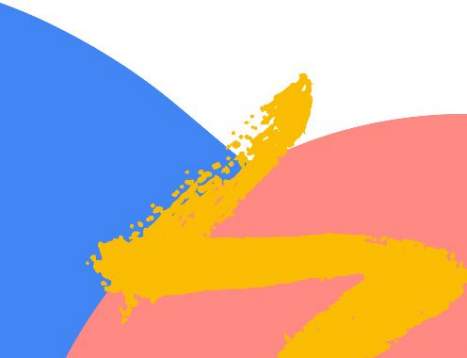
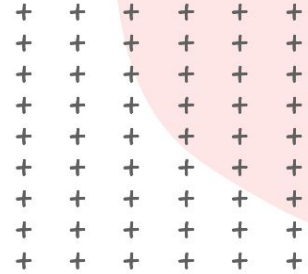


# Define Your Brand - Branding and Business Skills



## WORKSHOP 3: DEFINE YOUR BRAND - BRANDING & BUSINESS SKILLS

# Recap

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Last workshop, we covered:

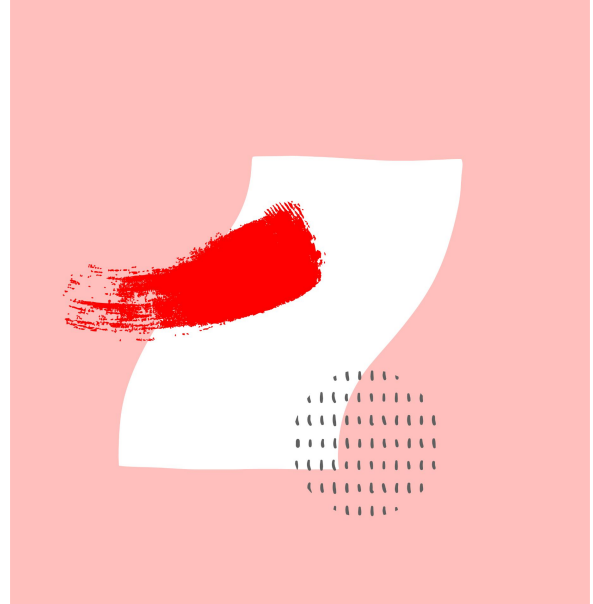
Understand and Identify your audience

Setup your equipment

Explore video formats and Create Content

Package

Publish



# Agenda

01

Branding Principles

02

Designing your channel

03

When to rebrand

04

Promoting your channel

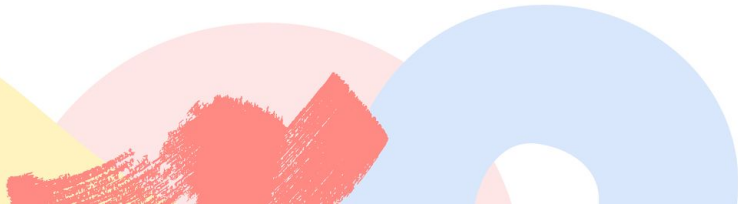


## WORKSHOP 3: DEFINE YOUR BRAND - BRANDING & BUSINESS SKILLS

# Why is this important: your channel is your business

---

- Branding is key to **delivering a consistent message** to your viewers
- Clear branding can **elevate you** as a creator and help your content **reach more viewers**
- Understanding what works and what doesn't in **basic design** is important in any creative process
- Engaging with your community as a cohesive brand can help you **gain loyalty**
- Knowing **when to evolve your brand** can help you succeed long term



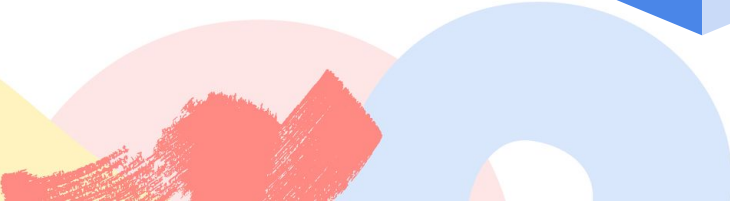
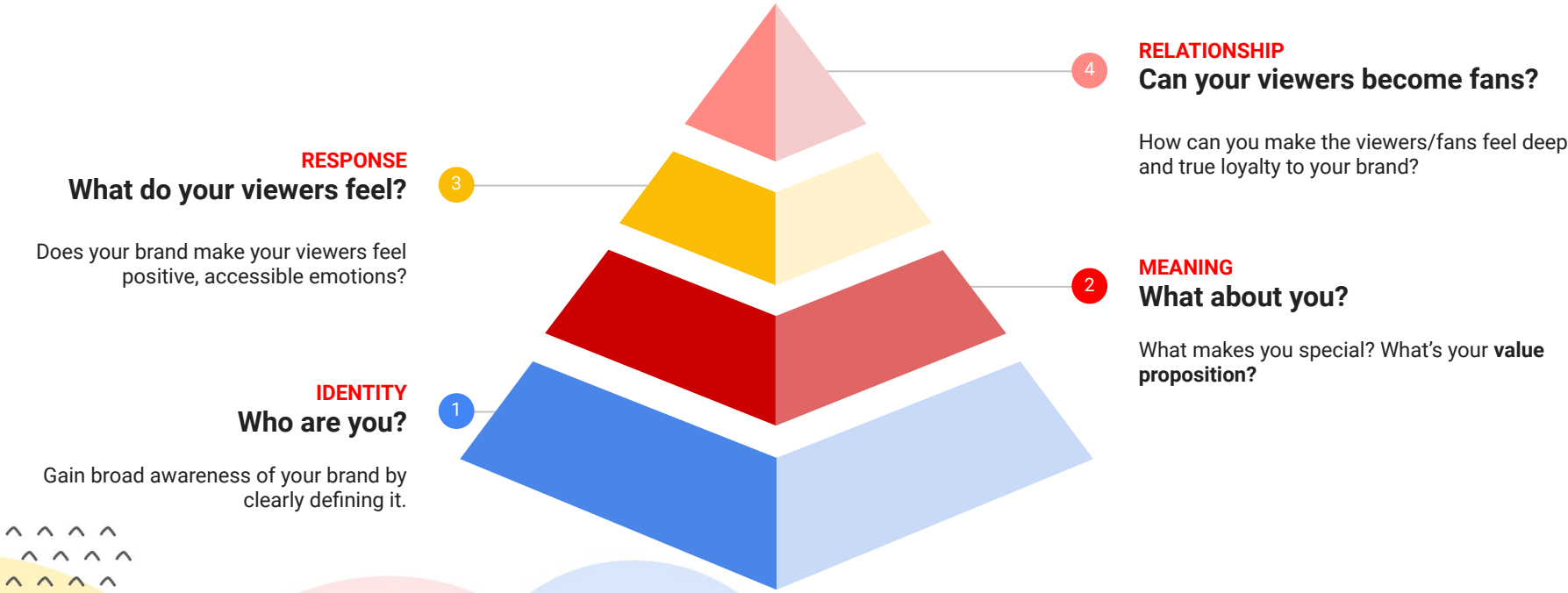
**“Everything you say and do and everything you don't say and don't do communicates. Absolutely everything. Create dots and then connect the dots... this is your brand story.”**

