

YouTube Training

Presented by Christoph Hartmann and Leonie Blume, 10/2019



YouTube Training



- 1 What's new?
- 2 How does a video become more successful?
- 3 Production Process

Why YouTube?



- YouTube is the second largest search engine in the world after Google
- Over 1.9 Billion logged-in users visit YouTube each month
- Solutions are searched directly on YouTube

➤ **Better google ranking with good video content**



Solar Panels For Home - 9 Months

Undecided with Matt Ferrell • 401K views • 2 m

Solar panels for home - 9 months later! It's the published the video ...

4K CC

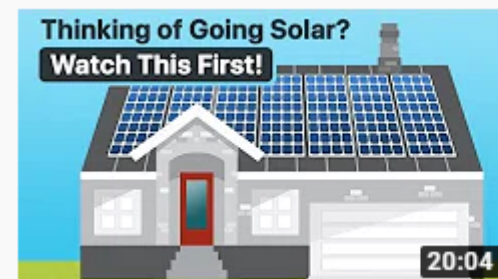


Part 1: Step by Step Solar ✖ Panel Paid Solar Professional

The Trott-Bailey Family • 182K views • 1 year ago

Subscribe to our YouTube Channel <http://teamKB.org> Course <http://teamKB.org> ...

CC



What should I know Before Going S

Two Bit da Vinci • 370K views • 1 year ago

Best way to get Solar Quotes! <https://geni.us/Dr> We walk you through 8 ...

4K



Die Zerstörung der CDU.

16,101,297 views • May 18, 2019

1.2M 59K SHARE SAVE ...



Warum ist das Klimaschutzpaket zum Kotzen?

92,725 views • Sep 27, 2019

11K 519 SHARE SAVE ...

YouTube Trends – Youtube Changes

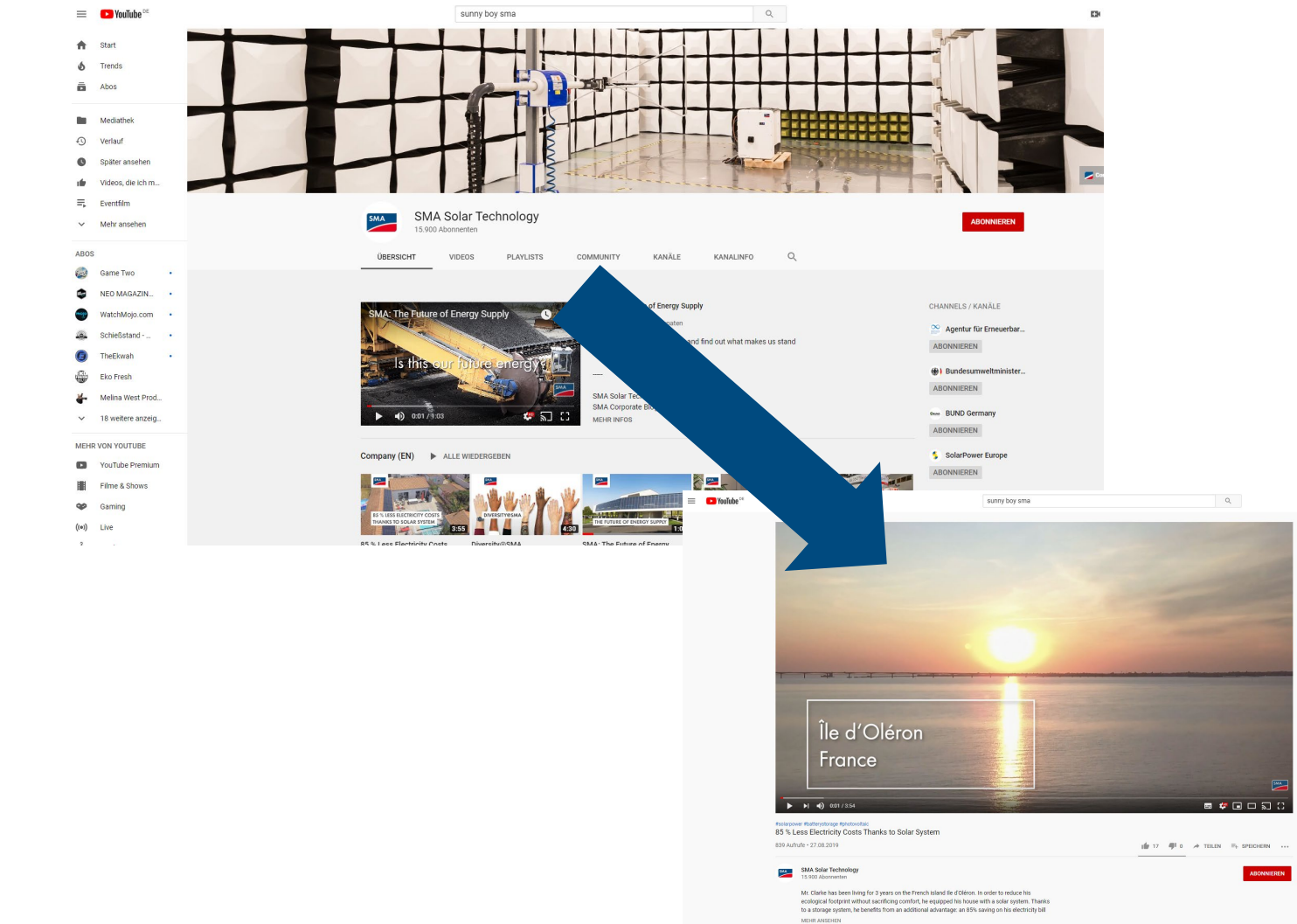


Youtube new algorithms

It's not about the channel anymore!

