



# BRITISH FASHION COUNCIL YOUTUBE WORKSHOP

MAY 2020 | CONFIDENTIAL

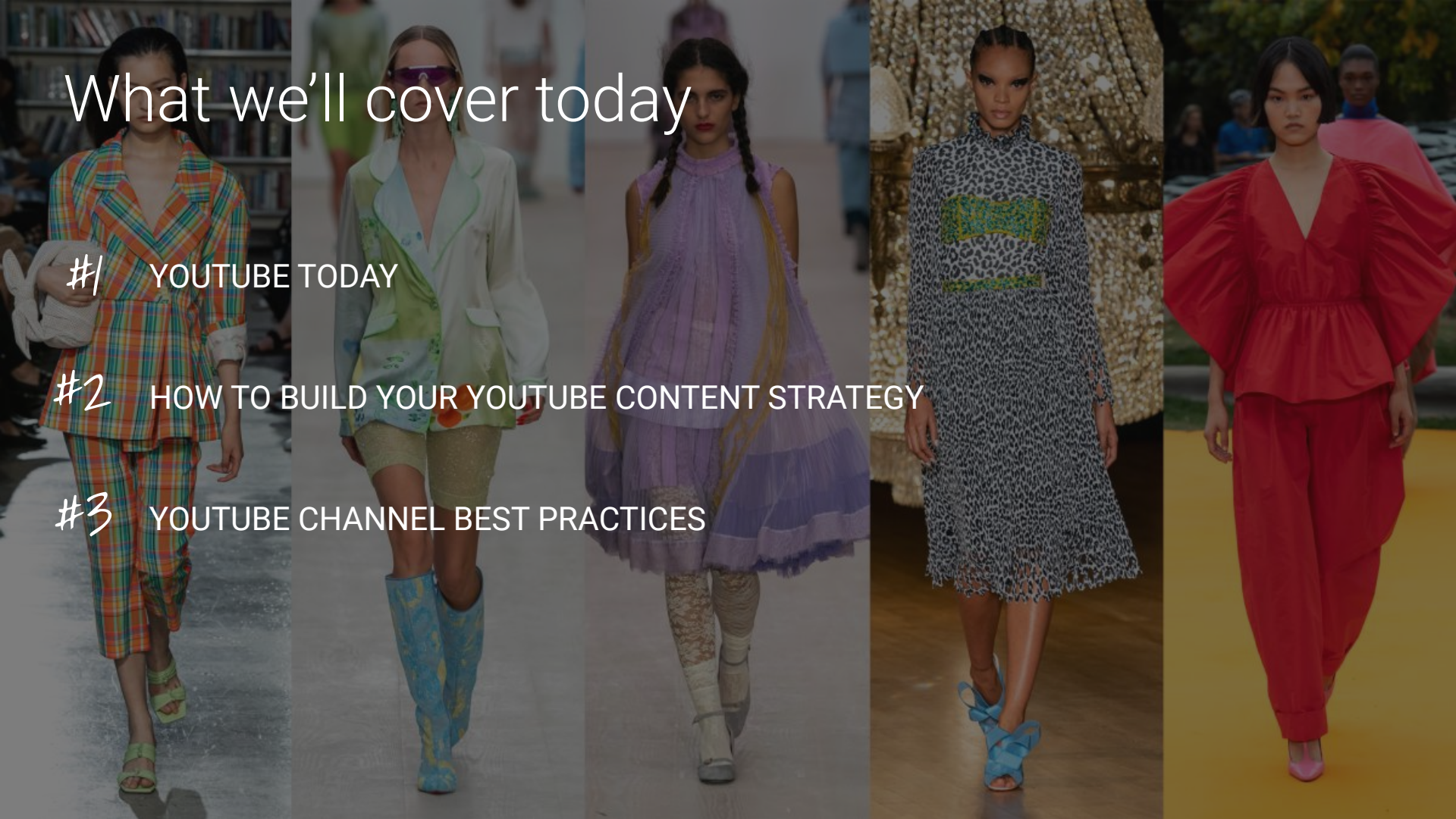


# What we'll cover today

#1 YOUTUBE TODAY

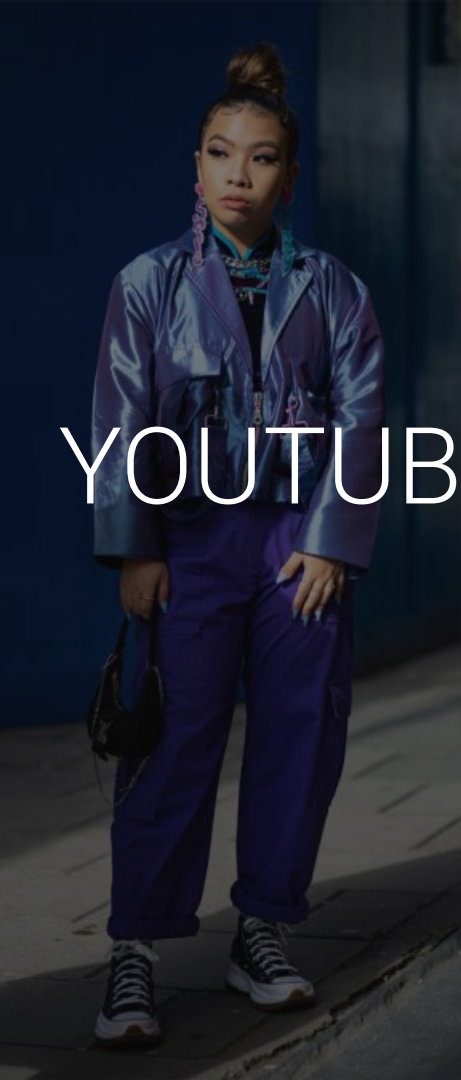
#2 HOW TO BUILD YOUR YOUTUBE CONTENT STRATEGY

