

# video playbook

This playbook will help you maximise  
performance for all your videos.

**Let's do this!**





## disclaimer

This playbook is initially developed for everyone who creates and publishes new video content on Youtube, but it will also help to start optimizing existing video content on Youtube.



## upload & publish

How to use the right meta data for your video; titles, description, thumbnails, tags, keywords, interactive elements, playlists and many more.

All the things you need to do & check before you upload & publish a video.



## distribute

How to distribute your video on the right channel?

This part of the playbook will explain why, how and where you will reach your audience and make sure you will get the best results.



## measure

How to measure the success of your video?

In this part you will find all the relevant metrics you need to focus on to understand the performance of your video.



## style guide

To maintain brand consistency (messaging and visually ) we developed a style guide which includes practical how-to's and templates.

01



how to  
upload & publish  
new videos

**wavin**



01

pre production

02

post production

03

upload checks

04

measurement





# 01 **pre-production checklist**

Before shooting the video you have to take into account two main topics regarding your video's ranking.

**1.1 keywords research**

**1.2 writing the script**





# 01.1 keyword research

Before shooting the video and writing the script we should have determined which are the primary keywords of the video.

Based on keyword research we determine the keywords that should be focused on in the video.

Tools we are using in this Fase:

- *TubeBuddy/VidIQ*
- *Google Search Console*
- *Ahrefs/Keyword planner*





## 01.2 writing the script

When we are writing the script we have to be sure the selected keywords are implemented in the script.

Adding the keywords into the script gives YouTube an extra signal about relevance of the video about this specific topic

Transcript

00:00

No matter who's waiting behind the door, you can always get the job done

00:03

with the best materials.

00:05

Like Hep20.

00:07

With its flexible pipes that lay flat from the coil.

00:13

Be like John. Be one hell of a plumber.

00:15

Be ready for any challenge. Go to HEP20GEARUP.CO.UK

English





# 02

## postproduction checklist

After hard weeks of pre-production, filming and editing the moment to export your video is almost there.

But before you do that you need to consider the following 3 steps.

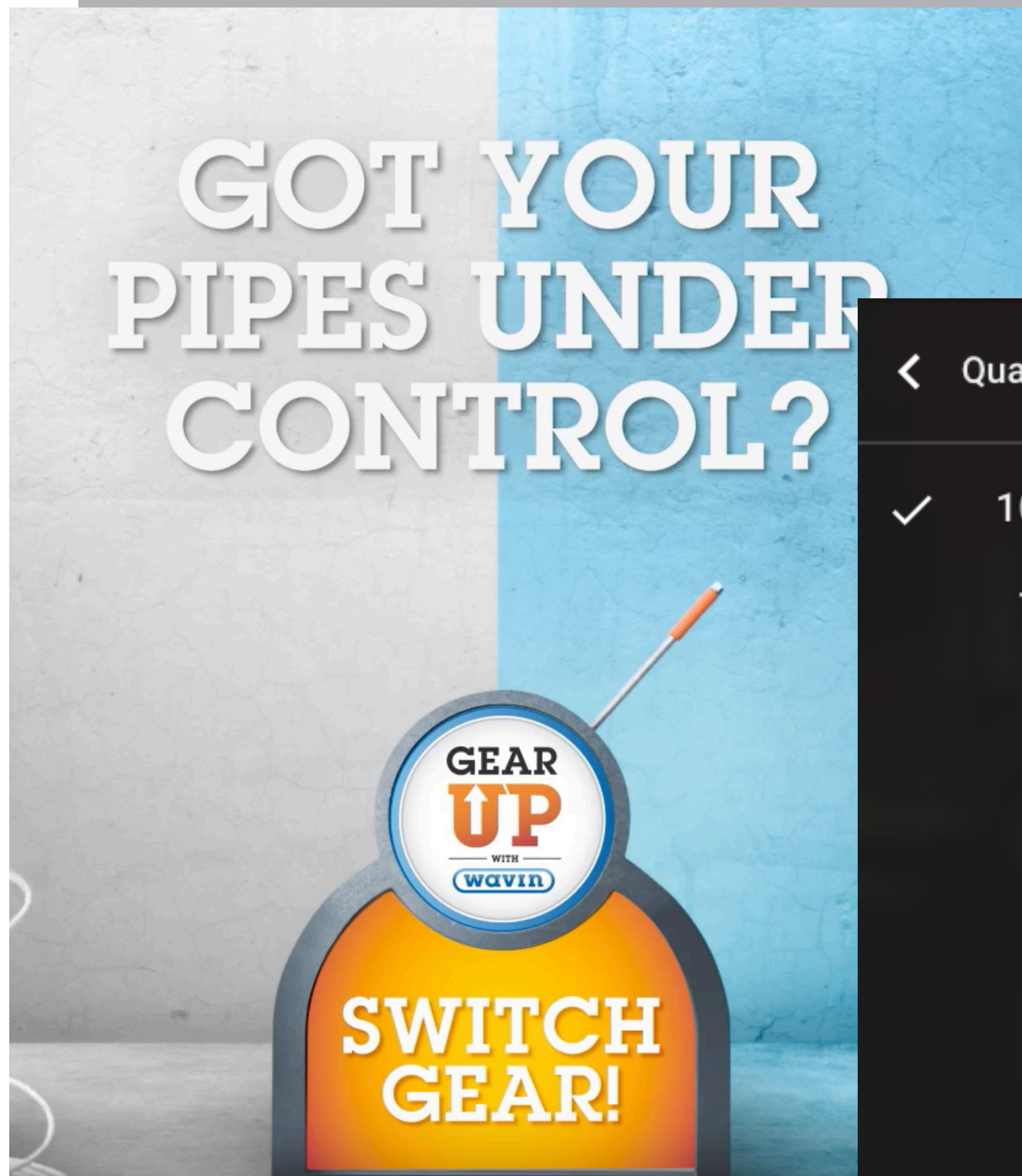
- 2.1** upload your video in hd
- 2.2** create the right filename
- 2.3** use end card template



## 02.1 upload your video in HD

It's important to export your video in the best resolution because the quality has a strong correlation with search rankings.




The minimum HD resolution on Youtube is 720p (or 1820x720). By uploading this resolution or higher, your video will automatically display with a small HD badge.





Cancel

Save changes



VIDEO INFORMATION

Channel:

Wavin Nederland

Uploaded time:

7 September 2017 at 17:50

Duration:

1:17

Raw file:

Teaser\_GearUp\_Campaign2017\_Wavin(YT).mp4

Views:

3799

Likes:

0

Dislikes:

0

Comments:

0

Video URL:

https://youtu.be/bJXCiKwFaug

Thumbnail...

is 2 MB.

## 02.2

# create the right filename

An easy and quick way to optimise your video for SEO by including relevant keywords in your video filename.



## 02.3 use end card template

End screen cards can be used during the last 20 seconds of your video to drive viewers to take action (e.g. watch another video)


Custom end screen templates will maximise the effectiveness of these cards.

*For existing video content you can use the templates provided by YouTube itself.*

End screen Annotations ⓘ

### Wavin: Gear UP met Wavin SiTech+ Renovation

Preview ☐ View ▾ Use template... Import from video...



Hold Shift to select multiple elements in the video

Duration	Card Title
0:54	Wavin Nederland
0:57	Gear Up met Wavin Tigris - Flexibele buis

0:54 0:57 1:00 1:03 1:06





03

## video upload checklist

Ready to export & upload your video!  
The most important goal is to get the video in front of viewers and make them click.

This part of the playbook is making sure that all of Wavin's video content has a strong consistent memory structure.

- 3.1 powerful title**
- 3.2 custom thumbnails**
- 3.3 custom captions file**
- 3.4 relevant tags**
- 3.5 video description**
- 3.6 add info cards**
- 3.7 add to playlist**




# 03.1 strong & powerful video title

*“How would I search for a video like this?”*  
is the first questions you need to ask yourself to come up with a captivating title for your video.

It's best practice to make the title short, to the point and include relevant key words. Suggestions in the YouTube search bar will already help to understand how people are searching.

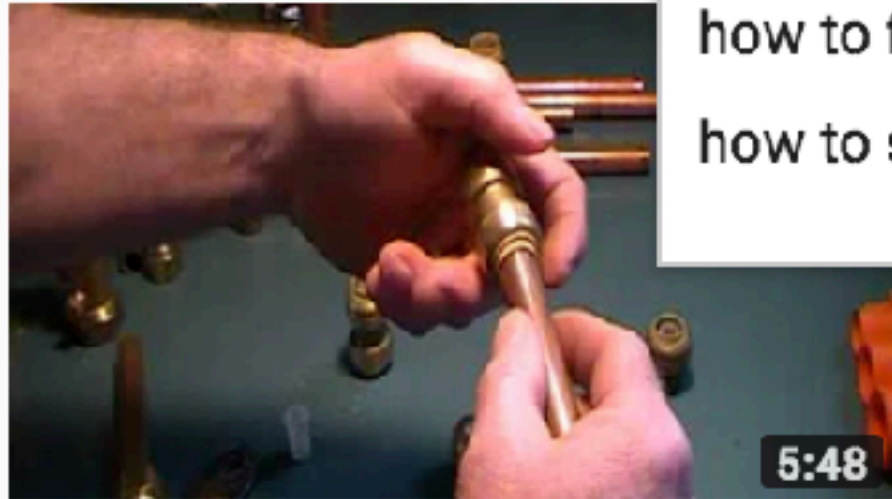
how to joint copper pipe



23.3K


f 0

1 %E



2.5K

f 0



1:18

how to joint copper pipe

how to **join** copper pipe without soldering

how to **join** copper pipe with compression fittings

how to joint ac copper pipe

how to **join** copper pipe to pvc

how to **join** copper water pipe

how to **join** cpvc to copper pipe

how to **remove** copper pipe joint

how to **fix leaking** joint on copper pipe

how to **solder** a leaking copper pipe joint

or fittings that are on the ...

