

How to succeed at  
**YouTub**e  
as a brand in 2021

**Social Media Conference**

Peter Minkjan, 30-09-2021



Team**5pm** | The YouTube Agency

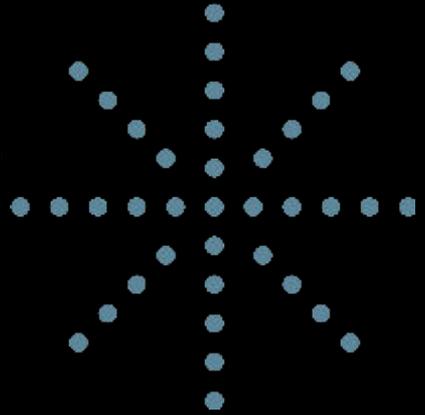


**Peter Minkjan**  
Co-Founder &  
Chief Product  
Officer



WHAT WE DO

We help brands and publishers  
to succeed at YouTube



# Our customers



SAMSUNG



Rode  
Kruis



AkzoNobel



★ Heineken



transavia



MEDIAHUIS

GAMMA

Interpolis.



de Bijenkorf



Canon





Amsterdam HQ (2018)

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Cologne (2020)

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Stockholm (opening soon)

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From Holland we try to conquer Europe:)

Team**5pm** | The YouTube Agency

# 4 insights

I would like to share with you

- **01.** How people use YouTube
- **02.** How the algorithm works
- **03.** What the most effective content strategy is for brands
- **04.** The impact of this strategy