It's about each video and the viewer.

Publish at least 2 times per month.



Video Trend – Aspect ratios

It's hip to be square

Average person spends 45 minutes every day watching mobile videos online

Just a few years ago, widescreen was the absolute standard.

Images are evolving from the horizontal to the vertical.



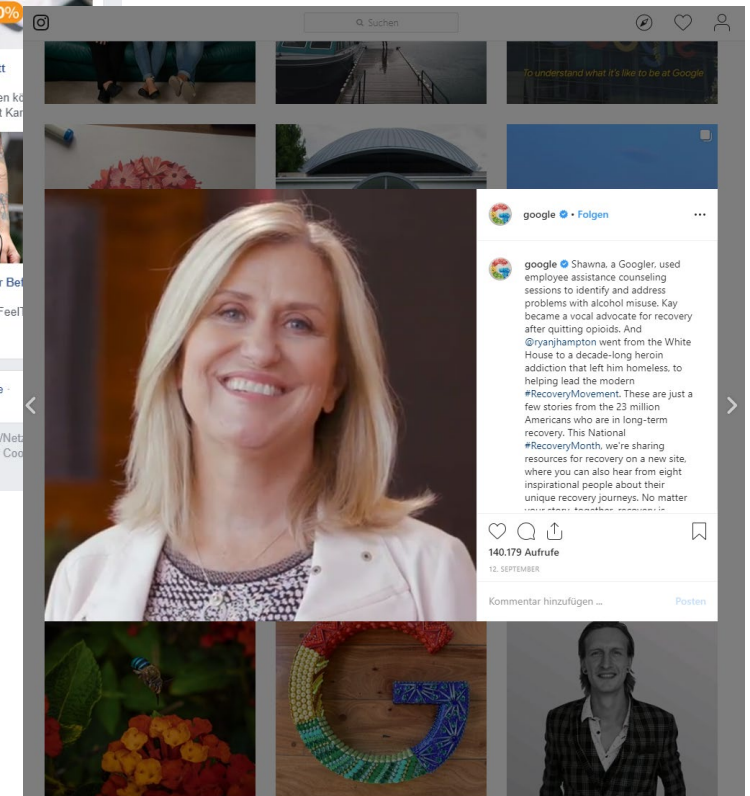
Video Trend – Aspect ratios



Fact

When it comes to Facebook, square videos occupy 78% more space in its News section and receives a higher percentage of engagement.

Instagram have made the new formats to a standard in viewing videos



How does a video become more successful?



How to find the right topic?

- Analyze what your target group is searching for (use youtube search, google, "keywords everywhere"...
- Analyze your best performing videos
- Find a relevant topic and the right format

Top videos

Views · 2019



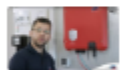
How to connect your SMA Inverter to a Wi-Fi...

37.2K



Circuit board assembly at SMA's German fa...

24.5K



Tech Tip: Sunny Boy 3.0-5.0 Installation

22.1K



Tech Tip: Troubleshooting a Ground Fault

19.2K

Google

battery storage solar

- battery storage solar 530/mo - €2.91 - 1
- battery storage solar **price** 720/mo - €2.53 - 1
- battery storage solar **panels** 1.600/mo - €2.31 - 1
- battery storage solar **energy** 880/mo - €2.64 - 1
- battery storage solar **cost** 390/mo - €4.64 - 1
- battery storage solar **pV** 320/mo - €1.52 - 0.95
- battery storage solar **farms**
- battery storage solar **power** 1.000/mo - €2.85 - 1
- battery storage solar **australia** 70/mo - €3.47 - 1
- battery storage solar **perth** 70/mo - €4.33 - 0.73

Related Keywords

★ Keyword	Vol	CPC	Con
★ solar battery bank	6.600	€1.13	
★ tesla solar battery	2.900	€2.76	
★ home battery storage	2.400	€1.34	
★ saltwater battery	1.080	€0.98	
★ solar battery storage system cost	590	€3.32	
★ ikea solar battery	480	€0.78	
★ solar battery storage reviews	390	€0.94	
★ lithium ion solar battery	340	€0.68	