How to joint copper pipe using Hep20 push-fit  
Wavin UK • 80K views • 6 years ago • **75%**  
This video shows you **how to joint copper pipe** by using Hep20: ...

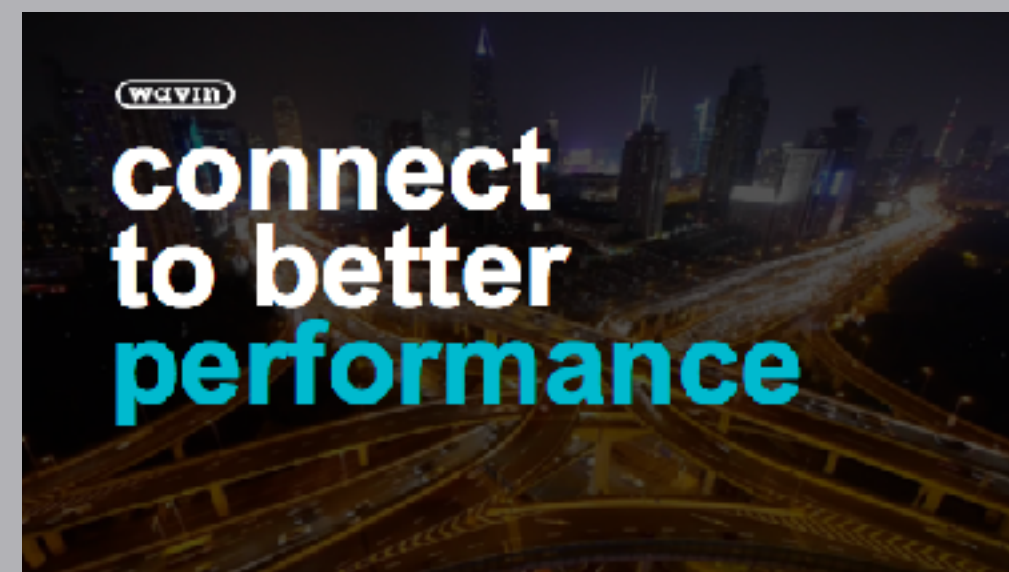
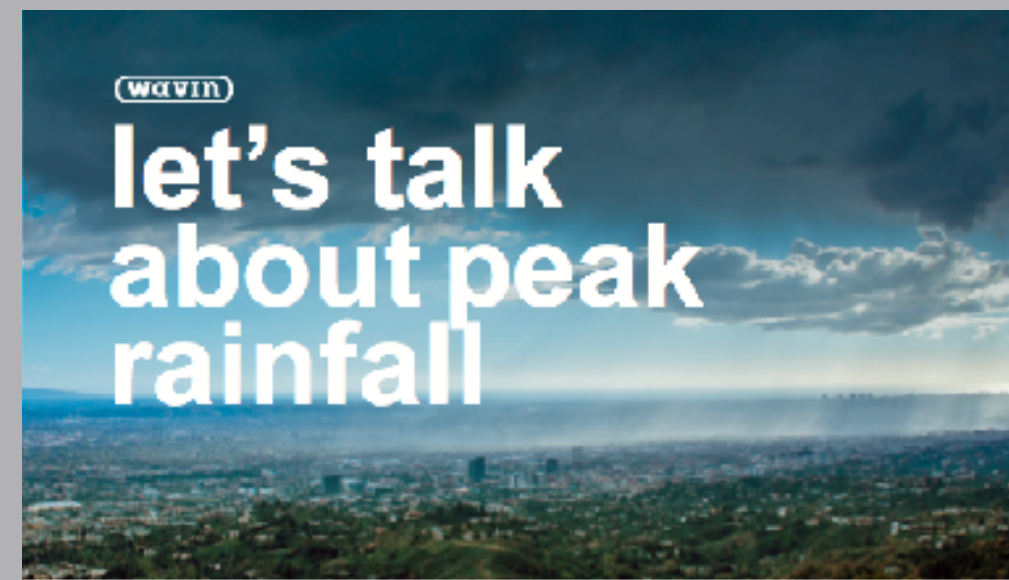


## 02.2

# create custom thumbnails

Well-designed custom thumbnails in combination with a good title will enhance the number of views. It sets expectations for the viewer. People who are searching for videos will be looking at thumbnails first and then moving to titles.

Using text in the thumbnail to highlight for example 'How to' and reiterate the same word in your title is a win-win.





03

## use custom caption files

By default the YouTube video upload YouTube will automatically generate a transcription for your viewers which is not indexed by Youtube.

A custom caption file will allow YouTube to crawl the subject of the video and rank it according to the algorithm, which will improve your ranking.





#### TAGS

hep2o gear up competition work gear flexible pipe  
coiled pipe plastic pipes plumbing tools plumber

03.4

## make sure you use relevant tags

Tags are keywords you want to rank for in YouTube and Google search. Using Google Keyword Planner or even YouTube search suggestions will help you to find the right tags for your video.

Try to use between 15 and 20 keyword tags, so there are plenty of opportunities to rank for short and long tail search queries.

#### TAGS

hep2o gear up competition plumbing tools work gear  
plastic pipes copper pipes pipe cutter

#### TAGS

drainage plumbing suds large scale water management  
small scale water management water management  
water management systems project support construction  
drainage project support

#### TAGS

osma soil waste hepvo waterless waterless trap  
waterless trap system siphonage evaporation leakage  
movement space saving vertical installation  
horizontal installation confines spaces foul odors under sink

# 03.5 video description can make the difference

A good description is crucial to make sure people can find your video easily. The meta description will be shown beside the thumbnail of the video. It's really important to write a concise summary (max 2 sentences) otherwise it will not be shown in the search results.

We advise you to set up a pre-formatted description in the '*Upload Defaults*' section of your admin area with all relevant links:



Wavin UK

Published on Nov 19, 2015

As part of our Water Matters campaign, we held 'The Big Debate - Why the UK won't be ready for the next big flood' on Wednesday 28 October 2015 with a panel of high profile expert speakers and guest chair Janet Street-Porter.

Here Sue Illman, Past President of the Landscape Institute and CIC champion for flood mitigation and resilience, answers the question: A new Code of Practice for the Flood Protection of Buildings has just been launched. Given that the major floods occurred in 2014, is this a sign that current practice isn't up to scratch?

Read more about Water Matters and request a copy of our White Paper on why the UK won't be ready for the next big flood here: <http://tinyurl.com/nshjlon>

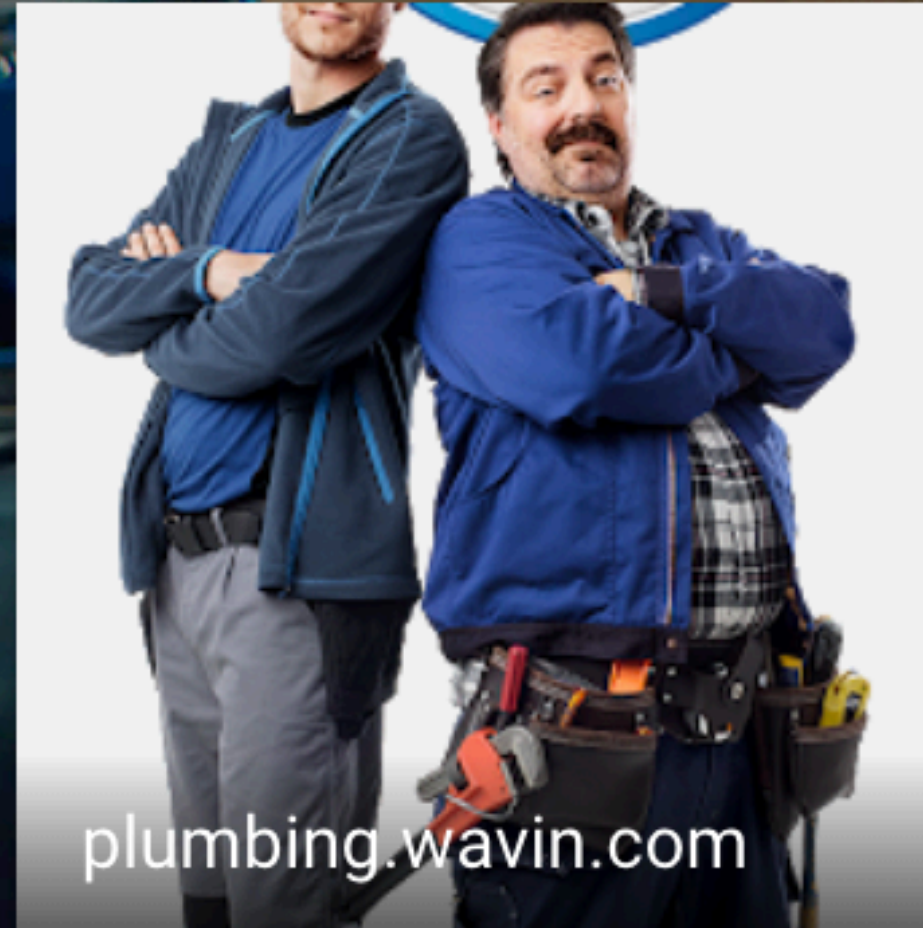
Category

Science & Technology

- ▶ Your website
- ▶ Link to white papers
- ▶ All social media accounts
- ▶ Link to global YouTube channel



From Wavin UK



Win great gear with  
Hep20!  
Register now [↗](#)

## 03.6 add info cards & stay in touch


You can choose from suggesting videos or playlists, promoting another channel, prompting a donation, creating a poll, or linking to an external website. All cards used within your video appear in a small slide out on the right-hand side of the video.