#3 YOUTUBE CHANNEL BEST PRACTICES





# YOUTUBE TODAY



# HOME OF REACH & ENGAGEMENT

## SCALE & GLOBAL REACH

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YouTube reaches **2 billion** people every single month and can be navigated in 80 languages

## PLATFORM OF CHOICE

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YouTube reaches more 18-49 year olds on **mobile alone** than any cable TV network

## THE RIGHT AUDIENCE

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61% of Millennials & Gen Z say they'd rather watch 10 hours of YT than 10 hours of TV

## SPEND TIME WITH FANS

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Our viewers average over **an hour a day** watching YT (and that's just on mobile)



**Viewers** come to YouTube for long-form, personality driven content that provides...

## INSPIRATION

*Personality led-content that inspires and entertains*



[The Tale of Thomas Burberry](#)

Examples: The Making-Of, Challenges & Transformations

## EDUCATION

*Content that educates the viewer and answers their questions*



[Tutorial Tuesdays with Rihanna](#)

Examples: How to Style a Trench, The History of Chanel

## ACCESS

*Insider content that provides viewers with a point-of-view*



[Met Gala 2018 with Liza Koshy](#)

Examples: Behind-the-Scenes, Fashion Week Diary, Product Drops

## ENTERTAINMENT

*Fun content that a viewer can lean back and enjoy*



[Alexa's Munich Travel Guide](#)

Examples: Travel Guides, Creator Collabs, Behind the Campaign

Here are the **tried and true formats** from the YouTube community...



