**Video #2**

**Video #2: What YouTube is all about**

* **Definition**

YouTube is the most favored video sharing social media platform. It was created in 2005 by Steve Chen, Chad Hurley and Jawed Karim. In 2006 YouTube was acquired by Google. It has transformed the overall outlook of television advertisement and other video networks with an overwhelming influence.

YouTube is crucial for businesses and marketers, because it has a huge database of users. Hence, you get the chance to broaden your brand message extensively. According to Alexa Rank, it is the most visited website, after Google and Facebook.

More than 1 billion unique viewers visit YouTube every month. YouTube is a zero cost video hosting site which permits its registered users to watch, upload, share and store video, as well as subscribe to channels.

Mostly, videos are uploaded by individual users, but businesses, marketers and professional movie makers are also taking advantage of it. They create videos to share their work, showcase products and services, testimonials, behind the scenes, etc.

Users subscribe to the channels they like. These channels can be a brand, an online marketer, companies, etc. According to YouTube, millions of subscriptions take place on a daily basis.

YouTube also runs an advertising program to promote businesses and engage users with video ads and TrueView ads.

* **The revolution of video**

Three decades ago, television was among the prime methods of marketing. However, due to changes in digital marketing, businesses and marketers need to choose on which platform they should advertise, either via TV or online or both.

TV commercials still works for big brands and businesses. However, if you are a beginner, TV video ads will cost a huge amount of money without giving you the desired output. Video advertising has changed completely in recent years, viewers mostly like to watch videos online instead of TV.

Video ads are more targeted, alluring and engaging than TV commercials. You don’t need to show your product and services to those who are not interested. Video directly impacts buyers.

Most businesses are utilizing video ads to market themselves on each and every platform, such as desktops, mobile devices, tablets and laptops. Online video advertising is impossible to avoid, because it is overtaking offline television ads.

Social Media is a great way to engage and communicate with your audience. Videos are all about products or services as a way to motivate viewers into making a purchasing decision.

Video ads are used by businesses and online marketers to increase sales of their products and build brand awareness via videos explaining their products or services.

Online marketers use video to improve their sales funnel and boost revenue. Business video ads are all about increasing a user’s interest in their products and are less focused on sales.

These video ads can be video email, testimonial, webinar, launch series ads and product demonstrations.

* **Online Video vs Offline Video Commercials**

When people think about a video commercial, the first two things that come to mind are TV commercials and online video commercials. As technology continues to transform advertising techniques, businesses are also trying to go with the latest technologies to promote their brands. Online video commercials are steadily expanding their reach.

With offline TV video commercials, you have a standard 15 or 30 second advertisement spot to promote your products. While in an online video commercial, there is an extensive range of ad formats available. Advertisers can also opt for different playing options, like whether the video ads are displayed before the video, during the video or at the end of the video.

TV ads cost a huge amount of money and the cost of a spot depends on the ratings of the station without any assurance that people are going to watch your commercial or not. Online video commercials cost you for every 1000 impressions, which means you are paying for real viewers.

Offline video ads are limited to your living room. You can’t watch them outside of your home. The availability of the internet is everywhere, so viewers can watch it anywhere in the world. With online video commercials, you can easily track your ROI.

Offline video commercials are used to target mass media. With online video commercials, you have the option to focus on your potential customers with unlimited reach. Online promotional videos are shareable within your social networks, but you can’t share TV advertisements.

* **How video can impact your brand**

Video advertising is growing daily as it boosts engagement, brand credibility and improves search engine rankings. It is one of the prime aspects on which businesses and marketers need to focus.

Engagement analysis demonstrates how people take actions with online videos, but brand metrics determine where they need to focus such as impression, awareness, and interest.

Video is an impressive technique to build a relationship with your customers and associate them with your brand. YouTube is an online video platform, where you can understand how the audience reacts to promotional videos.

By using YouTube videos on a website for promotional video ads, you will notice an increase in ad recall. To gain more benefits from YouTube video, you need to test your video campaign, creativity, and metrics. A/B testing can be used to analyze the outcome.

Video advertising is really effective and works great to showcase your products or services, educate your customers, show customer video testimonials, share milestones, etc.

The content of promotional video needs to be attractive and informative in order to grab the attention of customers and to connect with them. Give a human face and voice to your brand to help make your marketing message more significant.