Keywords Everywhere is now a Paid Browser Extension

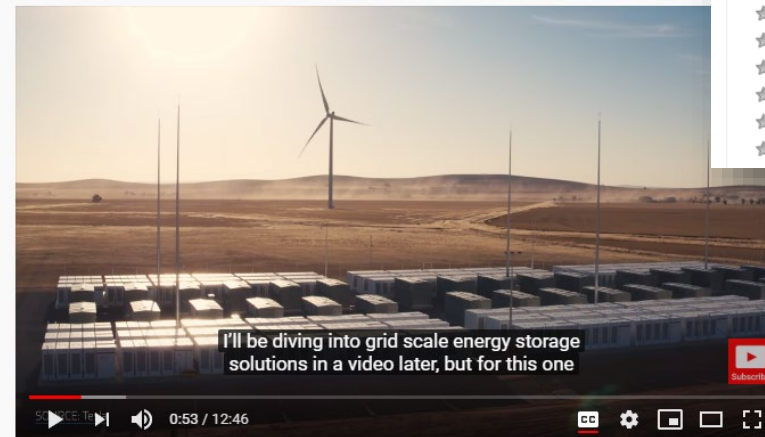
People Also Search For

★ Keyword	Vol	CPC
★ price for inverter	49.500	€0.06
★ tesla solar battery	2.900	€2.76
★ electricity storage	1.300	€2.19
★ energy storage batteries	1.300	€1.77
★ saltwater battery	1.080	€0.98
★ solar battery storage system cost	590	€3.32
★ cost of solar inverter	480	€0.85
★ ikea solar battery	480	€0.78
★ solar battery bank calculator	480	€1.16

YouTube DE

battery storage for solar panels

Volume: 1.300/mo | CPC: €2.20 | Competition: 1 ★



Solar Battery Tesla Powerwall and more

95,919 views · May 7, 2019

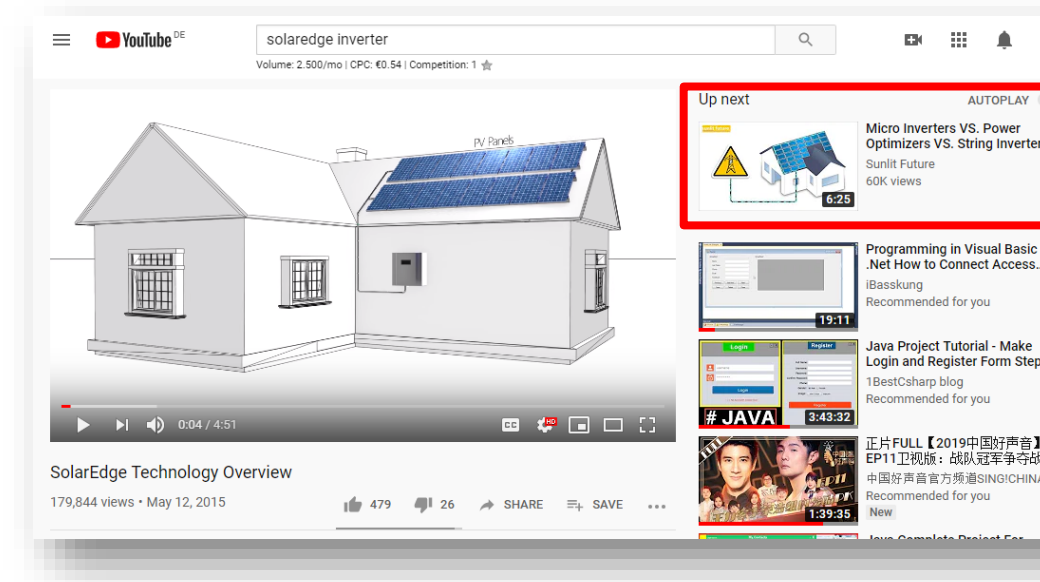
3.4K 60 SHARE SAVE ...

Success Formula: Idea + IT + Budget



- Better less but professional videos + more resources to gain a higher reach (SEO)
- Allocate budget: not only for production, but also for advertisement and distribution (some companies allocate 1:1 production costs : media spending)
- **Objectives:**
 - Video views
 - Duration time (50%?)
 - Recommended video by YouTube

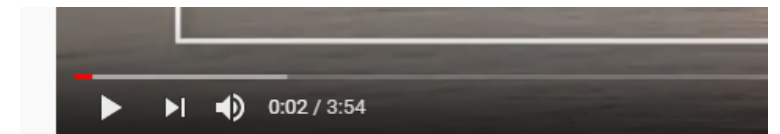
> **The work isn't done when finishing the video production!**




YouTube Upload Tips



- The first 24 h are crucial after uploading video. Preparation!!
- Name the mp4-file like the title before uploading (SEO)
- Text tips:
 - Meaningful title (SEO): 65 characters, describe the topic
 - Description: introduction (120 characters) describe the topic, main text (min 100 words), use relevant keywords
 - Set 3 hashtags (appear above the title)
 - Add call to Action
 - Add general information and SMA links



#solarpower #batterystorage #photovoltaic
85 % Less Electricity Costs Thanks to Solar System
835 views • Aug 27, 2019

 SMA Solar Technology
15.9K subscribers

Mr. Clarke has been living for 3 years on the French island Ile d'Oléron. In order to reduce his ecological footprint without sacrificing comfort, he equipped his house with a solar system. Thanks to a storage system, he benefits from an additional advantage: an 85% saving on his electricity bill