**Original Series**



**Transformations**



**Vlogs**



**Hauls + Reviews**



**Get Ready with Me**



**Niche**

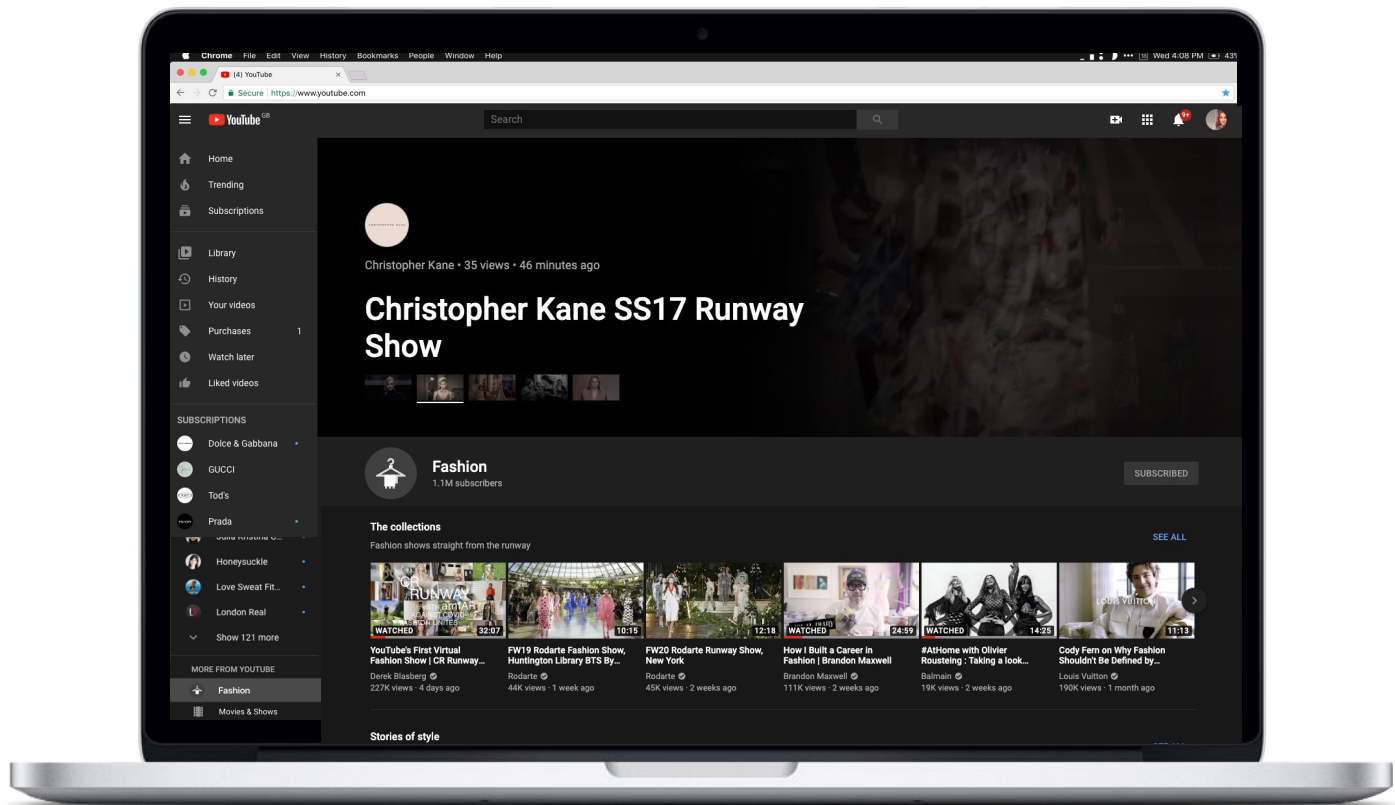


**Challenges**



**Try On/BTS**

# Introducing YouTube.com/Fashion



# Tried and tested **Fashion Week** formats

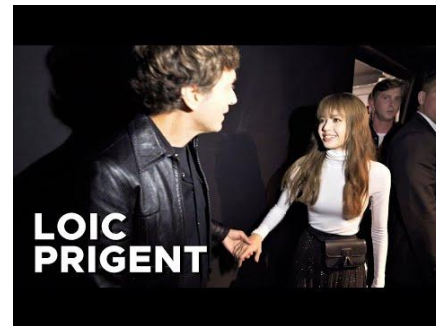
## Collections



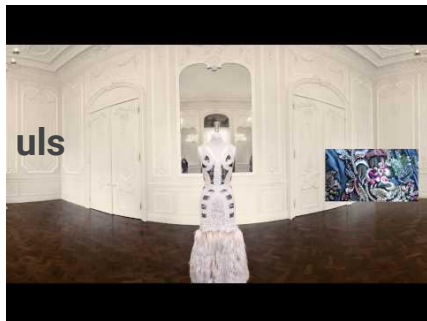
## BTS



## Shows Commentary



## The Craft



## Fashion through Film



## Fashion through Creators

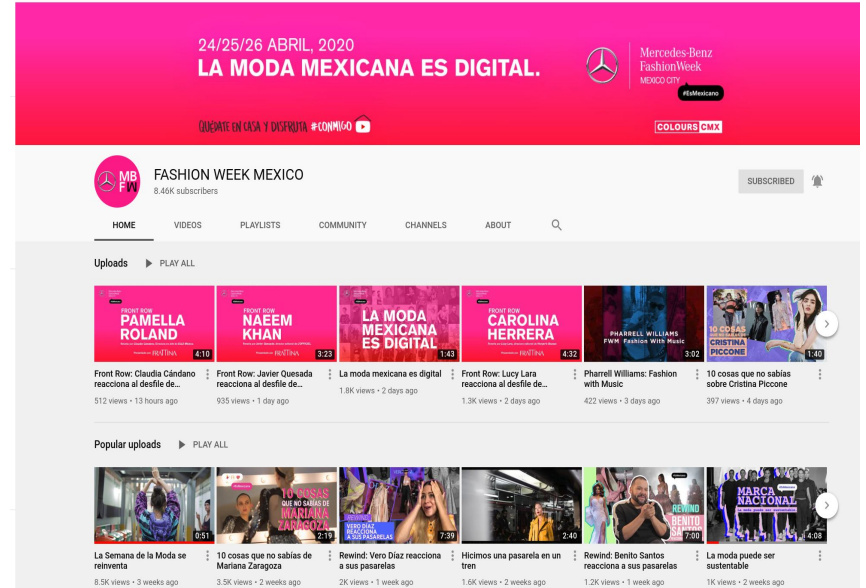




# Now fashion events going digital first



CR Runway x amfAR's Virtual Fashion Show



Mexico City Digital Fashion Week

# DO'S & DON'TS OF SUCCESSFUL CONTENT



**Do**

## **Let the video highlight your personality and vision**

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There's millions of videos, but only one you. You're not performing, you're relating, you're teaching in a way that's unique to you and your creative.

**Don't**

## **Just push your products**

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Yes, people want to learn about products, but create the relationship first. Creators are successful because they build trust with their before they try to sell something.





JACKIE AINA & NAOMI CAMPBELL

**Do**

## **Treat the camera like your friend**

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Your audience is your friend - so treat them like one. Speak like you're talking to one person and you'll be relatable.

**Don't**

## **Focus on being perfect**

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Personality should be in the forefront, even in tutorials. Your viewers are taking a journey with you, and should feel part of the experience.