We recommend using cards to either link between your videos or direct viewers to your website. When used properly with verbal cues, you can provide easy navigation for viewers to get or sign up for more information.



## 03.7 add your video to a playlist


Playlists will make it easy for viewers to watch multiple videos with minimal effort which increases watch time and creates another asset that will appear in search results and in Suggested Videos.






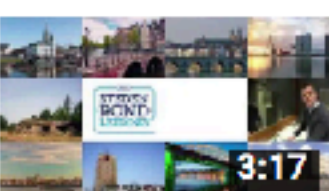


### Wavin - StedenRondLeiding

6 videos • 11 views • Updated today

Tien steden... met heel veel Wavin producten. Tijdens de Steden Rond Leiding gaan we Nederlandse steden langs en laten we zien aan welke markante gebouwen en projecten Wavin heeft gewerkt en voor welke oplossingen er is gekozen. In de Markthal en het NS station in Rotterdam of het dierenpark in Emmen. Wavin is everywhere!

 **Wavin Nederland** [SUBSCRIBE 295](#)

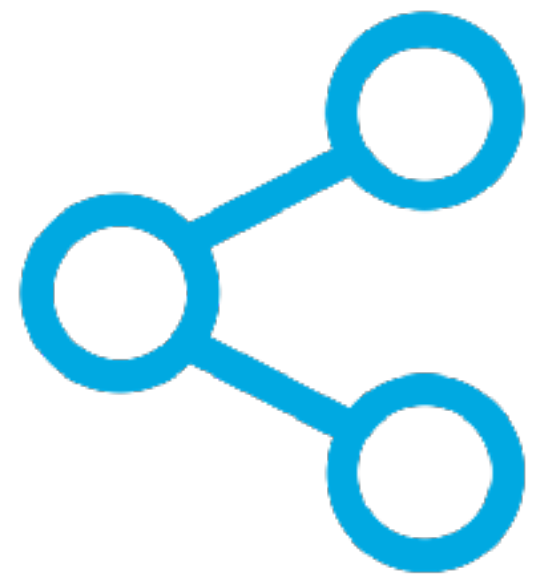
-  **Wavin StedenRondLeiding Hardenberg**  
Wavin Nederland 2:51
-  **Wavin StedenRondLeiding Maastricht**  
Wavin Nederland 2:52
-  **Wavin StedenRondLeiding Emmen**  
Wavin Nederland 3:13
-  **Wavin StedenRondLeiding Leeuwarden**  
Wavin Nederland 3:39
-  **Wavin StedenRondLeiding Zwolle**  
Wavin Nederland 2:47
-  **Wavin Stedenrondleiding Utrecht**  
Wavin Nederland 3:17



## **extra tips & tricks** to optimise your video content & channel

- ▶ Write a concise and strong channel description to make sure people will instantly understand what kind of video content they can expect.
- ▶ Make sure your YouTube channel header is optimised for all devices (mobile, tablet, computer/laptop).
- ▶ Feature other important and relevant channels to your channel.

