

# LEVERAGING THE POWER OF VIDEO THROUGH SOCIAL /

JACKSON HOLE COMMUNITY SESSION  
OCTOBER 2014

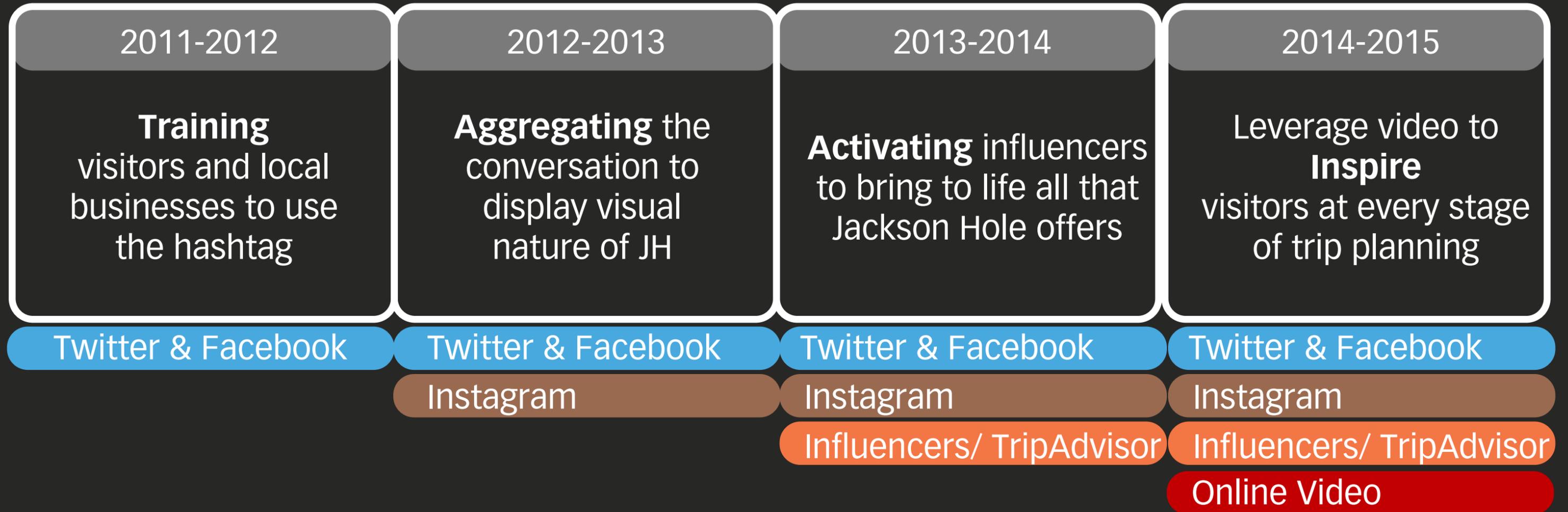
@Cactus\_Mike



# AGENDA

- WINTER 2014/15 CAMPAIGN
- THE ROLE OF VIDEO IN TRAVEL AND TOURISM
- BUILDING A VIDEO STRATEGY
- CREATING ENGAGING CONTENT
- VIDEO AND SOCIAL SHARING
- RESOURCES / GET INVOLVED

# EVOLVING CAMPAIGNS /





November 1, 2012:  
10,454 photos with  
#JacksonHole



November 2013  
55,000+ photos with  
#JacksonHole



Today  
121,000 + photos with  
#JacksonHole





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Winter Video Content to be posted at:  
<https://visitjacksonhole.com/how-to-embed-videos/>

ONLINE VIDEO /



89  
MILLION

PEOPLE IN THE  
UNITED STATES  
ARE GOING TO  
WATCH

1.2  
BILLION  
ONLINE VIDEOS

TODAY

# 1 BILLION

PEOPLE WILL VISIT YOUTUBE THIS MONTH AND THEY WILL WATCH

# 6 BILLION

HOURS OF VIDEO



100  
HOURS

OF VIDEO ARE  
UPLOADED TO  
YOUTUBE EVERY

60  
SECONDS

50%



ONLINE VIDEO NOW ACCOUNTS  
FOR HALF OF ALL MOBILE  
TRAFFIC

# ONLINE VIDEO & TRAVEL /





TWO OUT OF THREE U.S.  
CONSUMERS WATCH ONLINE  
TRAVEL VIDEOS WHEN THEY'RE  
THINKING ABOUT TAKING A TRIP



118%

VIEWS OF TRAVEL-RELATED  
CONTENT ON YOUTUBE HAVE  
MORE THAN DOUBLED YEAR  
OVER YEAR



30%

IN 2013,  
MOBILE  
DEVICES  
ACCOUNTED  
FOR ROUGHLY  
1/3 OF ALL  
TRAVEL VIDEO  
VIEWS



MOBILE AND  
TABLET TRAVELER  
SHOPPERS ARE

3X

AS LIKELY TO VIEW A  
VIDEO AS LAPTOP OR  
DESKTOP USERS

(NPD)

# WHEN PEOPLE WATCH TRAVEL VIDEOS

## DESKTOP



8AM TO 6PM  
AKA "WORKING"

