



How to Use Online Video for Marketing

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Outbound Marketing



Outbound Marketing is Broken

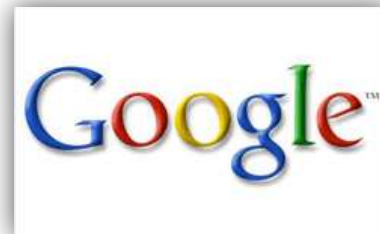


Marketing Has Changed

1950 - 2000



2000 - 2050



Inbound Marketing

Blog



SEO



Social Media

facebook

twitter

Linked in

Inbound Marketing

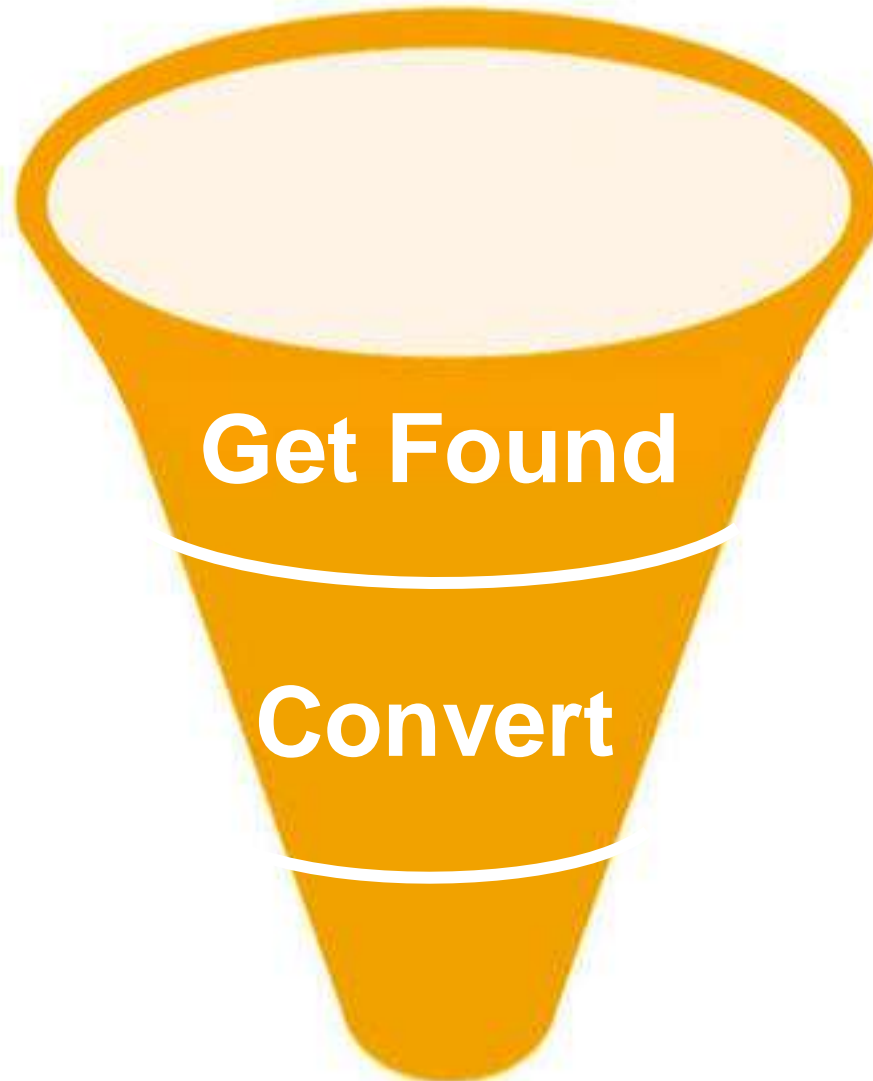
Process

Get Found

- Publish
- Promote
- Optimize

Convert

- Test
- Target
- Nurture



Tools





Get Found

- Content Mgmt
- Blogging
- Social Media
- SEO
- Analytics





Convert

- Offers / CTAs
- Landing Pages
- Email
- Lead Intelligence
- Lead Mgmt
- Analytics

Online Video Marketing

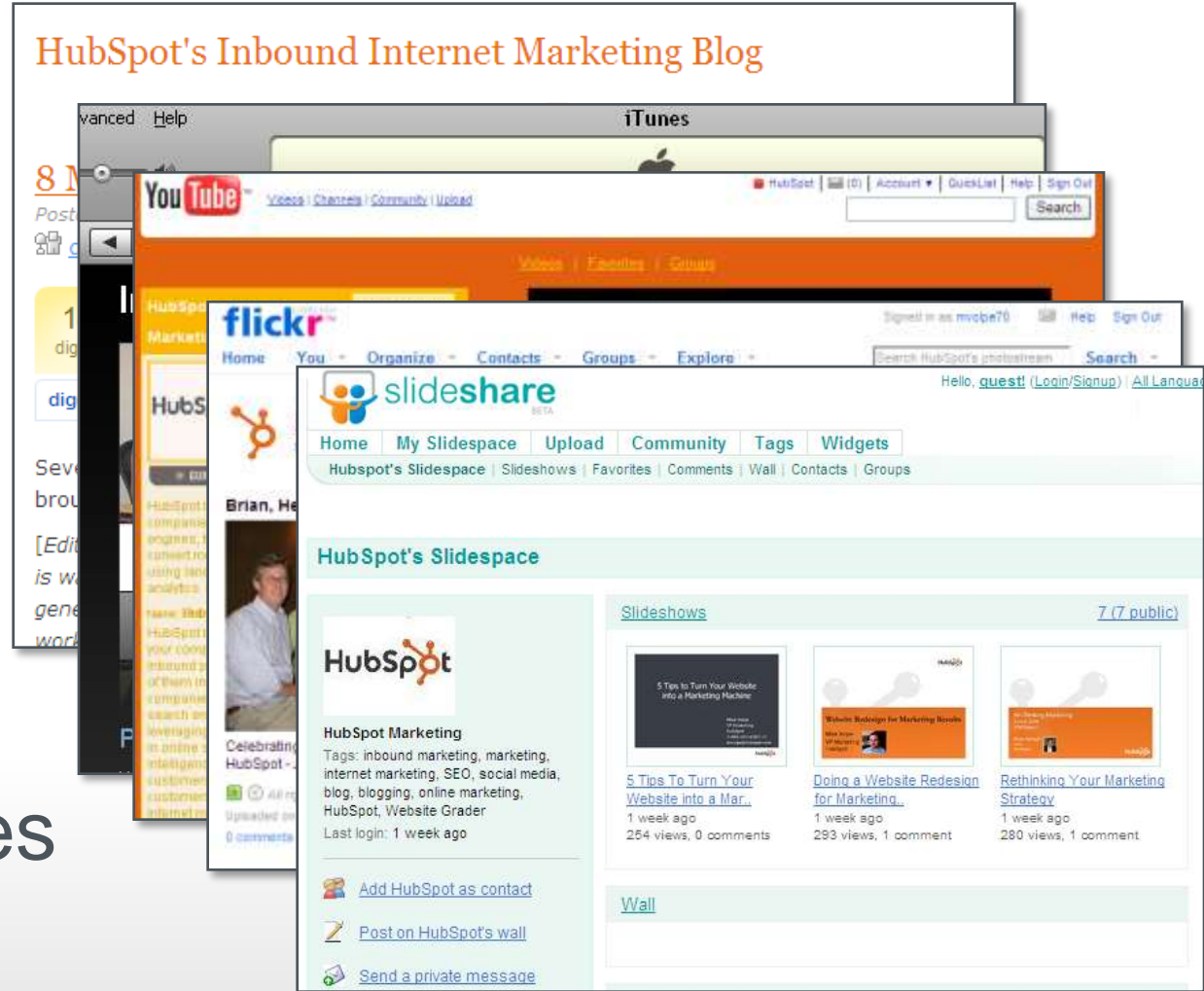
-  Publish
-  Optimize
-  Promote
-  Analyze

