



YOU
TUBE

Vlogging

Lecture 2
Innovation

DECAL

FACILITATORS: MEGHANA AND ZEHRA

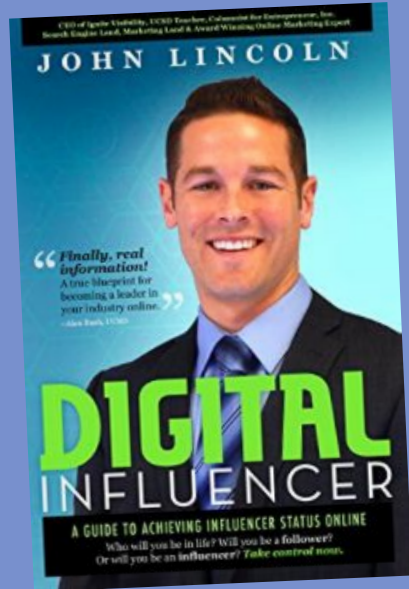
Chapter 1- Strategies for Achieving Your Goal

#LILLYXSMASHBOX



Slide by
Zehra

Chapter 1- Strategies for Achieving your Goal



Slide by
Zehra

- Youtubers are formally known as digital influencers
 - Influencer marketing
 - Target the consumers that want what you have to offer
- Research shows that influencers do 3 main things:
 - Effective “Echo”
 - Powerful “Exposition”
 - Major “Share of Voice”

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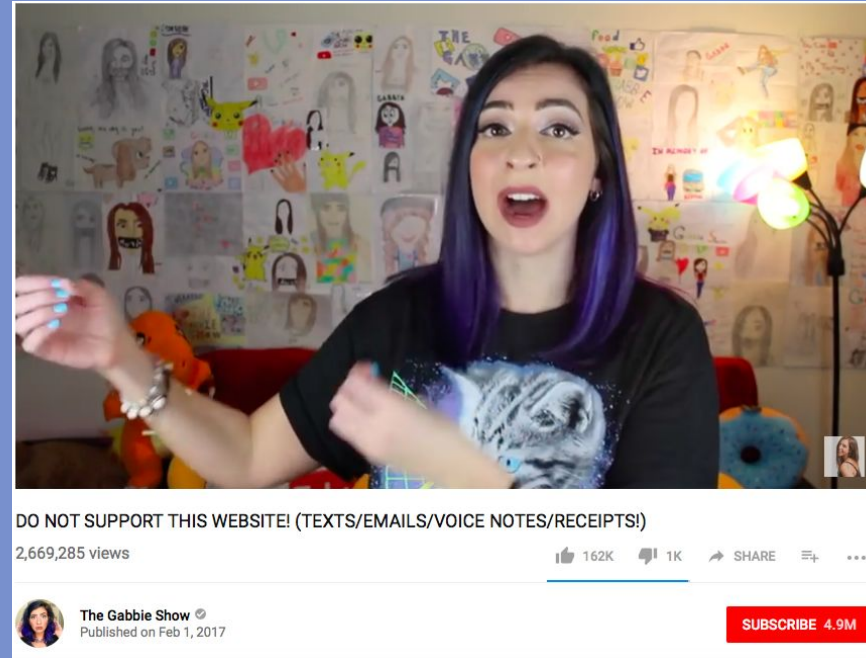
- Youtubers
 - Feel more comfortable
 - Genuine, loyal following because they add real value
 - Have insight & actionable information
 - Attract eyes of even major brands



Chapter 1- Strategies for Achieving your Goal

- Influencers now have power
 - Catalyze actions in others
 - Drive business straight to top:
 - knock competition/ alter course of industry
 - Valuable content
 - Growing your influence
 - More visibility