## TABLET



3PM TO 10PM



OF YOUTUBE TRAVEL SEARCHES FOCUS  
ON DESTINATIONS, ATTRACTIONS/POINTS  
OF INTEREST OR GENERAL TRAVEL IDEAS



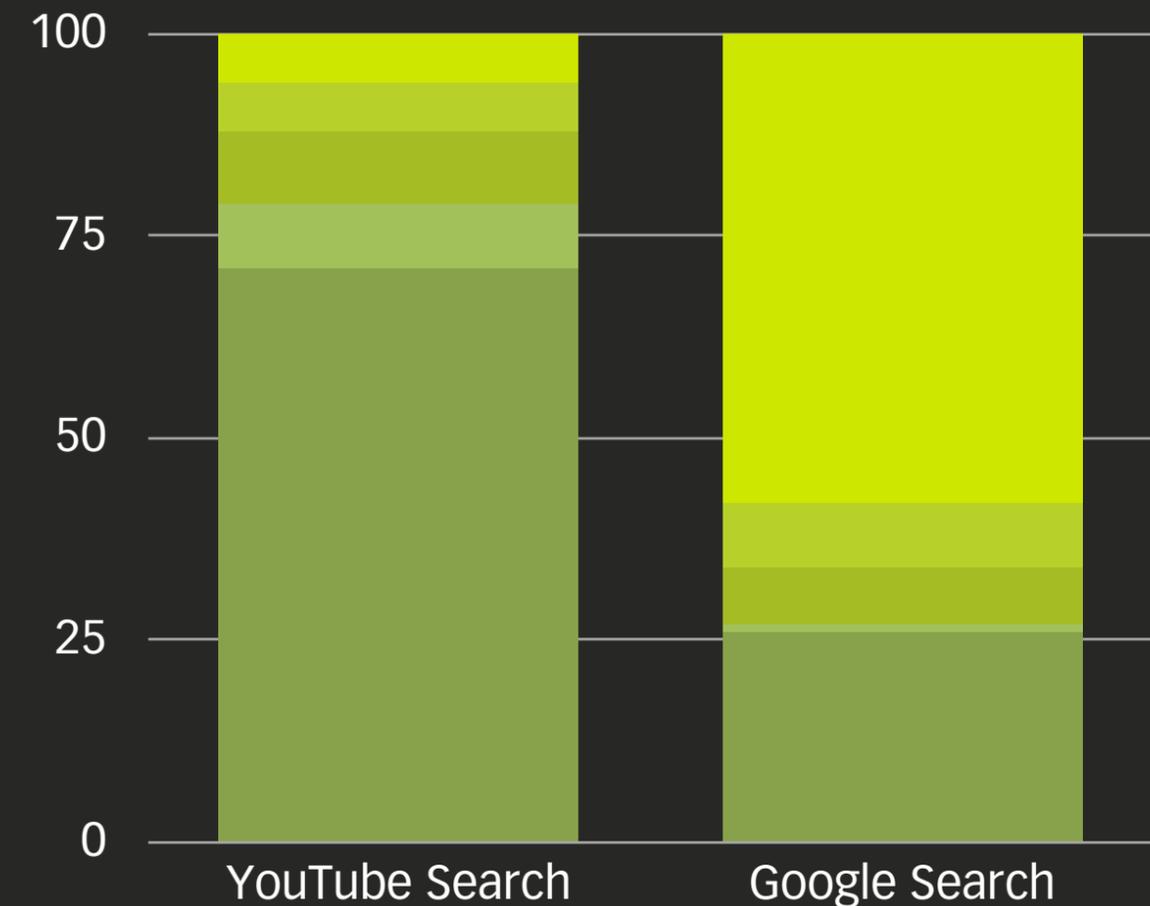
58% of travel searches on Google are for specific brands or companies



71% of travel searches on YouTube are for a destination name



- Travel Brands
- Travel Products
- Local Attractions
- General Travel Queries
- Destination Names



