

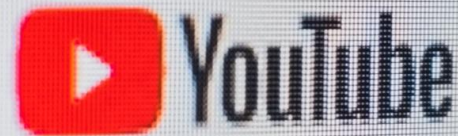


SUPPORTING
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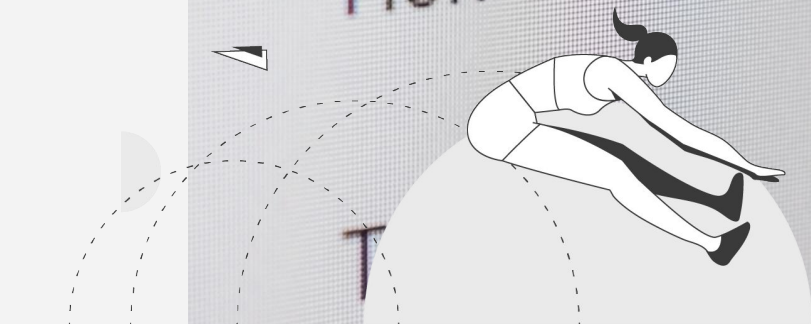
The 9 best YouTube formats for your brand.

To be successful on YouTube, you need more than re-posted content produced for TV or social channels. For starters, your content and channel need to be optimized to get the most out of YouTube's reach. And there's more.

This playbook shares the 9 most relevant YouTube formats for your business. And how these can help you create a successful brand channel. **We're here to support!**



Home



First things first.

Understanding your audience

First and foremost, it's essential to decide on the type of content you want to share with your audience. Let's be real, they're not looking for more advertising or cringeworthy branded content. But, if you offer content that addresses the needs of your audience, then you can make a real connection. At Emakina we approach content strategy with two steps.

1. Understand your audience and what they are searching for.
2. Create content that answers your audience's questions.

Choosing your Youtube format

When you clearly understand your audience's needs, that's when to decide on which Youtube format to use. You need one that's best suited to wrap your answers in. Whether you're selling cosmetics or running a software platform, the content archetypes will help you package your content.

YouTube formats for brands.

Did you know that 500 hours of video content is uploaded to YouTube every minute?

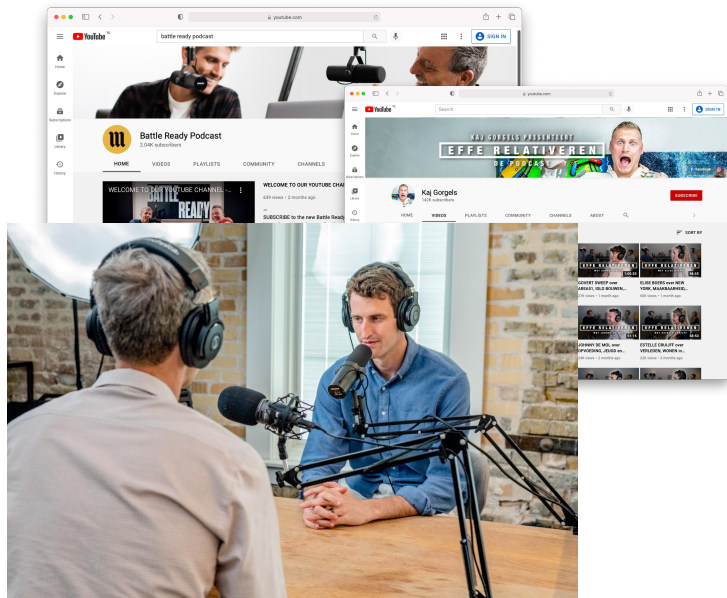
For your brand this means that everything has to be right to **stand out from the content overflow**. And finding the right format is a vital step.

In this playbook, you'll find a selection of the 9 most popular formats. From podcasts to unboxing and from vlogs to Q&A's. There's definitely one right for your brand!

Let's take a look at the formats top-9 and how these can be applicable for your brand.