Online Video Marketing

-  **Publish**
-  Optimize
-  Promote
-  Analyze

What to Publish?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases
- Anything...



Where to Publish?

flickr™

photobucket

upcoming.org

yelp

podcast.net
THE PODCAST DIRECTORY

viddler

blip.tv
Your video, your way

Google™
Groups

slideshare BETA

twitter

RSS
XML

REVER

You Tube
Broadcast Yourself

SQUIDOO
What's Your Topic?

Video Content Trade-Off

Informative

- Interviews
- Webinars
- Demos



Entertaining

- Music videos
- Spoof / comedy
- Drama

Video Content Tips

- 👤 Short is sweet
- 👤 Focus on first 10 seconds
- 👤 Live videos require no editing
- 👤 Camera shy? Try screen recording
- 👤 Be yourself, outline not script
- 👤 Iterate

Short is Sweet



<http://www.youtube.com/watch?v=Q3yCB7AvvAk>

Focus on First 10 Seconds

You Oughta Know Inbound Marketing

Annotations Editor



MARKETING

COLD CALLS

TV ADS

DIRECT MAIL

0:53 / 2:53

154 ratings

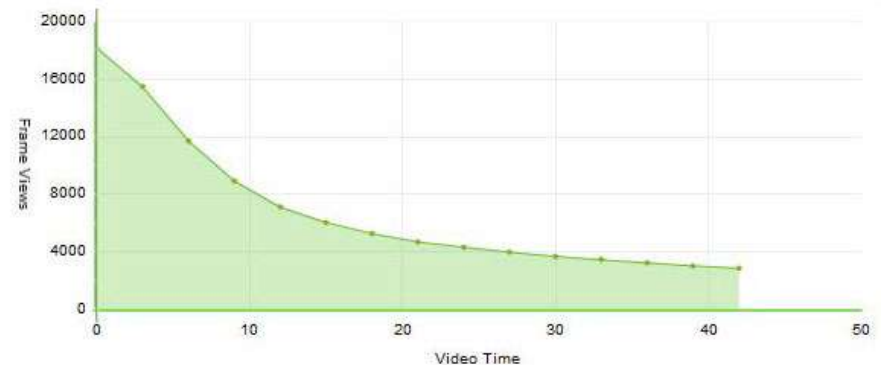
54,405 views

The image shows a video player interface. At the top, the video title is "You Oughta Know Inbound Marketing" and there is an "Annotations Editor" button. The main video frame shows a woman in profile, wearing glasses and a dark jacket, pointing towards a flipchart. The flipchart has the word "MARKETING" at the top and a large circle below it divided into three equal segments. The top segment is labeled "COLD CALLS" in green, the bottom-left segment is "TV ADS" in blue, and the bottom-right segment is "DIRECT MAIL" in red. Below the video frame is a standard video player control bar with a play button, a progress bar showing 0:53 / 2:53, volume, and quality (HQ) settings. At the bottom left, there are five red stars and the text "154 ratings". At the bottom right, it says "54,405 views".

<http://www.youtube.com/watch?v=4-IGe5MnBIY>

Attention Declines Rapidly

- Shorter almost always better
- Command attention at start
- Fast pace keeps attention
- Data from EyeView Digital (www.EyeViewDigital.com)



Live Video Requires No Editing



<http://www.youtube.com/watch?v=t74O5rACAP4>

Camera Shy? Try Screen Recording

Optimize LinkedIn Profile for SEO Annotations Editor

The screenshot displays a LinkedIn profile for Mike Volpe, a VP Inbound Marketing at HubSpot. The profile is shown within a video player interface. The video player has a progress bar at 0:14 / 3:41 and 947 views. The LinkedIn profile shows Mike Volpe as a VP Inbound Marketing at HubSpot, with a 100% profile completion rate. The video player has a progress bar at 0:14 / 3:41 and 947 views. The LinkedIn profile shows Mike Volpe as a VP Inbound Marketing at HubSpot, with a 100% profile completion rate.

Mike Volpe [top]
VP Inbound Marketing at HubSpot [top]
Greater Boston Area [top] · Internet [top]

Hi, Mike

- Forward your profile to a connection
- Edit Contact Settings
- Create your profile in another language

100% profile complete

I want a degree in..
Business Admin & Management
Find a degree

Current

- VP Marketing at HubSpot [top]
- Add Current Position

Past

- Director, Marketing Operations at SoldWorks
- Business Development Manager at Found
- Marketing Manager at Gazoortite.com

0 ratings 947 views

<http://www.youtube.com/watch?v=0glUGk81Kyg>

Be Yourself

MC Hammer makes a surprise appearance on HubSpot TV Annotations Editor 



★★★★★ 1 ratings 1,122 views

<http://www.youtube.com/watch?v=R6duq7Z3zO4>

Iterate

Pets.com Sock Puppet HubSpot Interviewed on Marketing Show HubS



0:12 / 2:04

★★★★★ 8 ratings

760 views

<http://www.youtube.com/watch?v=CnNsy5W7FuY>

Camera

- 🔗 Cheap is fine (under \$500)
- 🔗 External microphone jack
- 🔗 HD is not required for web
- 🔗 Widescreen (16:9) is a good idea

Other Gear

- 🔗 Lighting helps a lot
 - Target, Walmart or Craigslist
- 🔗 Cheaper microphones are ok
- 🔗 Tripod

- 🔗 Screen recording
 - Camtasia (\$) or CamStudio (open source)

Editing

Free software is fine

- Mac iMovie or Windows Movie Maker

Time consuming

- Allocate time to the right videos

Things to Avoid for Video

- ❗ Backlight or window backgrounds
- ❗ Expensive camera
- ❗ Tile floors or empty rooms (echo!)
- ❗ Expensive editing software



<http://www.youtube.com/watch?v=4R49OWIMvbY>

Technical Video Formats

.WMV

- Windows format for the web

.MOV

- Apple format for iTunes and the web

.M4V

- Apple format for iTunes, iPods and iPhones

Flash

- Most compatible - use for all web posting!