ALEXA CHUNG



**Do**

## **Be explicit**

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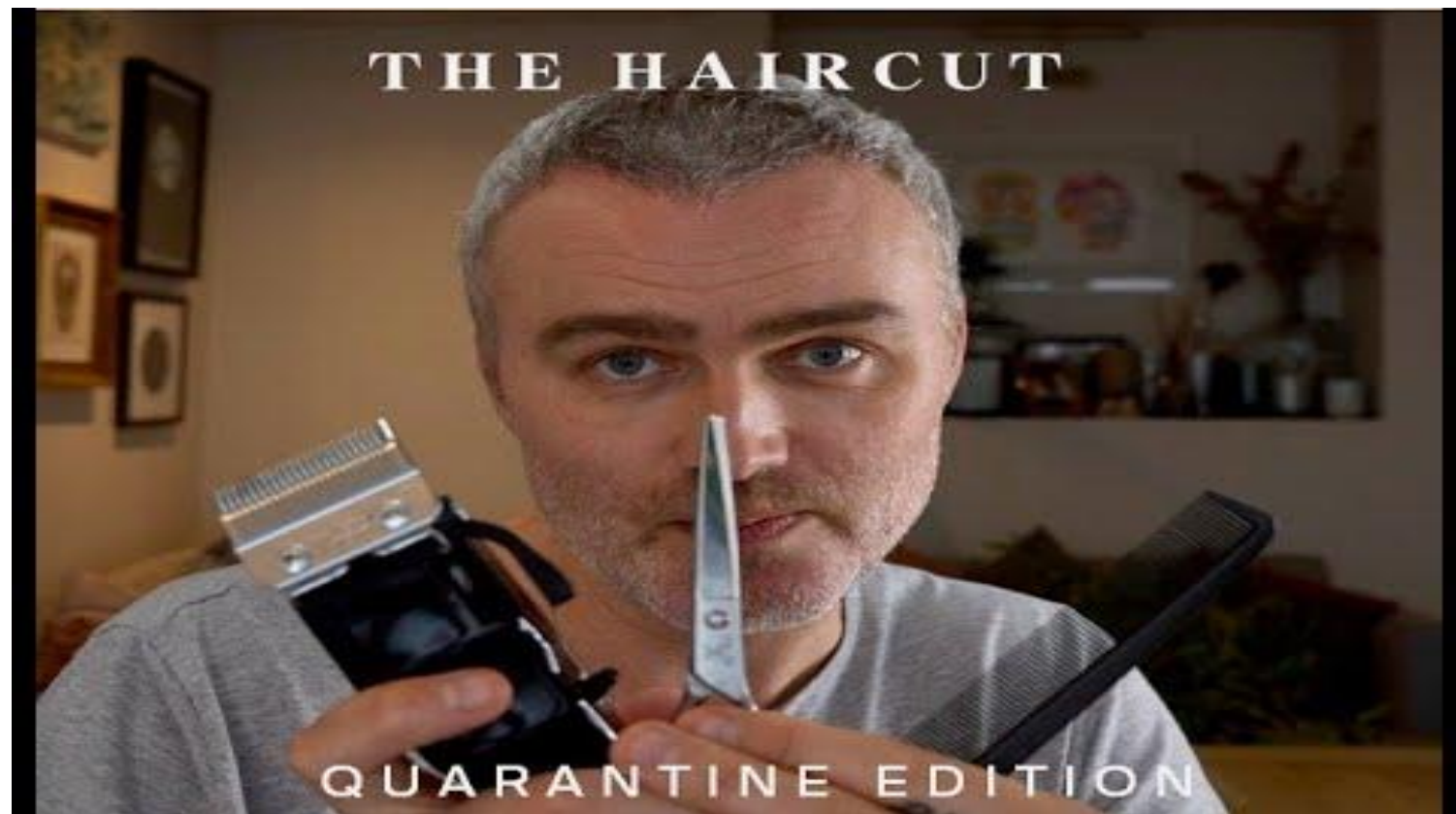
Within the first 30 seconds, your viewer should know what they're watching and why. Grab attention as earlier as possible.

**Don't**

## **Bury the lead**

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Tell me what to expect from your video. Then tell me the story. It's also important to focus on the title, thumbnail, description of your video. Write in plain language.



GEORGE NORTHWOOD

**Do**

## **Keep it YouTube-y**

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Great YouTube content doesn't need to be expensive. The most successful creators use a simple camera and produce amazing content. Think about how to tell your story in a way that's personal and passionate.

**Don't**

## **Over produce it**

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Overly produced highly curated content can turn users off because it doesn't feel native to the platform. Think about sharing a craft, creative process or collection in a simple way to give access to your creative vision without large production values.



Do



Emma Chamberlain & Brad Goreski

Views: 1.1M

Analysis: Unique access, creator collaboration, driven by personality

Don't



Carolina Herrera at 954 Madison Ave

Views: 682

Analysis: No person featured, not dynamic, overproduced

Do



Getting Ready with Sophie Turner Before Met Gala 2019

Video: 4 minutes; Dialogue to direct to camera  
AVD: 2:15 | Views: 1.6M | WT: 3.6M Minutes

Don't



Getting Ready with Emma Stone and Louis Vuitton for the 2019 Oscars

Video: 1 minute; No dialogue to camera  
AVD: 39s | Views: 80K | WT: 52K Minutes

Do



*Pete Davidson's Model Boot Camp*

604K Views

*Analysis: Unique access, personality driven, breaks 4th wall*

Don't



*A Studio 54 Night | Michael Kors x Interview*

Views: 1K

*Analysis: Too Short (1 min), not personality driven, no interaction with audience*

**Do**

## Create for YouTube

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In order to be successful, your content must be authentic and feel native to YouTube. 6 - 12 minutes is the recommended length.

**Don't**

## Repurpose other content

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The best performing content is made for YouTube. Remember, it's easy to cut long form content into bite size pieces for other platforms, but not the other way around.