# How people use YouTube

This is your first step

# 01



# Views more than doubled in 3 years

Monthly views on YouTube worldwide

8

To

**720B**

monthly views in Nov. 2020

From

**279B**

monthly views in Dec. 2017

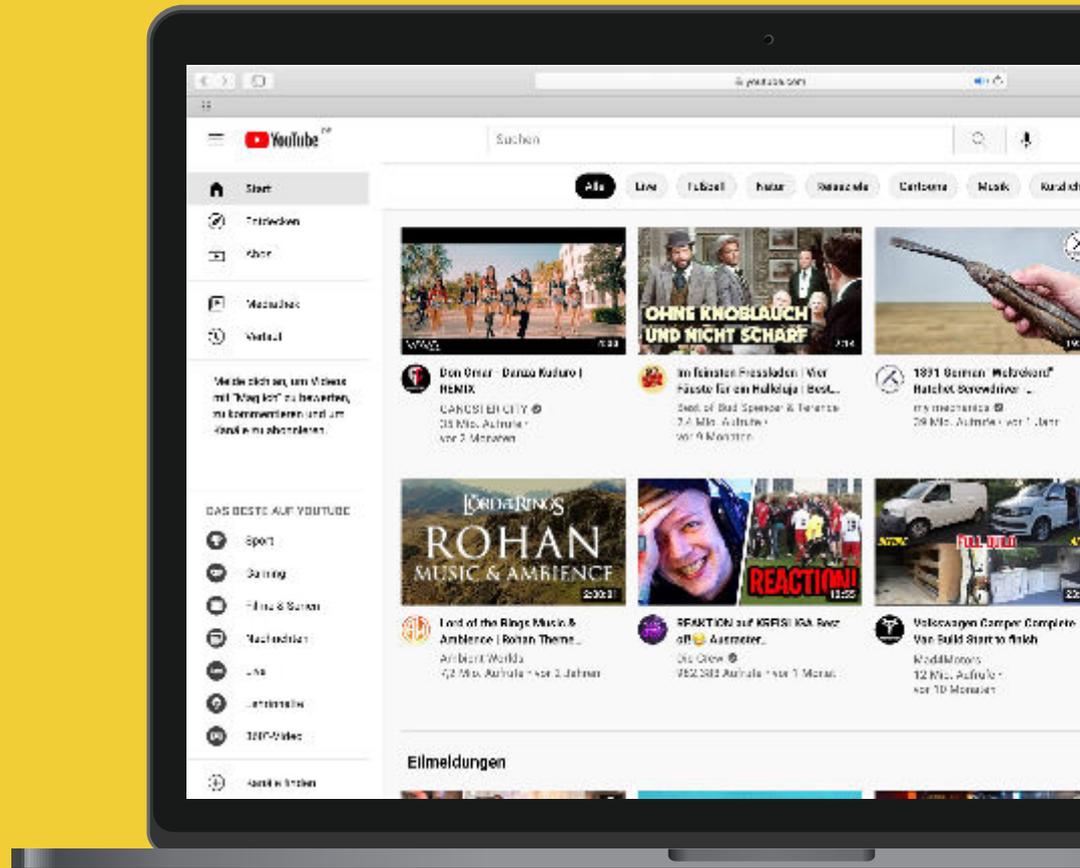


But **90%** of all  
**YouTube videos**  
don't have more  
than **1.000 views.**



🚩 **How can you make sure you are not part of that 90%?**

10





To **succeed** at **YouTube** you should follow the same **data-driven approach** as you do with **Google**.

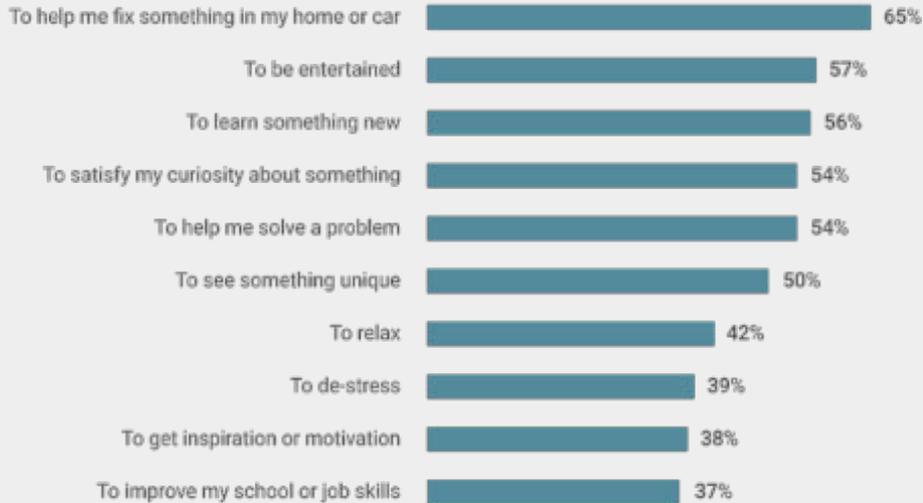


But it starts with a clear understanding  
**how people use YouTube.**



# Reasons people turn to YouTube

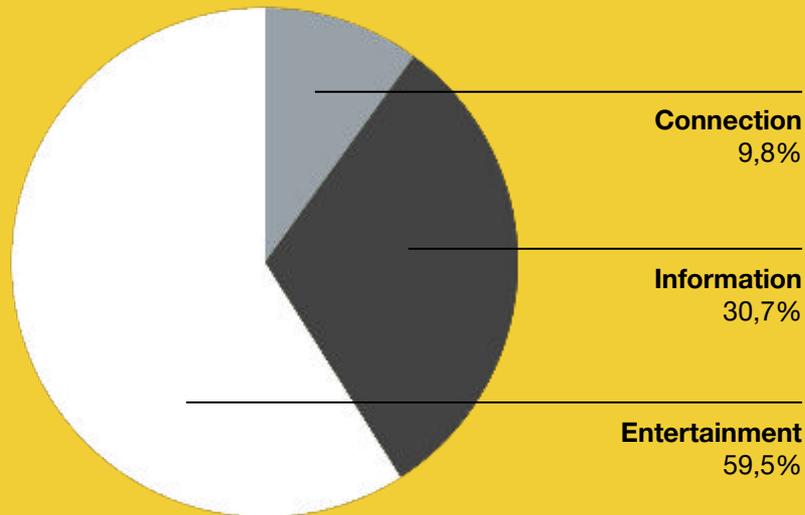
## Overview



**INSIGHT**



**People use  
YouTube for  
entertainment,  
information and  
connection.**





**Susan Wojcicki**  
YouTube CEO identifies  
YouTube's priority for 2021

**“ We’re setting a  
new goal: to double  
the number of users  
who engage with  
educational content  
on YouTube. ”**