Technical Video Formats - Shortcut





- 🔗 Record and edit video in any format
 - Use what works with your camera & software
- 🔗 Upload to video sharing sites
 - YouTube, Blip.tv, Vimeo, Vidddler, Metacafe...
- 🔗 They convert the file for you
 - They all use flash as their format
- 🔗 Embed from video sharing sites
 - Just cut and paste the HTML code

Publishing Everywhere Easily



If you are interested in testing Visible Measures upcoming product, email alpha@visiblemeasures.com with subject "HubSpot"

Online Video Marketing

-  Publish
-  **Optimize**
-  Promote
-  Analyze

Video Optimization Trade-Off

Search (SEO)

- Descriptive
- Straight-forward
- Relevant keywords



Social / Viral

- Enticing
- Fun
- Mysterious

Video Title Optimization Trade-Off

🔗 Search (SEO) ↔ 🔗 Social / Viral



“Optimize
LinkedIn Profile
for SEO”



“Dude, Cold
Calling is for
Losers”

Video SEO for Blogging

The screenshot shows a HubSpot blog page for "HubSpot's Inbound Internet Marketing Blog". The main content is a video player for "Episode #43 - June 5, 2009". Below the video player is a transcript, which is highlighted with a red box. The transcript includes an "Intro" section with bullet points, a "Mail Bag" section, and a "Headlines" section. The video player interface includes a play button, a progress bar, and a volume icon. The transcript text is as follows:

Episode #43 - June 5, 2009
(Episode length: 24 minutes, 35 seconds)

Intro

- How to interact on Twitter - @karenrubin
- Remember to subscribe in iTunes: [http://itunes.apple.com](#)
- [Inbound Marketing](#): New site where you can post questions, learn about inbound marketing, meet others, find and post jobs or sign up for [Inbound Marketing Events](#)

**Note: Karen says June 3rd. We swear it was Friday, June 5th!

Mail Bag

- HubSpot TV & Successful Videos
- Webinar with Karen & Mike: How To Use Online Video For Inbound Marketing (Wednesday June 10th)
- [Submit to the website](#)

Doing it Right


- [Google AdWords System and Revenue](#) (1.7 million views)
- [Creating Social Media and e-commerce Profiles, and Integrating with Your Website](#)

Headlines

[Five Social Networks Predictions for a Year](#)

- Time spent on Facebook: "1.7 billion minutes last year compared to this year's total of 11 billion"
- "Twitter saw a 3712 percent year-over-year increase between last and this year, with users docking in nearly 300,000 total minutes for that site in April '09."
- Time spent on social networking and blogging sites has grown at 3 times the rate of other

 Embed video in blog

 Add "show notes" or transcription

SEO for YouTube

-  Title & Description
-  Tags
-  Popularity / Views
-  Inbound Links / Embeds
-  Ratings & Comments

YouTube SEO – Title & Description



Title



The screenshot shows a YouTube video player interface. The video title is "You Oughta Know Inbound Marketing". The video player shows a group of people in an office hallway. The video has 54,409 views and 154 ratings. The description on the right includes a link to the HubSpot blog, credits for the video, and tags such as "inbound marketing", "social media", "twitter", "parody", "spotify", "alanis morissette", "you oughta know", "music video", "hubspot", "funny", "office joke".