#solarpower #batterystorage #photovoltaic

Find out more:
<https://www.sma.de/en/home/sma-energy...>

—

SMA Solar Technology AG - <https://www.sma.de/en/>
SMA Corporate Blog - <https://www.sma-sunny.com/>

SMA on Facebook - <https://www.facebook.com/SMAInternati...>
SMA on Instagram - <https://www.instagram.com/sma.solar/>
SMA on Twitter - <https://twitter.com/SMAAsolar>

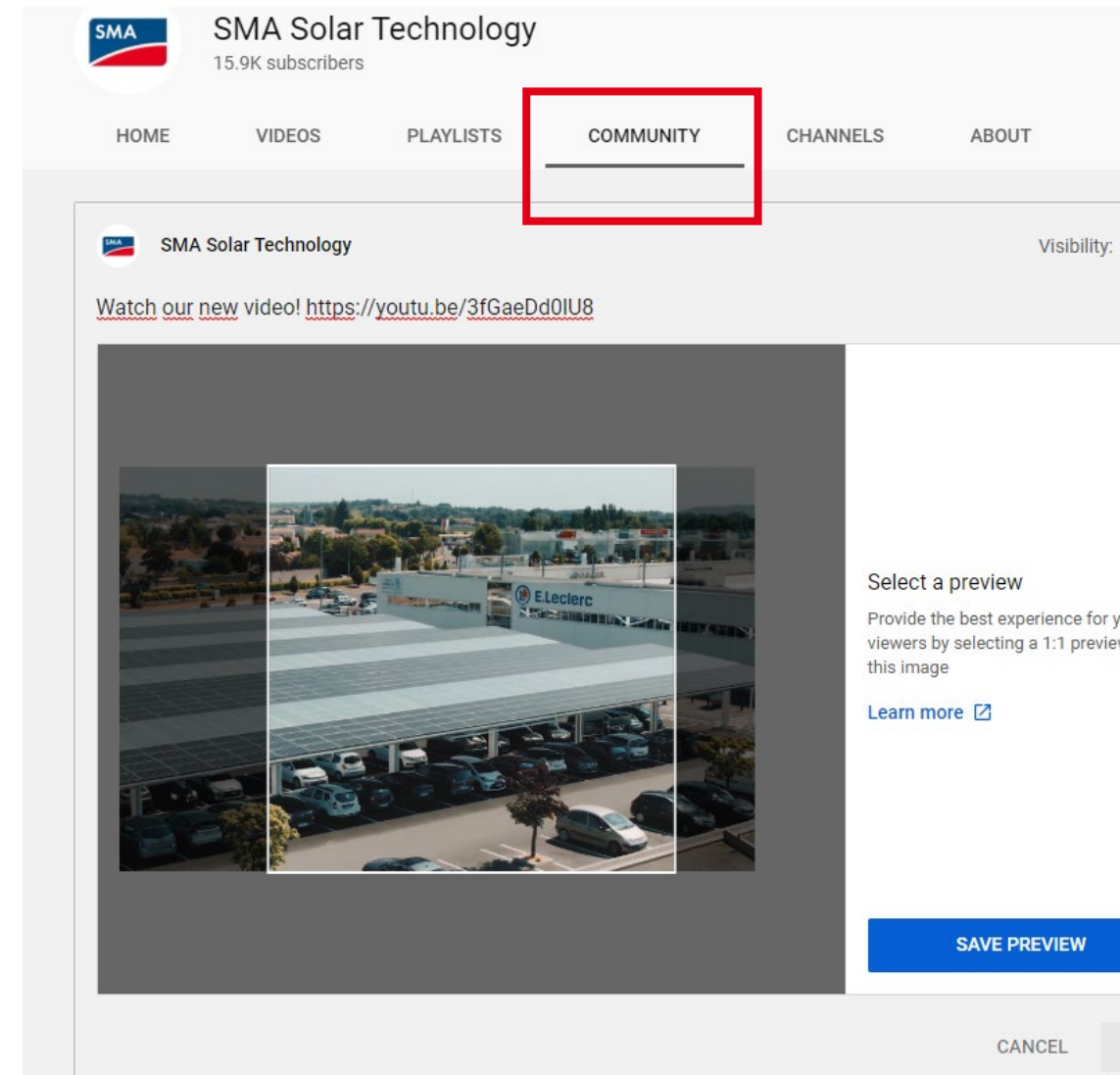
Contact - SocialMedia@SMA.de

YouTube Upload Tips



- Take a picture for the thumbnail while filming
- Upload custom thumbnail (use the SMA Template)
- Use YT transcription tool, lecture and publish subtitles
- Link to other sources (like endcards)
- Promote your video in the YouTube tab "Community"
- Start social media "campaign" to promote the video (either via YouTube link or with short teaser video linking to YouTube)