Peter Economides - Branding Evangelist



INTRODUCTION

# Brand building block: stages of development



INTRODUCTION

# Becoming your brand: branding principles

1

## BE THERE

Avoid being silent

2

## BE CONSISTENT

But be open to new opportunities

3

## BE DIFFERENT

Grab attention by standing out

4

## MAKE WHAT YOU LOVE

Repeat what works.

5

## CREATE UNIQUE ASSETS

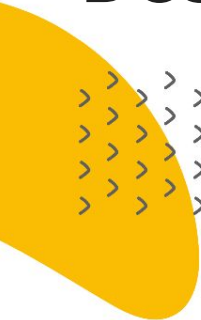
Find your unique style

6

## BUILD MEMORY PATTERN

Make your behavior memorable

# Designing your channel





## DESIGNING YOUR CHANNEL

# Design principles

---

## COLOR

Use the 500 colors as the primary colors and other colors as accent colors. Limit your selection of colors by choosing three hues from the primary palette and one accent color from the secondary palette.

Primary – Indigo	
500	#3F51B5
100	#05CAE9
500	#3F51B5
700	#30399F

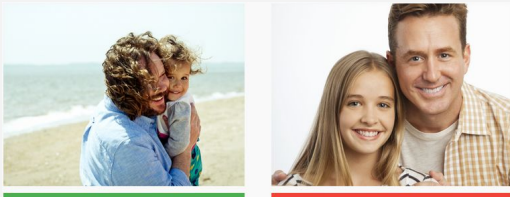
Example of a primary color palette

Accent – Pink	
A200	#FF4081
Fallback	
A100	#FF80AB
A400	#F50057

Example of a secondary palette

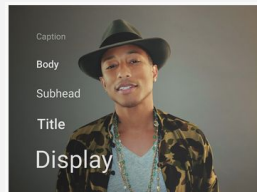
## IMAGERY

Use simple images with few meaningful elements. Refrain from using stock photos. Strive for genuine images.



## TYPOGRAPHY

Too many type sizes and styles at once can wreck any layout. A text color that is too similar to the background color is hard to read. Text with too much contrast can also be hard to read. This is especially true of light-colored text against dark backgrounds.



Contrast over image



Contrast over illustration

## DESIGNING YOUR CHANNEL

# Icon

---



### Photo icon:

A simple portrait can serve as your channel's icon



### Brand icon:

Use the channel's name for channels without a host



### Logo icon:

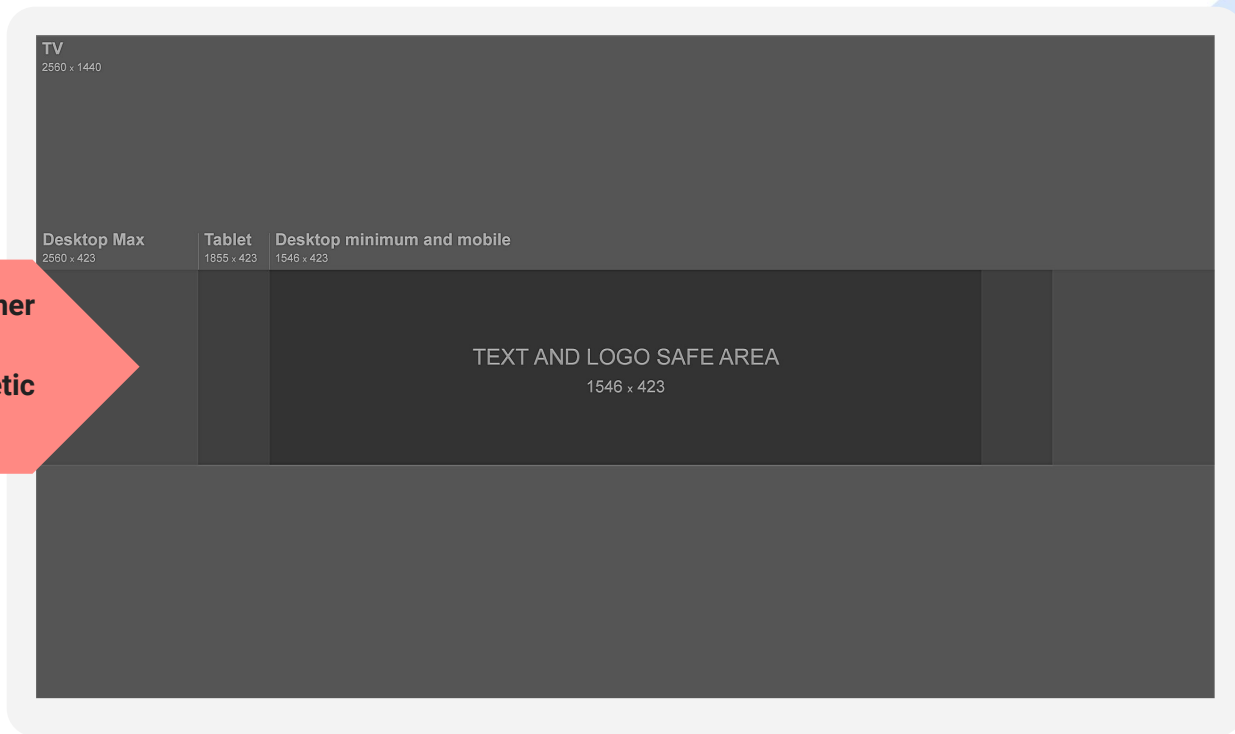
A simple recognizable logo can also be a great start

## DESIGNING YOUR CHANNEL

# Banner

---

Make sure to optimize your banner to YouTube's specifications and communicate your brand aesthetic and channel topic.



