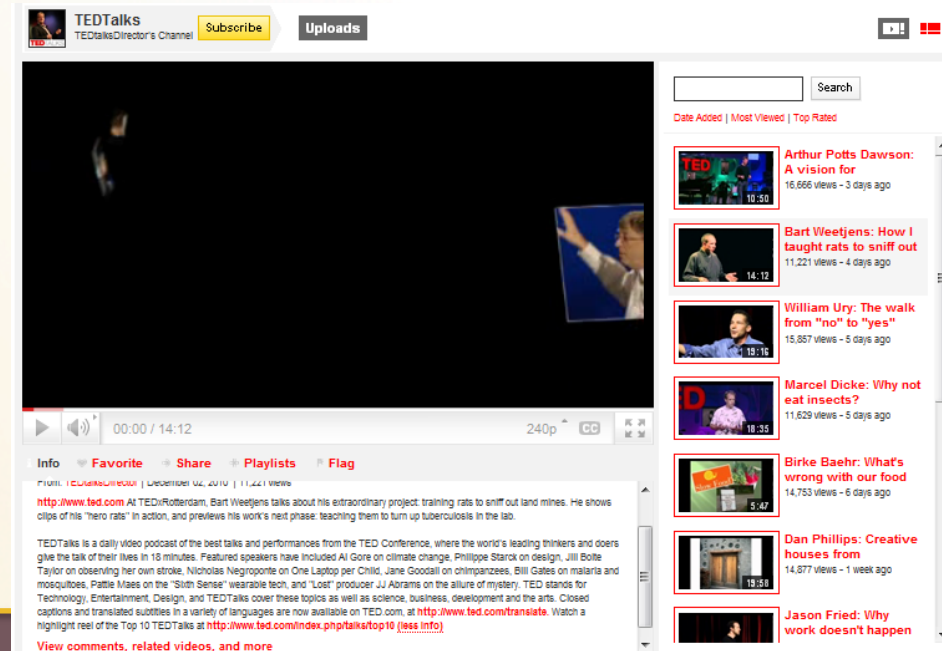
## Viral Campaigns

- 24 hrs of video upload to YouTube / min; difficult to get noticed
- Run a campaign; single video post will not suffice
- Categorize your videos in YouTube
- Credit notable partners / names in your video describe & tags
- 23% of YouTube video users watch YouTube videos outside YouTube – place videos in your website / blog to create awareness
- Post your videos on multiple video distribution sites



## Include URLs in Your Videos...

- Include an active URL in video descriptions
- Create traffic back to your desired website
- It counts in Google's PageRank system = increase your organic search ranking
- It creates a logical “call to action”



## Use Multi-Uploader Tool

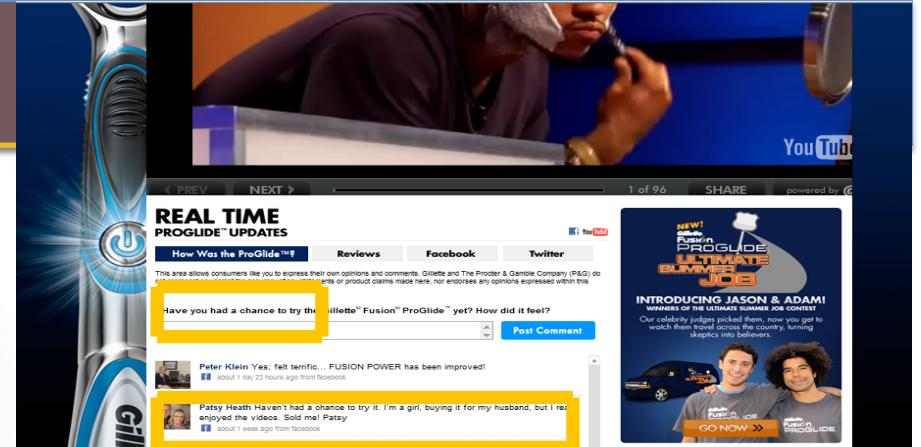
- High quality / HD videos take significant amount of time to upload
- To Increase visibility / traffic upload video to 10 – 15 different sites
- To expedite the process use tools like Tubemogul – it provides analytic information / metrics as well





## Develop a Community

- YouTube is a community not a video board
- Start discussions around a video
- Encourage comments and subscriptions from viewers
- Manage / respond to comments and friend new users
- Get engaged with other related videos / channels – share your viewpoints / expertise
- Video respond to the messages you get – video has viral effect



## Link Your Social Media Presence

- Cross reference other social media's presence
- Audience will share your video in different venues – broader reach and higher engagement
- Drive traffic from / to your other social media platforms of different functionality / purpose
- Add your YouTube channel URL to your other online presence – Facebook, Twitter, your blog and website and etc.