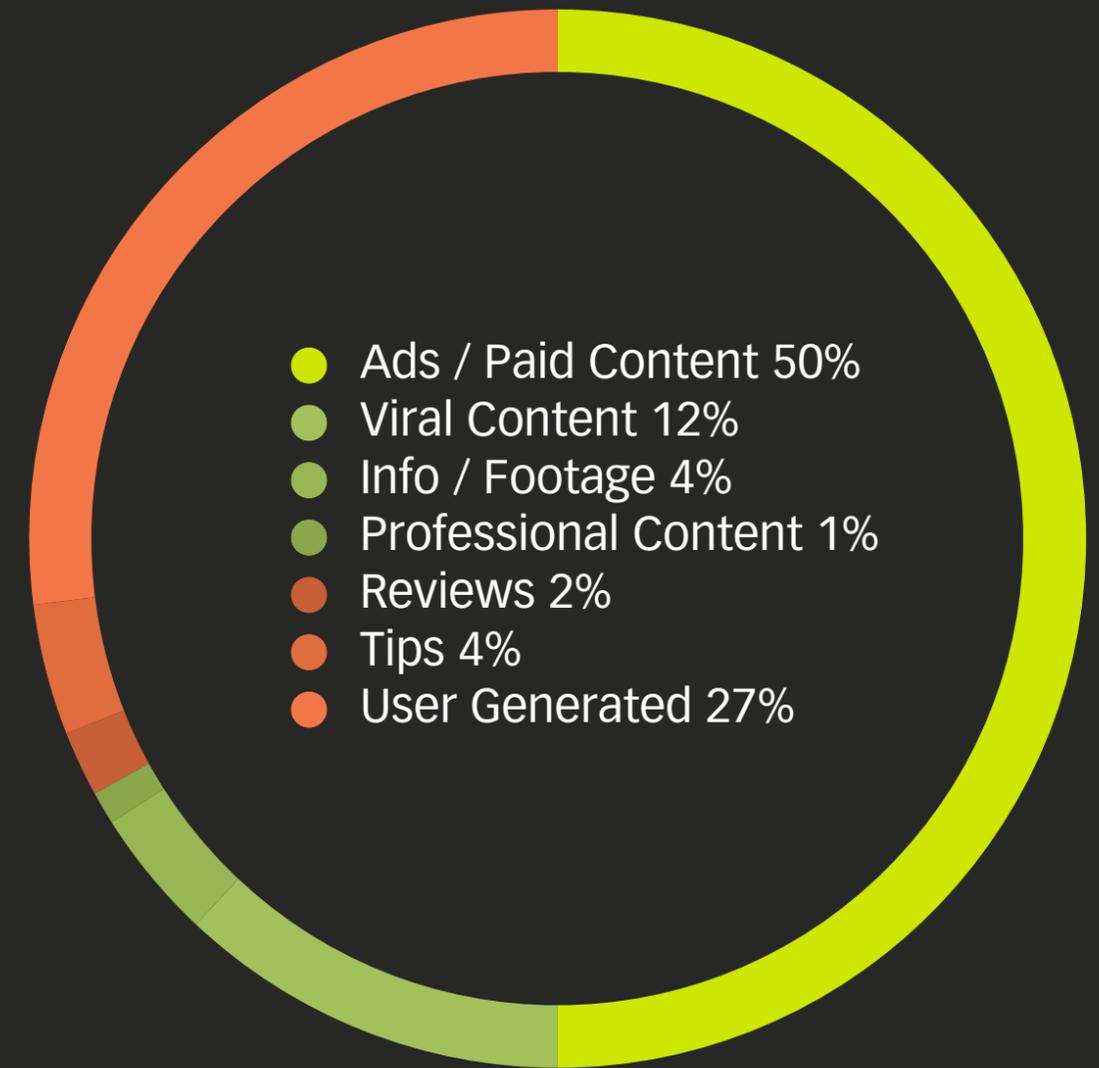
# THE POWER OF VIDEO TO INSPIRE /



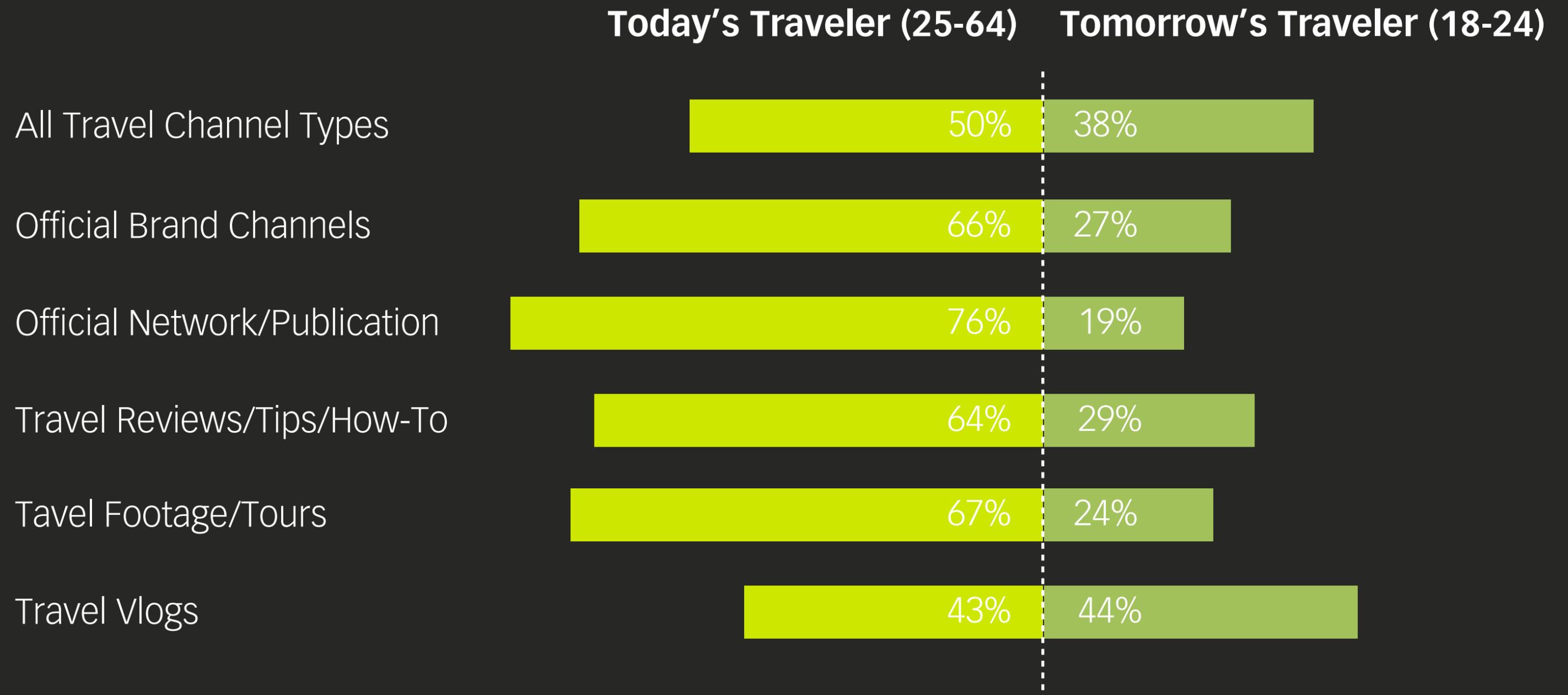
CONSUMERS ARE HUNGRY FOR ALL KINDS OF VIDEO AND ARE LOOKING FOR BOTH BRANDED AND USER GENERATED CONTENT