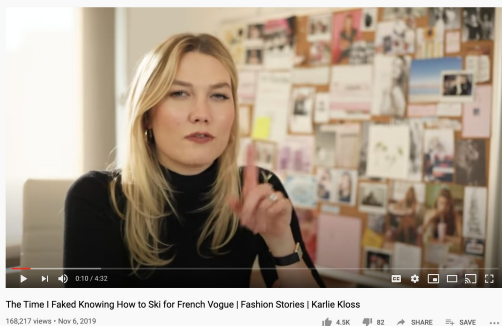
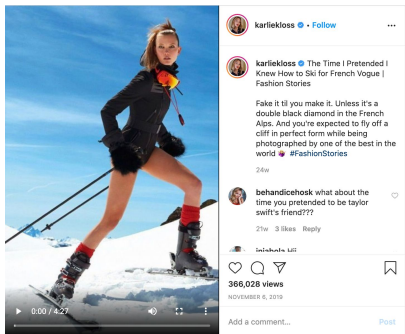


# Should you post the same video to all platforms?

**Same video** on IGTV and YouTube

**vs.**

**Teaser video** on IGTV and **full version** on YouTube



168,000 Views



**285,000** Views  
**+10X** New Subscribers

# Think platform authentic not platform exclusive



Short Version: 2 mins  
Promote viewing full version on YouTube



Full Version: 10 Minutes  
Share the link with press to consolidate views  
and ensure all data is in one place

Get in bed with [#ClaudiaSulewski](#) to discuss art, love, her Bullet Journal + more, before she gets ready for the I LOVE EVERYONE OF ME Pop-Up launch event in [#NYC](#).

Watch the full video: [m.youtube.com/watch?v=Mitorr...](https://m.youtube.com/watch?v=Mitorr...)



GIF: 4 Second Loop  
Driving to full video on YouTube

# HOW TO BUILD YOUR YOUTUBE CONTENT STRATEGY



# Your future content calendar, but we'll start with focus

## HERO

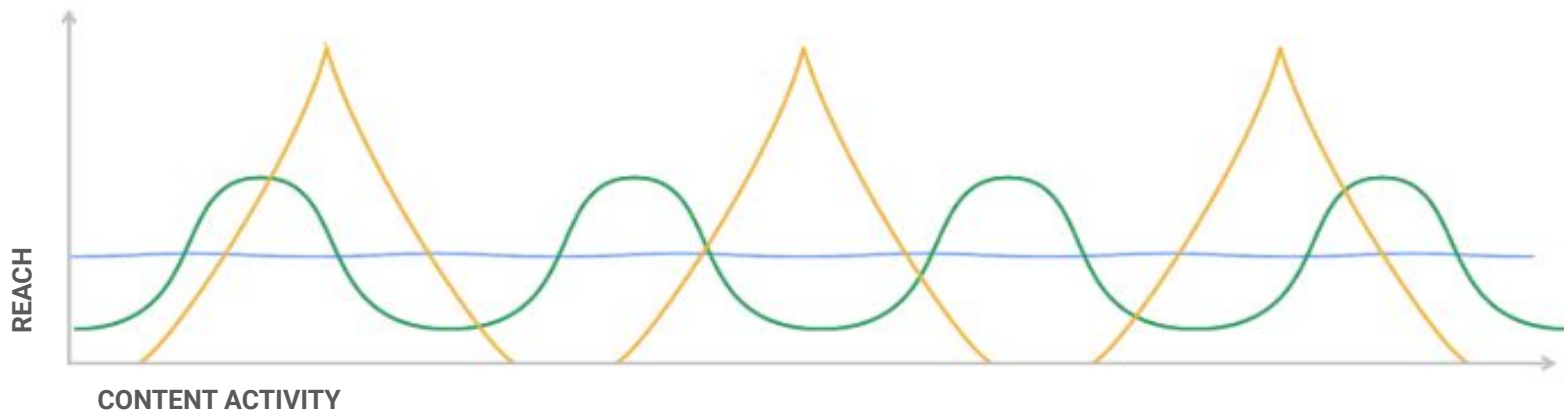
*Large-scale, highly produced moments or events designed specifically for brand awareness.*  
ACQUIRE

## HUB

*Regularly scheduled 'push content' targeted to your audience released at a regular cadence.*  
REWARD

## HELP

*Content that viewers are searching for or can enjoy any time -- cadence for community engagement.*  
RETAIN



