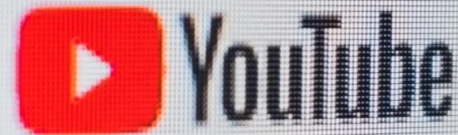




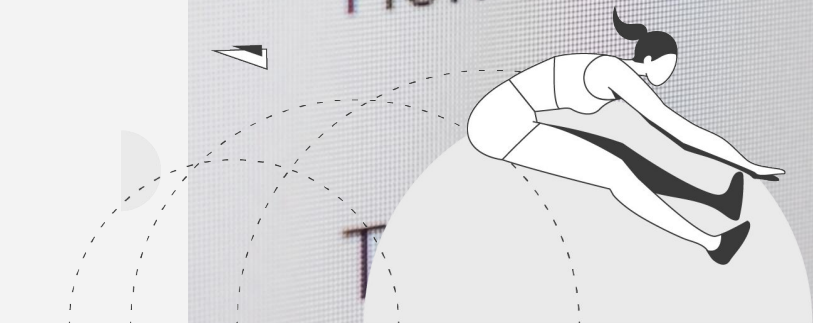
# 5 ways to grow your views organically.

To be successful on YouTube, you need more than re-posted content produced for TV or social channels. For starters, your content and channel need to be optimized to get the most out of YouTube's reach. And there's more.

This playbook shares the best ways to grow organic views on YouTube. And how to create a successful branded YouTube channel. **We're here to support!**



Home



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# 5 ways to grow your views organically.

Let's start at the start, what counts as a view?

We define a view as follows: each time a user intentionally plays a video on their device and watches for at least 30 seconds. These 30 seconds can also consist of 3 x 10 seconds.

This applies to videos on Youtube itself and when embedded or shared on other domains like Facebook or a website.

1. Consistency
2. Thumbnails & Banners
3. Optimize your channel
4. Playlists & End cards
5. Go full social media



# Consistency on Youtube

## Creating a realistic expectation

YouTube is a platform where people come often. In numbers, 62% of the users visit daily and 92% weekly. This means your audience is in **constant need of new content**.

To get the most out of your channel you need to create expectancy. Just like classic TV shows would be on air weekly at the same time and channel, people need to know what to expect from your Youtube channel. In the best case, you combine this with recurring concept lines that clarify the contents to your audience. For example, Tuesdays are for the 'How To' tutorial and Fridays for an 'Expert Video'

Bottom line: create a content calendar and schedule your publications so your audience knows what is coming and when. Trust us, it works!

# 2 Thumbnails & Banners

## Have the best possible Thumbnails

Thumbnails are the cover pictures of your video. Their main purpose is to create interest for people to click on the video, in combination with a catchy title. With over 70% of Youtube views coming from recommended videos, thumbnails are extremely important. So **make sure your thumbnails are interesting and engaging** to click on.

It is important though, that the expectation created by the thumbnail matches the actual content. Don't promise anything you can't deliver, as people will leave your video within seconds and damage your watchtime. If the video does live up to the expectations, people will be interested in your content and watch longer parts of your videos.

Lastly, optimize thumbnails for small screens (over 70% of Youtube is viewed mobile).



# 2 Thumbnails & Banners

## Match your banner to inform

At the top of your channel there's a 'banner' for every visitor to see. It's clearly visible and a 1st encounter with your branded page, so it's of important to use it. This is the place to affirm the users 'expectancies' and **let them know what you're doing**. Your banner should include your upload dates and times and the titles of your current content lines (including pictures of the featured hosts). Moreover, use the banner as a click-through portal by adding buttons for your website and social channels.

In conclusion, the way to optimize your video is to make an attractive thumbnail that shows something the audience will find in the video. Your thumbnail should be an extension of your video title and give a bigger explanation. Examples can be a action driven highlight picture from the video, a quote or mystery that will be solved in the video.

