



"WE BRING CUSTOMERS TO **YOUR** FUN STUFF  
THROUGH SOCIAL MEDIA"

# ***WHY* Businesses Need Online Videos**

By

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Chief of Client Stuff



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Copy of Today's PowerPoint Presentation

Will be Provided by

Giving Jason (me) a Business Card

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# Social Media Marketing with YouTube: Why?



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## **A Few YouTube Thoughts**

“In 2012 there will be more video content online than text.” July 2010

YouTube is the 2<sup>nd</sup> most searched site, behind Google.

In an A.D.D. world, video is king.

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## Some YouTube Stats



Broadcast Yourself

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## International



Localized in **23 countries** across  
**24 different languages**

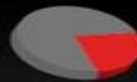
## Key YouTube Stats

Exceeds **2 billion** views a day

Nearly double the prime-time audience of all 3 major U.S.  
broadcast networks combined

**24 hours** of video uploaded every minute

Average person spends  
on YouTube



**15 minutes** a day

More video is uploaded to YouTube in 60 days than all  
3 major US networks created in **60 years**

**70%** of YouTube's traffic comes from outside the U.S.

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## Partner and Advertising Stats

Partner ad revenue more than **tripled** in 2009

There are over **7,000 hours** of full-length movies and shows on YouTube

YouTube is monetizing over a **billion** video views per week globally (that's more monthly views than our closest competitor)



**94** of Advertising Age's 100 top advertisers have run campaigns on YouTube and the Google Content Network

The number of advertisers using display ads on YouTube increased **10-fold** in the past year

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## Product Stats

More products/features released in 2009 than in all of 2007 and 2008 combined

The combination of better search and discovery (in addition to more content) has driven daily minutes per user up

**55%** in 2009

YouTube has more HD content than any other online video site

**Hundreds of millions** of videos are watched every month on mobile devices

The YouTube player is embedded across **10s of millions** of Websites

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## A Few YouTube Stories



**Cook Train Eat Race TV** [Subscribe](#) **All** **Uploads** **Favorites**

CookTrainEatRace's Channel



0:04 / 1:59 360p

[Info](#) [Favorite](#) [Share](#) [Playlists](#) [Flag](#)

**Cook Train Eat Race - Tempeh Kabobs and Sweet Potato Seitan Hash** [Like](#) [Comment](#)

From: CookTrainEatRace | Apr 5, 2011 | 45 views  
tempeh, sweet potato, onions, mushrooms, bell peppers, seitan, kababs, hash

[View comments, related videos, and more](#)

**Uploads (14)**

- Cook Train Eat Race - TAAN & SPI Belt**  
77 views - 1 month ago
- Cook Train Eat Race - Brad's Raw Chips**  
86 views - 2 months ago
- Cook Train Eat Race - Tempeh Kabobs and**  
45 views - 3 months ago

[see all](#)

**Favorites (3)**

- Cook Train Eat Race - Banana Coconut French**  
CookTrain... - 74 views
- Cook Train Eat Race - Tempeh Bacon,**  
CookTrain... - 126 views
- Cook Train Eat Race - Tempeh Bacon, Egg and**  
CookTrain... - 55 views

[see all](#)



**CookTrainEatRace** [Subscribe](#)

**Subscribers (20)**

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 **FunCitySocialMedia.com**  
FunCitySocialMedia's Channel

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## FUNCITYSOCIALMEDIA

0:01 / 2:08 360p

[Info](#) [Favorite](#) [Share](#) [Playlists](#) [Flag](#)

**FunCitySocialMedia #46 How To Switch To Business Page** [Like](#) [Dislike](#)

From: FunCitySocialMedia | Jun 2, 2011 | 32 views

FunCitySocialMedia, Renee Groskreutz Chief of Creative Stuff, talks about switching from Personal to a Business Facebook Fan page.

[View comments, related videos, and more](#)

**FunCity SocialMedia #47 How To Send DM**  
29 views - 1 month ago

**FunCity SocialMedia #46 How To Switch To**  
32 views - 1 month ago

**FunCity SocialMedia #45 What is a Mini**  
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33 views - 1 month ago

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138 views - 2 months ago

**FunCity SocialMedia #42 - Business to**  
38 views - 2 months ago

**FunCity SocialMedia #41 Why Hire Us for**

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## Case Studies: Old Spice

Old Spice | The Man Your Man Could Smell Like

OldSpice

204 videos

Subscribe



OldSpice | February 04, 2010

We're not saying this body wash will make your man smell into a romantic mill...



18,466,087

views





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## 20 Reasons to Be on YouTube

- The first video uploaded to YouTube was 19 seconds long
- The first video has now been played over 1.96 million times
- One of the most popular YouTube videos, Lady Gaga's "Bad Romance" has been played over 185.39 million times



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## 20 Reasons to Be on YouTube

- YouTube's number of monthly video streams served 4.67 billion
- YouTube surpasses the second place video site by a factor of 6.6 according to Nielsen
- Google's automatic speech recognition technology translates YouTube video into 51 languages



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## 20 Reasons to Be on YouTube

- YouTube Exceeds 2 billion views per day
- 2 billion views is double prime-time audience of all 3 major networks
- Average person spends 15 mins a day on YouTube
- YouTube partners ad revenue more than trippled in 2009



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## 20 Reasons to Be on YouTube

- There are 7000 hours of full length movies and shows on YouTube
- 94% of Advertising runs campaigns on YouTube
- In the past year, number of advertisers on YouTube has increase 10-fold
- YouTube has more HD content than any other online video site



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## 20 Reasons to Be on YouTube

- YouTube players are embedded across 10's of Millions of websites
- 3 Million people are connected and auto-sharing YouTube videos
- An auto-share tweet results in 7 YouTube sessions
- On Facebook, 46.2 years of YouTube videos are shared daily.



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**You Focus on Running Your Business,  
We Focus on Bringing You Customers!**

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