



# Winning on YouTube



# HELLO

Rob Malone

## WHAT I WATCH ON YOUTUBE



The Hoof GP | 2.3M Subscribers



Rugby Trainer TV | 213K Subscribers



GemsOnVHS | 221K Subscribers

**#1**

Viewers in Ireland  
say that YouTube  
is #1 in providing  
***access to  
content they  
can't find  
anywhere else***

#1

Viewers in Ireland  
say YouTube is #1  
in introducing  
them to ***new  
brands or  
products***

**4M**

People watched  
YouTube in Ireland in  
early 2024

**2M**

People who streamed  
YouTube on their TV  
in Ireland (June 2023)

**51%/49%**

Split between male  
and female of  
YouTube's Irish  
audience

# Why do people come to YouTube?

## TO BE INSPIRED

*Personality led-content  
that inspires*



*The Happy Pear*

## TO HAVE ACCESS

*Insider content that  
provides viewers with a  
point-of-view*



*Glenisk*

## TO LEARN

*Content that educates  
the viewer and answers  
their questions*



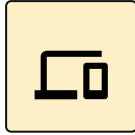
*Teeling Whiskey*

## TO BE ENTERTAINED

*Fun content that is made  
for YouTube*



*Avonmore*



# **Long Form Content**

# **Carlingford Oyster Company**

# What Carlingford Oysters nailed on YouTube

## TO BE INSPIRED



*Hearing Kian talk about his first order from Asia*

## TO HAVE ACCESS



*Access to the farm itself*

## TO LEARN



*Learning how to shuck an oyster!*

## TO BE ENTERTAINED



*The interaction between the father and son*



# Opportunity to cut down further with Shorts



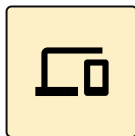
How to Shuck Oysters and the Best Oysters with Carlingford Oysters :

2.3K views • 1 year ago



Oyster Farming, Oyster Shucking and How to Eat an Oyster with Carlingford Oysters - ... :

217K views • 1 year ago



# Shorts Content



## The Happy Pear

@thehappypear · 540K subscribers · 951 videos

YO DUDES! Thanks for checking us out! We upload 1 delicious vegan recipes videos every ...more  
[pages.thehappypear.ie/recipe-club](https://pages.thehappypear.ie/recipe-club) and 1 more link

Subscribe

Home Videos **Shorts** Live Playlists Community 🔍

Latest

Popular

Oldest



Hayfever Ice Pops 🍹 The perfect way to soothe...  
5K views



The ultimate spicy summer burger! 🌶️ You'll never gues...  
5.9K views



KIMCHEESE BURGER 🍔 full recipe video coming later...  
5.5K views



Sunrise Hummus Plate 🌅 The ultimate summer shari...  
5.9K views



This kitchen hack will change your life 🍹 Easiest way to...  
4.7K views



11 June 2024  
7.4K views



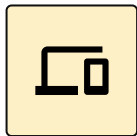
Keogh's

# Getting more reach with Shorts

## Reels

Keogh's Farm's reels





# **Building ads for YouTube**

**Denny**  
**“Only Denny Will Do”**



## Denny - "Only Denny Will Do"



# How to cut down content for YouTube

6 seconds



15 seconds



30 seconds





# Good creative starts with the ABCD Principles

## Core ABCD Principles

### A Attention

Hook and sustain attention with an immersive story

### B Branding

Brand early, often and richly

### C Connection

Help people think or feel something

### D Direction

Ask them to take action

Denny - "Only Denny Will Do" (*15 seconds*)



# Creative Review

A B C D

## Attention



- **Jump in:** Get to the heart of the story faster, and use engaging pacing and tight framing to drop viewers in.

- **Audio and supers support the story:** Reinforce your message with audio and text. Avoid competing elements.

- **Keep visuals bright and high-contrast:** Ensure visuals are optimized for mobile device viewing.

A B C D

## Branding



- **Show-up early and throughout:** Introduce brand and/or product from the start and maintain that presence.

- **Reinforce with audio:** YouTube is 95% sound-on and audio is a force multiplier for your brand (see & say).

- **Draw on all your branding assets:** Use a wide palette of branding elements to fit your message/objective.

A B C D

## Connection



- **Humanize the story:** Featuring people can help you tell a better product story and relate to your consumer.

- **Focus the message:** Avoid doing too much. Keep messaging and language focused and straightforward.

- **Engage:** Lean into emotional levers and storytelling techniques such as humour, surprise and intrigue.

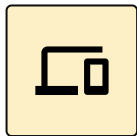
A B C D

## Direction



- **Include a CTA:** Be intentional and add a CTA driving a specific objective. Say what you'd like viewers to do.

- **Supercharge CTAs with Audio & Supers:** Reinforce your on-screen CTA with voice-over to ensure the ask lands.