04



# how to distribute new videos

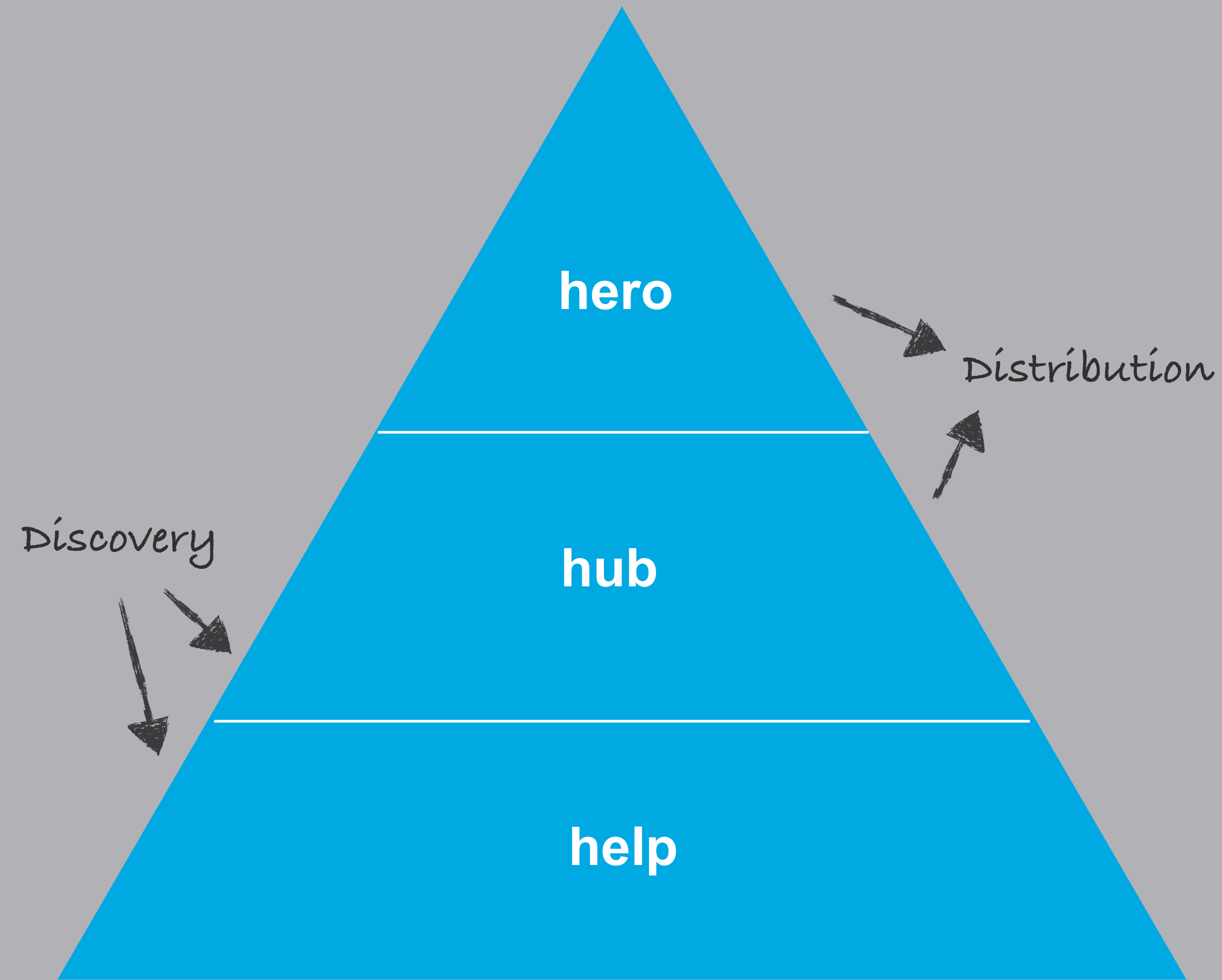




04

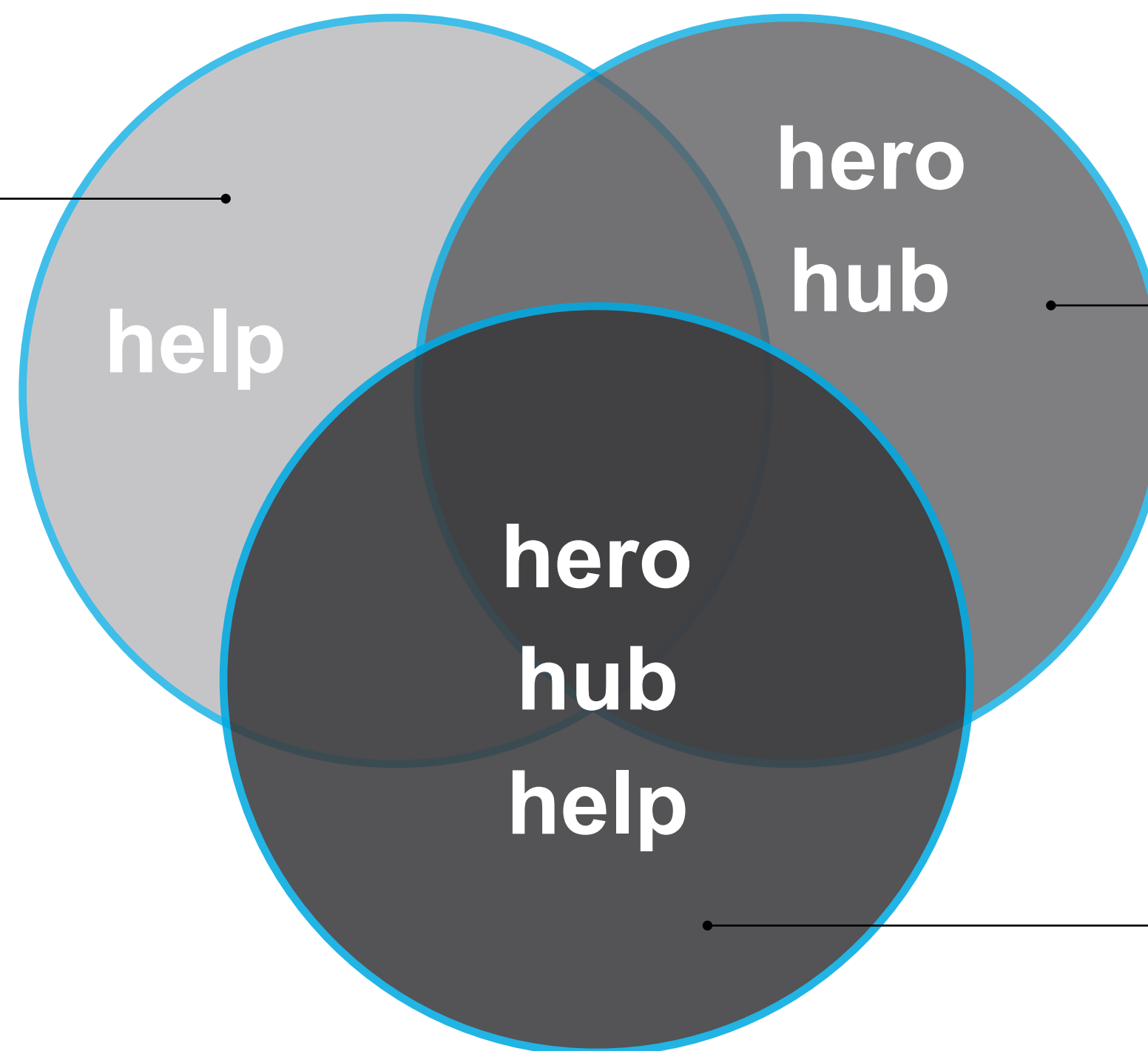
## the distribution plan & checklist

Before we dive into all the possibilities and media (channels) to distribute your video we need to define in which layer of our strategic HHH-framework the video is made.



## owned media

- newsletter
- website
- social media EMPLOYEES
- Wavin's Sales Rep.
- Wavin's Suppliers



## paid media

video paid advertising

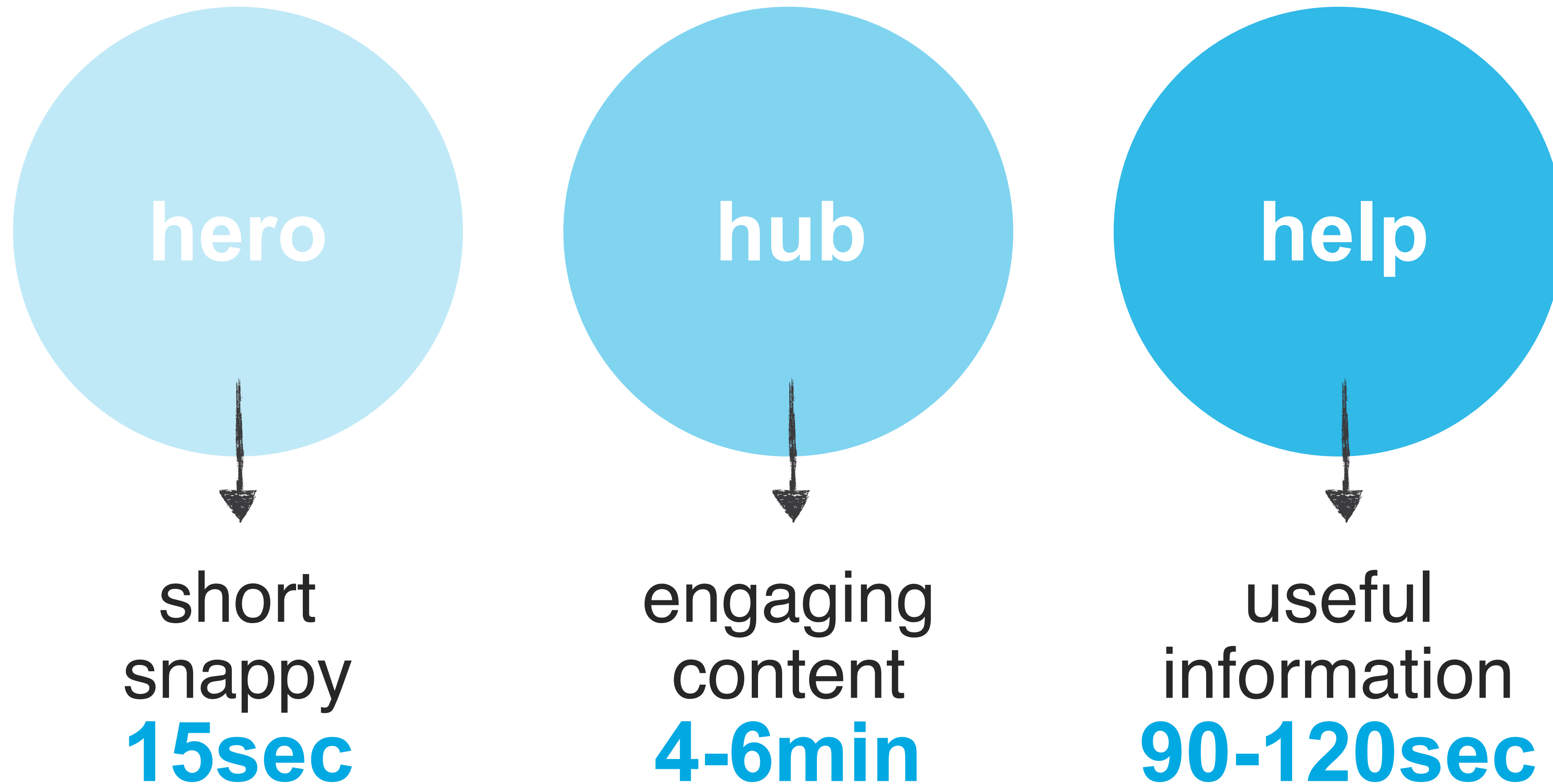
## earned media

“free” views obtained when  
people share your videos



# reach is plentiful but attention is scarce

04



\*Indication

04

# **distribution checklist**

## hero content

The goal of hero content is to increase reach & brand awareness.

In this part of the playbook we will explain which ad formats you can use and how to hook people from the first seconds of your video ad.

01



### **choose right ad format**

How and where do you want to reach your audience?

02



### **hook them in the first 5 sec**

You only have a few seconds to make that first impression. Which is not showing your logo ;-)

03



### **amplify with digital & social**

Go beyond Youtube to increase the visibility of your campaign and results.