**How-to videos**  
earn the **most**  
**attention** of any  
content **category**  
on **YouTube**.

16



**Views of beauty tutorials on YouTube increased nearly 50% last year.**

17



**50% increase** in  
**average daily**  
**views** with video  
variations of  
**'beginner'** in title

18



**YouTube search volume** for videos with **'ideas'** have tripled in the past three years

19



INSIGHT



# YouTube is the 2nd search engine in the world

More than 3 billion searches every month



# Three interesting search opportunities for brands

## Example search query

## Content

How to paint my wall



Step-by-step instructions

Volkswagen ID.4 review



Purchase advice

Bedroom ideas



Inspiration



INSIGHT



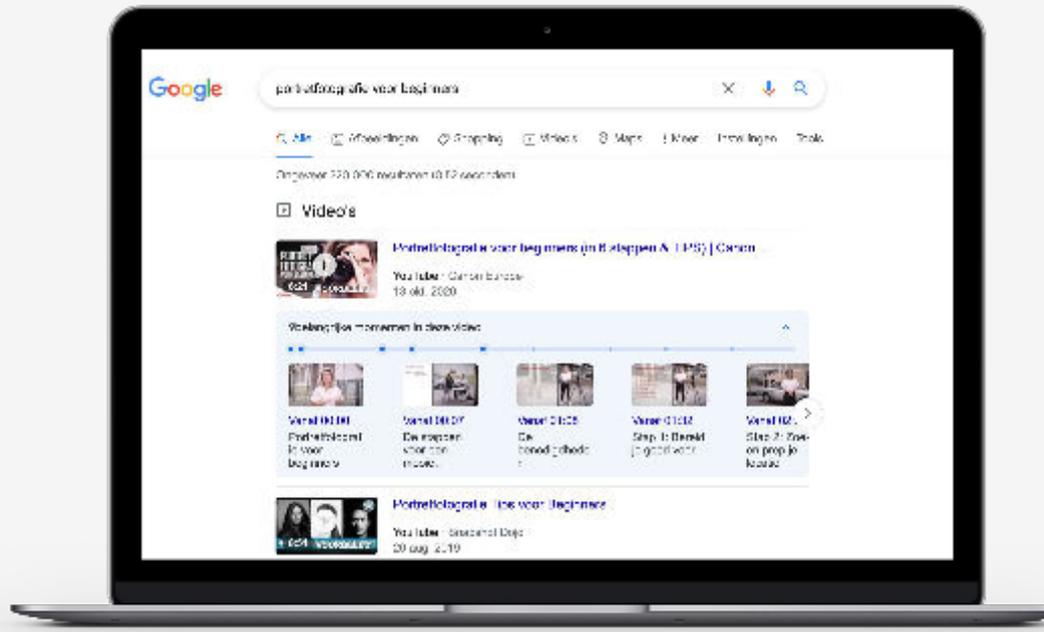
# There are 15X more searches on Google than YouTube

Google Search can be a huge traffic source



# Videos in Google Search

26% off all search queries show a video and they generate a 61,6% CTR (!)



INSIGHT



**More than 50%  
shoppers uses online  
video and YouTube to  
make a purchase  
decision**

*Source: Ipsos 2018*



INSIGHT



**90% of people say that  
they discover new  
brands or products on  
YouTube**



# How the algorithm works

Your next step

02

Only understanding how people use YouTube is not enough, you should also know **how the YouTube algorithm works.**



## GOAL OF YOUTUBE

# Maximize long term viewer engagement and satisfaction

The way to reach this is to **predict** which videos you want to see



## **The YouTube algorithm in a nutshell:**

it rewards videos where people click on and watch longer.

## **Therefore:**

longer content almost always outperforms (very) short content.



# Best performing length

Which length generates the most views?

30

YouTube

review teela model x

Teela Model X 2018 electric SUV review | Mat Watson Review

3,698,698 views · 11 Aug 2017

45K 1.2K DE, EN OPSLAAN

Custom Parts

Teela Model 3 in-depth review - see why it's the best electric c...