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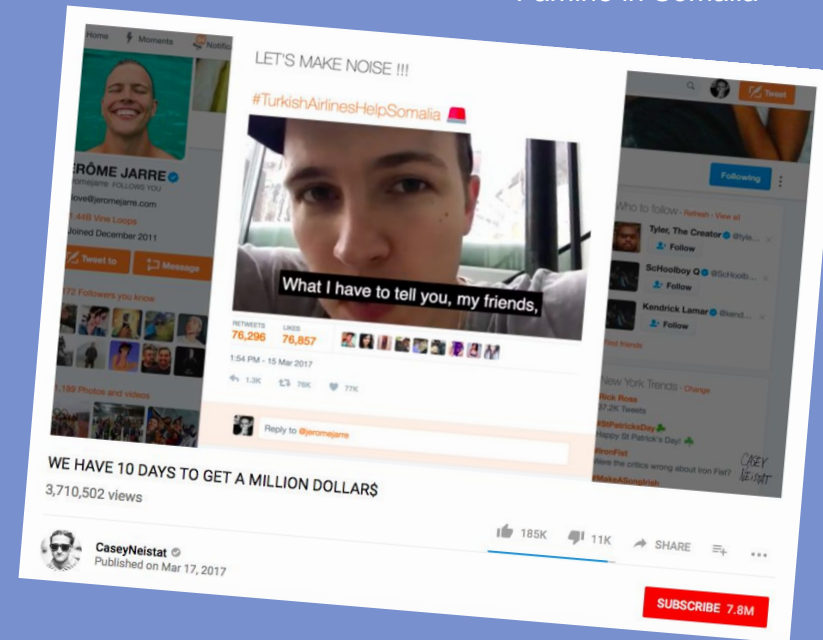


The Gabbie Show talking about her bad experience with T-shirt business Represent.com

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- Ways Influences develop their presence on YouTube
 - Spark conversations
 - Useful
 - Productive relationship & networks
 - Improve themselves & work
 - Consistent
 - Contributing & evolving
 - Constantly improving

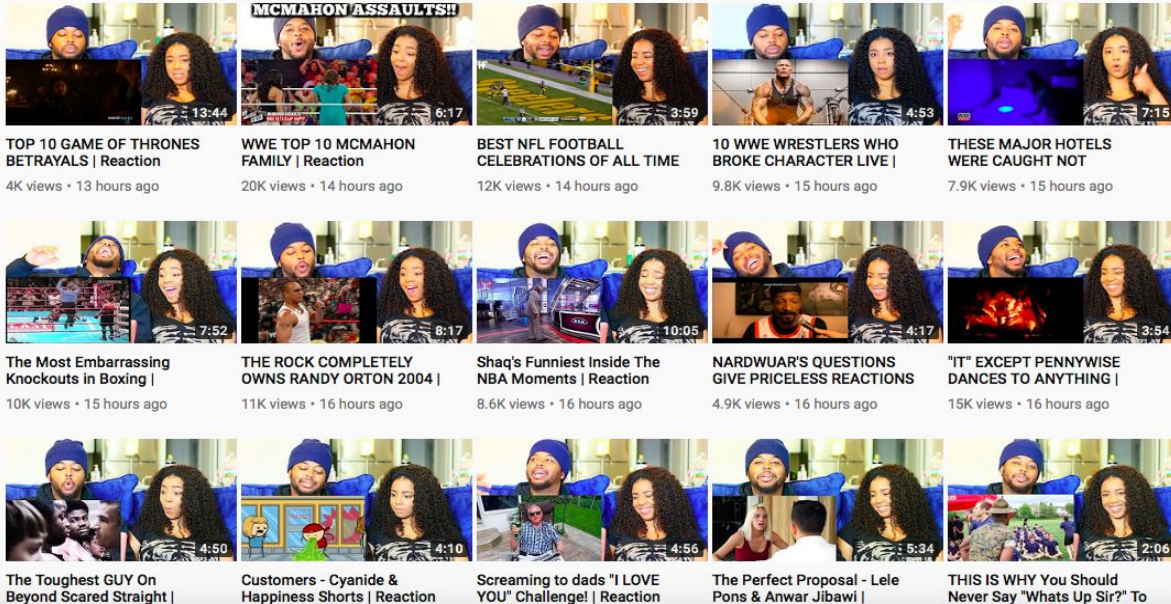
Jerome Jarre, Casey Neistat sparks funding of \$1 Million For Famine in Somalia