# WHAT TRAVELERS WATCH

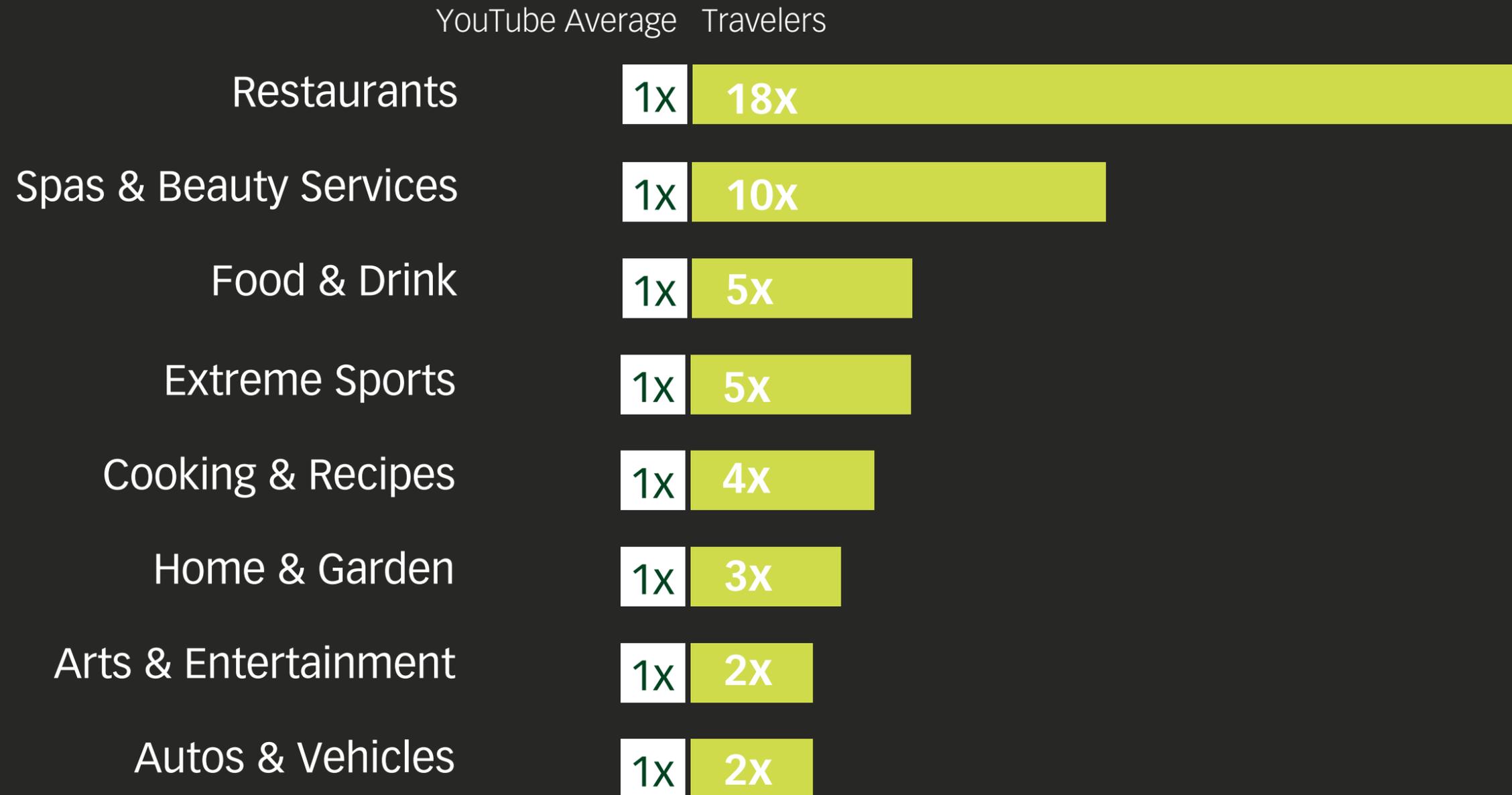


↑ 394% YOY INCREASE IN VIEWS OF BRANDED VIDEOS ON YOUTUBE



TRAVELERS ARE SEARCHING FOR MORE THAN  
JUST TRAVEL CONTENT WHEN RESEARCHING A  
VACATION OR A TRIP

# TRAVELERS WATCH CONTENT CLOSELY RELATED TO TRAVEL



AS DIGITAL VIDEO BECOMES AN EVEN BIGGER PART OF THE TRAVELER'S JOURNEY, IT'S INCREASINGLY IMPORTANT FOR BRANDS TO SEIZE THE OPPORTUNITY.

A STRONG VIDEO STRATEGY CAN HELP BRANDS REACH, INSPIRE AND ENGAGE TODAY'S DIGITALLY SAVVY TRAVELER IN MORE WAYS THAN EVER BEFORE.

# BUILDING A VIDEO STRATEGY

## BRAND IDENTITY & POSITIONING

What is your brand's unique value proposition?  
What differentiates your brand from your competitors?

## AUDIENCE INTERESTS & PASSIONS

What are your target consumers' key interests and passions in daily life?



IS THERE A CONSUMER PASSION WHERE YOUR BRAND CAN BRING UNIQUE, VALUABLE CONTENT?

BRANDED CONTENT STRATEGY: **TERRITORY**

WHAT VALUE WILL YOUR BRAND CONTENT ADD FOR CONSUMERS?



INSPIRE



EDUCATE



ENTERTAIN

BRANDED CONTENT STRATEGY: **CORE MESSAGE / TONE**

HERO / HUB / HYGIENE

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## HERO

What content do you want to PUSH to a big, broad audience?

What would be your SUPER BOWL moment?

GO BIG

## HUB

Content developed on a regular basis to give a fresh perspective on your target's passion points. Think of this as content for your subscribers / fans.

PUSH

## HYGIENE

What is your audience actively searching for regarding your brand or industry?

Your hygiene content should be the most compelling answer to their questions.