Teela Model S P100D Ludiicrous Plus 2018 in-depth review | M...

Teela Model X review door Jeremy Clarkson | The Grand...

We show three electric cars until they DIE!

Mazda review

Rolls-Royce Ghost 2021 review - see why this car is worth...



# Best performing length

Longer content is recommended more often

31

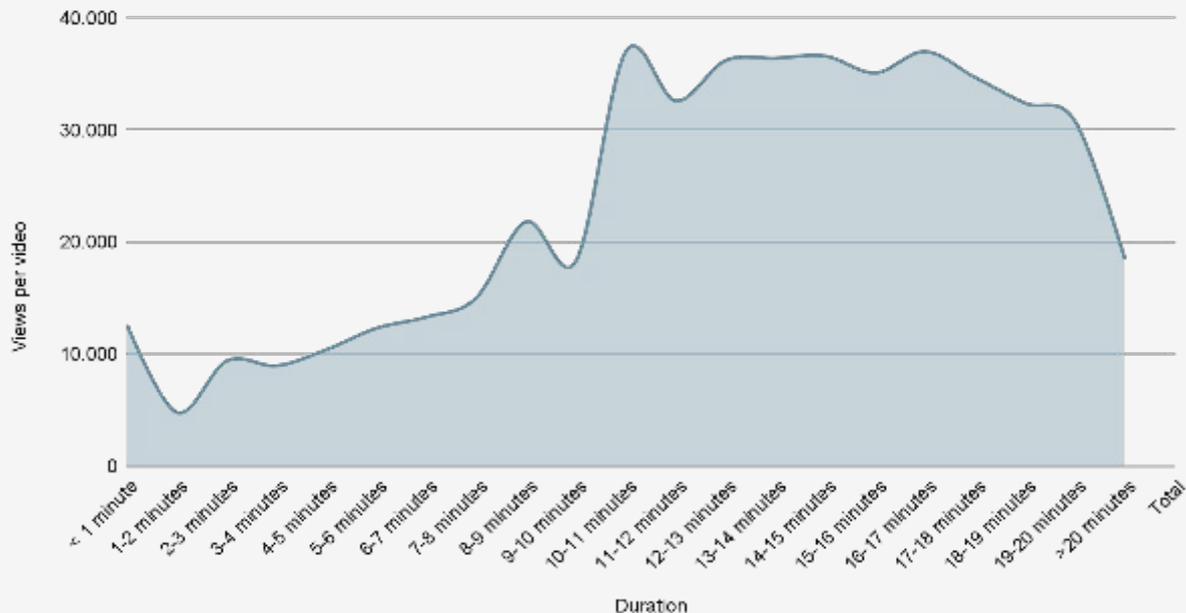
The image shows a YouTube video player interface. The main video is titled "Teela Model X 2018 electric SUV review | Mat Watson Review" and has 3,698,698 views. The video content shows a man in a striped polo shirt standing next to a white Tesla Model X in a wooded area. Below the video player, there is a list of recommended videos. Four red arrows point to the duration of each recommended video: 20:42, 11:30, 11:52, and 26:19. The recommended videos are from the channel "CORVO" and include titles like "Teela Model X in-depth review - see why it's the best electric c...", "Teela Model X Plus 2018", "Teela Model X Jeremy Clarkson", and "Teela Model X".