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3 Types of Influencers

D&B ENT Reactions 167K Subs



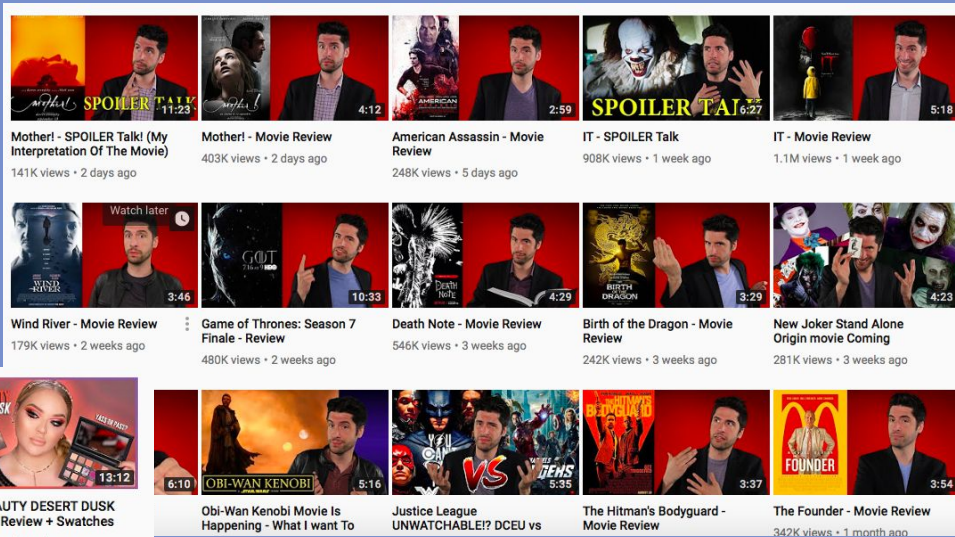
#1 Micro Influencer

- Someone who influences a small circle of people
 - Specific Recommendations
 - High engagement
 - Not a lot of subscribers

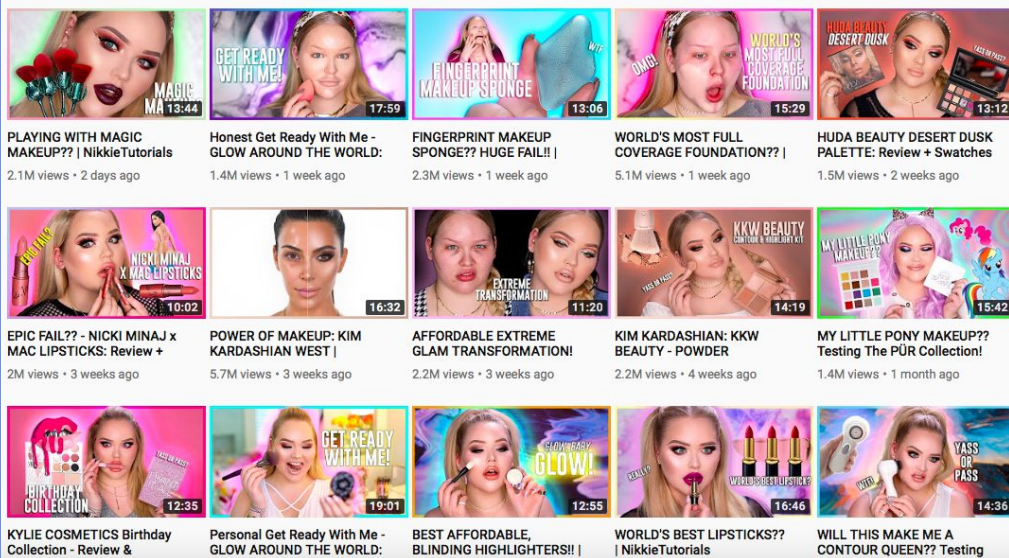
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Jeremy Jahns: Movie
Reviewer
1.3 Million Subs