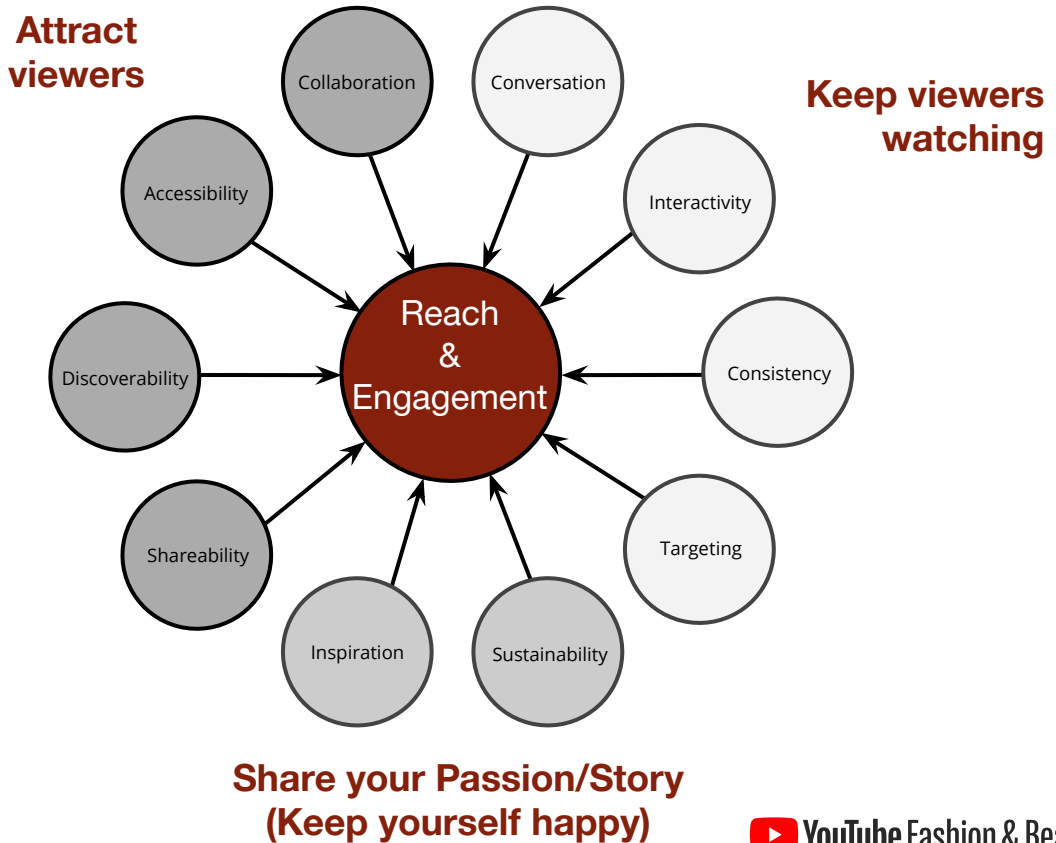


# 10 Fundamentals of a Creator's Content Strategy

The Fundamentals also fall into the three basic categories of;

- Share your passion
- Attract Viewers
- Keep Viewers Watching

These elements contribute to building a engaged community -- one that comes back again and again (and subscribe)



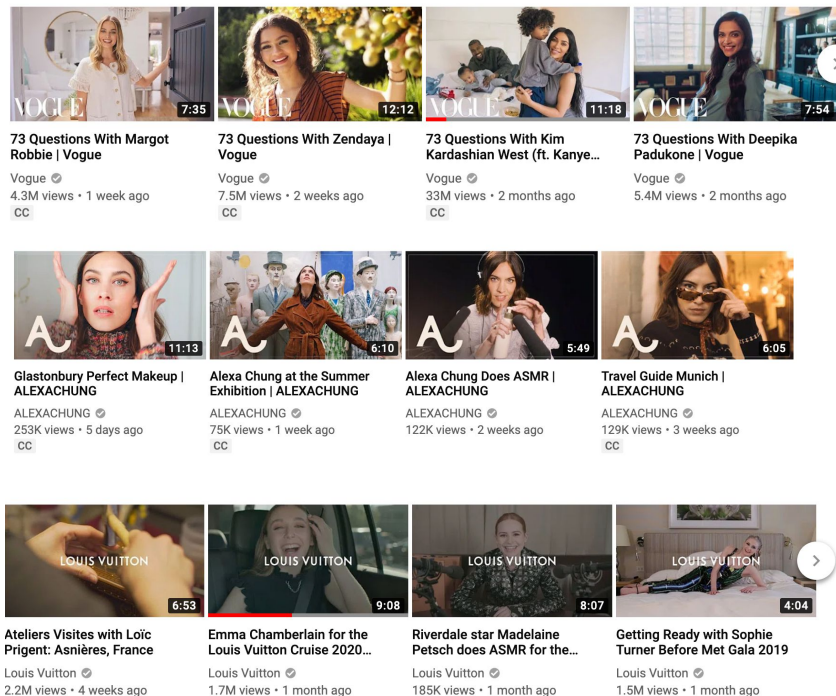
# Channel Branding and Design



# Examples of consistency





*Notice the consistent elements across the titles and thumbnails, that make the videos feel cohesive when viewed together*

- **Consistent Naming:** All videos stick to a naming convention and start with the important information first
- **Feature a human:** All thumbnails feature close cropped shots of the main personality of the video
- **Consistent Branding:** They all videos visually represent themselves as part of a cohesive series
  - a. *Vogue's titles begin with 73 Questions*
  - b. *Alexa ends with | ALEXACHUNG + thumbnail with her logo*
  - c. *Louis Vuitton has their logo centered on every thumbnail*