Description

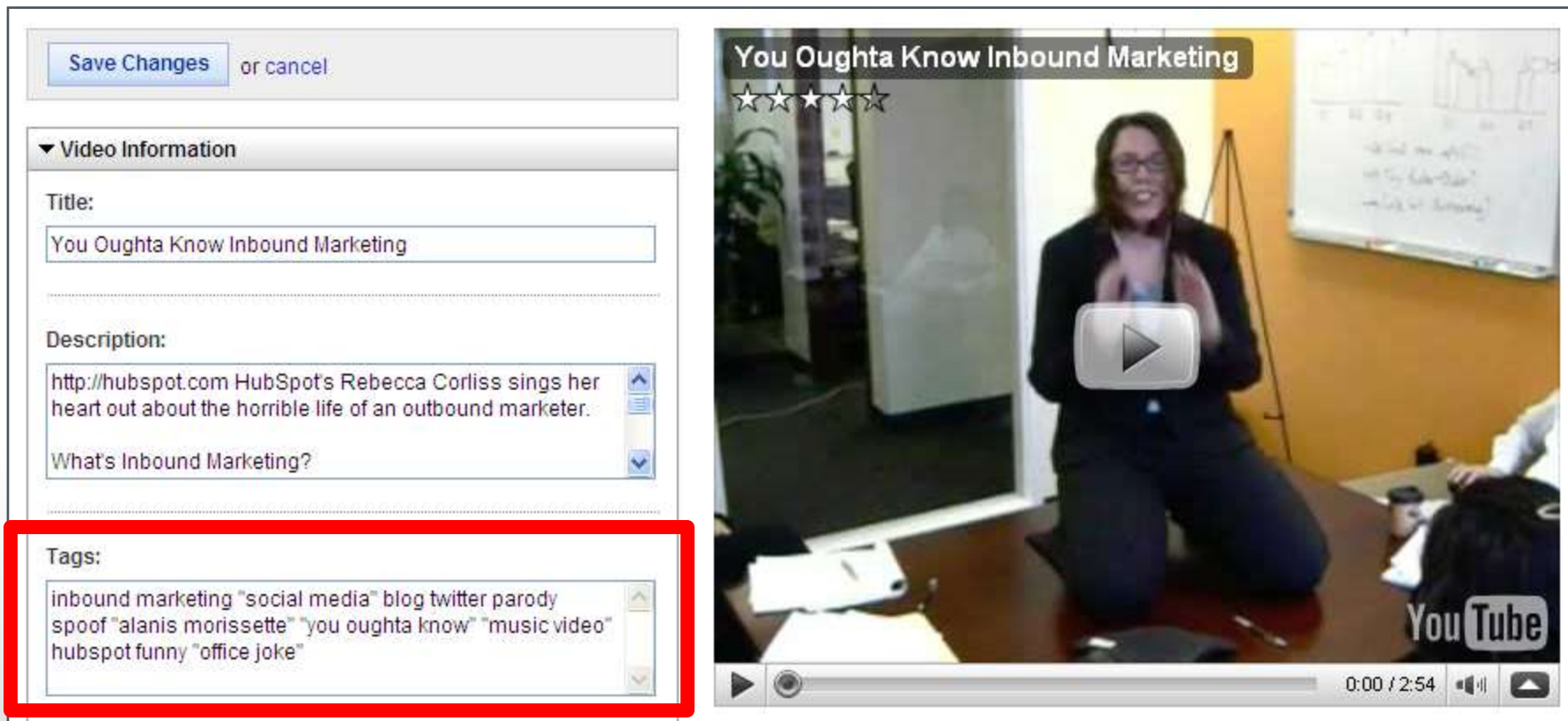


- Include a link

YouTube SEO – Tags

Tags

- Not visible on public video page



The image shows a side-by-side comparison of a video's metadata and its public-facing player. On the left is the YouTube video editor interface, and on the right is the video player for the same video.

Video Editor Interface (Left):

- Buttons: Save Changes or cancel
- Section: Video Information
- Title: You Oughta Know Inbound Marketing
- Description: <http://hubspot.com> HubSpot's Rebecca Corliss sings her heart out about the horrible life of an outbound marketer. What's Inbound Marketing?
- Tags: inbound marketing "social media" blog twitter parody spoof "alanis morissette" "you oughta know" "music video" hubspot funny "office joke"

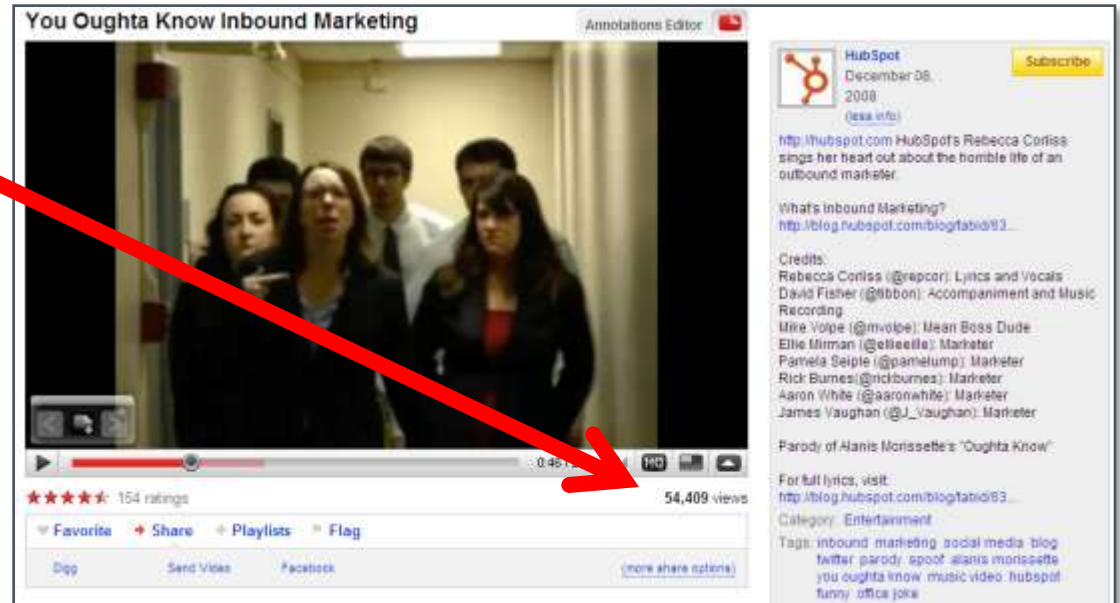
Video Player (Right):

- Title: You Oughta Know Inbound Marketing
- Rating: ★★★★★
- Video content: A woman in a dark suit singing in an office setting.
- YouTube logo and player controls are visible at the bottom.

The 'Tags' field in the editor is highlighted with a red border, illustrating that these tags are not visible to the public on the video page.

YouTube SEO – Popularity / Views

Views



 Not always real time

 More popular = more promotion

YouTube SEO – Links / Embeds

 Better videos

 Promote your videos


External links	48.0% of total views
www.stumbleupon.com	40
twitter.com	1.7
www.facebook.com	
blog.hubspot.com	
www.hubspot.com	
conservativegrapevine.com	
search.twitter.com	
www.google.com	
www.webinknow.com	
www.conservativegrapevine.com	

Embedded Player	31.0% of total views
blog.hubspot.com	13
www.hubspot.com	4.3
www.facebook.com	0.77
www.rebeccacorliss.com	0.76
www.google.com	0.63
www.marketingfacts.nl	0.43
blog.bridggroupinc.com	0.37
www.adgabber.com	0.37
sellingtobigcompanies.blogs.com	0.35
www.webinknow.com	0.31



YouTube SEO – Ratings & Comments

 Controversial or shocking



 Encourage people to rate

 154 ratings


▼ **Text Comments (96)** [Options](#) [Post a Text Comment](#)

catwhisperer05 (1 week ago) [Reply](#) | [Spam](#) | [Remove](#) | [Block User](#) 0  

Awesome Awesome Awesome!!! :)
HubSpot is the best and inbound marketing is the way to go!!

fbossjr (3 weeks ago) [Reply](#) | [Spam](#) | [Remove](#) | [Block User](#) 0  

Way great! original and great guitar hero band

Dukem737 (1 month ago) [Reply](#) | [Spam](#) | [Remove](#) | [Block User](#) 0  

The knives, elevator and guitar were all epic. XD I love how you managed to retain a line from the original lyrics, too. Very funny indeed. =D

SEO for iTunes

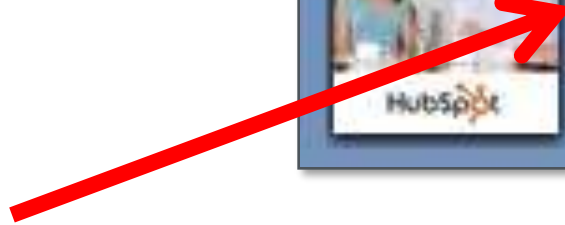
- 🔗 Title, Artist, Description
- 🔗 Reviews
- 🔗 Subscribers / popularity
- 🔗 Appealing image

iTunes SEO – Title, Artist, Description

 Title



 Artist



 Description

PODCAST DESCRIPTION

HubSpot TV is a weekly video podcast covering inbound marketing including social media, blogging, SEO, landing pages, lead generation and marketing analytics. Karen Rubin and Mike Volpe will share the latest internet marketing news, tips and tricks. Watch live Friday at 4pm EST. www.HubSpot.tv

iTunes SEO – Reviews & Popularity

🔗 Reviews: Ask your viewers!