1. Podcasts
2. Vlog's
3. Tutorials
4. Docuseries
5. Unboxing
6. Top Lists
7. ASMR
8. Timelapse
9. Q&A

Podcasts.



The podcast format.

The podcast is traditionally an audio format, but today the recordings are often videotaped as well.

Why is this a great format?

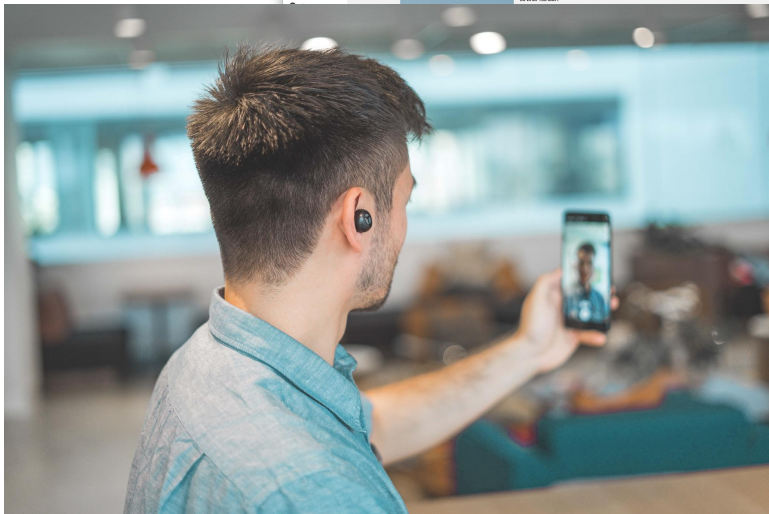
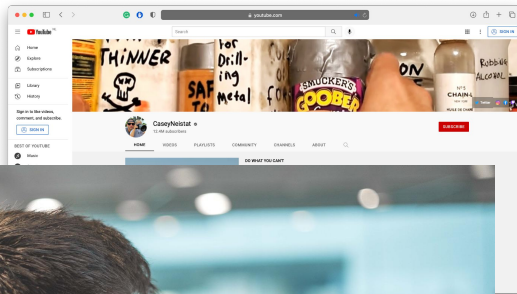
There's three aspects of the podcast that stand out:

- The podcast is one of the fastest-growing formats, especially in the 18 to 34 age group.
- Podcasts are relatively easy and affordable to produce: easy content production.
- Podcasts can be uploaded to multiple channels (YouTube, Apple Podcasts, Spotify, Instagram TV).

How to use the podcast format?

A great way can be to create a podcast series and claim thought leadership in your brands' specific domain. This can be done by interviewing employees, experts, or celebrities.

2 Vlogs.



The vlog format.

Vlogs are 'video blogs' and are often used as a daily or weekly diary-like update. They're often unscripted and follow the filmmaker directly: the YouTube equivalent of reality TV.

Why is this a great format?

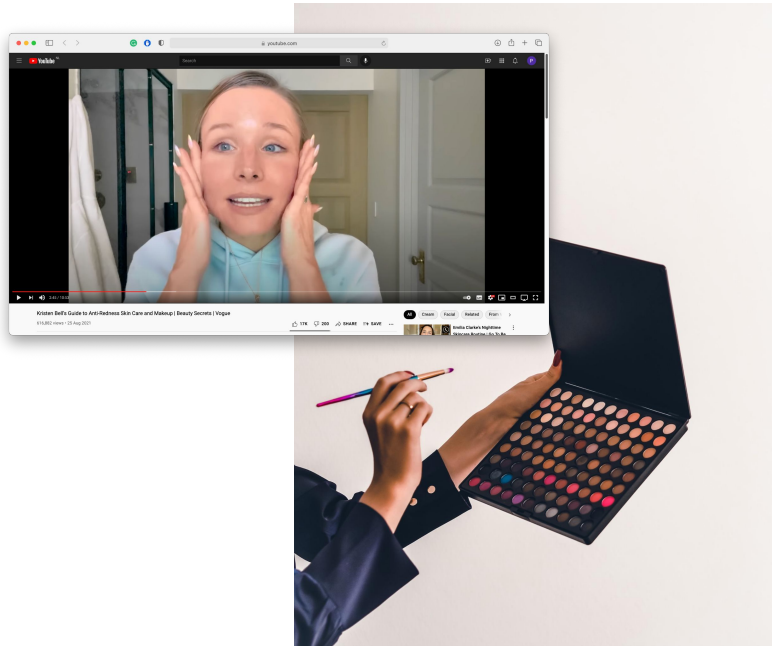
There's two aspects of the vlog that stand out:

- Vlogs feel very personal and engage viewers directly on an emotional level.
- Vlogs are filmed with a limited set up and can be produced by just one person.

How to use the vlog format?

Example: create a vlog series that gives your audience a personal behind-the-scenes look of your brand. Think of giving the camera to your employees or have a presenter visit relevant locations for your brand. It's *real*.

3 Tutorials.



The tutorial format.

Tutorials or 'how to' videos are very popular on YouTube. They range from easy lifehacks to full-blown university style classes.

Why is this a great format?

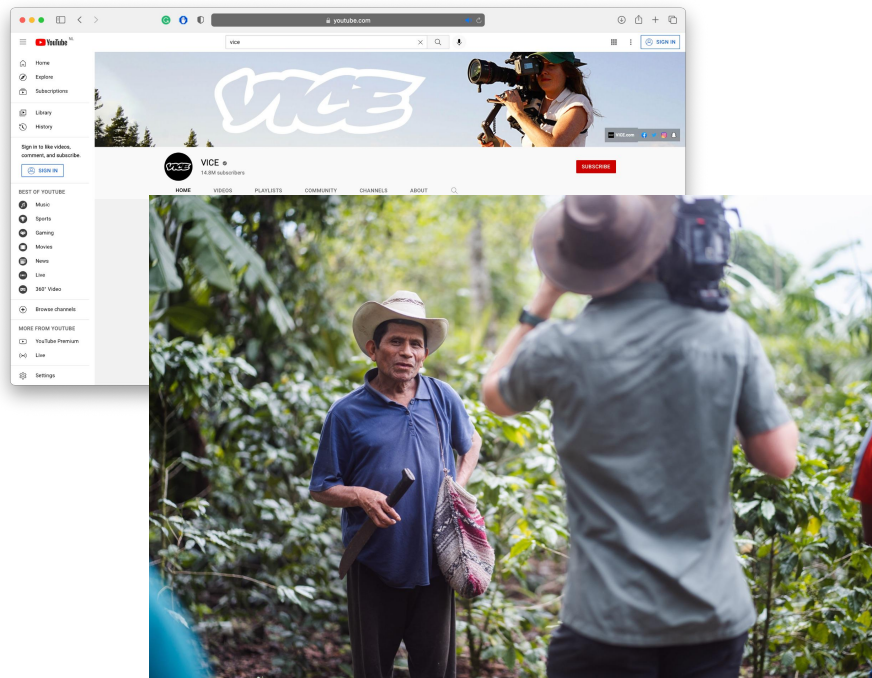
There's two aspects of the tutorial that stand out:

- Tutorials answer questions that your audience is directly looking for.
- Good informational content is timeless. A good investment in your digital presence!

How to use this format?

Research the specific questions your audience has and create a content series that provides the answers. If you do this right, it will not only give you views, you will also claim SEO positions and thought leadership.

4 Docuseries.



The docuseries format.

Docuseries are the YouTube version of a film documentary. They're often created as a series of thematic videos, released in segments. Broken up into chapters to build anticipation.

Why is this a great format?

Docuseries are a type of long-form content that's great for diving into more complex subject matters. By spreading the content over multiple chapters and uploads, viewers are drawn back while new subscribers are generated.