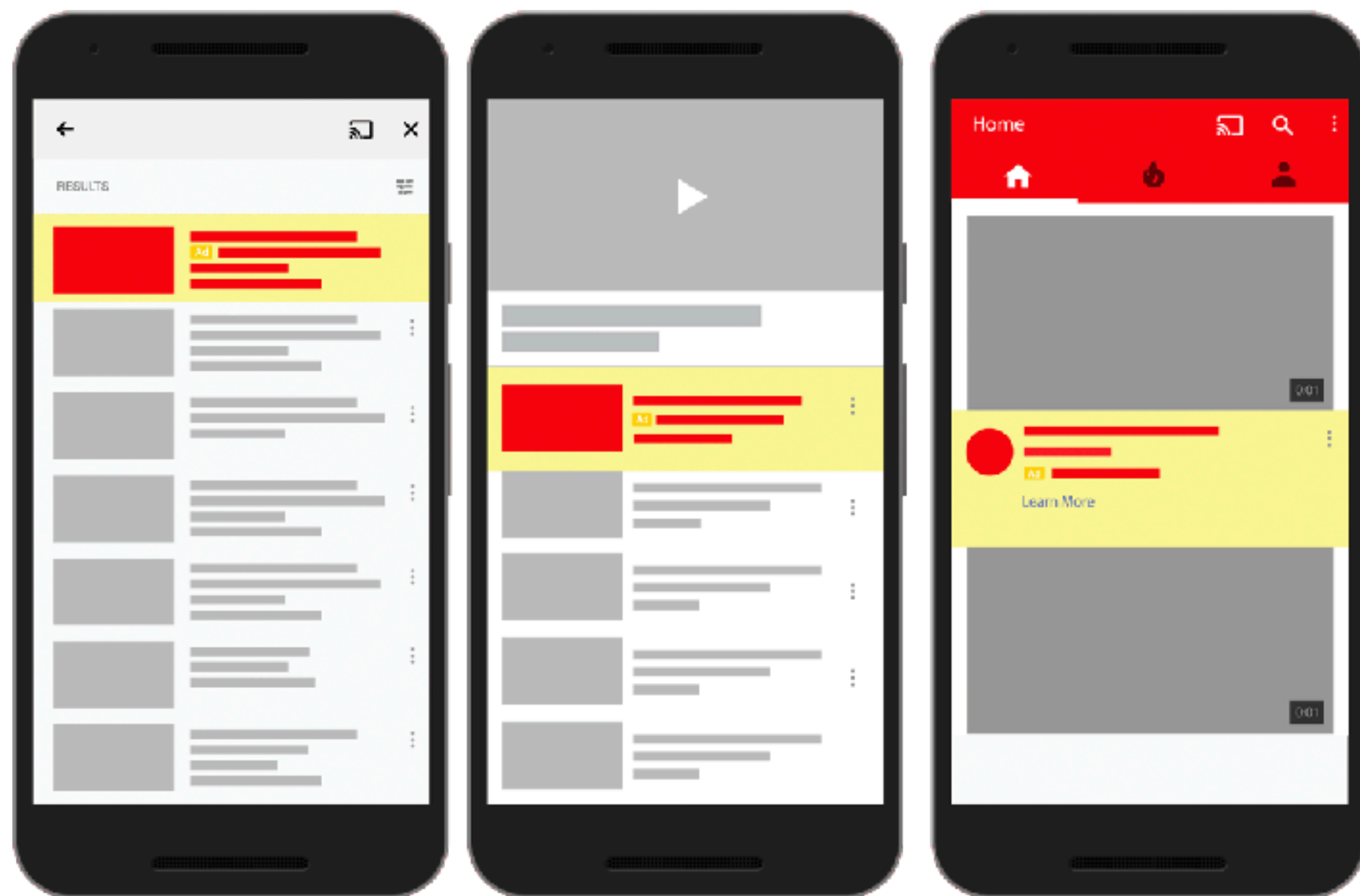
04

# choose the right ad format

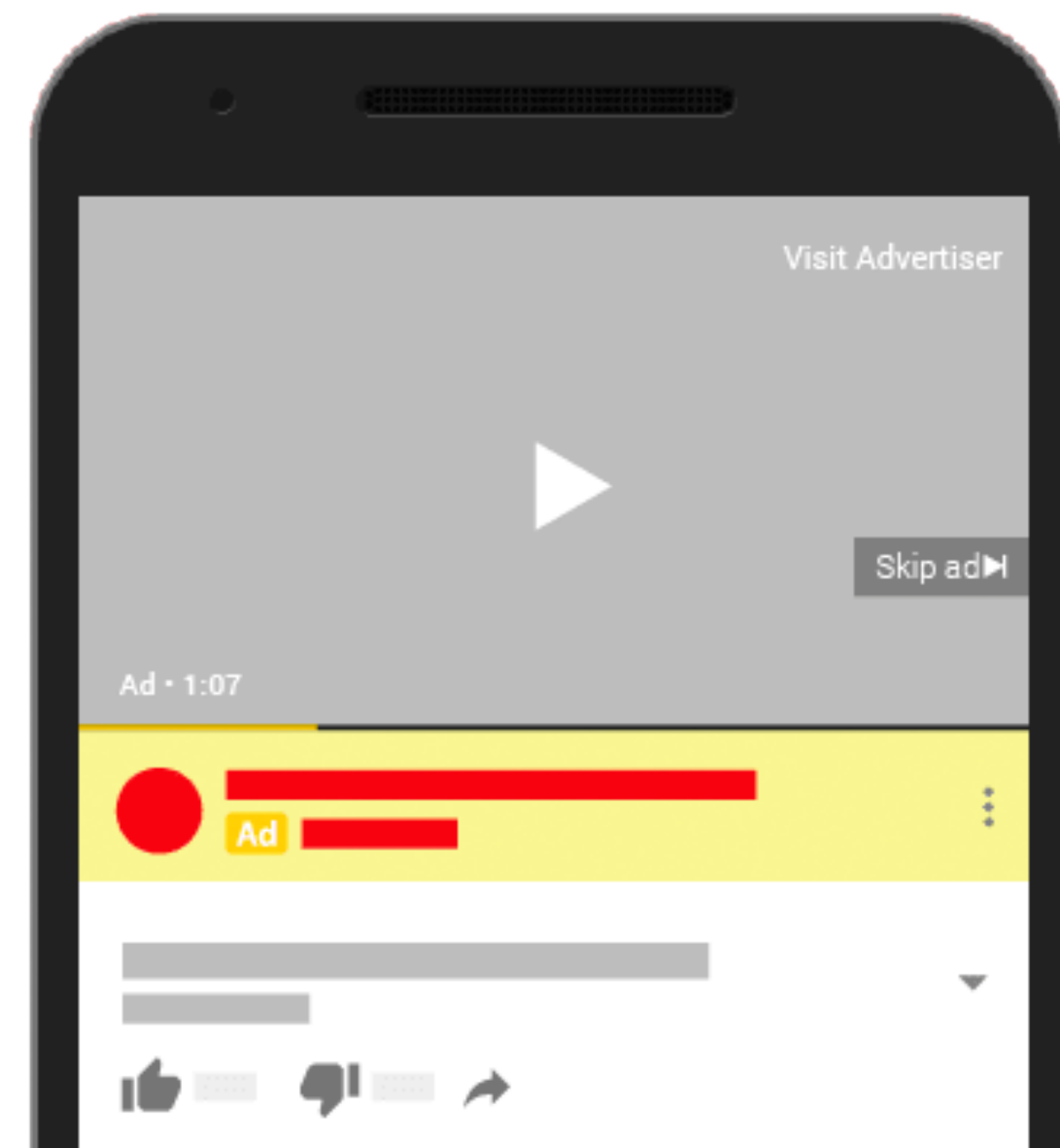
## trueview ads

With TrueView ads you only pay when viewers watch or interact with elements of your video.