🔗 Subscribers / Popularity: Promotion!





▲	Name		Popularity	Artist
1	Inbound Marketing - HubSpot TV	📺 ↻	████████████████████	HubSpot Internet Marketing
2	Inbound Marketing Strategies, SEO, Social Media Marketing	↻	████████████████████	Bernie Borges Find and Convert
3	Marketing with Mike	📺 ↻	███	Mike Volpe
4	Business Resources Podcast Network	📺 ↻	███	Rima McDonald
5	Garfield Group Interactive	📺 ↻		GGI Agency

iTunes SEO - Appealing Image

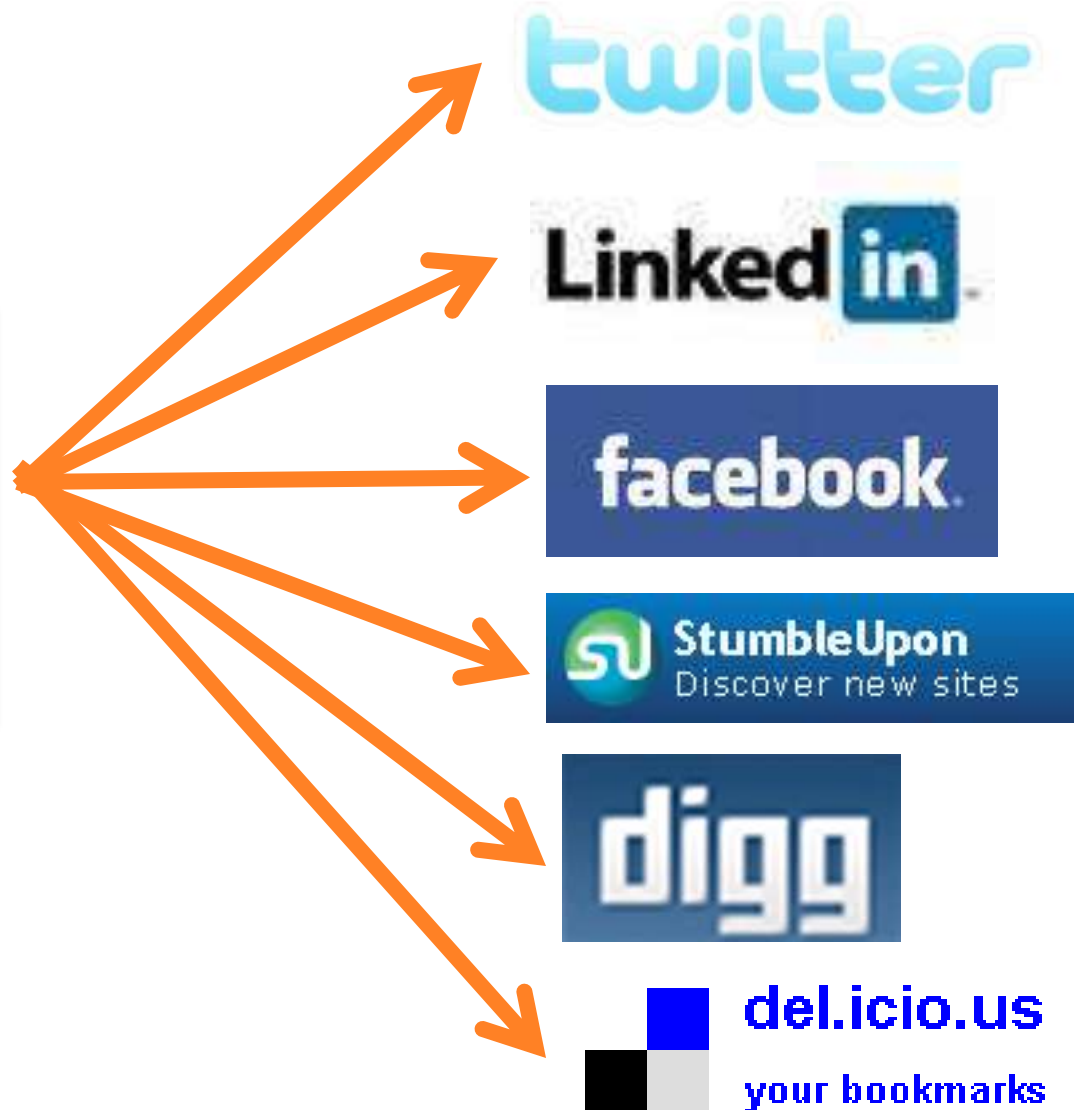
The screenshot shows the iTunes application window with the 'PODCASTS' section selected. The interface includes a menu bar (File, Edit, View, Controls, Store, Advanced, Help), a search bar, and a sidebar with categories like Music, Movies, TV Shows, Podcasts, Audiobooks, Applications, Radio, and Ringtones. The main area displays a grid of podcast cards. The card for 'Inbound Marketing - H...' by HubSpot is circled in red. A red box highlights a zoomed-in view of this card, showing the HubSpot logo, a photo of two people, the title 'Inbound Marketing - H...', the author 'HubSpot Internet Marketing', the category 'Category: Management & ...', and a 'Free SUBSCRIBE' button.

