

## Topic | Social Media

### Tutorial 47

# YouTube And Video Hosting Websites

*Videos should form a key part of your online strategy. This tutorial covers the different sites allowing you to host your videos and market your business online.*

*Reading time: 25 minutes*

*Prerequisite: None*



The Tourism e-kit has been produced by the Australian Tourism Data Warehouse,

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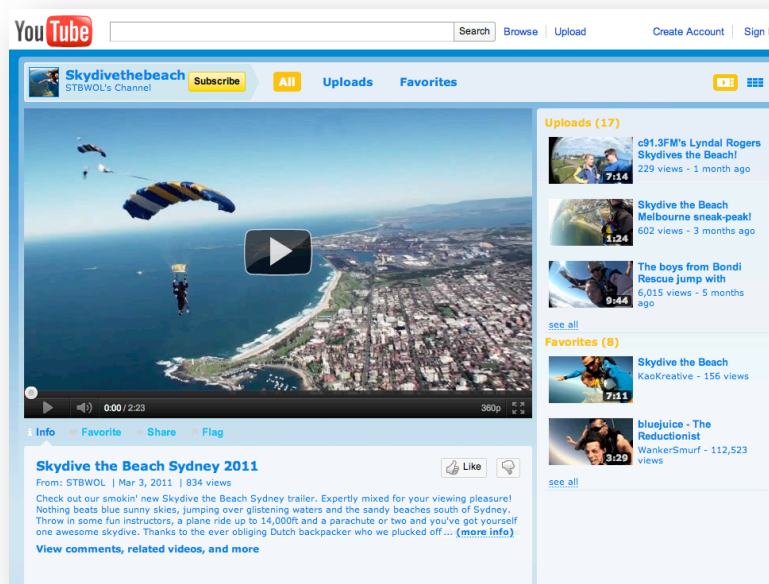
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### 1. How video can help your tourism business and why should you consider it

As a business owner, you have probably found yourself thinking once or twice “If only they could see what it’s really like here”. They now can thanks to video. Images speak a thousand words but videos add an extra dimension as they allow you to show your business, other guests and how great your services are.

YouTube is currently the second most popular search engine in the world which means that people are actively searching for videos every day and your business could be benefiting from all of that traffic.

The example below from the YouTube channel of Skydive The Beach in Sydney illustrates how video can in a few seconds entice your potential client to make a booking.



#### a) Why is it important?

The answer is simple: video sells and showcases your product and business better than any text or photo could do. Making that personal connection with potential customers is extremely valuable and so easily achieved using videos.

### b) *Why is it such an effective marketing tool?*

Let's first do a test. Please read the text below, pay attention to the photo and follow the link to the video. Which one of these media elements grabs your attention and entices you to get your credit card out of your wallet to book your seat?

#### Text

Take advantage of the magical setting of Undara and the colours of the Outback with a weekend of enchantment and captivating renditions including Henry Purcell's "The Fairy Queen".

#### Photo



#### Video



<http://www.youtube.com/watch?v=gpn4iewCbrY>

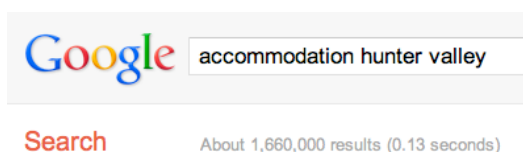
There is no surprise... the video!

#### Search engine optimisation

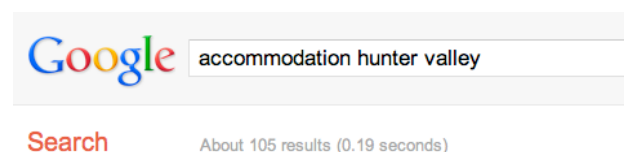
Video is also an excellent way to rank in search engines. Sometimes, when Google believes it is relevant, video search results will be displayed within the "everything" search results. Google calls these blended results "Universal Search". However, it is difficult to predict for what keywords Google will display videos on the "everything" search results page.

Google also provides a video specific search results page. Access this by clicking on the "videos" link on the left of the search results.

Let's have a look at the below screenshots:



The above screenshot was taken in the "everything" search results page of Google. There are approx 1.6 million pages competing for a first page ranking on Google.



The above screenshot was taken in the "video" search results page of Google. There are only 105 videos competing for a first page ranking on Google. Note that videos will also appear on the "everything" search results page of Google.

Videos are also an excellent marketing tool because:

- Production costs are now much lower
- It only takes minutes to make and upload a short video with a camera or

## YouTube And Video Hosting Websites




smartphone/iPhone

- Hosting is now so easy thanks to all the free video hosting sites.