Click [here](#) to read more about YouTube's Channel Banner guidelines

## DESIGNING YOUR CHANNEL

## Custom thumbnail image

EASY



## Sesame Street Parodies



**Sesame Street: Game of Thrones**  
Sesame Street ES  
2 128 450 просмотров  
• 2 недели назад  
CC



**Sesame Street: House of Bricks**  
Sesame Street ES  
1 938 565 просмотров  
• 2 месяца назад  
CC



**Sesame Street: Upside Down Abbey**  
Sesame Street ES  
1 563 999 просмотров • 2 года назад  
CC

MEDIUM



## Jimmy's BIG Adventure! Brasil 2014!

Join former US International and KICKTV's faux-journalist-in-chief Jimmy Conrad as he travels around Brasil for the 'Adventure! Brasil 2014!'



**Jimmy Conrad's BIG Adventure, Brasil 2014!**  
KICKTV ES  
89 192 просмотра  
• 10 месяцев назад



**Is This the BEST Fan at the World Cup?**  
KICKTV ES  
49 122 просмотра  
• 10 месяцев назад



**Brazil vs Croatia: That #Terrible Penalty Call**  
KICKTV ES  
64 141 просмотр • 10 месяцев назад

ADVANCED



## U.S. Government and Politics



**Introduction: Crash Course U.S. Government and...**  
CrashCourse ES  
948 108 просмотров  
• 3 месяца назад



**The Bicameral Congress: Crash Course Governmen...**  
CrashCourse ES  
254 036 просмотров  
• 2 месяца назад



**Separation of Powers and Checks and Balances:...**  
CrashCourse ES  
228 463 просмотра  
• 2 месяца назад  
CC

## DESIGNING YOUR CHANNEL

# Video names and built in YouTube features

You can keep your brand consistent by uniformly formatting your video names...



LOVE ADVICE (ft. Lindsey Stirling) // Grace Helbig



MORE SECRETS // Grace Helbig

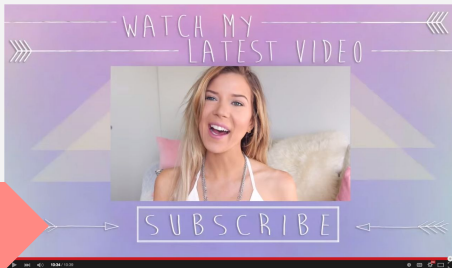


JANUARY FAVORITES // Grace Helbig

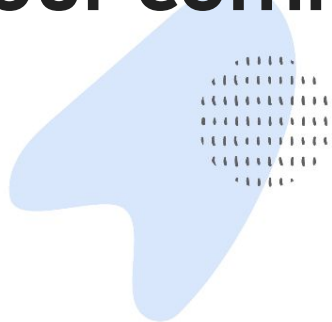


I ALMOST SH\*T MY PANTS // Grace Helbig

...and making use of built-in YouTube features as well

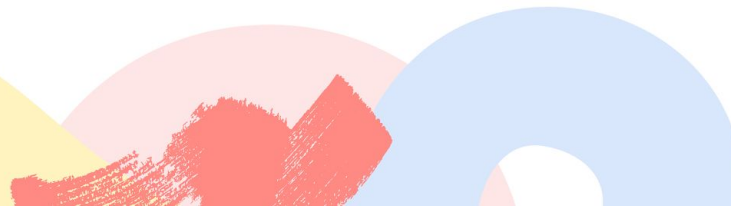
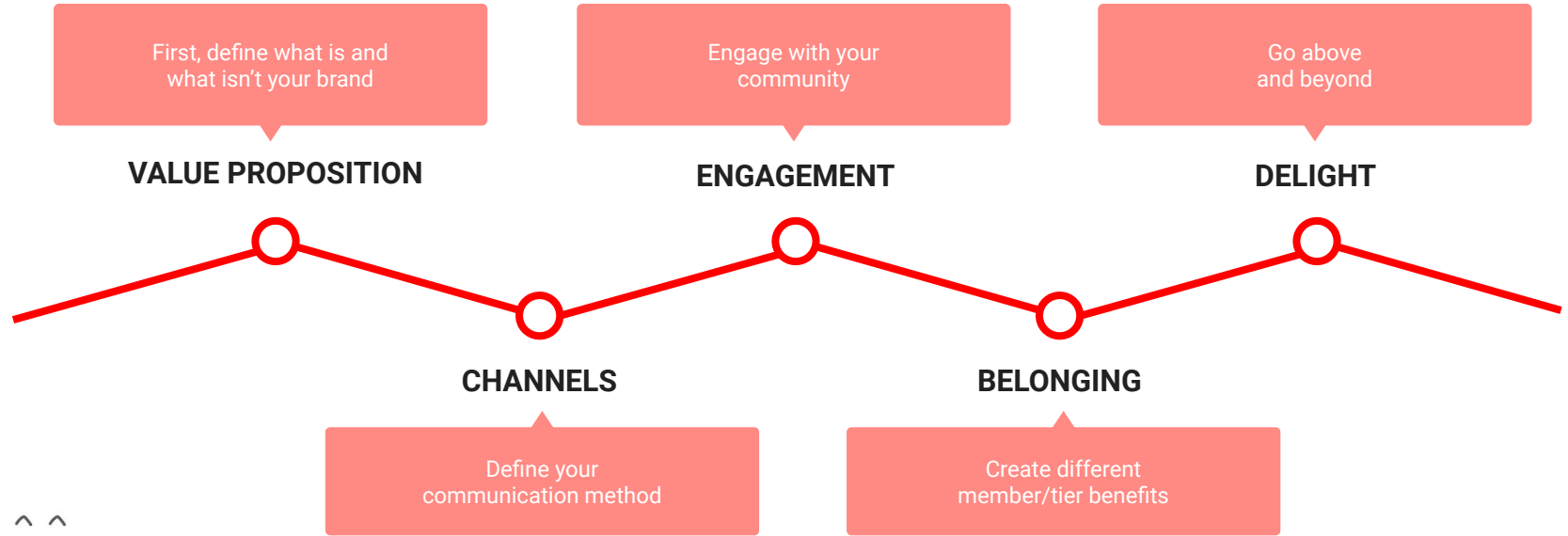