Podcast Title	Author	Category	Price	Action
Internet Business Mas...	Sterling and Jay Internet ...	Category: Management & ...	Free	SUBSCRIBE
Internet Marketing: Ins...	AI Digital you Andy White	Category: Management & ...	Free	SUBSCRIBE
Internet Marke...	SEO & Marketing Tips	Category: Management & ...	Free	SUBSCRIBE
'Help! My Business Su...	Andrew Lock	Category: Management & ...	Free	SUBSCRIBE
FeedCast: Internet M...	Jellman Knudson	Category: Management & ...	Free	SUBSCRIBE
DishyMix	Susan Bratton	Category: Management & ...	Free	SUBSCRIBE
Internet Marketing Thi...	The Podcast Partnership	Category: Management & ...	Free	SUBSCRIBE
Internet Marketing Vo...	MindComet	Category: Management & ...	Free	SUBSCRIBE
Inbound Marketing Str...	Bernie Borges Find and ...	Category: Management & ...	Free	SUBSCRIBE
Across the Sound Hew...	Joseph Jaffe	Category: Management & ...	Free	SUBSCRIBE
Small Business on the ...	Rick Breslin	Category: Management & ...	Free	SUBSCRIBE
Business Succ...	Paul, Lee, Sean, Andy, St...	Category: Careers	Free	SUBSCRIBE
Intuitive websites	Intuitive Websites	Category: Management & ...	Free	SUBSCRIBE
Internet Marke...	xyour925job.com	Category: Management & ...	Free	SUBSCRIBE

Online Video Marketing

-  Publish
-  Optimize
-  **Promote**
-  Analyze

Promote Everywhere



Twitter

- Tweet about it (a couple times is OK)
- Use a URL shortener to track
- Add a “Tweet This” button next to it

Brilliant riff on Pets.com by
[@karenrubin](#) and [@mvolpe](#):
<http://bit.ly/G6vMb> ([@mvolpe](#)
surprisingly good puppeteer)

5:53 AM May 26th from Twitterrific



danmil
Dan Milstein

RT [@YoavShapira](#): Watching hilarious
new video with the Pets.com sock
puppet! <http://bit.ly/CneFR>

5:57 AM May 26th from TweetDeck



karenrubin
Karen Rubin

- Ask your company to Tweet it

Facebook

- Post the YouTube link in your status
- Post the video to your business page and/or group



- Encourage your company to post it

LinkedIn

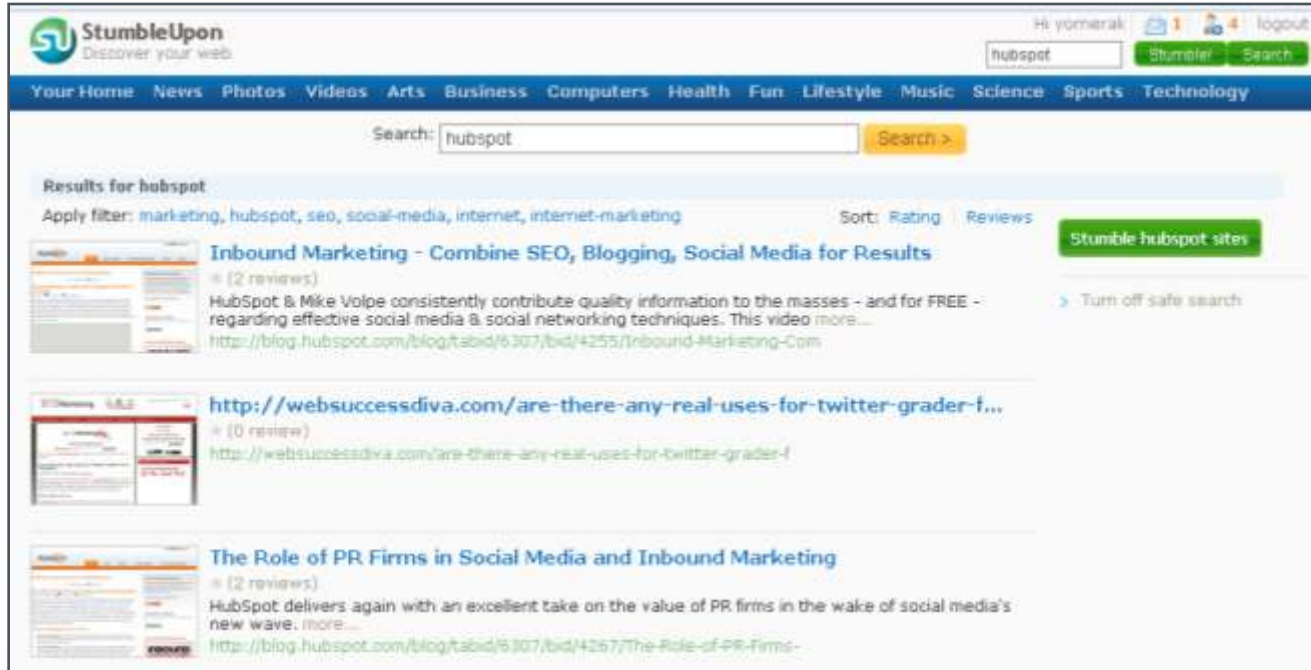
- Post a YouTube link in your status
- Send it to your LinkedIn group



- Encourage your company to post it

StumbleUpon

- Submit the YouTube URL as video



- Play with StumbleUpon a little bit first
 - <http://blog.hubspot.com/blog/tabid/6307/bid/4108/28-Tips-To-Make-You-a-StumbleUpon-Superstar.aspx>

Blog

- Embed in your blog
 - Add text for SEO
 - Respond to comments
-
- Encourage your company to blog it



Leverage Your Whole Company

From: Mike Volpe
To:  **HubSpot-All**
Cc:
Subject: new HubSpot video

Feel free to share and promote if you like it.

YouTube: <http://www.youtube.com/watch?v=CnNsy5W7FuY>

Blog Article: [http://blog.hubspot.com/blog/tabid/6307/bid/4796/Pets-com-Sock-Puppet-Shows-the-Perils-of-Outbound-Marketing-\(video\)](http://blog.hubspot.com/blog/tabid/6307/bid/4796/Pets-com-Sock-Puppet-Shows-the-Perils-of-Outbound-Marketing-(video))

Tweet: "Pets.com Sock Puppet Shows the Perils of Outbound Marketing (video) <http://bit.ly/xSrdL>"

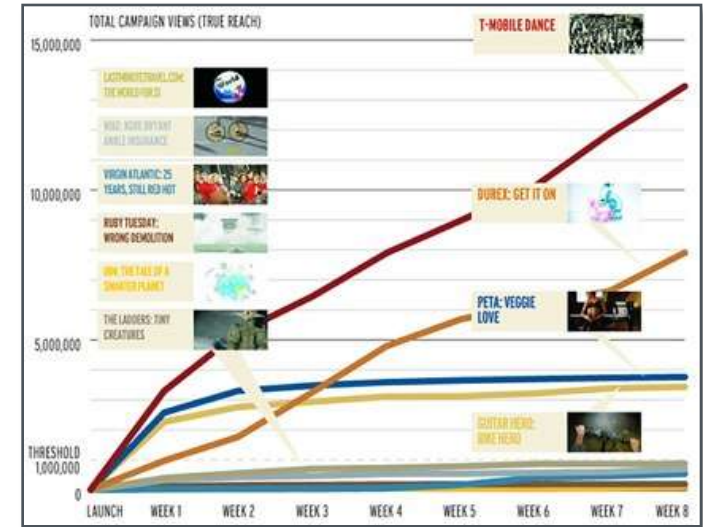
You can also post the YouTube Link on Facebook...