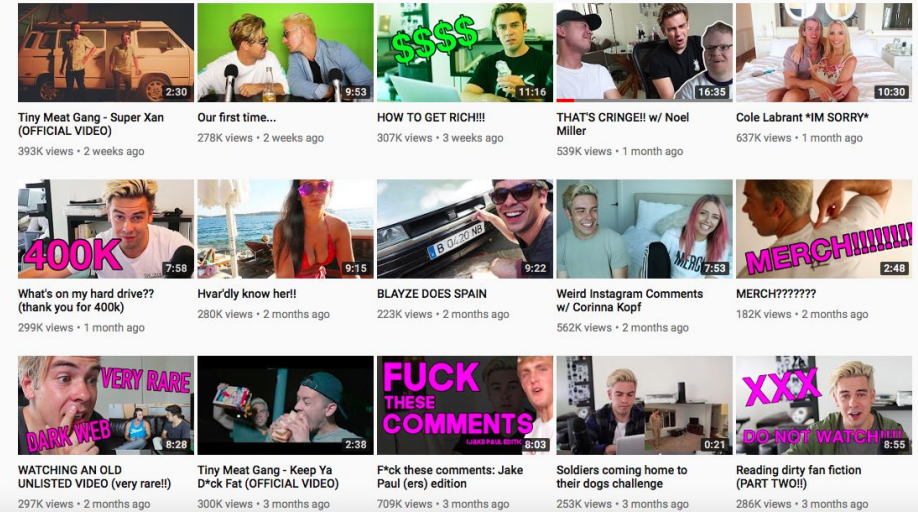
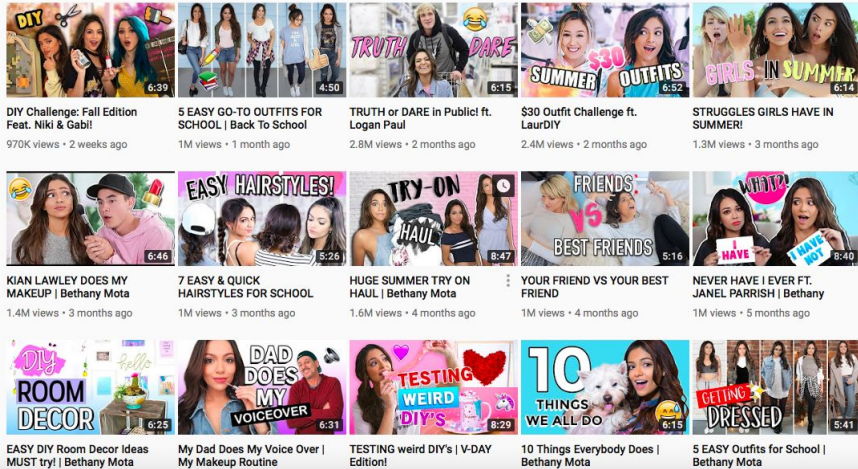
NikkieTutorials: Beauty Guru 7.6 Million Subs



#2 Subject Matter Expert Influencer

- Someone who has significant influence over a specific subject and industries that deal with subject

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#3 Macro Influencer

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- Someone who has significant influence reaching a variety of subjects, industries, and demographics



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- Basic self assessment
 - ◆ Define your goals
 - ◆ Determine the level of status you are aiming for
- Influencers and Business
 - ◆ You can be this kind of influencer and partner with a company.
- Become an author
 - ◆ Ignite visibility
 - Digital marketing agency



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→ Psychology of Influence

◆ Research

- You can only be successful as an influencer if you convince your audience you have something unique and valuable to offer
- Use the right tags to improve SEO
- Question: How did Casey Neistat's channel grow in millions (sometimes within weeks)?



Let's watch
a video!

2:22-7 9-11



Chapter 1- Strategies for Achieving your Goal

- Must combine technique and science of influence with authentic, beneficial content, ideas and/or services.
- Someone who chooses quantity over quality
- Or Quality over quantity
 - ◆ Which will yield a higher growth?



→ Mastering 6 steps of psychology:

◆ Reciprocating

- Give back to the audience
- Understand the business aspects of public relations and media
 - Noticing trends on twitter- staying active
 - If you don't stay active on media, you will lose a following
- Partner with nonprofits



Exercise: Get into a group of four or five and listen for further instructions



Thanks for coming! See you next week!