PULL



View video at: <https://www.youtube.com/watch?v=M7Fivfx5J10>

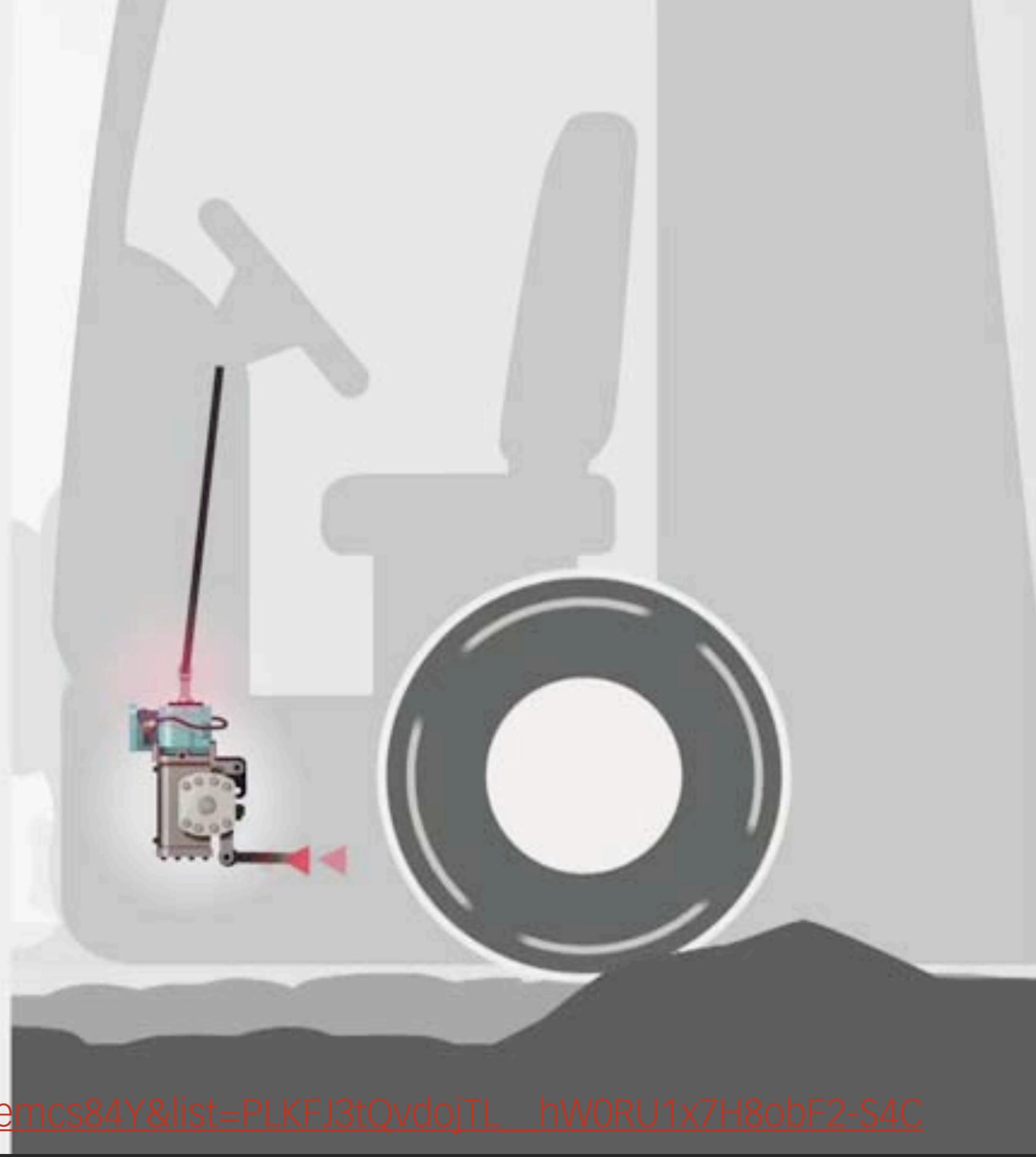


**JASON RYAN**  
**VIKING MAFIA**

Volvo  
Dynamic  
Steering



~~Volvo  
Dynamic  
Steering~~



# HYGIENE CONTENT BEST PRACTICES /

- Use Google or YouTube Trends to determine high-volume searches in your targeted category.
- Create a hygiene video that clearly and simply addresses a specific high-volume search query.
- Establish why your brand should be the one to answer the query, but keep the sales pitch to a minimum.
- Include branding and product sequences, if necessary, but only later in the video.
- Once you've answered the query, include an invitation to subscribe. Give good reasons: "We create videos like this every week."

# HUB CONTENT BEST PRACTICES /

- Create an editorial voice with a strong, distinct style.
- Consider casting a single, identifiable personality to appear across all your content.
- Maintain a consistent visual language.
- Communicate a regular and clear release schedule in channel art, video descriptions and/or calls to action in your videos. Weekly episodes work best.
- Develop an active promotion strategy that includes social media, cross-promotions and incentives for subscribers to share the content

# HERO CONTENT BEST PRACTICES /

- Since hero content usually requires a large investment, develop a sound hub and hygiene strategy first to build your channel's viewership.
- Identify tent-pole events that are relevant to your audience.
- Develop a programming calendar covering all the videos you are going to create or curate for the event.
- Get ahead of the buzz - Use the "Explore" tool at [Google.com/trends](https://www.google.com/trends) to gauge how much early and sustained interest there is around an event.
- Release ancillary videos around your hero content several days before the event. The "pre-buzz" leading up to an event is just as important as (or more important than) the actual event.
- Reach out to influencers / blogs early with your hero content.



106%

SO FAR IN 2014, SUBSCRIPTIONS TO TOP TRAVEL CHANNELS ON YOUTUBE HAVE MORE THAN DOUBLED

THESE SUBSCRIBERS WATCH



86%

LONGER PER VIEW VS. NON-SUBSCRIBERS

THEY ALSO HAVE A

20x

HIGHER ENGAGEMENT RATE THAN FACEBOOK LIKES

# 10 FUNDAMENTALS OF ONLINE VIDEO /





## SHAREABLE

With the rise of social media platforms, sharing has become one of the most important ways to find and develop an audience. While you can't guarantee any video will go viral, you can make it more shareable by planning ahead.

# MANY WAYS TO CREATE AND SHARE /





## DISCOVERABLE

Make videos around trending events. Your content will surface with the sudden rush of traffic around that topic.

Create “evergreen” videos that will be searched for over time, such as how-to videos.

Remember that the algorithm can’t watch videos, so fully optimize metadata, including titles, tags and descriptions.



YOUTUBE IS THE  
**SECOND  
LARGEST**  
SEARCH ENGINE ON EARTH

*THAT ALSO HAPPENS TO HOST VIDEOS*

# OPTIMIZE CONTENT / TITLE

- Make it compelling – this is your video's headline. If it showed up in a search, would you click on it?
- Always represent your content accurately.
- Offer keywords first, branding at the end.
- For serial content, add the episode number to the end of the title.
- Update video titles so they continue to grab views.

# OPTIMIZE CONTENT / DESCRIPTION

Only the first few sentences of your description will appear in search results or above the fold on a watch page – so make them count!

A video description should:

- Accurately describe your video in one or two concise sentences.
- Describe your channel and link to your channel page.
- Drive viewers to subscribe (and include a subscribe link).
- Link to other episodes or related videos and playlists.

# OPTIMIZE CONTENT / TAGS

Tags are descriptive keywords that will help people find your videos. Create a set of standard tags for your channel that can be applied to any video you publish.