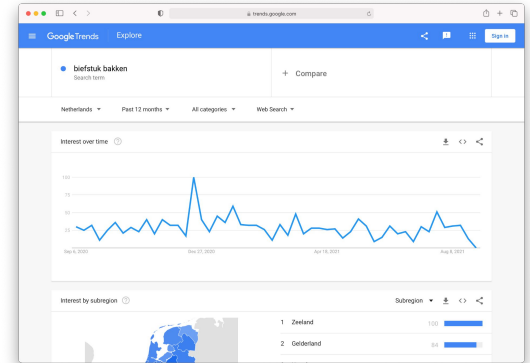


# 3 Optimizing your Channel

## Optimizing Basics

A consistent visual identity is key in bringing together the whole channel. Make sure your logo, banners, and thumbnail are all in line with each other. Describe your brand and organization thoroughly in the about section and provide up-to-date contact information. Basically fill in everything you can to **give YouTube as much information as possible** about your brand.

YouTube is a social platform, but it's also the 2nd most popular search engine. For your brand this means it's vital to optimize your videos for Youtube as a search engine as well (SEO) and use smartly chosen metadata. This will help your videos get recommended after a popular video.



# 3 Optimizing your Channel

## **Optimizing Basics**

Use descriptive and keyword-rich titles for your videos. A descriptive and interesting title provides **information for the algorithm to sort for relevancy**, attract users and inform about the video's contents. The same goes for your video descriptions, these inform the search engines and users what your video is about.

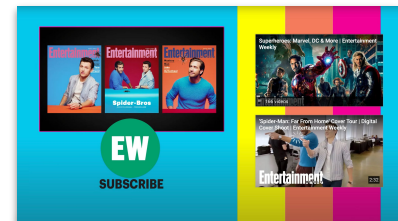
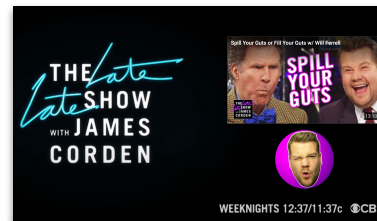
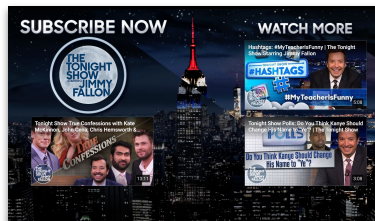
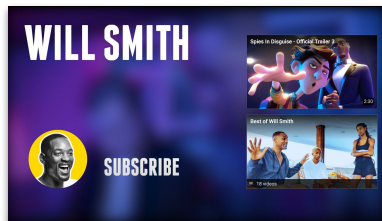
Use tags to further help distinguish what your video content is about.

# 3 Playlists and End cards

## End card to click on

An end card is a 'goodbye shot' that's visible during the last 10 seconds of your video. You can make it yourself by choosing from multiple end cards that create clickable buttons within your screen. These buttons can be a subscribe button for your channel or a click-through button to one of your earlier videos. As you wish!

When people have watched your entire video, you know they're really interested in your content. So why not **help them by presenting another suggestion** on the same topic? A new and interesting video is just one click away then.