# Best performing length

>10 minutes generates more views

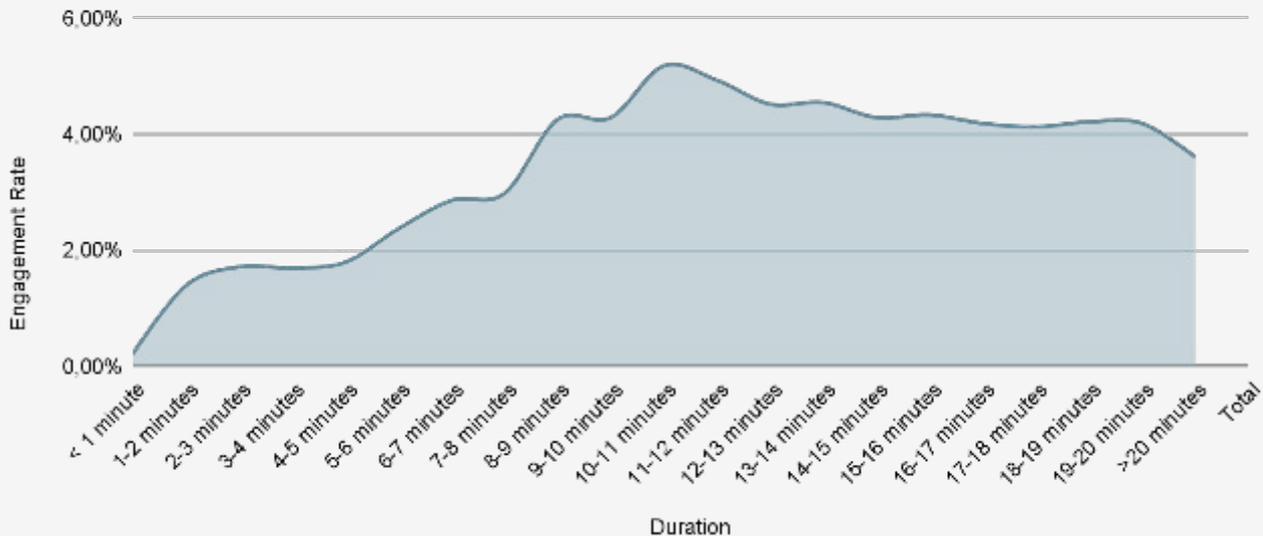
Average views versus Duration



# Best performing length

>10 minutes generates more engagement

## Engagement Rate versus Duration





Don't make longer videos just because of the length. **Focus** on keeping the **audience engaged** instead.

**Take as long as your story needs.**



# YouTube Content Strategy

How to apply this knowledge

03

But **how** can you apply this knowledge  
in a **successful content strategy**?



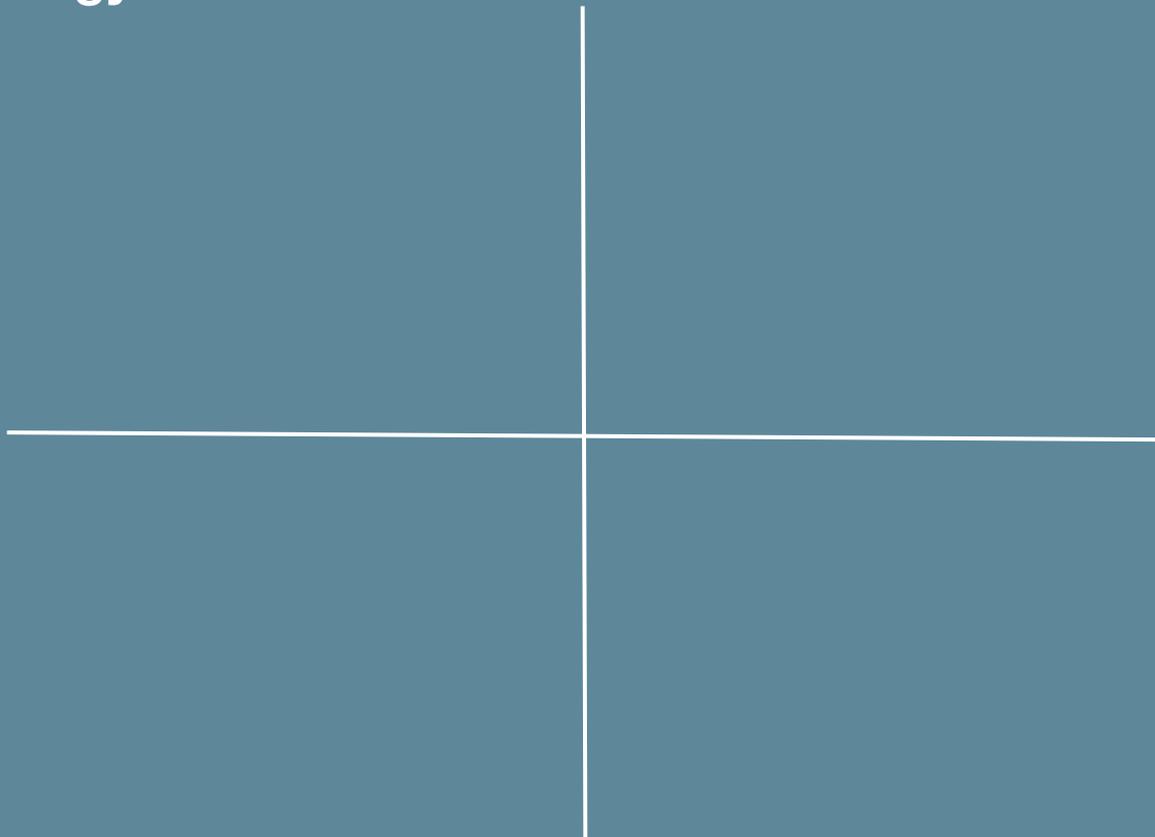
A **successful content strategy** for brands **influences purchase behavior.**