## Link Your Social Media Presence

The image shows a screenshot of the Allstate website with a semi-transparent overlay of a FedEx YouTube channel page. The Allstate website header includes the logo and navigation links: FIND AN AGENT, CUSTOMER LOG IN, ESPAÑOL, and SEARCH. Below the header is a navigation bar with links for INVESTORS, MEDIA, CAREERS, CUSTOMER CARE, and ABOUT ALLSTATE. The main content area features a large group photo of Allstate employees and a video player showing a FedEx "Behind The Scenes Trailer". The FedEx overlay includes the FedEx logo, a "Subscribe" button, and a list of social media handles: @FedExDelivers, @OutOfOfficeBlog, @FedExNews, @FedExBlog, and @FedExCares. The overlay also displays channel statistics: 450,871 Channel Views and 889,845 Total Upload Views. The bottom of the Allstate website features a large blue banner with the logo and tagline "You're in good hands." and a row of social media icons for NEWS, TWITTER, FACEBOOK, 2nd CHANNEL, and COMMUNITY.

**Allstate**  
You're in good hands.

FIND AN AGENT CUSTOMER LOG IN ESPAÑOL SEARCH

INVESTORS MEDIA CAREERS CUSTOMER CARE ABOUT ALLSTATE

Social Responsibility Allstate Overview Diversity Allstate Foundation Teen DrMin

Allstate Auto  
Auto Insurance Overview

Home Youtube

**Allstate Broadcasts on YouTube**

**FedEx -- Behind The Scenes Trailer**

FedEx -- Behind The Scenes Trailer  
behind the scenes of FedEx in Memphis, TN to learn what it takes to deliver millions of packages every day. ... (more)

**FedEx**  
Subscribe  
Add as Friend | Block User | Send Message

**Profile**  
Name: Official FedEx YouTube Channel  
Channel Views: 450,871  
Total Upload Views: 889,845

@FedExDelivers @OutOfOfficeBlog @FedExNews @FedExBlog @FedExCares

**Channel Comments (116)**

fleurx2 (4 hours ago)  
my favorite fed ex ad is the one about the guy posing as an exchange student in china and gets busted by the parents.

johndenner (8 days ago)  
Thanks for the add !!

**You Tube**

**Allstate**  
You're in good hands.

NEWS TWITTER FACEBOOK 2nd CHANNEL COMMUNITY



## Measure, Analyze & Improve

- YouTube Insight - detailed information about who your viewers are and their level of engagement
- Google Analytics - track the performance of your brand channel as if it were your own site
- Analyze:
  - How long visitors stay
  - Loyalty
  - Bounce rates
  - How visitors find your channel
  - Main sources of traffic

## Measure, Analyze & Improve

### My videos

### Attention Span

Video	Views (% of total)	Attention
<a href="#">Windows Mobile 6.1, XP SP3 and</a>	41.1	<div><div></div></div>
<a href="#">Backing up Cell Phone Calendar,</a>	20.5	<div><div></div></div>
<a href="#">Send SMS Text Messages Via PC</a>	17.8	<div><div></div></div>
<a href="#">Bluetooth Headset Review - Jawb</a>	8.1	<div><div></div></div>
<a href="#">Road Warrior Show Cell Phone Ti</a>	7.0	<div><div></div></div>



Tap into the World's Largest Focus Group

YouTube Insight is a self-service analytics and reporting tool that enables anyone with a YouTube account to view detailed statistics about the audience for the videos that they upload to the site.

Use video-level data to better understand your audience. Use the information to analyze marketing your efforts—both on and off YouTube—and determine how best to optimize your campaigns.

