



Expert Session Quiz

Expert: Trevor Erikson

Title: Youtube Marketing 101 for Small Business

1. What is the first step when starting to create your own YouTube channel?
 - a. Make sure you have videos
 - b. Give the channel a name
 - c. Link it to your website
 - d. Generate on-site SEO for the channel

2. When you investigate what you have that people haven't seen before, or dive into your product line to figure out what products you can feature on your YouTube channel, you are doing what?
 - a. Managing your brand portfolio
 - b. Performing an inventory of current assets
 - c. Conducting a competitor analysis
 - d. Conducting a SWOT analysis

3. What is the third step in getting started with a YouTube channel?
 - a. Generate content
 - b. Perform an inventory of current assets
 - c. Make links back to your website
 - d. Create a publishing schedule

4. According to the speaker, you should get on YouTube now and dive into video marketing to prepare for _____.
 - a. digital marketing
 - b. future careers
 - c. mobile marketing
 - d. future videos

5. YouTube is the _____ largest search engine.
 - a. third
 - b. Fourth
 - c. second
 - d. fifth

6. According to the presenter, YouTube has changed what?
 - a. The way we discover information online
 - b. The way videos are stored

- c. How videos manage the brand
 - d. The meaning of search
7. How many searches are conducted on YouTube each month?
- a. 1 billion
 - b. 2 billion
 - c. 4 billion
 - d. 3 billion
8. How many searches are conducted on YouTube every minute?
- a. 57,000
 - b. 5,700
 - c. 570
 - d. 570,000
9. YouTube reaches more U.S. adults ages 18-34 than any _____.
- a. Newspaper
 - b. cable network
 - c. online media site
 - d. brand
10. According to the presentation, consumers are spending more time on YouTube than doing what?
- a. Watching TV
 - b. Washing cloths
 - c. Surfing online
 - d. Watching "Glee"
11. More than _____ hours of video are uploaded every minute to YouTube.
- a. 100
 - b. 200
 - c. 300
 - d. 400
12. According to research by Animoto, 96% of people found videos helpful for doing what?
- a. Making history
 - b. Making videos
 - c. Making online purchase decisions
 - d. Finding solutions
13. According to research by Animoto, 71% of survey respondents said watching video increased their trust in _____.
- a. the product
 - b. the company
 - c. the brand
 - d. the video

14. According to research by Animoto, what percent of survey respondents said they make a purchase after watching a video?

- a. 73
- b. 63
- c. 83
- d. 53

15. According to the presenter, companies should create video content not just to be social and add value, but to do what?

- a. go viral
- b. impact the brand
- c. gain loyal customers
- d. impact the bottom line

16. Grab your newest product off the shelf and film the opening of the box. Turn this into a product review. Do your research so you know what you're talking about. Get it out quickly (holding the Apple product box is cool, but you need to open it). Don't be obvious – don't say what can be seen, but instead tell the audience what they don't know.

This describes which of the five ways to use YouTube as a marketing platform?

- a. Product comparisons
- b. Video unboxing
- c. How to's and tutorials
- d. Product reviews

17. Be straight to the point. Keep it short. Move the viewer from point to point and get the viewer to the information as fast as possible. For example, you may want to show a new product owner how to wash an NFL jersey. Be respectful of your viewer's time. Provide summary slides at beginning and end. Write detailed show notes.

This describes which of the five ways to use YouTube as a marketing platform?

- a. Video unboxing
- b. How to's and tutorials
- c. Product comparisons
- d. Torture testing

18. Consider what the key metrics are that people want to know. Then compare metrics (how fast each one is, what size each is, how efficient each is, etc.).

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19. Know your product by doing your research. Move through the video quickly. Talk about things that the viewer can't see (how things feel, how they function, etc.). Use photos, and show them up close. Turn images into motion, zoom in and out. Show details.

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20. Engage the consumer in the brand by showing a key feature of the product. For example, Blendtec created videos that ask “will it blend” and in doing so they market to you building the Blendtec brand. Another example is the New Era FC hats that showed whether new Dry Era hats were water repellent.

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21. How often should you post to YouTube?

- a. Every week
- b. Every month
- c. Anytime you have a new video ready to go
- d. There is no set number. Most important factor is being consistent.

22. How long should videos be?

- a. As long as you want.
- b. Less than 1 minute.
- c. As short as possible with enough valuable content so that viewers find it helpful.
- d. It doesn't matter as long as you repeat the brand name multiple times.