# Content strategy

Evergreen

Time-sensitive



# Content strategy

39

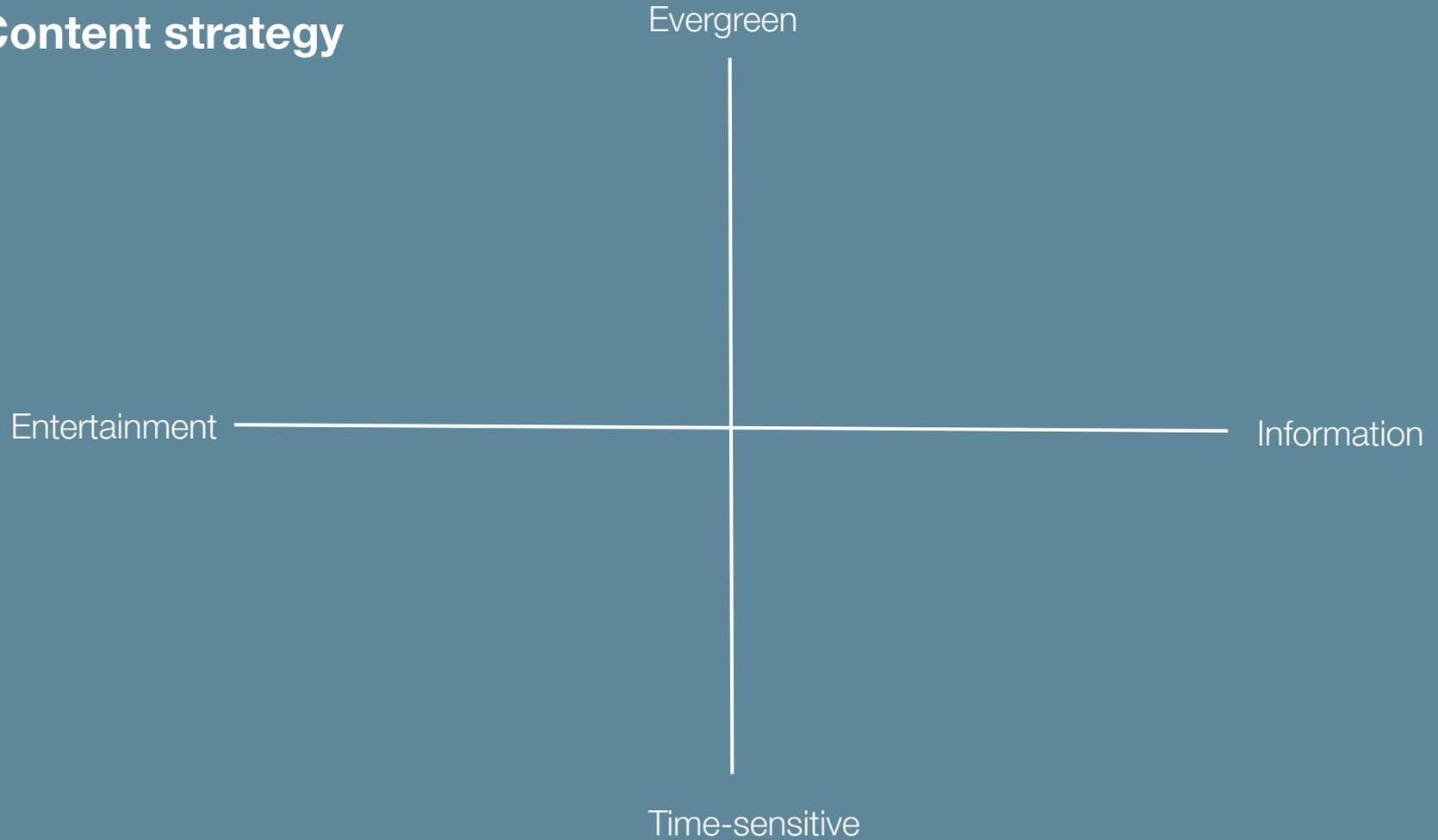
Entertainment

Information



# Content strategy

40



# Content strategy

Evergreen



Entertainment

Information

Time-sensitive



# Content strategy

Evergreen

Entertainment

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Time-sensitive



# Content strategy

Evergreen

Entertainment

Information



Time-sensitive



# Content strategy

Evergreen



Entertainment

Information

Time-sensitive



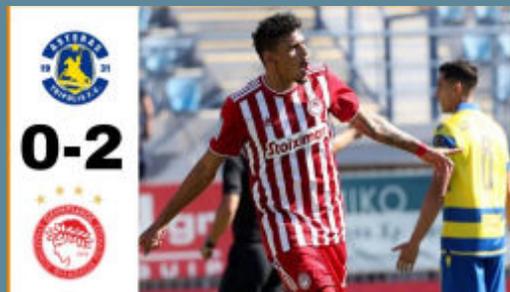
# Content strategy

Evergreen



45

Entertainment



Information



Time-sensitive



A really **effective content strategy** for most brands is focusing on **informative and evergreen content**.

**Preferred formats:**

Tutorials and product reviews.