# Building your community



**BUILDING YOUR COMMUNITY**

# Building your brand community

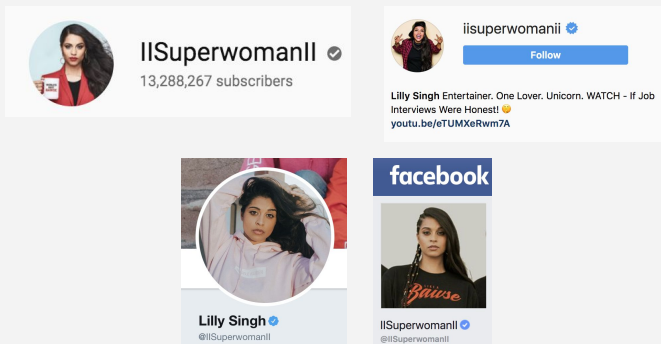


## BUILDING YOUR COMMUNITY

# Building your brand community

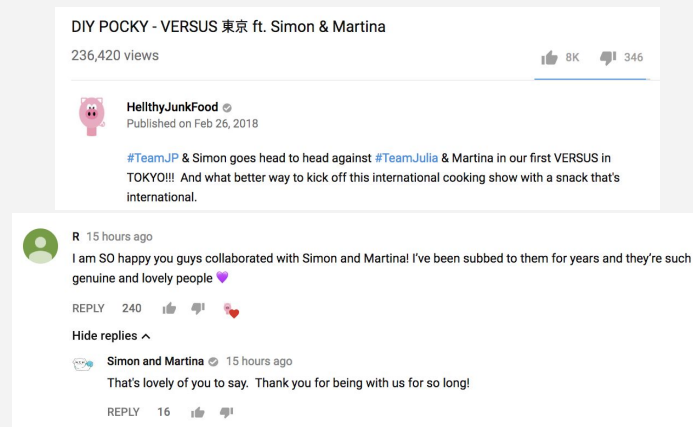
## DEFINE YOUR CHANNELS

Stick to a few communication methods that you can consistently be active on and use each one for the right engagement.



## ENGAGE WITH YOUR COMMUNITY

Let your fans know you're paying attention.



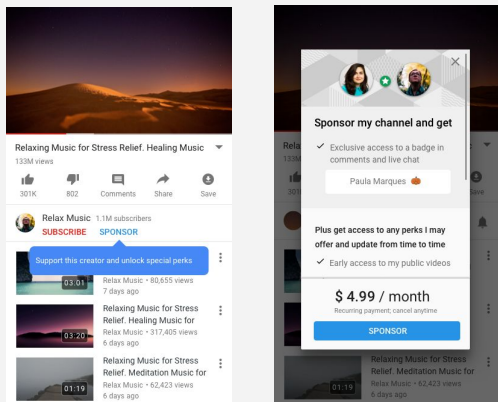


## BUILDING YOUR COMMUNITY

# Building your brand community

## CREATE BELONGING

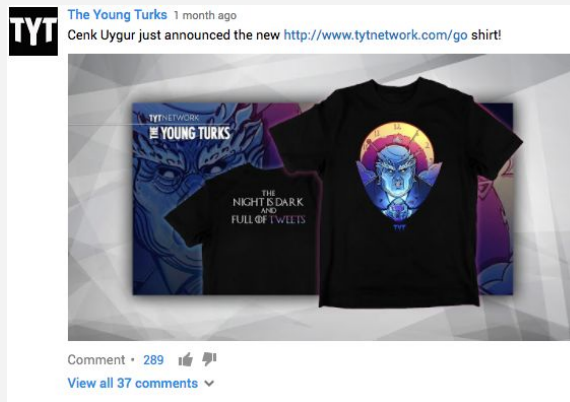
Creating membership benefits, nicknaming your fan group are some really great ways to build loyalty.



Click [here](#) to learn more about Channel memberships

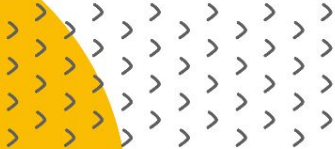
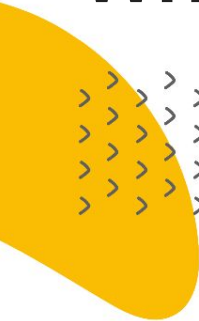
## GO ABOVE & BEYOND

**Delight** your fans through brand merchandise or running events.



Click [here](#) to learn more about Shopping features

# When to re-brand

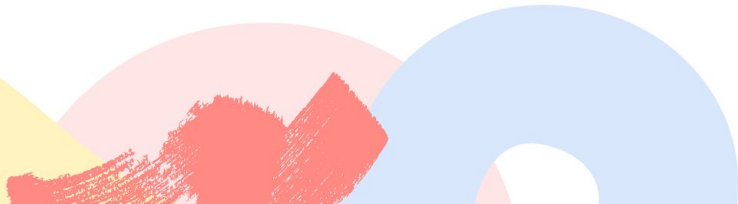


## WHEN TO RE-BRAND

# When to consider re-branding yourself

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- When you want to **expand your content formats and/or you've grow out of your original mission statement.**
- When **watch time and views** are down over 365 days.
- When you have been **associated with the wrong image.**
- When you want to **reach a different kind of viewer.**
- When your **creative format** has declined site-wide.
- When the **comments** suggest it's time to try something else.