discovery ads



in-stream ads



04

## choose the right ad format

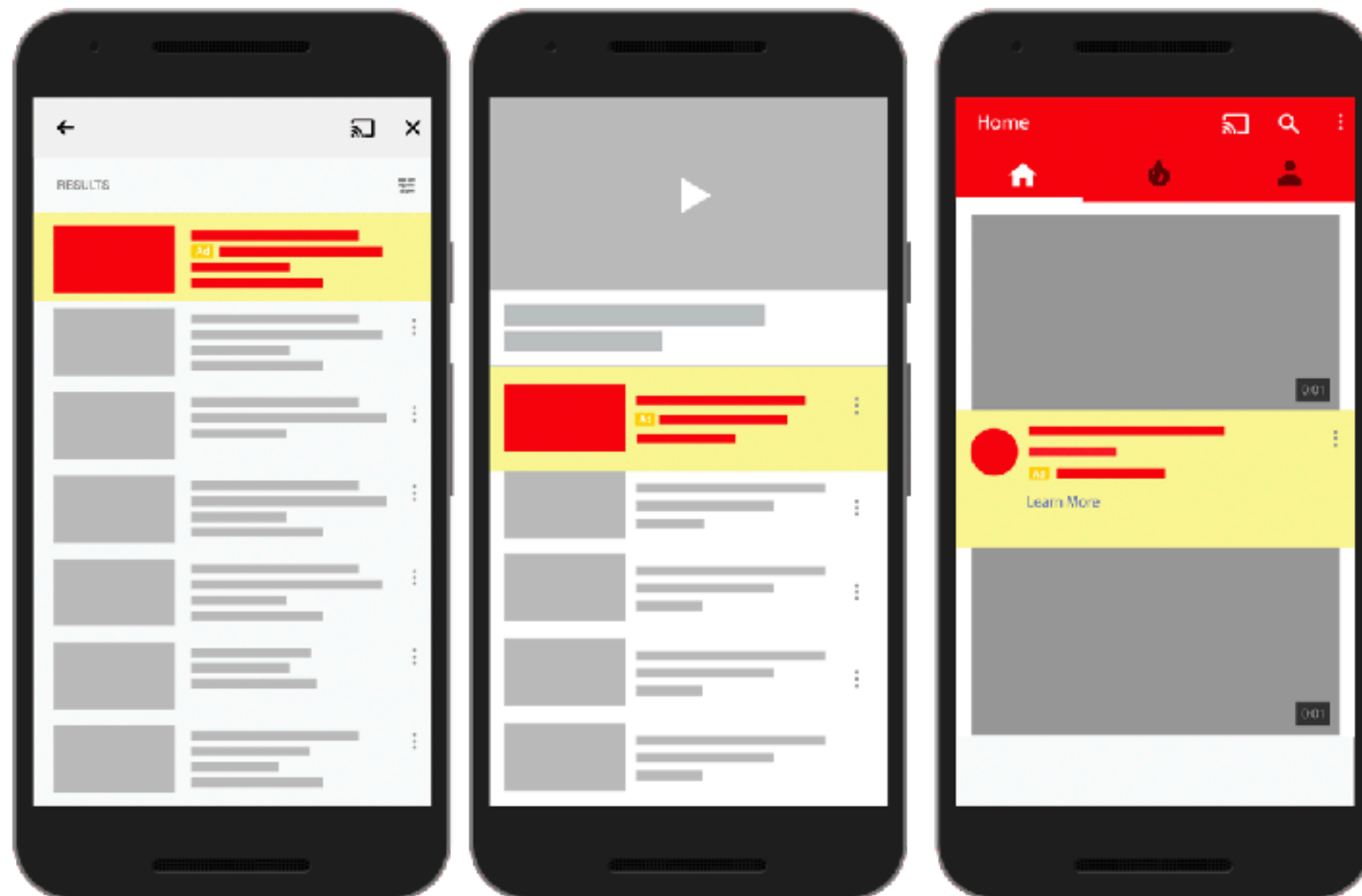
trueview ads

discovery ads

Youtube Search page

Youtube Watchpage

Youtube Homepage



Video Discovery Ads always invite people to click to watch your video. The ad will appear on the search page, watch page or homepage and need to consist an appealing thumbnail and title.

Discovery ads will support product and brand consideration.



04

## choose the right ad format

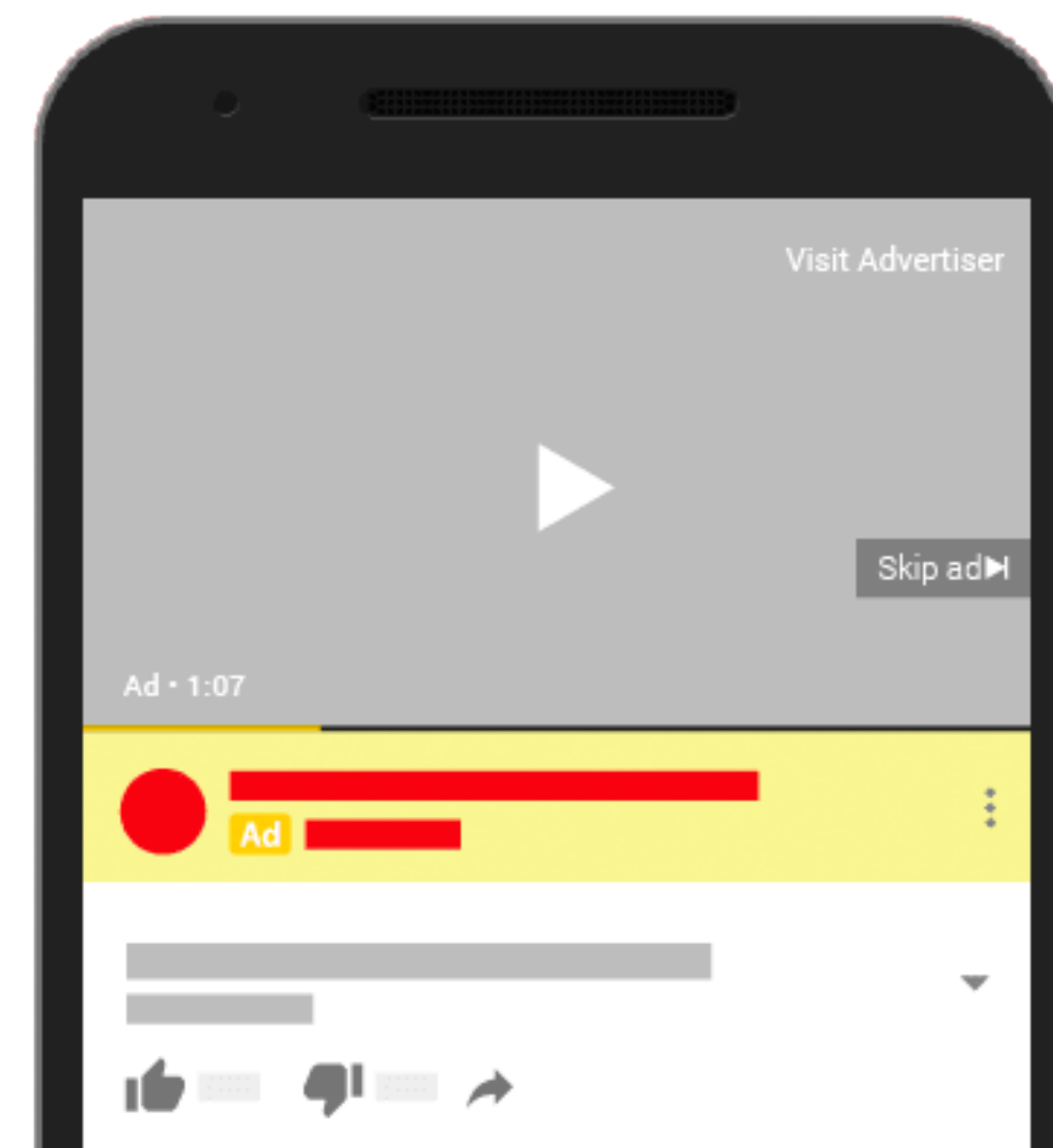
trueview ads

in-stream ads

The in-stream video ad plays before, during or after other videos. After 5 seconds, the viewer has the option to skip the ad. That's why it's important to hook them in the first few seconds.

This ad can support brand awareness & reach website traffic or leads.

### IN-STREAM ADS



# 04 **hook them in the first 5 seconds**

Convince people to stay and watch your video after 5 seconds.

Grab them and they will listen to your message or lose them.. making your hard work go to waste.

01 introduce a problem and promise a solution

02 offer a surprise

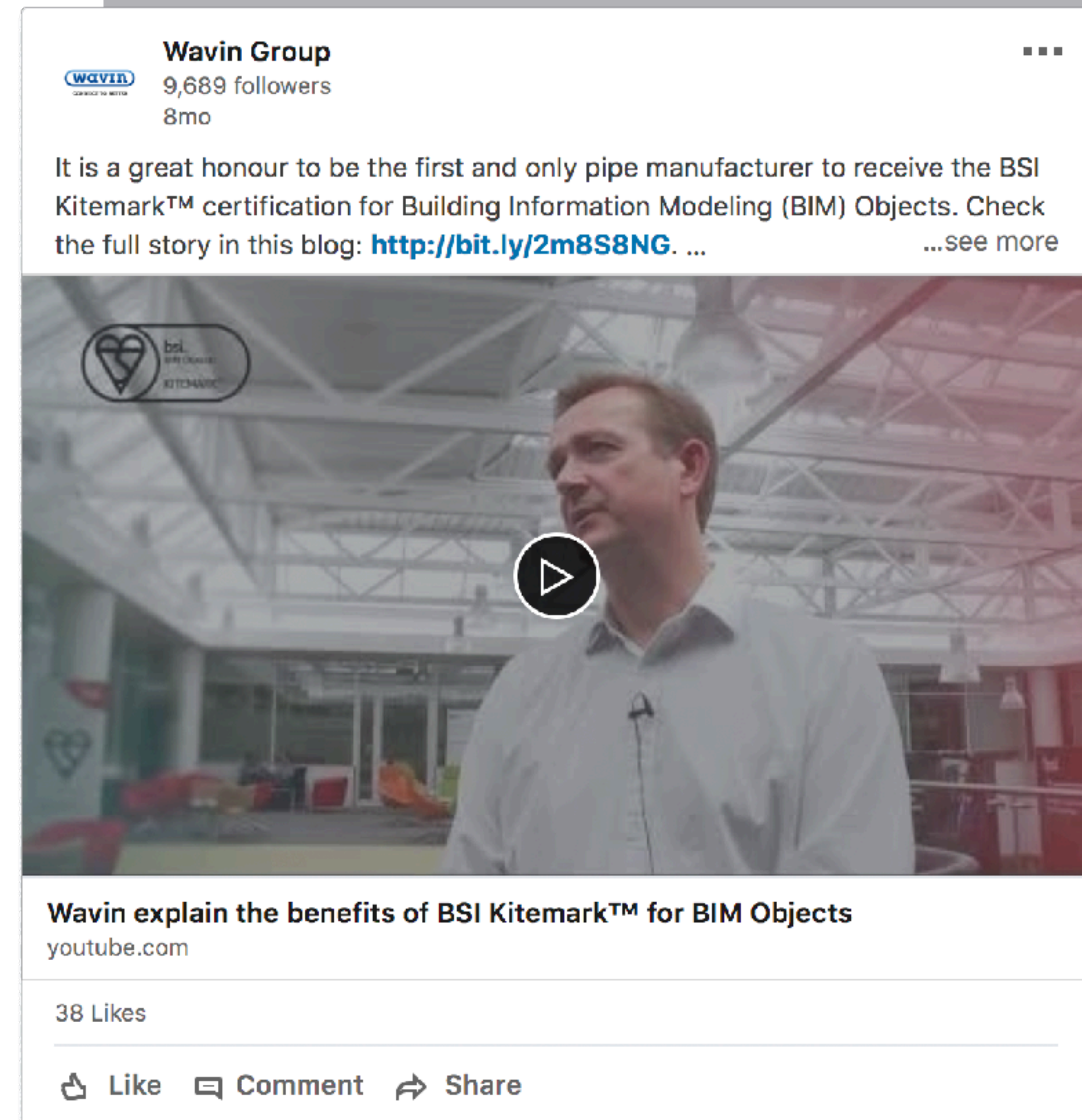
03 ask a question

04 use humour



# amplify digital & social

- ▶ LinkedIn Native Video Ads
- ▶ LinkedIn Sponsored Video post →
- ▶ Relevant website/weblogs (embedded)
- ▶ And make sure all Wavin employees post, share or like your content to increase reach.