- Include a mix of both general and specific tags
- Use enough tags to thoroughly and accurately describe the video
- Update catalogue videos' tags when new search trends emerge
- Include keywords from your title in your video's tags
- List them in order of relevance to the video and try to use the whole 120-character limit

## RESOURCES

**YouTube Keyword Generator/ Targeting Tool**  
[youtube.com/keyword\\_tool](https://youtube.com/keyword_tool)

**YouTube Trending Topics**  
[youtube.com/videos](https://youtube.com/videos)

**Google Trends**  
[google.com/trends](https://google.com/trends)

# THUMBNAILS

## General Tips

- When shooting a video, take shots that will make great thumbnails
- Always upload custom thumbnails with the video file
- Consider the legibility of your thumbnail at multiple sizes-  
Thumbnails change size depending on the YouTube placement and device

## VISUAL TIPS

- Clear, in-focus, high-res (640px x 360px min., 16:9)
- Bright, high-contrast
- Close-ups of faces
- Visually compelling imagery
- Well-framed
- Foreground stands out from background
- Looks great at both small and large sizes





## CONSUMABLE

Unlike an image, it takes time to consume a video. Make sure your video uses that time wisely.

Remember, a significant percentage of your audience will discover your video from a social feed, a search result or a related video placement. That means they won't have any context for the material.

Is your video appropriate to be viewed on any screen?



MOST VIEWERS WILL GIVE A VIDEO ONLY 10 SECONDS TO ENGAGE THEM BEFORE CLICKING AWAY



1:16 / 3:07





1:16 / 3:07





1:16 / 3:07

▶ 🔊 ⏸ ⚙ 📺 🗉

LENGTH MATTERS

# WHAT THAT MEANS /

The longer a video runs, the lower its retention.

Under 1 Minute



viewer retention up to  
the 30-second mark

2 to 3 Minutes



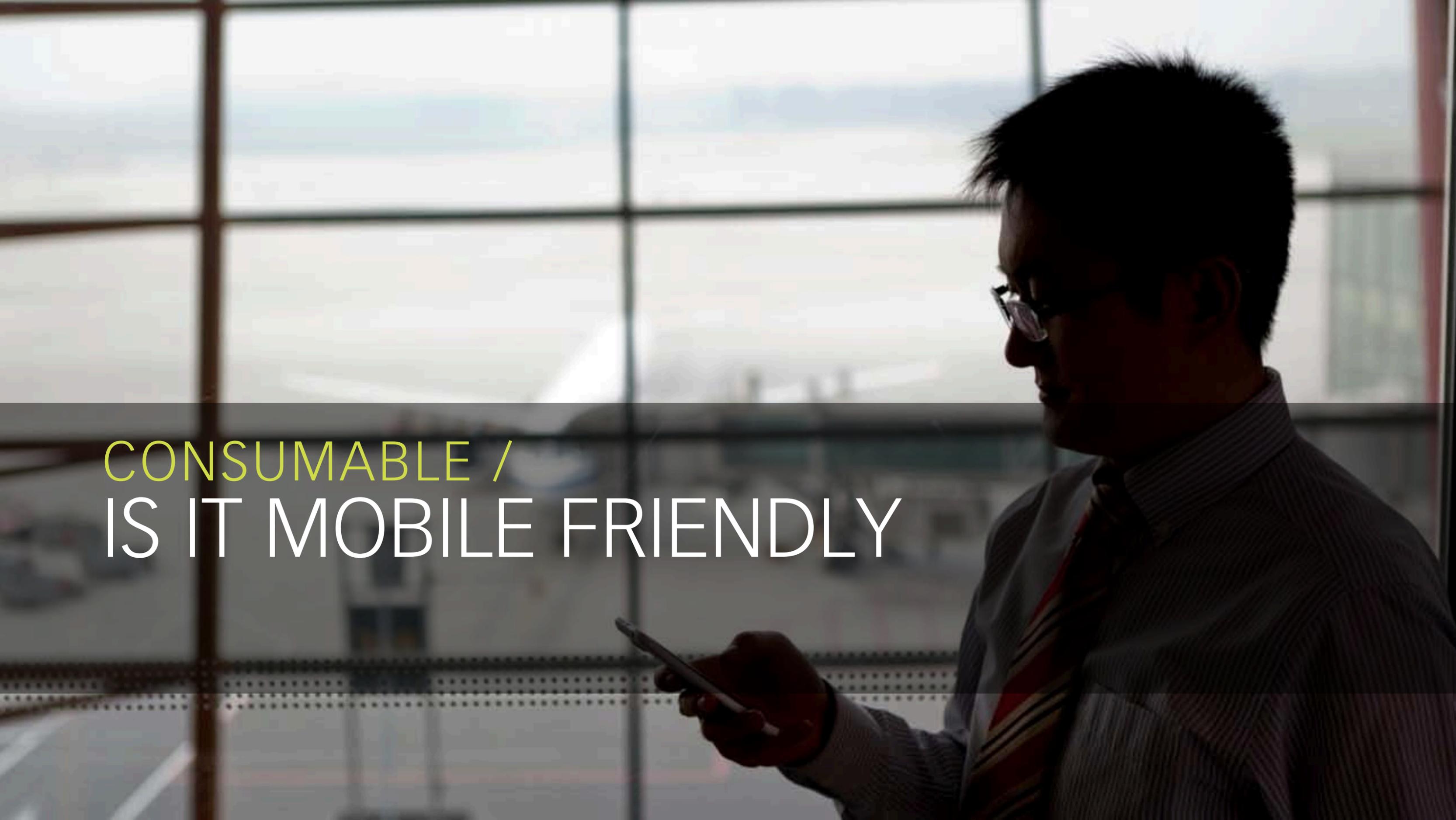
viewer retention up to  
the half-way mark

5 to 10 Minutes



viewer retention up to  
the half-way mark

The goal isn't video completion, it is early engagement

A man in a dark suit, white shirt, and striped tie is shown in profile, looking down at a smartphone he is holding in his right hand. He is wearing glasses. The background is a large window with a grid pattern, looking out onto a cityscape. The lighting is dim, suggesting an indoor office environment.