### c) *How to get started*

Before you jump on in and start creating accounts on video media sites you first need to determine which site is best for your business and create a video strategy for the ongoing collection of videos.

Below is a list of **free, purpose-built video hosting sites**.

Service	Integration	URL	Audience
YouTube 	Integrates with most websites and Social Media networks	<a href="http://www.youtube.com">www.youtube.com</a>	3 billion + videos are viewed every day
Vimeo 	Integrates with most websites and some social media networks	<a href="http://www.vimeo.com">www.vimeo.com</a>	40 million + monthly users worldwide
Daily Motion 	Integrates with websites via HTML codes	<a href="http://www.dailymotion.com">www.dailymotion.com</a>	114 million + monthly users worldwide

Facebook, Flickr and Photobucket also offer video hosting capabilities but aren't purpose-built video hosting sites.

## 2. Setting up a video strategy

Once you have decided which video media site you will promote your content on in addition to your website you need to **prepare a video strategy. This will ensure that your efforts are continued long term.** A video strategy doesn't mean you need to decide on every video right now but forces you to consider and plan which types of videos you would like to use for your business. A successful video strategy document will include a section about video standards and a video calendar.



**Video standards** – What are the standards that you would like your videos to meet:

- this can be as simple as “videos must have good sound quality and contain at least one person”
  - or more complex as to include business’ logo, specific words, an opening and closing shot or particular background music.
- This will set the scene for your video collection and will be handy for anyone that helps out with your website or online marketing.



**Video calendar** – A video calendar can be combined with your overarching social media conversation calendar to determine:

- times that you would like to create a video. Once you note down a time in your calendar, try to stick to it. The 10-15 minutes it takes will provide great exposure for your business
- what you will film: for instance you could create guest review videos, great event summary videos
- where the videos will be posted: on which video hosting sites and on what page of your website
- who will shoot the video: will you create short videos with your smartphone, iPhone or camcorder? Will you also consider getting professionals to shoot a short video? Will you be using videos made by your guests?

### 3. Effectively utilising video

To effectively use video and ensure it reaches its maximum potential it is important to ensure you publish your video in multiple locations.

Videos should be included on your website, on the video media site of your choice (YouTube, Vimeo etc) and on social networking sites to ensure you reach the widest audience available.



#### a) *Video applications in social media*

While sites such as YouTube and Vimeo are often counted as social media sites, there are a number of other sites that you should publish your videos on such as your Facebook Page and Twitter.

#### **Facebook Page**

Adding videos to your Facebook Page can be a great benefit to your business as recent statistics say that videos are one of the most commonly clicked on items on Facebook. Add a video to your

Page by sharing the URL of the video (that you have loaded onto a video media site) as a post, or include a great video from your business in a custom tab on your Facebook page.

### Twitter

Another great social media application for videos is Twitter. You can share your video on Twitter by pasting the URL of the video in with your update. People will then be able to click on the link and view it on their smartphone or computer.

## 4. Video case studies

Tourism Queensland understands the strength and power of videos for Australia's tourism businesses, recently they partnered up with professional videographers and training companies to create high quality videos for a collection of tourism businesses.



These videos have since been uploaded onto YouTube, optimised for search and included on the businesses' websites. Some of these videos have since had thousands of views potentially directing masses of new customers to the business.

The videos have also been shared on social networking sites by viewers and placed on the accounts of many of the businesses as a great marketing tool.

Screen capture copyright: YouTube

## 5. Tips and tricks

- Once you've set up your account on a video media site don't forget to **monitor your views and statistics**. Many of the sites include an insights or statistics page that will help with this. Otherwise monitor via Google Analytics ([www.google.com/analytics](http://www.google.com/analytics)) and the available insights when you share videos on your Facebook Page.
- **Videos should be natural**, don't have to be scripted and unless your video is being professionally created you shouldn't be trying to win an Emmy Award. Be relaxed, take your time and if it doesn't work out the first time you can always try again.
- When you load your videos online video media sites **don't forget to include descriptions and keywords**, as you enter these you are increasing your chances for sites like Google Videos to index and display your video.

## 6. Key learning outcomes

- Videos should be leveraged by tourism businesses to show off their services
- They are very easy to make and only take minutes to be posted
- Videos should be shared across a mixture of sites to ensure maximum visibility; there are a number of great video media sites available for businesses to upload their videos too.

- Videos should not be a one off activity for your business, build a video calendar to plan for future videos.

## 7. Related material

### a) *Related tutorials*

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- Video for your website
- Social media for tourism
- Flickr and photo hosting websites