

MUST-HAVE YOUTUBE CREATIVE PILLARS

4 Steps to Engage New Business

IDENTIFY THE CUSTOMER'S NEED



Grab viewer attention immediately by identifying a problem or need consumers are experiencing. This will provide the answer to “why” your audience should continue to watch your video.

INTRODUCE YOUR BRAND AS A SOLUTION



Introduce your brand with a logo or graphic and script. If the viewer does skip your ad, you have at least introduced your company for brand awareness purposes.

SHARE FEATURES AND BENEFITS



Show images that communicate the unique features of your products or services. Display images of special offers or promotions.

PRESENT A CALL-TO-ACTION



Present a compelling offer that rewards the viewer for watching your video. Follow up the offer with a definitive call-to-action.



inner architect