CONSUMABLE /  
IS IT MOBILE FRIENDLY

A white smartphone is shown from a top-down perspective. The screen is a gradient of blue, transitioning from a darker shade at the top to a lighter shade at the bottom. The text "WHAT IS MOBILE FRIENDLY?" is centered on the screen in a white, sans-serif font. The phone's physical features, including the earpiece, microphone, and camera on the left side, and the home button on the right side, are visible.

WHAT IS MOBILE  
FRIENDLY?

①

CAN YOU CONSUME  
AND SHARE IT ON A  
MOBILE DEVICE

2

## IS IT LIGHTWEIGHT?

CONSUMERS GIVE UP ON A MOBILE  
ONLINE VIDEO IF IT DOESN'T LOAD  
IN TWO SECONDS.

*(University of Massachusetts Amherst and Akamai Technologies)*

3

DO LINKS LEAD TO  
MOBILE OPTIMIZED  
WEBSITES

④

CAN FAT FINGERS (*OR*  
*NORMAL*) NAVIGATE  
EASILY?

# 4

## CONSISTENT

The key to build and maintaining subscribers and followers is consistency

Develop video ideas that can be expressed over multiple episodes.

Create a structured format that will prevent you from having to reinvent every video.

Upload on a regular schedule and never miss upload day.

Make sure your videos have a clear point of view that accurately reflects your brand.

# 5

## TARGETED

The more you can identify the group you're attempting to reach, the better the response to your content will be.

Study content that's similar to yours and try to determine which demographics are engaging with it.

Take a look at any of your existing content (across any platform) and determine who's responding to it.

Design every element of your content to reflect who you would like to reach.



## AUTHENTIC

Authenticity helps viewers feel more connected to your brand. Create content that feels truly inspired and you'll turn passive viewers into lifelong, loyal fans.

Cast subject matter experts or industry professionals to add credibility to your message.

Showcase real-life fan stories to make your message relatable.



## CONVERSATIONAL

Part of what makes social media and online video remarkable is that you can converse with your fans in real time. They can let you know instantaneously what you're doing right and what's falling flat.

Give them that rare chance to connect with your brand by providing opportunities for feedback or, better yet, involve them in your content.

Always ask for feedback. Let viewers know their comments matter, and that you're listening.

Respond to viewer comments



## INTERACTIVE

Viewer involvement can vary. You can share viewer questions and feedback in your videos, or incorporate their actual content into your brand channel. In some cases, you can let viewers dictate the content itself.

By involving your audience, you can help them develop a sense of ownership and connection to the show.

Give viewers a range of options for how to participate. They can simply give suggestions or, more ambitiously, actually help the channel make its videos.



## COLLABORATIVE

Collaborate with established online video creators who are already reaching your target demo

Be original. YouTubers are naturally skeptical of traditional endorsements. Think of a clever (and transparent) way to involve a creator with your brand.

Be authentic. If the audience doesn't believe the collaboration is authentic, nobody wins.

Be thoughtful about whom you collaborate with, and communicate clearly throughout the process.

# 10

## SUSTAINABLE

Plan for the long run

Plan your creative concept carefully. Does it have longevity?

Implement recurring formats and a predictable programming schedule.

Make sure you have the resources to support this effort for the long term.



33%

OF VIDEOS WATCHED BY  
TRAVELERS ARE  
COMMUNITY / USER  
GENERATED

92  
PERCENT

OF CONSUMERS SAY THEY TRUST EARNED MEDIA, SUCH AS WORD-OF-MOUTH AND RECOMMENDATIONS FROM FRIENDS AND FAMILY, ABOVE ALL OTHER FORMS OF ADVERTISING

*\*According to the Nielsen Global Consumer Survey*





GoPro<sup>®</sup>

Be a *HERO*.



HOW DO YOU ACTIVATE  
COMMUNITY CREATED  
CONTENT?

CREATE OPPORTUNITY





INVITE THEM TO THE  
CONVERSATION



ENCOURAGE SHARING



RECOGNIZE AND REWARD  
PARTICIPATION

**FREE WiFi  
& INSPIRATION**



**PROVIDE WIFI**

# RESOURCES / GET INVOLVED

## **EMBEDDING VIDEOS:**

<https://visitjacksonhole.com/how-to-embed-videos/>

## **YOUTUBE KEYWORD GENERATOR/ TARGETING TOOL**

[youtube.com/keyword\\_tool](https://youtube.com/keyword_tool)

## **YOUTUBE TRENDING TOPICS**

[youtube.com/videos](https://youtube.com/videos)

## **GOOGLE TRENDS**

[google.com/trends](https://google.com/trends)