# Video Optimisation 101

# Titles sell viewers on a promise

- Keep it classy
- Be brief
- Think in terms of users' searches



Keogh's Rooster - Mash

58 views • 7 months ago



Keogh's Rooster - Roast Potato Salad

32 views • 9 months ago



Keogh's Rooster - Air Fryer Chips

106 views • 9 months ago



Keogh's Queens - Champ

97 views • 9 months ago

# Descriptions provide context

*Explain what the video is about with search-friendly keywords and natural language.*

- Create a unique description for “Above the Fold”
- Set a default description for “Below the fold”
- Natural language is key

“Above the Fold”

Declan Rice surprises fans with Tubes | 🚗 The Rice Road Trip 🚗



Müller UK & Ireland

5.7K subscribers

Subscribe

60K views 11 months ago #RiceRiceBaby

👉 IT'S THE RICE ROAD TRIP BABY! 👈

Declan Rice & Tubes are rocking up in the Ricemobile to spread the love and the rice! ...more

“Below the Fold”

60,687 views 28 Jun 2023 #RiceRiceBaby

👉 IT'S THE RICE ROAD TRIP BABY! 👈

Declan Rice & Tubes are rocking up in the Ricemobile to spread the love and the rice!

👉 🍷 #RiceRiceBaby

Declan Rice and presenter Tubes travel back to where his journey started in the Müller Rice Road Trip - reuniting with his childhood coaches and meeting young fans at Dickering Sports & Community Centre in Kingston.

<https://www.muller.co.uk/our-brands/m...>

Instagram: @ / mulleruk\_ire

Twitter: @ / mulleruk\_ire

Facebook: / muller

TikTok: @ / mulleruk\_ire

## Transcript

Follow along using the transcript.

Show transcript



Müller UK & Ireland

5.7K subscribers



Videos

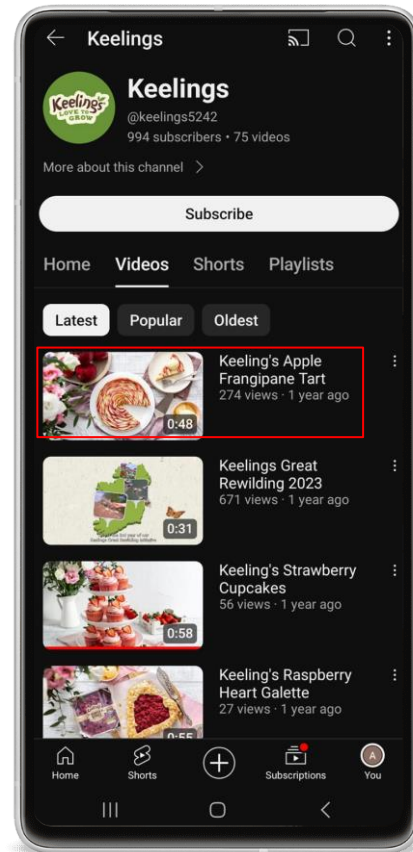


About

Show less

# Thumbnails catch viewers' eyes

- Be appealing, but don't clickbait
- Consider the topic and audience
- Plan ahead



# Tags help with discovery

- Keep it simple
- Use tags to build playlists
- [Google Trends](#) and Google Ads [Keyword Planner](#) will help!

1,212 views 30 Oct 2021 [#paprika](#) [#healthy](#) [#local](#)

Our mother's secret recipe, here's how we make it from scratch.


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[#healthy](#) [#seasonal](#) [#local](#) [#paprika](#)

## Transcript

Follow along using the transcript.

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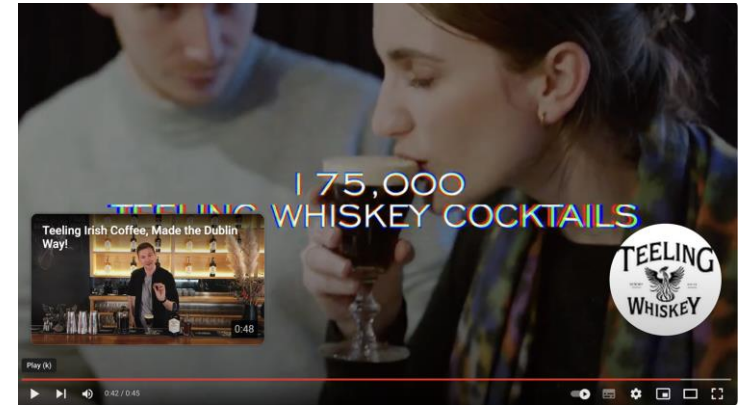
**Sprout & Co**

425 subscribers



# End screens give viewers somewhere to go

- Choose wisely
- Pair the video with a specific Call To Action (CTA to maximize impact)





THANK  
YOU