How to use this format?

Use the docuseries format to explain the why behind your brand. The story of your brands creating, or the way your products are made make for great subject matter.

4 Unboxing.



The unboxing format.

Unboxing videos show how deliveries are unpacked after delivery, with detailed description of the product inside. They're often watched before making a buying decision.

Why is this a great format?

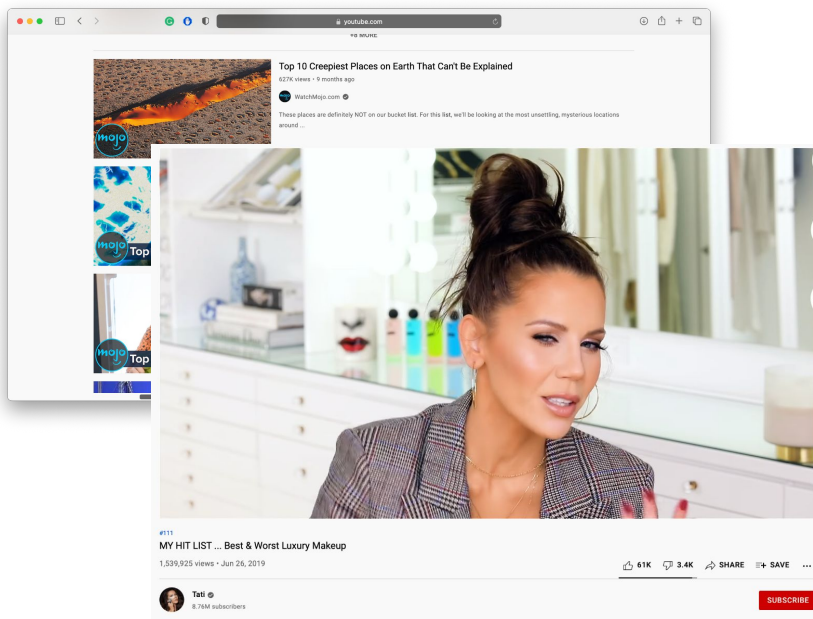
Two main factors stand out for the unboxing format:

- Over 33% of shoppers say they've purchased products they discover on YouTube.
- Unboxing videos are great to reach your audience in the consideration stage of buying your product.

How to use this format?

Don't just leave unboxing videos to influencers or customers, do it yourself! Create your own channel, where you unbox all of your products. This way you have complete control over content and its quality. And the content can also be used on your websites product-pages.

Top Lists.



The top lists format.

Top list videos feature a selection of top picks in a particular category. They can range from 'haul' videos, typically make-up or clothing products after a shopping spree. Or a list of favorite products and services in a category.

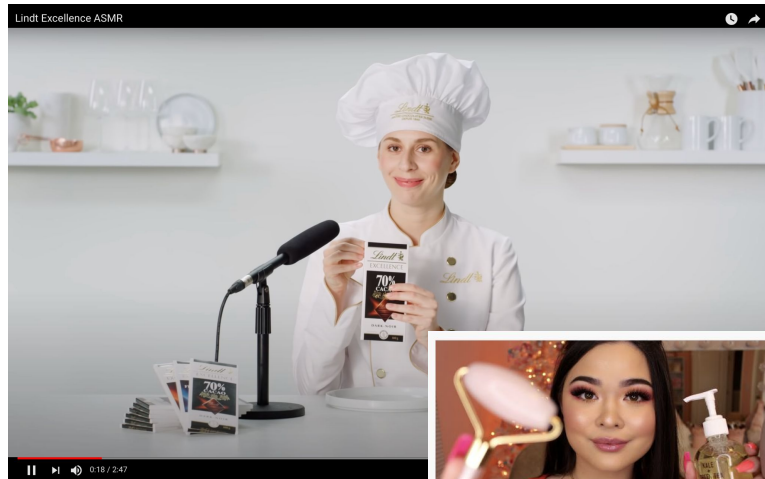
Why is this a great format?

