



MOBILE PHONE BRAND : HOW TO BUILD IN 3 MONTHS AN ENGAGED COMMUNITY FOR A NEW PRODUCT



Measurement
Program

BUILDING A COMMUNITY ON A SMARTPHONE BRAND YOUTUBE CHANNEL

AN ENGAGED COMMUNITY OF 18-25 FRENCH SPORTS FANS

How can you gain **engaged subscribers** on YouTube ?



YouTube **optimization**

tags, playlists, thumbnails... higher views, better engagement



Great **content creation**



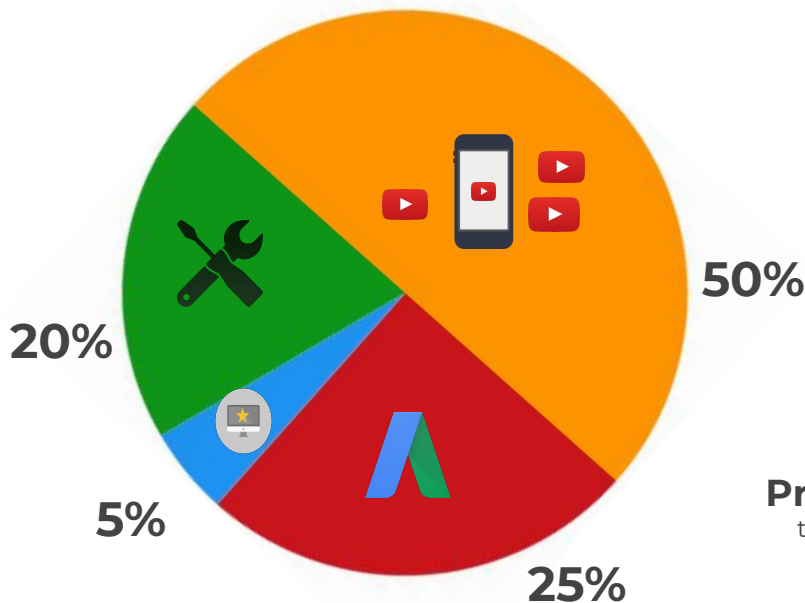
Influencer **integration**

to bring over their community and engage them

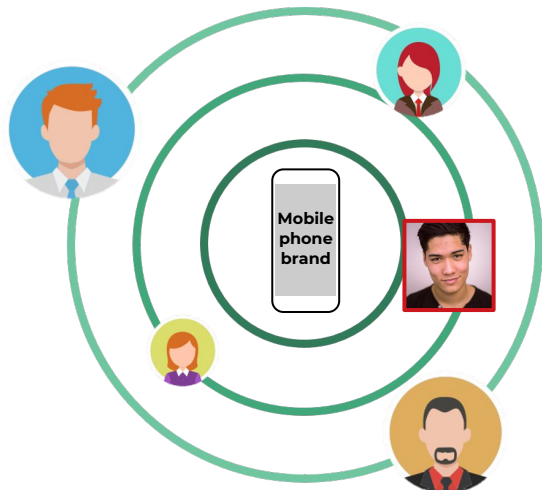


Promotion & **amplification**

thru Instream and Indisplay AdWords campaigns



FINDING MOST RELEVANT INFLUENCERS WITH WIZDEO ANALYTICS

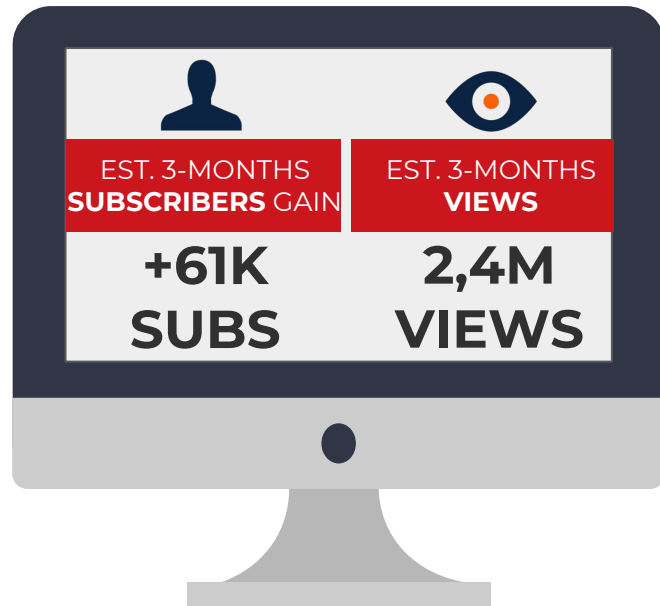


Influencers ranked by **audience proximity** with brand

Age: 18-25

Gender: men

Interests: Extreme Sports, sports, pranks



PROMOTING AND AMPLIFYING VIDEOS TOWARDS INFLUENCER COMMUNITIES

14
Branded Content videos



INFLUENCER REDIRECTIONS FROM OWN CHANNEL



Dedicated video
on influencer's channel with oral call to action



Cards & annotations
in influencer's video following publication on brand channel




Posts on Social Networks
on influencer's accounts each time a new video is posted on brand channel



ADWORDS CAMPAIGN WITH INFLUENCER VIDEOS

Placements
Adw. campaign



Remarketing
Adw. campaign



WIZDEO ANALYTICS HELPS YOU TO

MATCHING BRANDS WITH YOUTUBERS



Method approved by the YouTube Measurement Program

1

BRAND CHANNEL



Age : 18-25
Gender : men
Interests : extrem sports, sports, pranks

2

IT'S A MATCH !



3

RELEVANT INFLUENCERS

n°1



n°2



WIZDEO ANALYTICS HELPS YOU TO

IDENTIFYING PLACEMENTS FOR AMPLIFICATION CAMPAIGN



Method approved by the YouTube Measurement Program

1

YOUR INFLUENCER



2

RELEVANT PLACEMENTS
ranked by audience
proximity



1



2



3



4


3





YOUR ADWORDS CAMPAIGN



RESULTS

TOTAL REACH X 3, SAME HIGH WATCHTIME THAN ORGANIC COST/SUB 4 TIMES LOWER WITH AMPLIFICATION









	WITHOUT INFLUENCER (3 first months)	WITH INFLUENCER SELECTED WITHOUT WIZDEO ANALYTICS (3 first months)	ORGANIC PERFORMANCES (3 first months)	AMPLIFICATION VIA ADWORDS (7 days) <i>additional</i>
VIEWES 	6,2K	1,9M	2,4M	3,1 M
SUBSCRIBERS 	114	3,6K	48K	+27% 61K
COST/SUB 	87€*	11€*	1,45€	-98% 0,20€
ENGAGEMENT 	9	17	40	~ 35

* based on full cost of influencer video creation & promotion

RESULTS

TOTAL REACH X 3, SAME HIGH WATCHTIME THAN ORGANIC CPV ON TARGETED VIEWS 4 TIMES LOWER WITH AMPLIFICATION

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EAGER TO BUILD A NEW COMMUNITY AROUND YOUR BRAND ?

[FIND INFLUENCERS FOR YOUR CHANNEL HERE](#)



[AMPLIFY YOUR CHANNEL'S SUBSCRIBERS HERE](#)