1

**One channel or  
multiple channels**

## WHEN TO RE-BRAND

# Considerations for one channel vs. multiple channels

## REASONS TO HAVE MULTIPLE CHANNELS

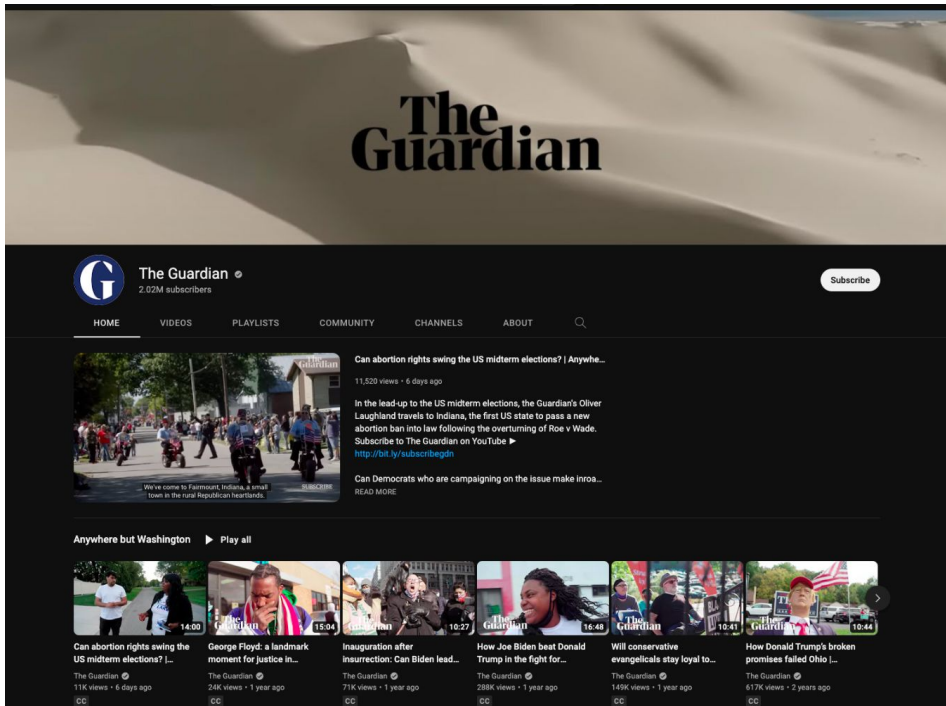
- **Have multiple brands with established audiences**
- **Content voice is very different - targets different audiences (e.g. serious vs. humorous, adult vs. youth, etc.)**
- **To avoid oversaturation** due to a heavy content load - only works if the content has distinguishable categories to divide by

## REASONS NOT TO HAVE MULTIPLE CHANNELS

- **Much more work!**
  - **Harder to maintain** two different but related channels
  - **Have to produce more content** to keep both channels fresh and relevant
- **Splits your audience** between two channels
- **Video velocity can be easier to achieve on one big channel** (subscribers)

WHEN TO RE-BRAND

# Multi channel example: The Guardian & Guardian News



The Guardian  
2,02M subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

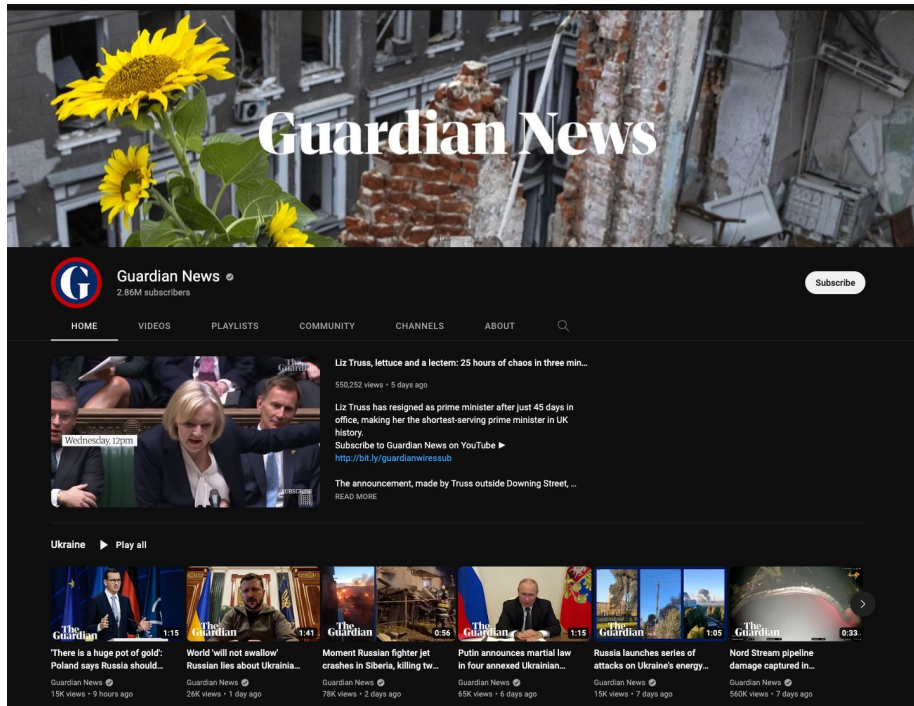
Can abortion rights swing the US midterm elections? | Anywe...  
11,520 views · 6 days ago

In the lead-up to the US midterm elections, the Guardian's Oliver Laughland travels to Indiana, the first US state to pass a new abortion ban into law following the overturning of Roe v Wade. Subscribe to The Guardian on YouTube ► <http://bit.ly/subscribeign>

Can Democrats who are campaigning on the issue make inroa...  
READ MORE

Anywhere but Washington ▶ Play all

- Can abortion rights swing the US midterm elections? | Anywe...  
The Guardian • 11K views · 6 days ago
- George Floyd's landmark moment for justice in...  
The Guardian • 24K views · 1 year ago
- Inauguration after insurrection: Can Biden lead...  
The Guardian • 71K views · 1 year ago
- How Joe Biden beat Donald Trump in the fight for...  
The Guardian • 288K views · 1 year ago
- Will conservative evangelicals stay loyal to...  
The Guardian • 149K views · 1 year ago
- How Donald Trump's broken promises failed Ohio |...  
The Guardian • 617K views · 2 years ago