Top lists work well for brands with a large product catalog. By combining products in categories they can be promoted together as well. Because of the categorization, top lists are great for seasonal videos.

How to use this format?

Consider the products you want to promote and create categories connected to them. For a cosmetics brand, an example is to create seasonal lists: '5 product for a sunny day' or '10 products for a relaxed holiday look'.

7 ASMR.



 ASMR Spa Facial Treatment ❤️ |
Personal Attention

The ASMR format

ASMR stands for Autonomous Sensory Meridian Response. It's a YouTube genre known for causing "tingly" sensations. By audible and visual input ASMR artists trigger zen-like soothing video's that can help viewers relax.

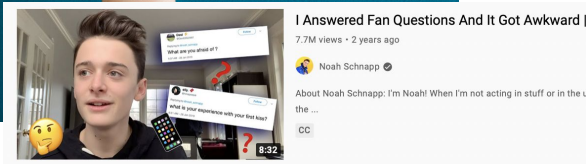
Why is this a great format?

ASMR is an up and coming sub-genre with a specific audience. The content draws viewers in, often leading them into long watch times. Specifically for wellness brands, ASMR can be a great opportunity to connect with its audience.

How to use this format?

Use ASMR content to reach people when they are looking for relaxation. An association with your brand will position your product as a relaxing product. Wellness companies can create ASMR meditations or product demonstrations.

Q&A.



The Q&A format.

Q&A videos answer questions from viewers. The channel collects questions upfront and then answers the most relevant ones in a video.

Why is this a great format?

Two main factors stand out for the unboxing format:

- Q&A is a great format to communicate directly with your audience by answering their questions.
- Q&A videos can deepen the relationship with an audience in a way that other formats can't.

How to use this format?

Find out which questions are asked about your product or brand, by doing research. This can be done by SEO, message mining of qualitative research. Create content and rewards (!) to answer the most common and interesting questions.

YOUTUBE MARKETING

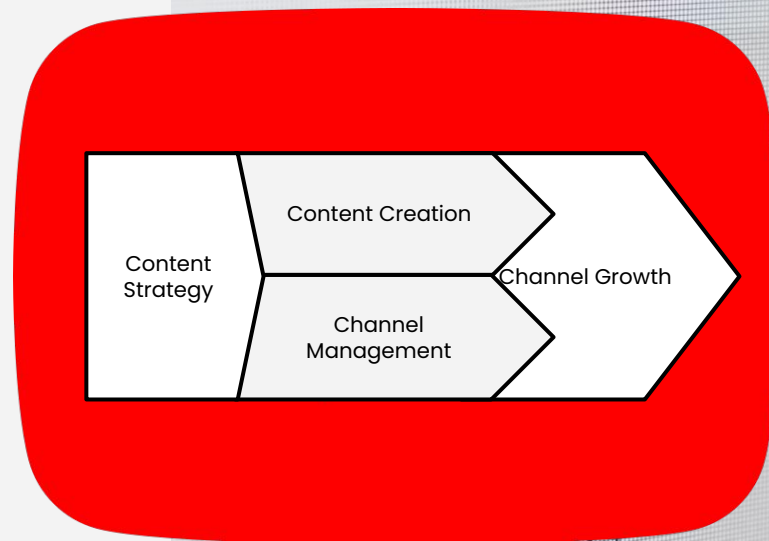
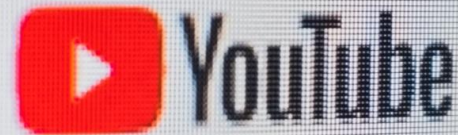
NEED A HAND?

From content strategy to channel growth, our YouTube consultant and content creators can help you build your brand on YouTube.

Emakina partners with ambitious brand to grow their digital business.

Start today!

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Trending

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WE'RE HERE TO SUPPORT.

LET'S GET STARTED!
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