Paid Promotion

- 🔗 Usually not worth the time
- 🔗 YouTube has PPC program
- 🔗 StumbleUpon is \$0.05 per visitor





What is Viral?

- 🐛 Stalled: Never break 1 million views
- 🐛 Embraced: Around 4 million views
- 🐛 Break out: Long time, ultimately 10+ million views – Rare
- 🐛 Data from Visible Measures (<http://www.visiblemeasures.com/news-and-events/blog/bid/8920/The-Anatomy-of-a-Viral-Video-Ad-Campaign-in-Today-s-Advertising-Age>)



For B2B, HubSpot considers it a success if you get just 10,000 views on YouTube.

Online Video Marketing

-  Publish
-  Optimize
-  Promote
-  **Analyze**

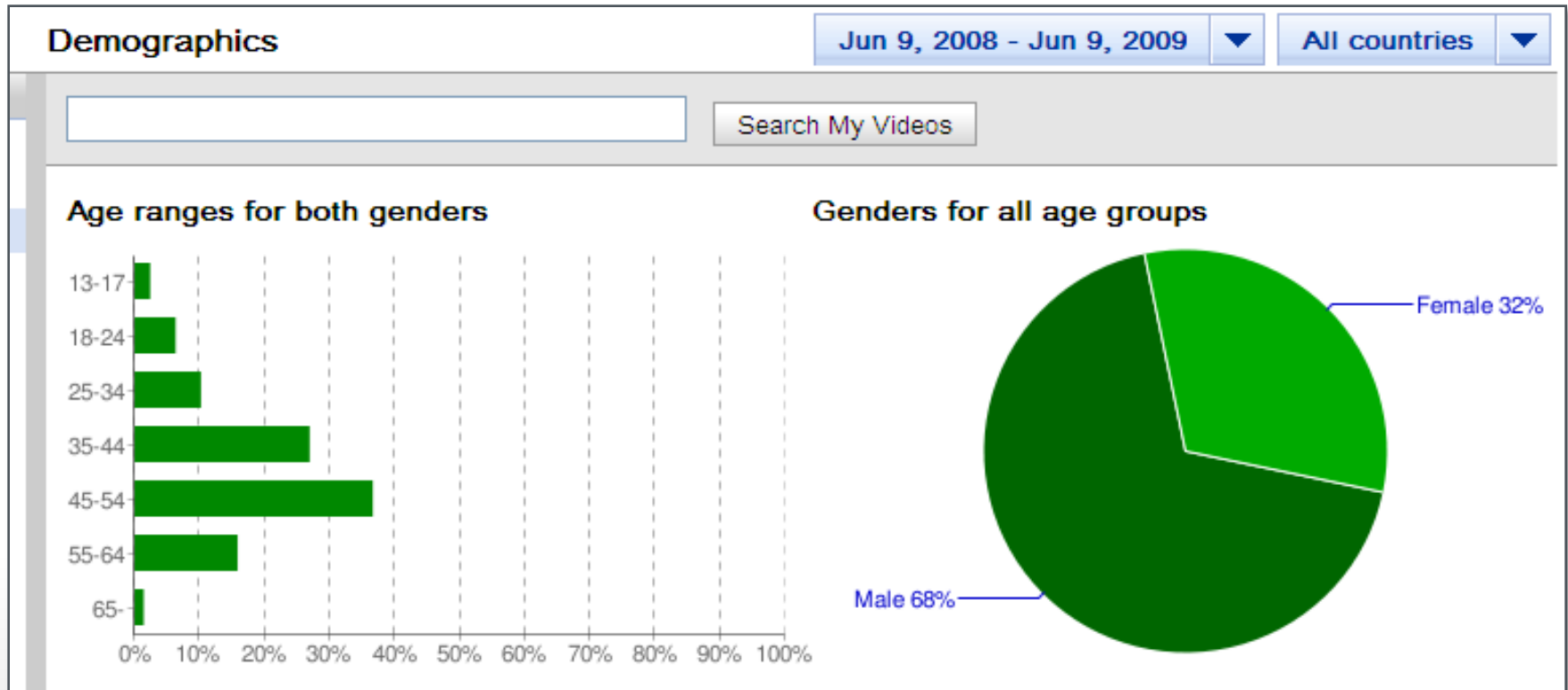
YouTube Insights

Where did my views come from?



YouTube Insights

Who is watching my videos?



YouTube Insights

🔗 What is engaging in my videos?