Guardian News  
2,86M subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Liz Truss, lettuce and a lecture: 25 hours of chaos in three min...  
550,252 views · 5 days ago

Liz Truss has resigned as prime minister after just 45 days in office, making her the shortest-serving prime minister in UK history. Subscribe to Guardian News on YouTube ► <http://bit.ly/guardianwiresub>

The announcement, made by Truss outside Downing Street, ...  
READ MORE

Ukraine ▶ Play all

- 'There is a huge pot of gold': Poland says Russia should...  
Guardian News • 15K views · 9 hours ago
- 'World' will not swallow' Russian lies about Ukraina...  
Guardian News • 25K views · 1 day ago
- Moment Russian fighter jet crashes in Siberia, killing tv...  
Guardian News • 78K views · 2 days ago
- Putin announces martial law in four annexed Ukrainian...  
Guardian News • 65K views · 6 days ago
- Russia launches series of attacks on Ukraine's energy...  
Guardian News • 15K views · 7 days ago
- Nord Stream pipeline damage captured in...  
Guardian News • 55K views · 7 days ago

## WHEN TO RE-BRAND

# Considerations for one channel vs. multiple channels

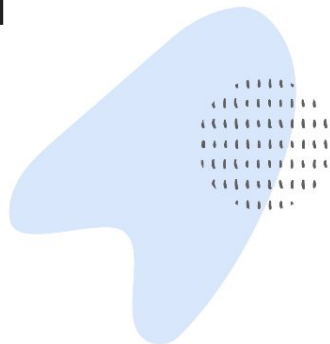
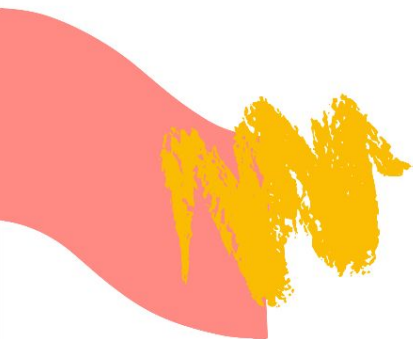
## STRATEGY FOR MULTIPLE CHANNELS

- Craft a **unique voice and purpose** for each channel
- **Channels should be identifiable** not indistinguishable
- **Different content for different audiences**
- **Use similar, but distinguishable styles for packaging and titles** to link and differentiate content

## PROMOTE NEW "SECONDARY" CHANNELS

- **Utilize channel end screens to promote channel and subscription**
- If launching a new series - **consider programming a teaser or first episode on an established channel** to promote newer channel
- **Link to channel in description**
- **Verbally promote new channel and mission** on established channel

# Promotion



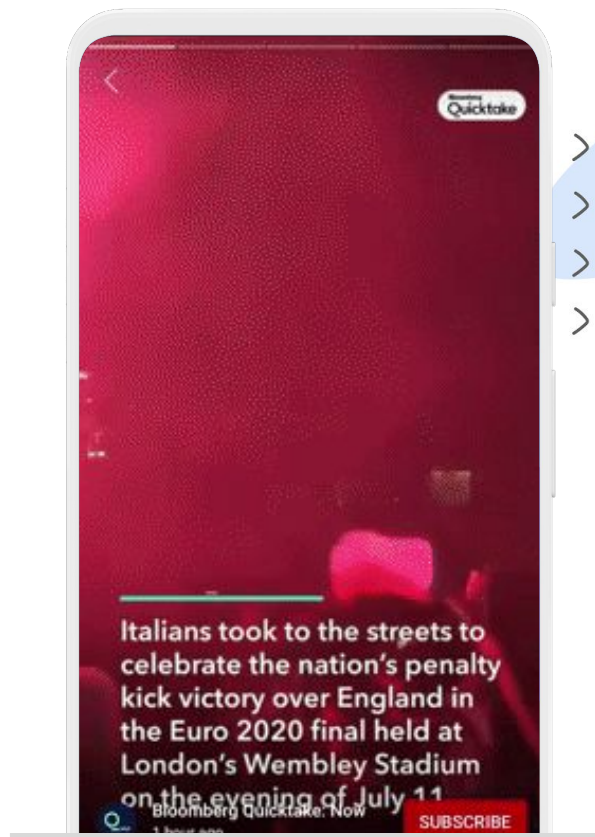


## PROMOTION

# Cross promotion strategies

Consider leveraging your social media handles and different YouTube features to further promote yourself and new content.

- **Leverage your social presence:** Lean into promotional features on platforms like Snapchat and Instagram such as “swipe up” to help promote your content to your already existing social audience.
- **Strategize across YouTube products:** Consider how you would leverage and create content to drive viewership to your uploads across YouTube Stories and Community. Strategize which uploads are worthy of being a Premiere or Live.
- **Calls to action are key:** While promotional clips or trailers of your YouTube content can be effective, posting videos where you speak directly to your audience is one of the best ways to motivate them to check out new content.

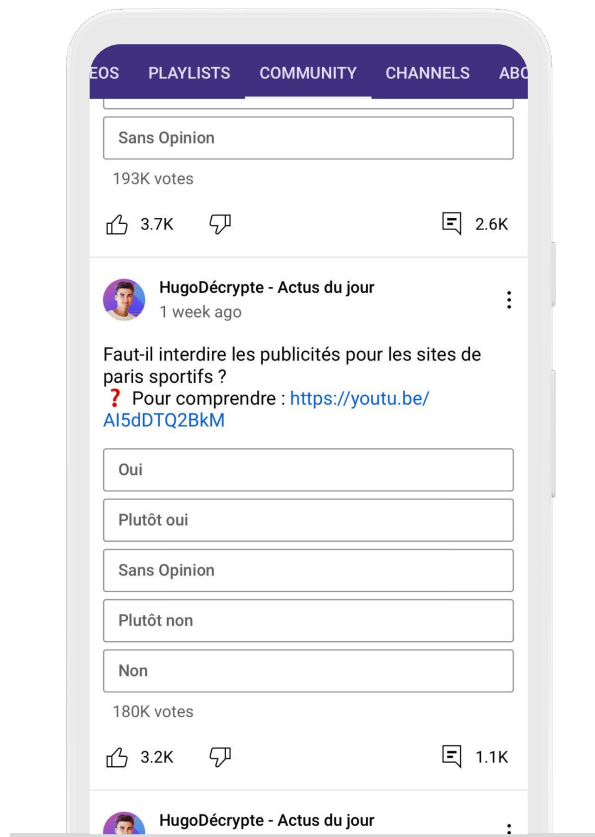


## PROMOTION

# Community

The Community Tab is another low effort method to communicate and engage with your audience. Here are some popular formats to consider for your Community Tab posts:

- **GIFs.** Use GIFs as part of your Community posts to excite, engage, and humor (if you want) your audience. Often the most engaged with posts on Community are ones that contain a GIF!
- **Polls.** Polls can be a great way to understand your audience, use them to ask your audience about potential video topics.
- **Videos.** While promotional clips or trailers of your YouTube content can be effective, posting videos where you speak directly to your audience is one of the best ways to motivate them to check out new content.



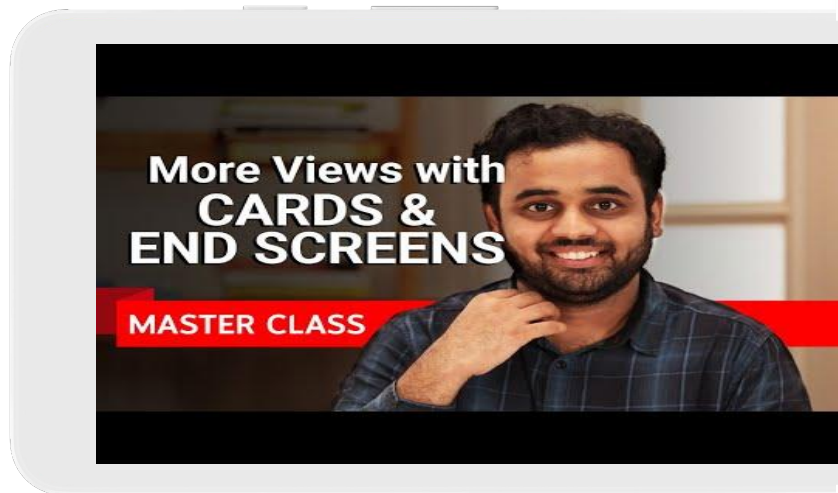
**PROMOTION**

# Give viewers somewhere to go

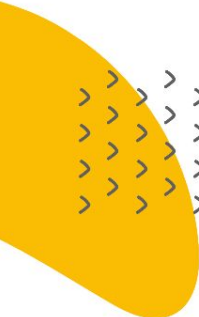
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End screens give you the opportunity to extend watch time on your channel by directing viewers to up to four different elements during the last 20 seconds of your video.

- **Maximize impact.** End screens can be paired with an in-video “end card” that visually houses links and features a call-to-action directing viewers to additional videos and to “like, share, and subscribe.”
- **Use YouTube cards.** Cards are notifications that appear in the top right corner of your videos. Try pairing cards with relevant moments in your video.
- **Choose wisely.** End screens are most successful when they give your viewers something relevant to watch. Consider using them to drive traffic between episodes of your formats or series.



# How to stand out



## HOW TO STAND OUT

# Focus on your uniqueness

---

One of the most effective ways to stand out among your peers is to lean in to your specialty, your personality, or other areas in which you can provide a unique perspective or showcase what makes you unique as an individual.

- **Focus.** One of the easy ways to lean in on your uniqueness is through your specialty. Journalists can do this by leaning in on their chosen focus area and discussing news topics & stories through that lens.
- **Personality.** Another way to stand apart from your peers is via your personality, this can come through your knowledge, expertise, background, or any other manner through which you can provide a unique lens on a topic or story (in a manner in which speaks to the needs or impact on your audience).

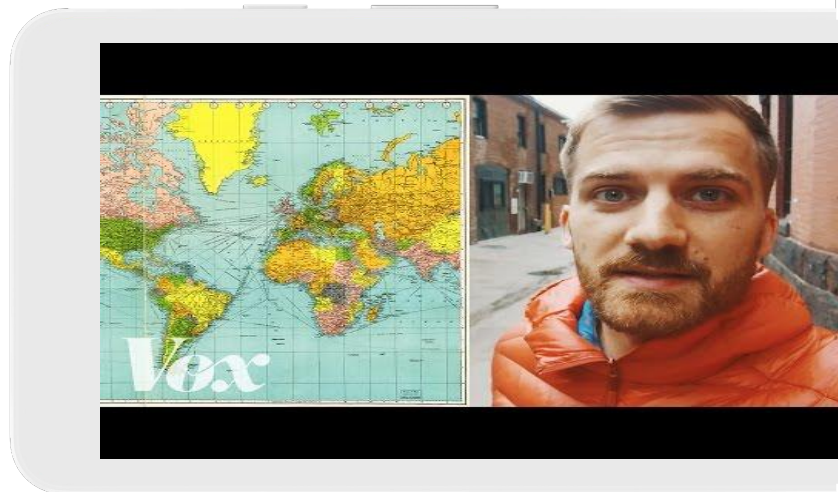


## HOW TO STAND OUT

# Ask for your audiences input

Another way to stand apart from the crowd is to create community with your audience via their input. This gives your audience to feel intimately a part of your mission on the platform and should foster deeper engagement from that audience with your content.

- **Ask for their content input.** Use the two-way communication of digital to your advantage and ask for your audience's input. You can ask for audience feedback through in-video polling cards, a pinned comment in chat, Community Tab (polls or open questions), etc.
- **Ask them to contribute to support your mission.** Let the audience feel like they are part of what your channel is doing by asking them to support you - if natural for you and your culture, in some regions it may be inappropriate to ask. For others consider how you can use this to start a conversation about leveraging Channel Memberships or similar third-party contribution platforms.