**Treat YouTube more as a blog** than a social platform like Facebook, Instagram or TikTok.

You don't have to post multiple times per week to be successful.

**Quality trumps quantity.**

# The impact of this strategy

To convince your boss;)

04

**The impact of YouTube** on brands goes beyond reach, clicks and views. The attention you generate, effects the **heart** and **mind** of your target audience and your **market share**.



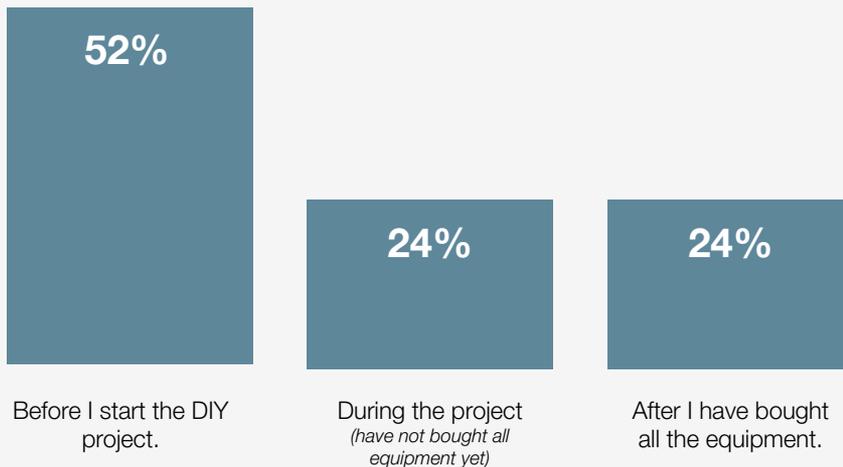
# How-To videos in the customer journey

76% of viewers have not bought all the products

For our client GAMMA (DIY market chain) we have investigated when people watch how-to videos. Contrary to what most marketers think **how-to videos are mostly watched before people buy all the necessary products.**