[Try insight Now](#)



YouTube Insight allows you to view data for a specific video or aggregate data from all videos for a channel. The data types you can pull include:



#### Views & Popularity

Examine both an interactive graphical trend line and a heat map of where video views are coming from. You can adjust the period of time display and the continent, country, or



#### Discovery

Understand how people discovered your video. See specifically which search terms on YouTube or Google led the user to your video, which related videos led to your discovery, or which websites embed your videos.

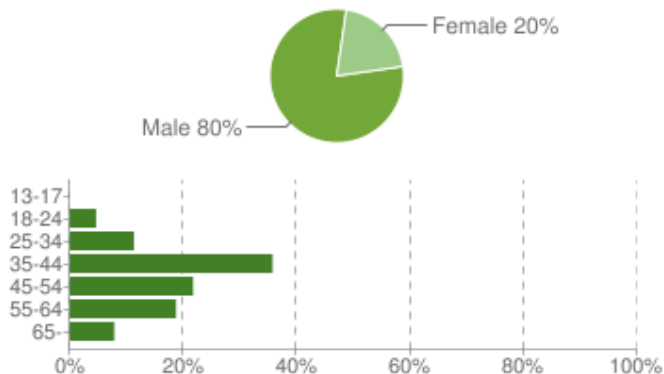


#### Audience Attention

The "Hot Spot" feature tells you which parts of your video are hot and which are cold by looking at bounce and rewind rate to videos of a similar length. At any time point in the video, you can see if more or less viewers are dropping off than on average.

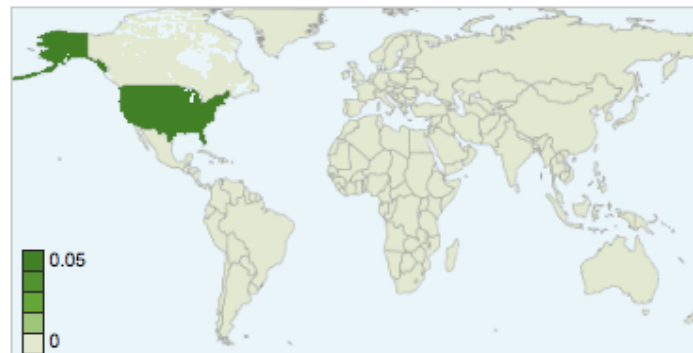
### Demographics

Who is watching the videos in this channel?



### Popularity

How popular are my videos relative to those of other uploaders?



your audience. You physical data to differs before, ative or in specific

ent  
viewers rate,  
ur videos.

Download reports for this channel: [CSV](#)

## NACWA Social Market Leadership Webinars

- Feb. 13 – Social Media & Clean Water Utilities  
– Case Studies and Best Practices



# ReturnOnImpactBook.com



It's time to Rethink and Reinvent ROI.  
[Together!]

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## Beyond a Social Construct

We've all read really interesting books that theorize how something should or could be done. Much of it sounds fascinating and we can't wait to jump in and try some of the ideas. Two challenges: first, beyond our every desire, we simply may not have the knowledge or the ability. Second, beyond our every intention, reality sets in with pesky details like competing priorities, resources (time, human, capital), buy-in from senior leadership or the board as well as those across business units, geographies, or other functions. Hence the fundamental difference between strategy formulation and strategy execution.

[Learn More](#)

## [invent]

We've all read really interesting books that theorize how something should or could be done. Much of it sounds fascinating and we can't wait to jump in and try some of the ideas.

[join the community](#)

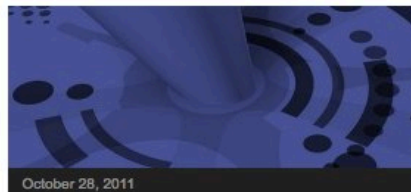
## Social = Listen Louder!



October 28, 2011

Are You Really Listening? If members and

## 1 to Everything



October 28, 2011

Member/Customer/Costs Expectations. In the late

## [What is IMPACT?]

[click here to find out more](#)

Follow Us!



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## 5 Ways to Learn More...

1. Read *Return on Impact* Book!
2. Attend the Webinar Series consistently...
3. Subscribe to Monthly Newsletter
4. Return on Impact Group
5. Follow @davidnour





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