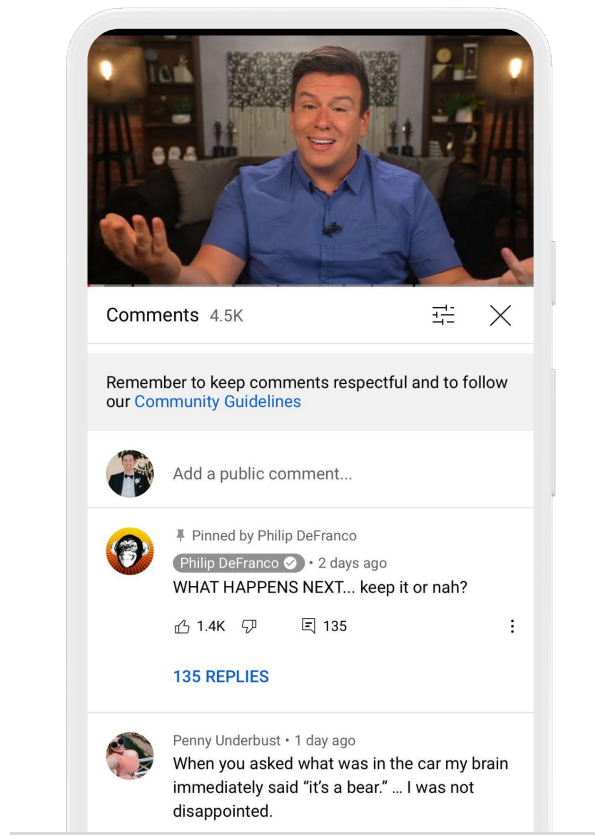


## HOW TO STAND OUT

# Curate a conversation

As you think about if and how your YouTube presence will interact with viewers, keep the following in mind.

- **Engage while live.** Consider turning on Super Chat or engaging with your audience, especially while live. This can help you not only raise additional funds, but help you connect deeper with your audience.
- **Cultivate community.** Outside of Comments, features like Stories and Community are a great way to maintain consistent, lightweight engagement.
- **Be active in the comments.** Use pins to start conversations with your audience on your uploads and also reward good commentators with a thumbs up!
- **Leverage YouTube's tools** to help you manage **comments** and **live chat** to keep the conversation more focused and clean of spam.





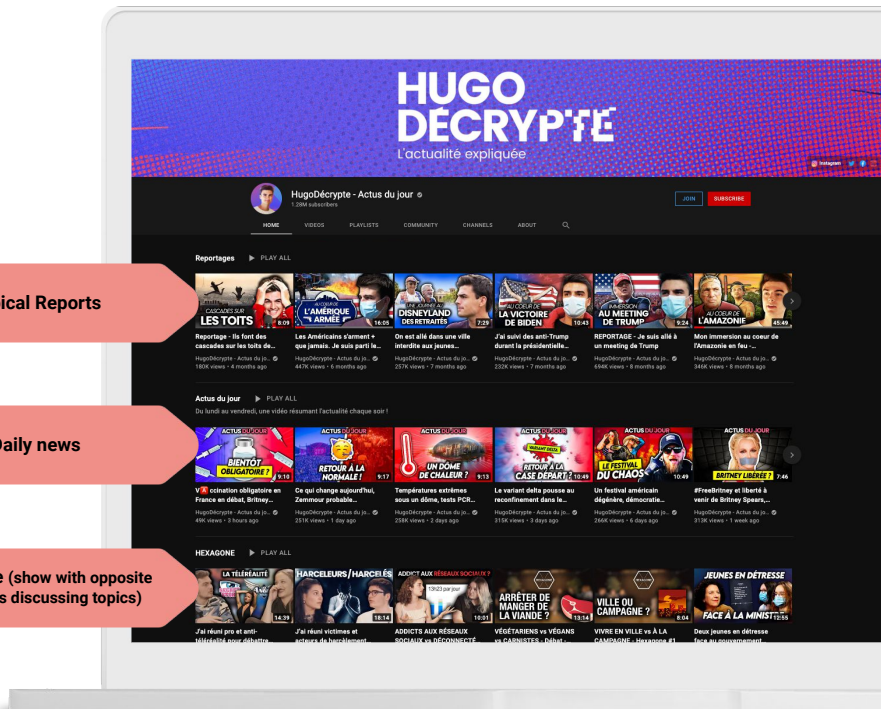
## JOURNALIST: CASE STUDY

# Hugo Décrypte

Started by Hugo Travers in 2015, HugoDécrypte is a YouTube channel that now has over 500k subscribers and presents on a wide variety of topics and stories. HugoDécrypte wanted to explore how different storytelling and presentation formats could make news and current affairs more accessible to young audiences, with the aim of growing the channel.

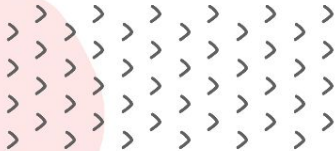
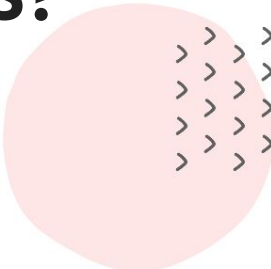
- Experimentation leads to growth:** Test-and-learn your way to success so you can uncover the best combination of topic, length, presentation, and style for your audience.
- Longer formats are the future:** Despite assumptions that millennials and Gen Zers respond best to short, pithy content, HugoDécrypte found the opposite. Younger audiences on YouTube seek out and appreciate long-form news reporting and gravitate to content that offers these options.
- To scale, introduce new ways of presenting:** While his personality that helped grow the brand to what it is today, he realized this limited his ability to scale the channel, so he experimented with different presentation tactics. So, he invited additional presenters to work alongside him and also produced videos with young people having a self-moderated discussion.

**Outcome: Subscriber growth & notoriety.** In a year of experimenting, HugoDécrypte saw nearly 2x subscriber growth and received the opportunity to interview President Macron.





# Questions?



# Thank you