# Titles and Thumbnails

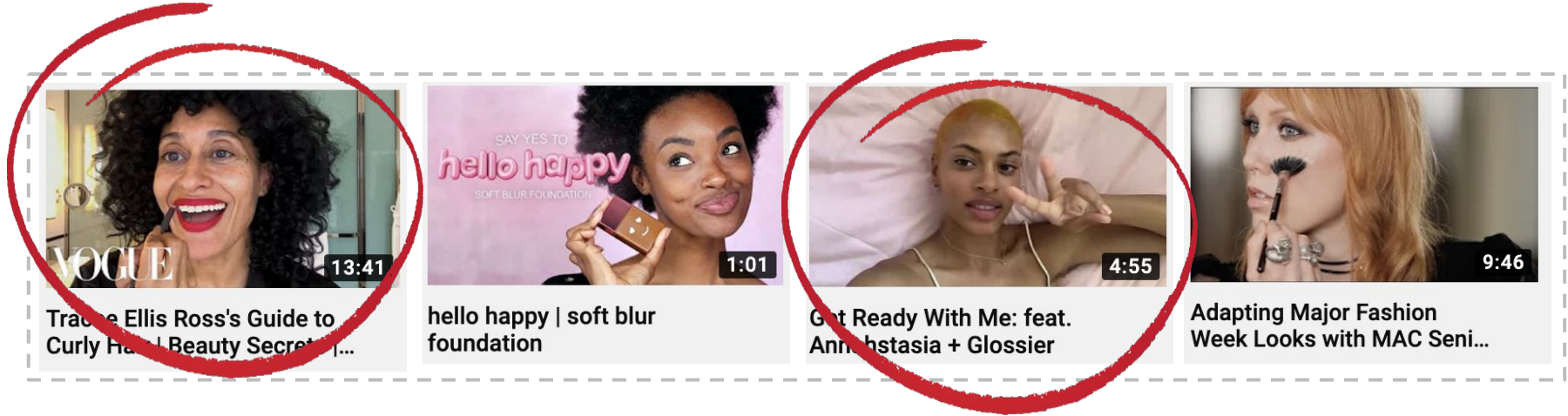
Which Titles do you think will attract the most views?

|  |   |   |  |
|--|---|---|--|
|  <p>Thumbnail showing Tracee Ellis Ross smiling and applying lipstick. The word "VOGUE" is overlaid in the bottom left corner. A duration tag in the bottom right corner reads "13:41".</p> |  <p>Thumbnail showing a woman holding a compact of "hello happy" soft blur foundation. Text on the image includes "SAY YES TO", "hello happy", and "SOFT BLUR FOUNDATION". A duration tag in the bottom right corner reads "1:01".</p> |  <p>Thumbnail showing a woman with blonde hair making a peace sign. A duration tag in the bottom right corner reads "4:55".</p> |  <p>Thumbnail showing a woman applying makeup with a brush. A duration tag in the bottom right corner reads "9:46".</p> |
| <p><b>Tracee Ellis Ross's Guide to Curly Hair   Beauty Secrets   ...</b></p>   | <p><b>hello happy   soft blur foundation</b></p>  | <p><b>Get Ready With Me: feat. Annahstasia + Glossier</b></p>   | <p><b>Adapting Major Fashion Week Looks with MAC Seni...</b></p>   |



# Titles and Thumbnails





Which Titles do you think will attract the most views?



**Remember:** Pronoun + Verb + Context | Series / Brand Name

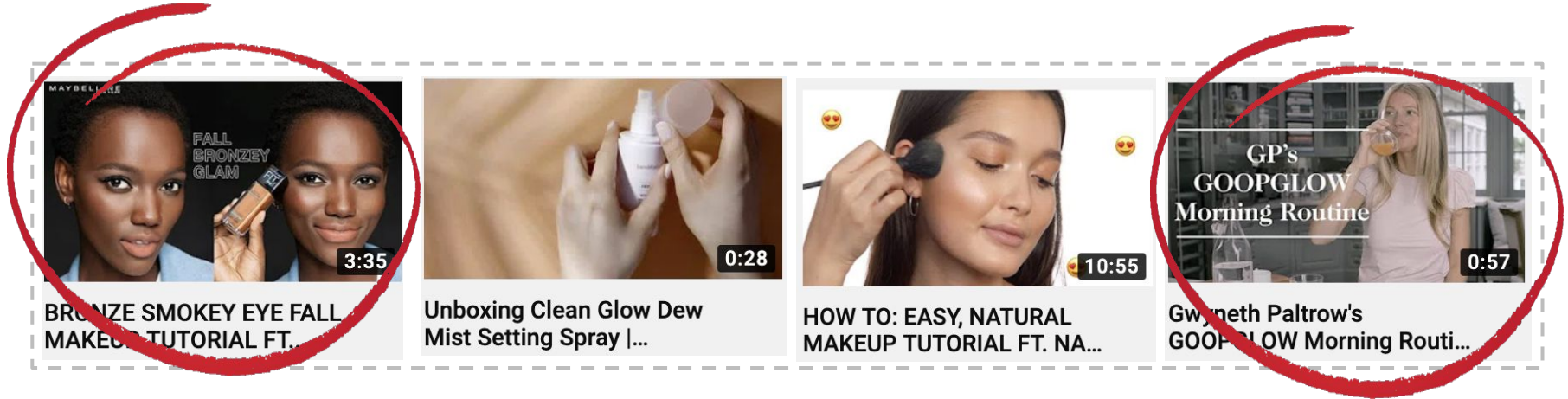
# Titles and Thumbnails

Which Thumbnails do you think will attract the most views?

|  |   |   |   |
|--|---|---|---|
|  <p>MAYBELLINE<br/>FALL<br/>BRONZEY<br/>GLAM<br/>3:35</p> |  <p>0:28</p> |  <p>🥰 10:55 🥰</p> |  <p>GP's<br/>GOOPGLOW<br/>Morning Routine<br/>0:57</p> |
| BRONZE SMOKEY EYE FALL<br>MAKEUP TUTORIAL FT....   | Unboxing Clean Glow Dew<br>Mist Setting Spray  ...  | HOW TO: EASY, NATURAL<br>MAKEUP TUTORIAL FT. NA...  | Gwyneth Paltrow's<br>GOOPGLOW Morning Routi...  |

# Titles and Thumbnails

Which Thumbnails do you think will attract the most views?