➤ **Find all helpful tips in our YouTube Checklist!**



Youtube Cards & Endcards



Add interactive elements to your video

3 ways to use interactive elements on YT

1. Cards

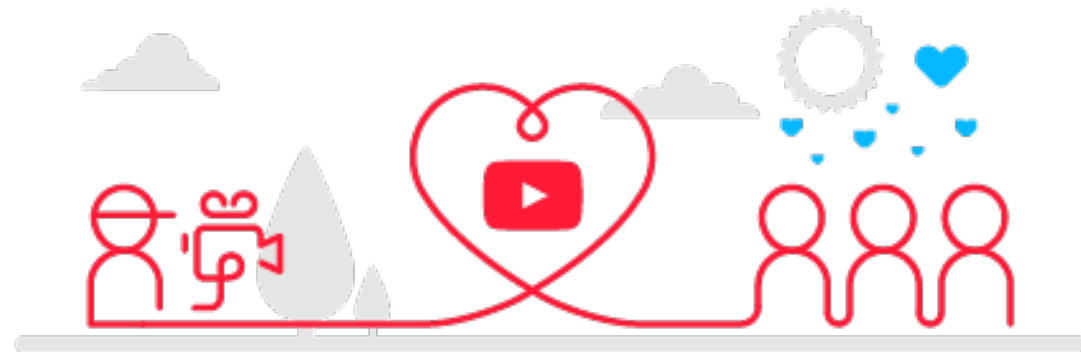
Infos will automatically open up at the selected timecode.

2. Endcards

It contains the button to subscribe to the channel, link to the homepage and a link to a suitable video on Youtube