# distribution checklist

## hub content

Hub content is regularly scheduled content, focussed on and designed for your prime target audience.

This means targeted video ads are really important to reach and engage with the right audience.



## targeted ads for hub content

Because Hub content is about a specific subject it's important to use interest targeting for your ads. You can also use video re-marketing to target users who've already shown interest in your content, such as viewing or liking your previous videos.



## amplify with social & digital

Go beyond YouTube to increase the visibility of your hub content by sharing/publishing your video on websites or weblogs about the same subject and interests.



# distribution checklist

## help content

Help-content consumers are looking to find answers to specific questions coming from problems they've encountered.

We advise to distribute these videos only via owned media channels.



## website integration

Click the “embed” option for your video and copy and paste the embed link on relevant pages. That way you increase the chances of your video being seen by those who just visiting your website.



## email marketing

Consider integrating video consistently in Wavin's newsletter to increase visibility of video content and Wavin's YouTube channel.



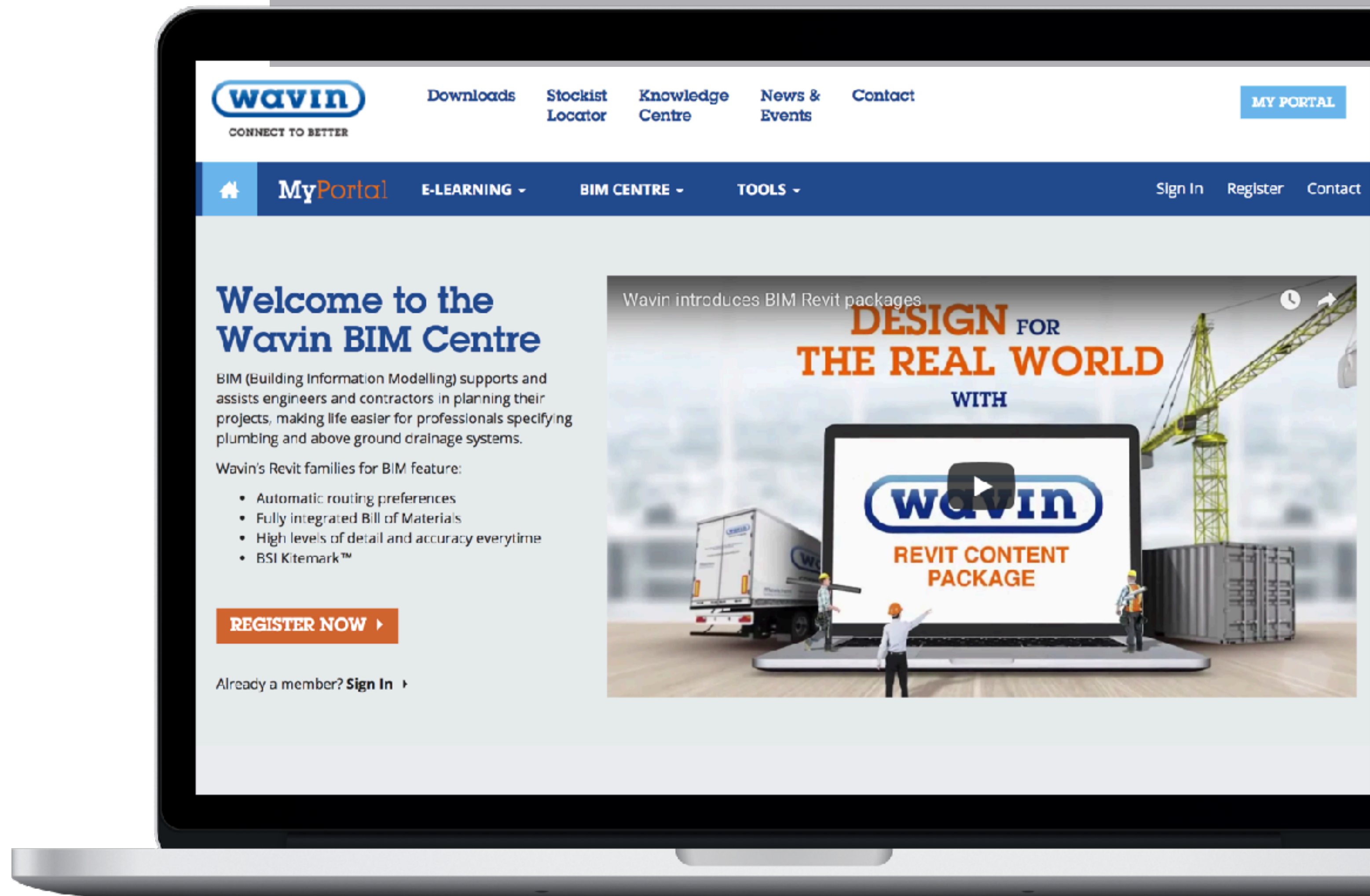
## linkedin

Use the power of your employees to increase visibility.

04

# website integration

Make sure videos are embedded  
on your website.





04

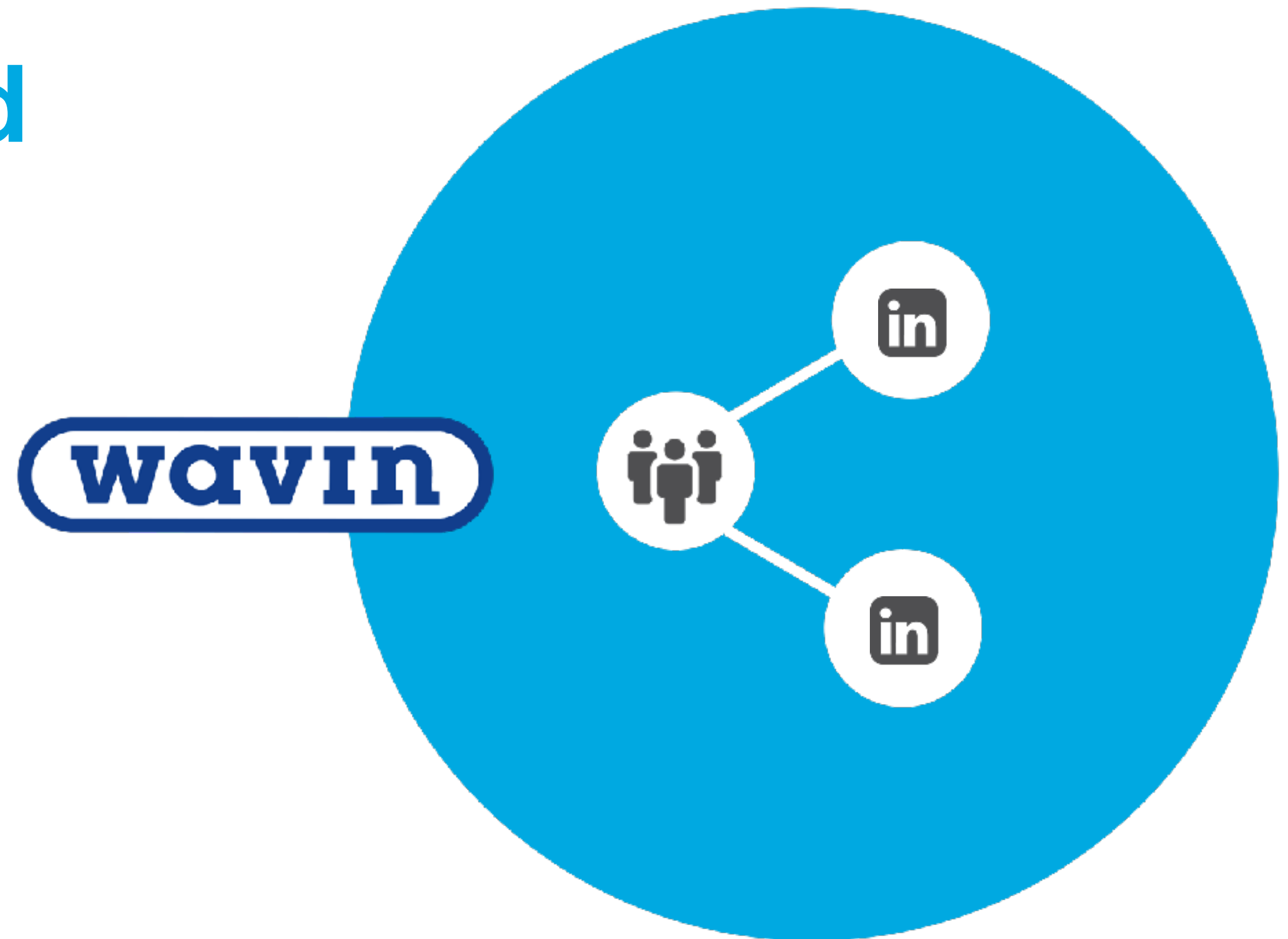
# e-mail marketing

Make sure videos are embedded  
on your website.