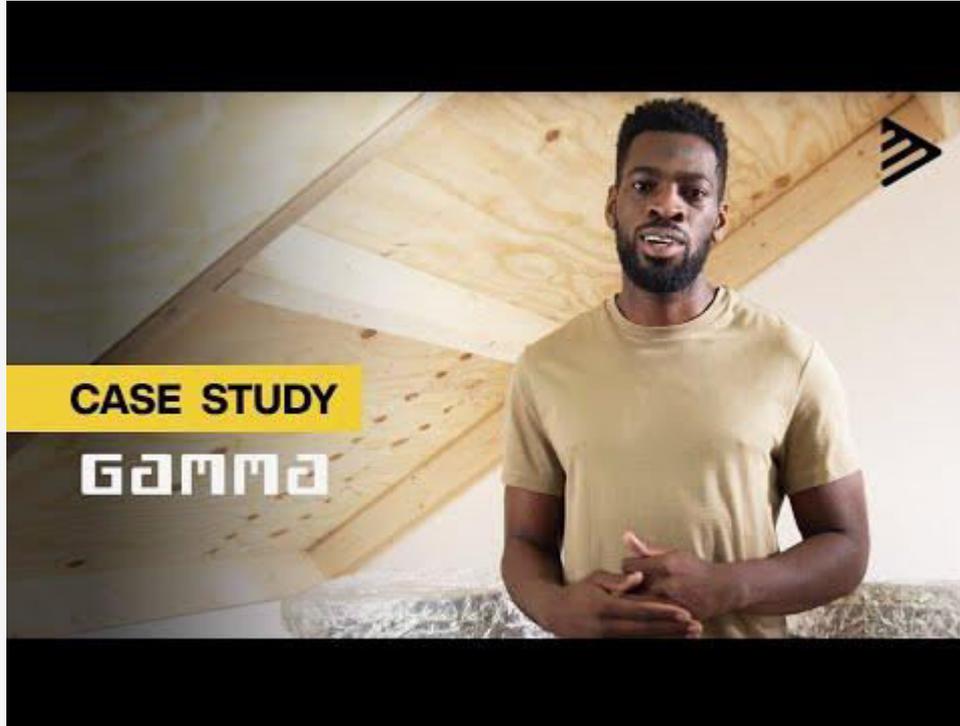
76% has not bought (all) the products they need. This means you can influence purchase behaviour at the moment people are orientating.

## When do you watch how-to videos?



## Case: GAMMA

How GAMMA dominates YouTube & Google results



[Case Video](#)

## GAMMA

VIEWS

**1M**

+112% relative to target

WATCH TIME (hours)

**44.000**

+93% relative to target

YOUTUBE RANKINGS

**91%**

of all video ranked in the top  
3 in YouTube and Google



# GAMMA

+88%



Purchase Intent

+86%



NPS

+73%



Ambassadorship



# The power of product reviews

Users also want information from the manufacturer

People use YouTube to find out which products and brands to buy. When deciding whether to buy a product or service, users usually wanted to learn more about it from two sources: **the manufacturer was trusted to explain details about the product/service** and customers were trusted to provide an unbiased evaluation for it.

Hyundai Netherlands used this insight to generate extensive product reviews around the introduction for their new electric model. We helped them with data **research** to find the best topics, **production** of the videos and **distribution** (paid and organic).





**+231%**



Brand Recall

**+650%**



Brand Preference

**+256%**

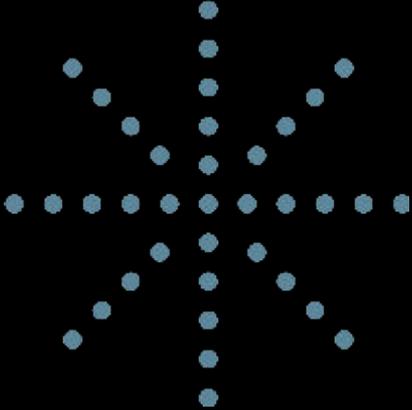


Consider Purchasing





RECAP: HOW TO WIN AT YOUTUBE

1. Understand the platform
  2. Help your audience
  3. Influence purchase behavior
- 



# Thanks for your attention.

Any questions?



LinkedIn

Let's connect

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Team**5pm** | The YouTube Agency