3. Jumpmark

The viewer can jump directly to a timecode, that has been marked

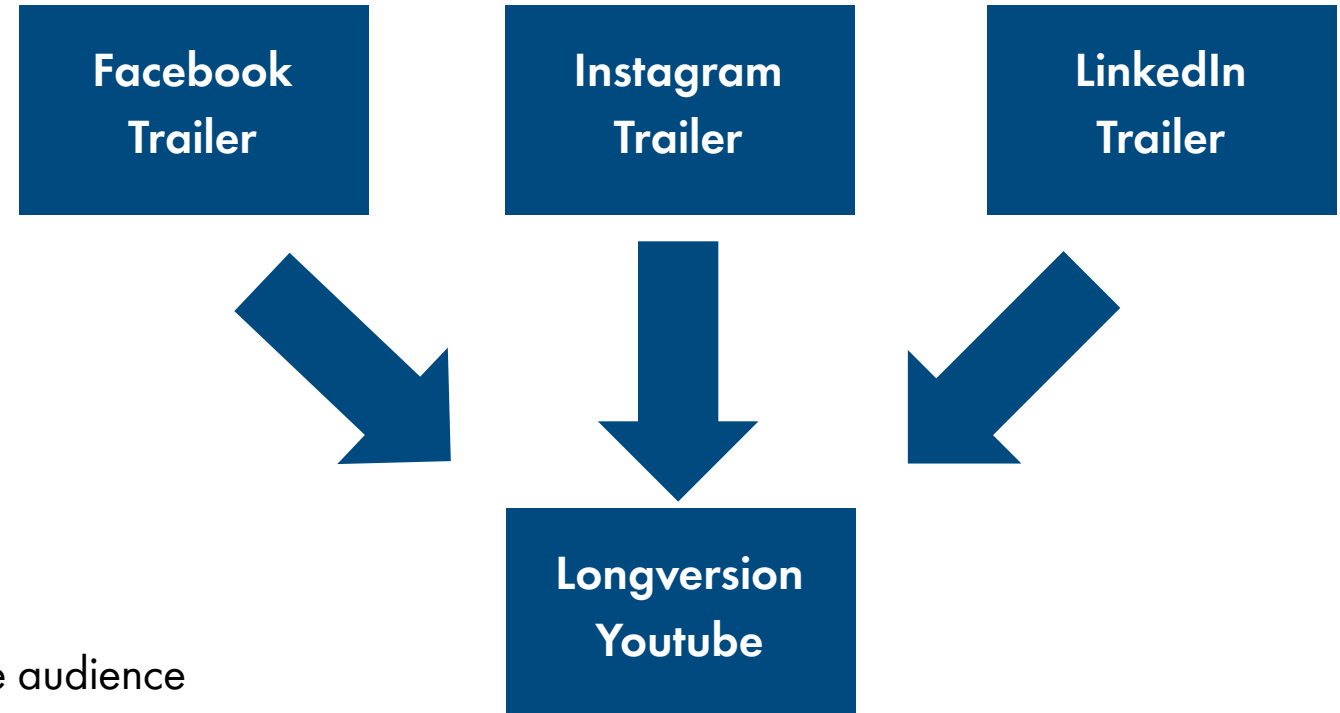


YouTube Trends – Crossover promotion

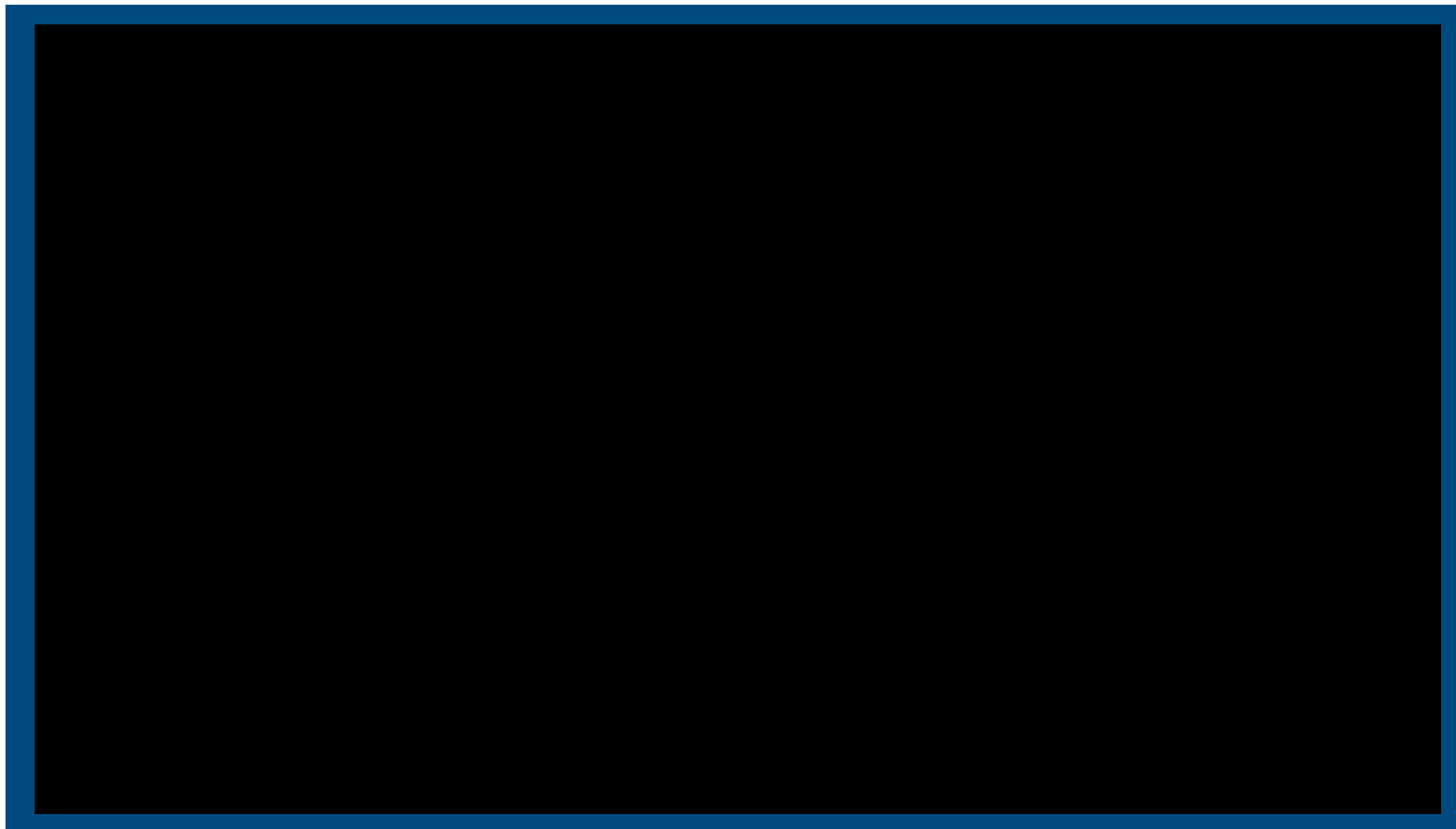


Use different formats that compliment each other

- Create a series of videos related to each other
- Turn a long video into a multi-part series of shorter videos
- Use a product image video and link it to a fitting tutorial video.
- Use a short trailer on other platforms to route the audience to the long version on Youtube.



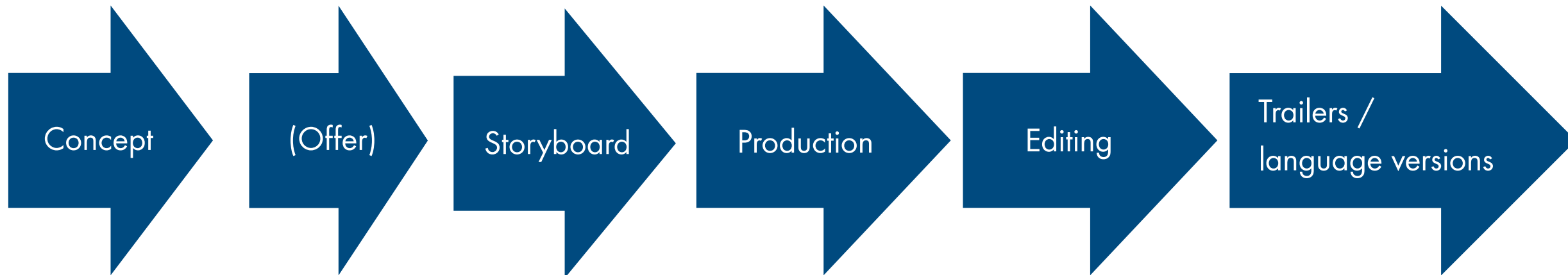
Youtube Cards & Endcards



Production Process



The important steps for video production



Low budget? Use a videokit for your smart phone!