**Remember:** To add your logo or Brand to your thumbnail!

What's next?



## What's Next

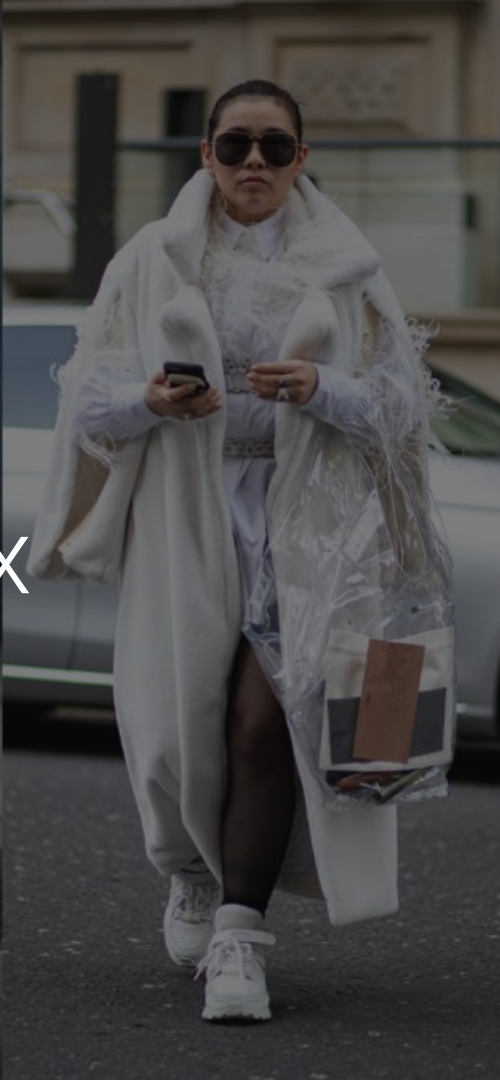
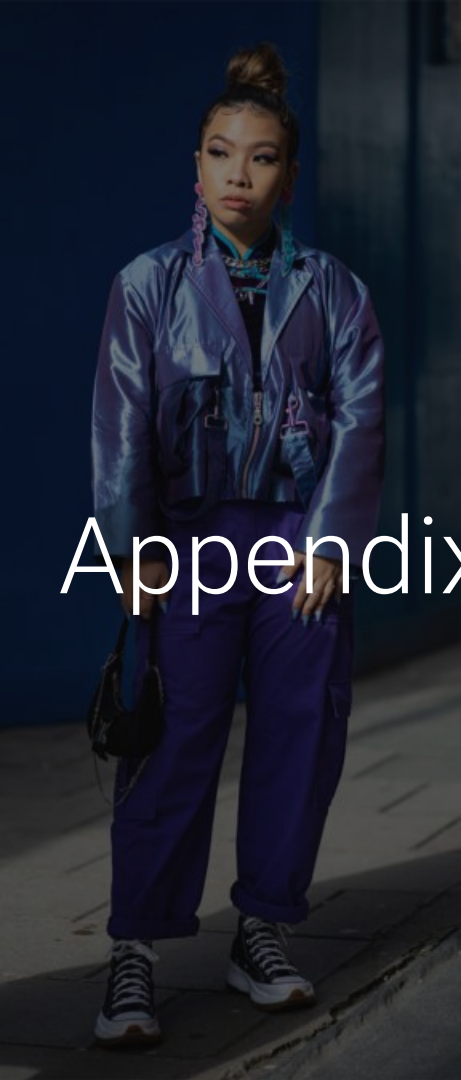
1. Lean in to YouTube and the community
2. Kick off your content strategy and plan
3. Create a content timeline
4. Optimise your channel and content for success
5. Reach out for support! We are here to help



THANK YOU.

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# Appendix



**Do**

## **Dedicate resources to YouTube**

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Brands that are winning have a small team dedicated to managing their channel and a clear vision on how YouTube will complement your broader communications strategy.

**Don't**

## **Neglect channel management**

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Following the best practice for titles, thumbnails, descriptions and playlists are crucial for channel growth.



**Do**

## **Focus on one series at a time**

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Focus on creating series at a time that leans into best practices. Check out the analytics and listen to your audience to launch and iterate.

**Don't**

## **Produce everything without listening**

---

Before you get too far into production, ensure the content is working for your audience and your brand.

**Do**

## **Promote and cross promote**

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Coordinate with your media, marketing, and PR teams to communicate where fans of your brand can find this new content.

**Don't**

## **Upload and forget it**

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Be sure to continue to share teasers for your work on other channels that drive to your YouTube channel