Blip.tv Stats

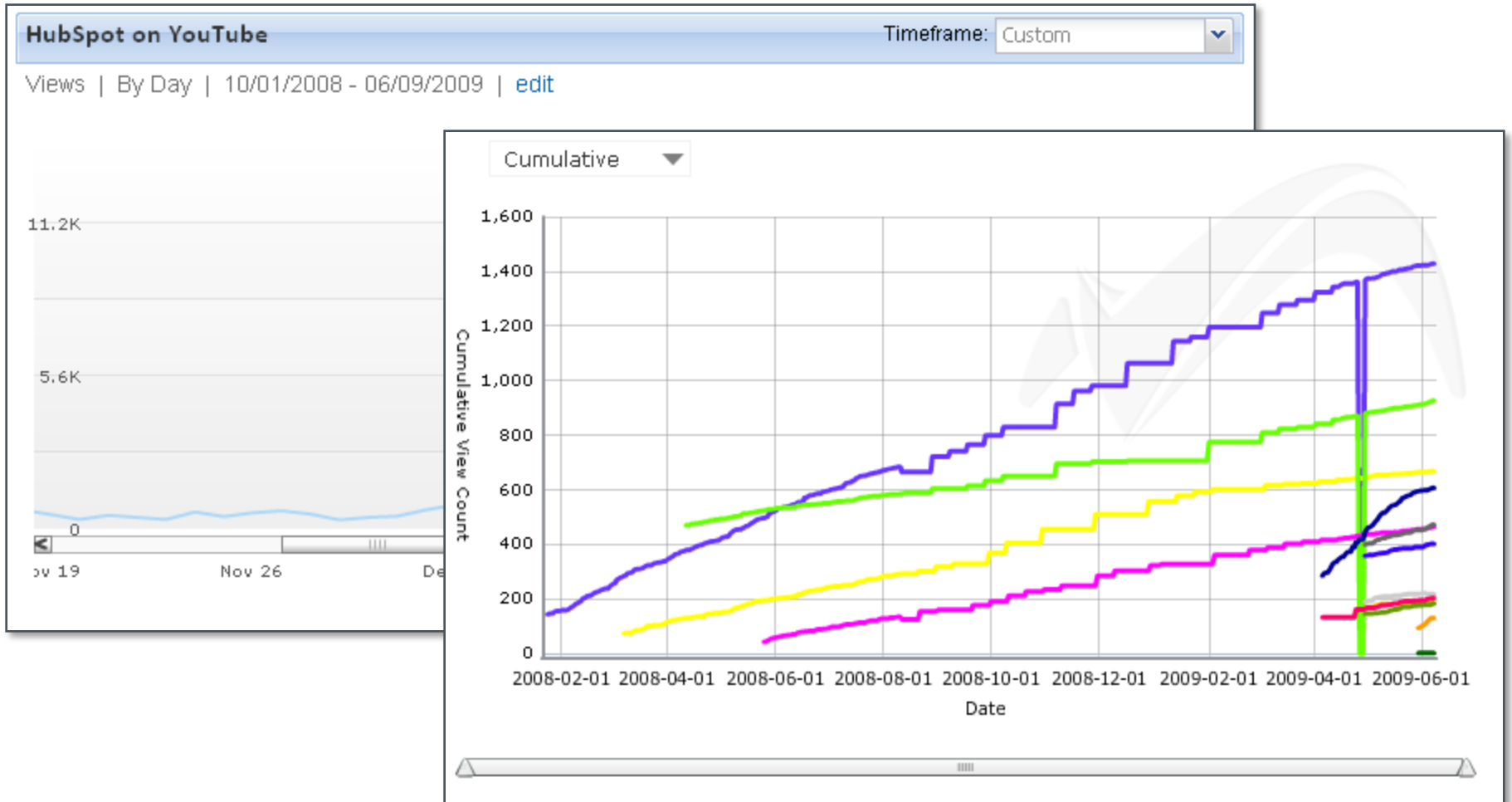
Top Referrers

Referrer	Views
iTunes	439
blog.hubspot.com	103
-	98
google.com	
blip.tv	
podfeed.net	
hubspotv.blip.tv	
odeo.com	
feedproxy.google.com	
blog.h	
netvibes.com	
video.google.com	
74.125.47.132	
file	
marketingautopsyblog.com	
google.fr	
blinkx.com	
google.com.bz	
google.ca	

Daily Summaries

Day	Sites	Referrers	Views
02/10	55	5	56
02/11	31	3	31
02/12	31	5	33
02/13	42	7	45
02/14	12	5	18
02/15	17	5	18
02/16	26	7	26
02/17	5	3	5
02/18	2	1	2
02/19	7	5	8
02/20	9	3	11
02/21	6	2	6
02/22	4	2	4
02/23	11	4	11
02/24	6	2	6
02/25	3	2	3
02/26	8	3	8
02/27	3	1	3
02/28	3	2	4

Visible Measures / Tube Mogul



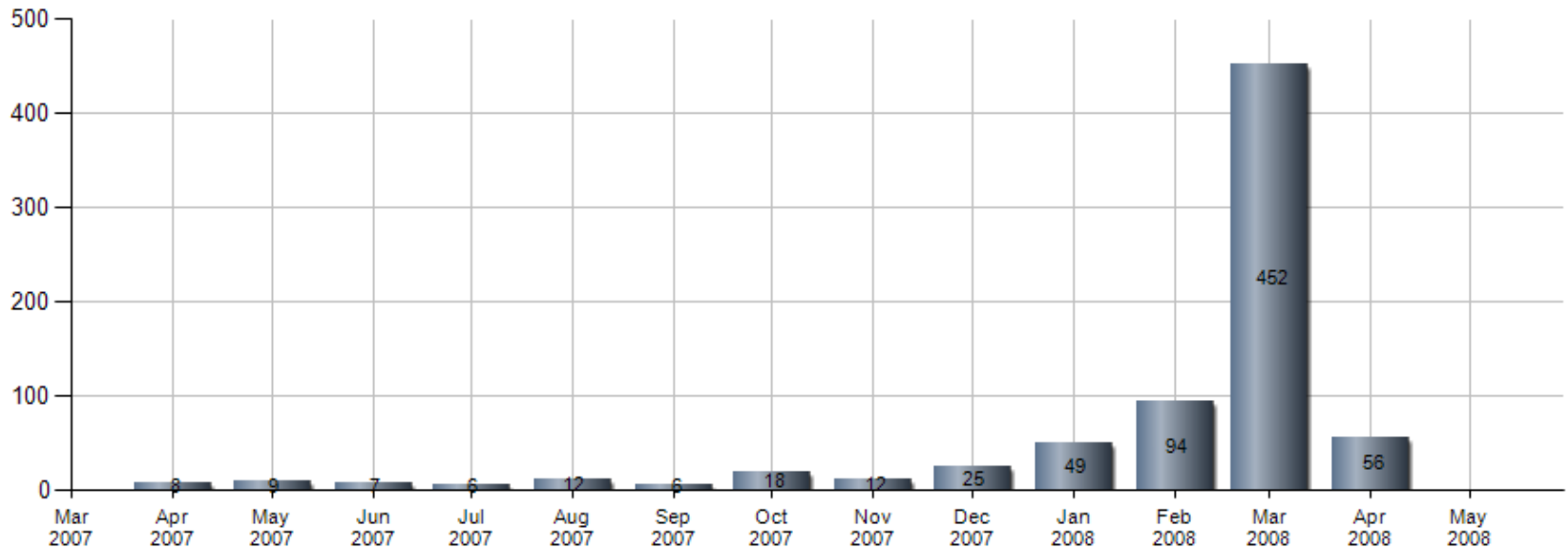
Try a Call to Action at the End



<http://www.youtube.com/watch?v=4-IGe5MnBIY>

HubSpot: Traffic, Leads, Customers

Visitors from YouTube



	Visitors	Leads	Customers
SEO	5,289	754	12
YouTube	834	72	3
Social Media	511	28	1



Thank You!

www.HubSpot.com/free-trial

www.Grader.com

www.HubSpot.tv

Mike Volpe

VP Marketing @HubSpot

Twitter: @mvolpe



Karen Rubin

Product Owner @HubSpot

Twitter: @karenrubin