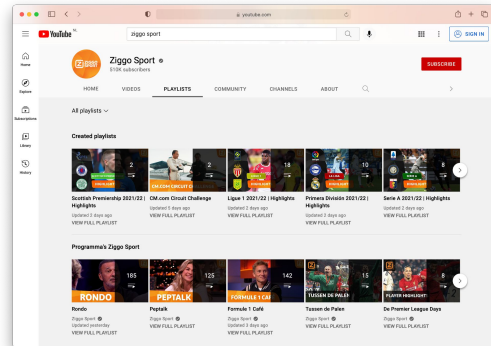
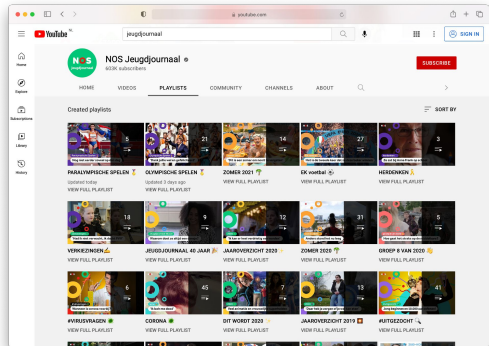
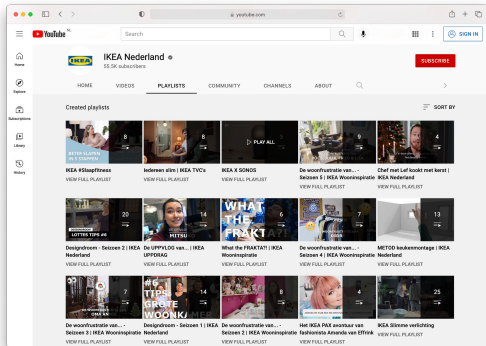




# 3 Playlists and End cards

## Why adding your videos to playlists works

Playlists go by the same rules as Netflix: as soon as one video ends, the next one begins. This means the viewers will be **automatically directed to another video**. By putting certain content together in a playlist, you'll give clarity to your audience as they will see all the relevant content pop up next to the video they are watching.



# 3 Use your full Social Media

**Use other social media platforms to direct your audience to and from YouTube.**

YouTube should be used as your main platform for longer form video content. But most brands use multiple social accounts such as Instagram and Facebook. These channels are very useful in boosting your Youtube account as well, by uploading teasers that link directly to your page. This widens your reach and can **bring in additional users and views** as a result.

Moreover, it enables you to re-use your Youtube content on multiple channels which makes it more valuable. Important note: this should be not done the other way round, by reposting the shorter Instagram videos to Youtube. Youtube is for longer, premium content.

More people on your channel means more home page exposure. And more exposure brings the possibility of more banner click-throughs, redirecting traffic to your other channels.





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## LET'S GET STARTED! CONTACT US.

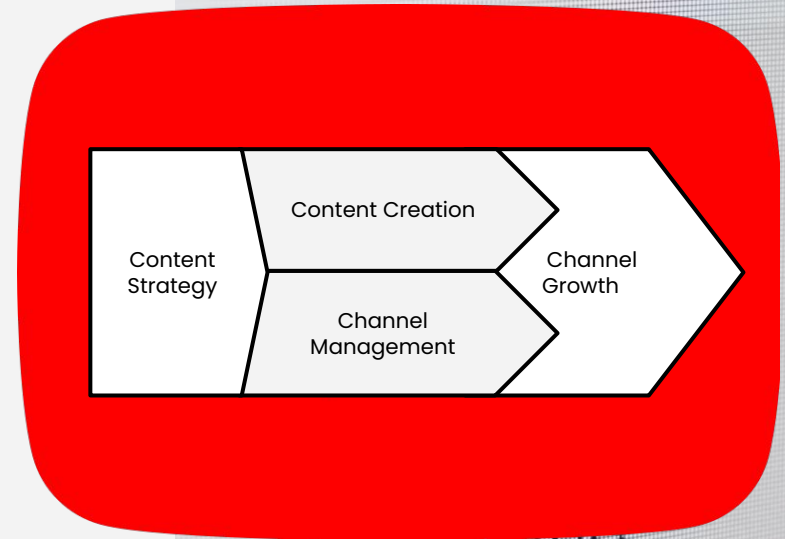
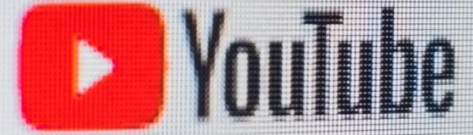
From content strategy to channel growth, our consultants and content creators can help you build your brand on YouTube.

Emakina partners with ambitious brands to grow their digital business.

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