Thank you!



Leonie Blume

SMA Social Media Manager

@LinkedIn @leodiflora (Twitter)

Christoph Hartmann

www.medienmanufakturhartmann.de

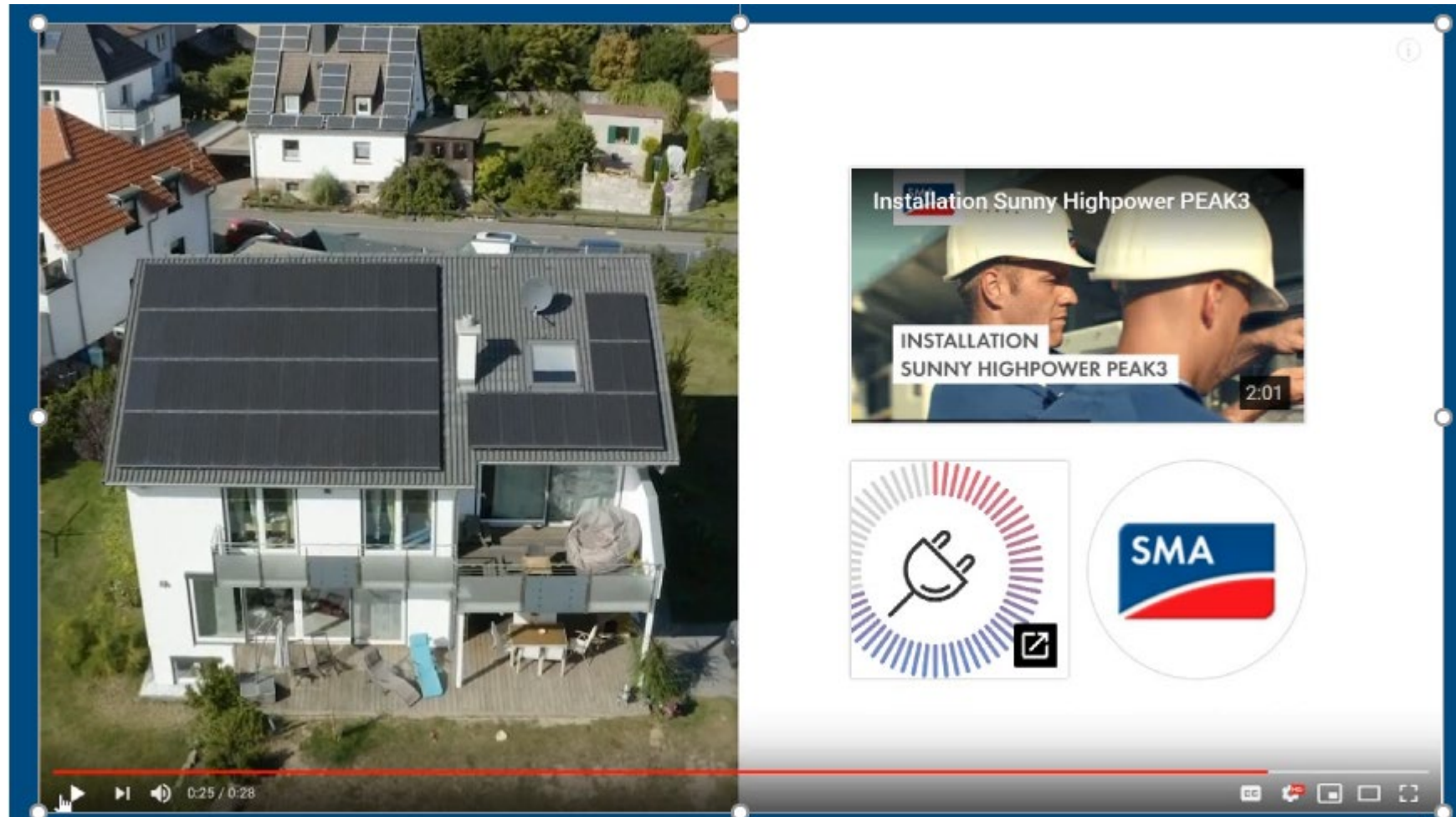
Youtube - Interactions



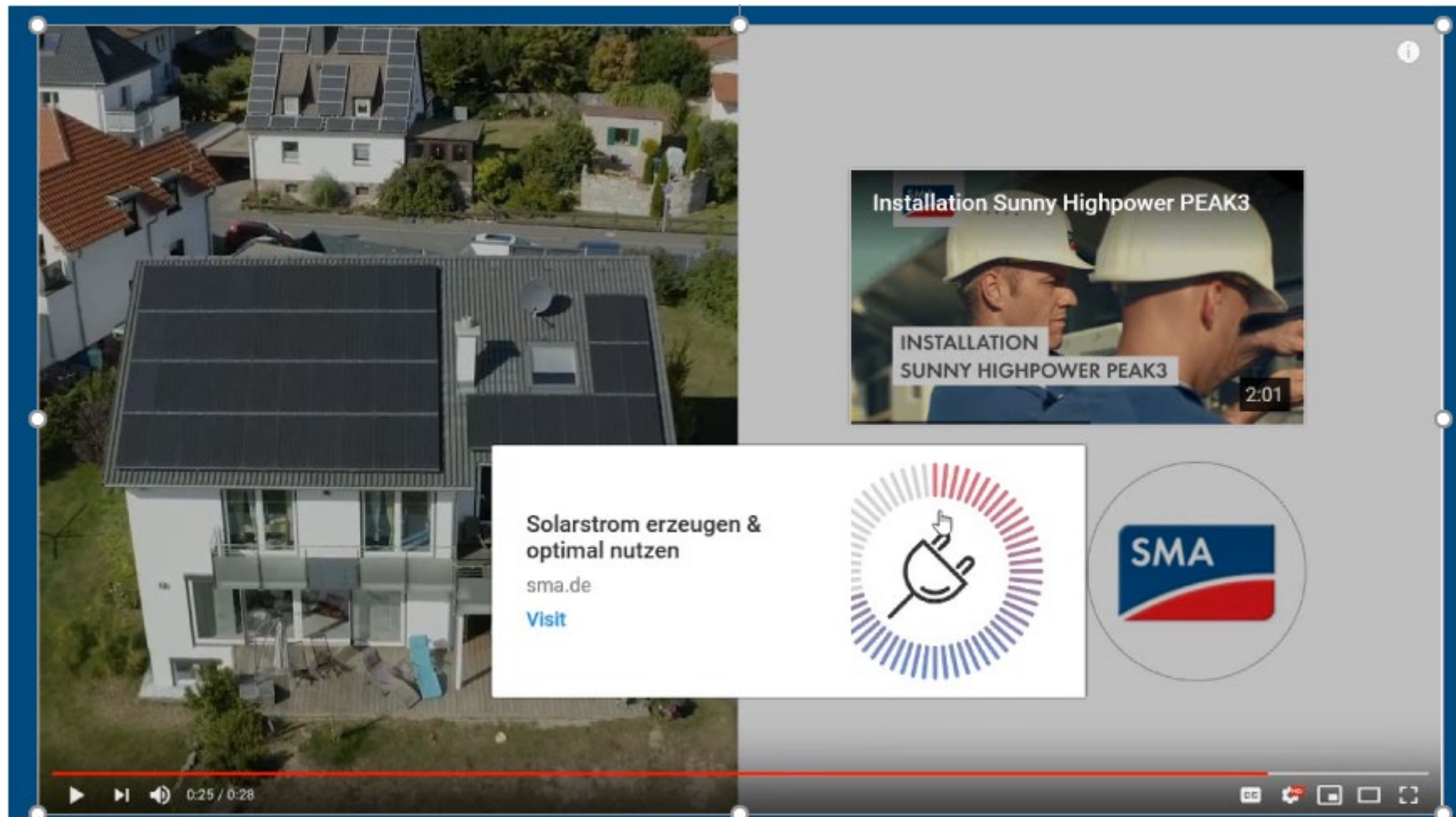
Youtube - Interactions



Youtube - Interactions



Youtube - Interactions



Youtube - Interactions



The image shows a YouTube video player interface. The main video frame displays an aerial view of a modern house with a large array of solar panels on its roof. Overlaid on the right side of the video is a smaller video player titled "Installation Sunny Highpower PEAK3". This smaller player shows two workers in hard hats. Below the smaller video player is a white card for "SMA Solar Technology" with a "SUBSCRIBE 15.9K" button and a description: "SMA Solar Technology AG is a global leader in the development+ production and sales of PV". The SMA logo is also present on this card. At the bottom of the main video player, there is a progress bar showing 0:25 / 0:28 and various control icons.

Installation Sunny Highpower PEAK3

INSTALLATION
SUNNY HIGHPOWER PEAK3

2:01

SMA Solar Technology
SUBSCRIBE 15.9K

SMA Solar Technology AG is a global leader in the development+ production and sales of PV ...

0:25 / 0:28

VIDEO **UPLOAD** CHECKLIST

BEFORE THE UPLOAD

Upload video (use best available quality) and name the file like the title

Add the prepared subtitles in the .srt format or generate and edit automated subtitles

Meaningful title (SEO): 65 characters, describe the topic

Description: introduction (120 characters) describe the topic, main text (min 100 words), use relevant keywords

Set 3 hashtags (appear above the title)

Add call to Action with link

Add general information and SMA links

Add relevant keywords/hashtags with good search volume (not more than 8 words)

Add video to 2 relevant playlists

Upload custom thumbnail (use the SMA Template)

Write short, punchy social media promo (for Facebook, Instagram etc.)

Check Monetization and Advanced settings (optional)

Schedule video for your next regular upload time

Add endscreen elements and cards
(for interactions in the video: link to the Homepage, subscribe toabo etc.)

AFTER THE UPLOAD

Add endscreen elements and cards

Share teaser trailer on social media

Teaser your video in your newsletter

6 - 12 hours later, post about your video in the Youtube community tab