

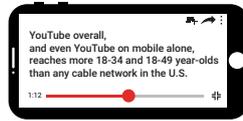
WHY YOUR VIDEO MARKETING STRATEGY NEEDS YOUTUBE AND FACEBOOK AND A THIRD PARTY VIDEO PLATFORM?

## WHY YOUTUBE?



HAS OVER A BILLION USERS

almost one-third of all people on the Internet



OVER 800 YOUTUBE CREATORS

have more than ONE MILLION SUBSCRIBERS.

6 OUT OF 10 YOUTUBE Subscribers

say their view of a brand or company has been influenced by a creator

## YOUTUBE VIDEO STRATEGIES

Get In Touch With YouTubers  
Make Comments and Leave Links  
Video Length and Weight - optimal video length on YouTube is 870.89 seconds.  
Videos with an 16:9 aspect ratio (HD standard) are preferred



## WHY FACEBOOK?

WE ARE WATCHING 100 MILLION HOURS OF VIDEO ON

facebook EVERY DAY.

GENERATES 8 BILLION VIDEO VIEWS on average per day

VIDEO POSTS HAVE 135% GREATER organic reach than photo posts

PEOPLE SPEND 3X LONGER WATCHING VIDEO WHICH IS

• LIVE COMPARED TO VIDEO WHICH IS NO LONGER LIVE

## Facebook Video Strategies

On-Screen Text - Facebook mostly plays videos without audio consider placing on-screen text to gain the user's attention.  
Go Live with FB Live for better results  
Optimal video length on Facebook 81.22 seconds with maximum resolution 1280 x 720.  
Video Thumbnails - Although not quite as essential as on YouTube, it's a matter that should not be overlooked.



## WHY THIRD PARTY VIDEO PLATFORM?

Customization and complete control over your video content - Brld.tv offers you complete control over player design allowing you to brand your website additionally when you share it on Facebook and Twitter.  
Video monetization options - YouTube takes 45% of all your ad fees and controls all aspects of monetization for you. Native Facebook videos do not have a monetization option at all.  
Most video platforms allow you to upload your videos and self-manage your ads. With BrldTv you can use any ad tag for seamless VPAID 2.0 autoplay on mobile devices (iOS included).  
Improves website ranking - The most important advantages include additional backlink and shared content options and custom SEO embed code, which influences your own site instead of YouTube  
Online support - 24/7 team to answer any questions you may have.