04

## use the power and network of your employees

Make sure your colleagues are proud to share the video content with their network.





05



# how to measure success



05

## how to measure success

Views alone won't give you enough information to make significant improvements to your videos. They should be analysed alongside more important metrics which are key to making the best use of online algorithms.

In this part of the playbook you will learn how to measure the success of each different type of video within the strategic framework.



# how to measure each type of video?

## hero content

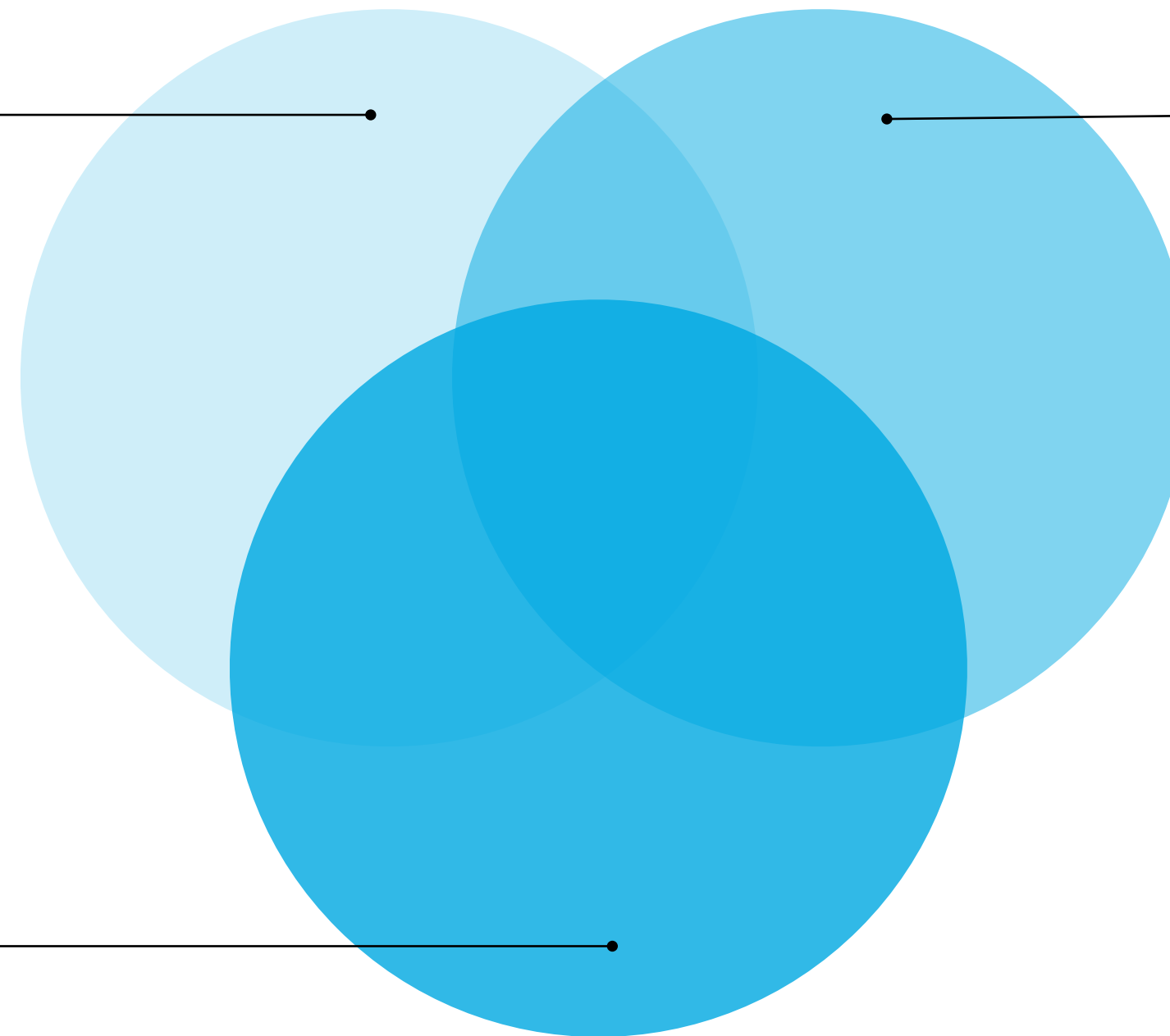
average cost per view (CPV)  
views  
unique viewers  
reach  
audience retention

## help content

completion rate  
audience retention  
engagement (comments)

## hub content

average cost per view (CPV)  
views  
unique viewers vs returning viewers  
audience retention  
engagement (share, comments likes & dislikes, subscribers, favourites)





<div data-bbox="33 37 149 150"></div> <div data-bbox="0 412 133 525">05</div>	<div data-bbox="333 168 716 234"> <h2>impressions</h2> </div> <div data-bbox="333 281 999 572"> <p>How many times your thumbnails were shown to viewers on YouTube through registered impressions (shown only on <a href="https://www.youtube.com">youtube.com</a>).</p> </div>	<div data-bbox="999 168 1182 234"> <h2>views</h2> </div> <div data-bbox="999 281 1666 393"> <p>The number of legitimate views for your channels or videos</p> </div>	<div data-bbox="1666 168 1982 234"> <h2>view rate</h2> </div> <div data-bbox="1666 281 2332 572"> <p>The number of views or engagements your video ad receives divided by the number of times your ad is shown (video and thumbnail impressions).</p> </div>	<div data-bbox="2332 168 2782 234"> <h2>unique viewers</h2> </div> <div data-bbox="2332 281 2998 450"> <p>Estimated number of individuals who watched your videos</p> </div>
	<div data-bbox="333 750 716 816"> <h2>engagement</h2> </div> <div data-bbox="333 872 999 1210"> <p>The number of clicks on interactive elements, such as on teasers or icons to expand any cards on your video, that don't take people to a website or other external destination.</p> </div>	<div data-bbox="999 750 1516 816"> <h2>engagement rate</h2> </div> <div data-bbox="999 872 1666 1210"> <p>The number of engagements that your ad receives (for example, clicks on card teasers and icons) divided by the number of times your ad is shown, expressed as a percentage.</p> </div>	<div data-bbox="1666 750 1815 816"> <h2>cpv</h2> </div> <div data-bbox="1666 872 2332 1153"> <p>The average amount you pay when a viewer watches 30 seconds of your video or engages with your video, whichever comes first.</p> </div>	<div data-bbox="2332 750 2982 816"> <h2>average view duration</h2> </div> <div data-bbox="2332 872 2998 1097"> <p>Estimated average minutes watched per view for the selected content, date range, region, and other filters.</p> </div>
	<div data-bbox="333 1407 882 1538"> <h2>impressions click through rate</h2> </div> <div data-bbox="333 1557 999 1669"> <p>How often viewers watched a video after seeing a thumbnail.</p> </div>	<div data-bbox="999 1407 1182 1472"> <h2>clicks</h2> </div> <div data-bbox="999 1528 1666 1754"> <p>The number of times people clicked on an element of your video ad that took them to an external destination like your website.</p> </div>	<div data-bbox="1666 1407 2199 1472"> <h2>video viewership</h2> </div> <div data-bbox="1666 1528 2332 1697"> <p>How often a video is played to 25%, 50%, 75%, 100% of its length</p> </div>	<div data-bbox="2332 1407 2648 1472"> <h2>watchtime</h2> </div> <div data-bbox="2332 1528 2998 1754"> <p>The amount of time that a viewer has watched a video. This gives you a sense of what content viewers actually watch.</p> </div>

05



# the main kpi's for 2019

In 2019 we want to make sure all Wavin's video content on Youtube is optimized and measured by the main KPI's.

## views

The number of legitimate views for your channels or videos

## unique viewers

Estimated number of individuals who watched your videos

## video viewership

How often a video is played to 25%, 50%, 75%, 100% of its length

## watchtime

The amount of time that a viewer has watched a video. This gives you a sense of what content viewers actually watch.

06



# style guide





download style guide

If you want to optimize all existing thumbnails, please download the video style guide [here](#). This styleguide can also be followed as guidance for creating new video content on your channel.



A dark, moody photograph of the Chicago skyline across a body of water. The text 'thank you' is overlaid in large white letters.

# thank you

The main goal of 2019 is optimizing all existing video content worldwide and start creating new videos within our new video strategy.

**Let's do this together!**

The logo for 'wavin' is located in the bottom right corner. It consists of the word 'wavin' in a bold, lowercase, sans-serif font, enclosed within a blue rounded rectangle.

**wavin**