

# On the Mark

Helping you **mark** your credit union for success



Marketing Matters

Blog Updates

Online Buzz

Success Stories

Website

## The Do's and Don'ts of YouTube for Credit Unions

Online video and specifically YouTube are enormously important players in the way social media is reshaping the American consumer economy and marketing mindset. According to a recent [article](#), the average YouTube viewer spends between 15-25 minutes per day on the site. More content is uploaded to YouTube every sixty days than the three major United States television networks produced in their first sixty years of existence. Over 800 million unique users visit YouTube every month. As more and more credit unions join the ranks of YouTube advertisers, [James Robert Lay](#), President of [PTP New Media](#), offers his insights

“As with any new marketing activity, there’s a right way and a wrong way to do online video and YouTube,” Lay says. “While more credit unions than ever now take advantage of this medium, it’s not being used to its full potential. We’re really just scratching the surface.”

Lay advises credit unions to beware of what he describes as a common misconception about social media in general and online video specifically. “There are lots of people out there with the misunderstanding that social media is free,” he begins. “While most of the major platforms don’t cost anything to sign up for, like Facebook and Twitter, the expense comes in creativity, content and, in the case of YouTube, video production. This applies to credit unions trying to do it all in-house and those that use vendors.”

What matters more than the quality of the video camera and editing tools, however, is a simple marketing concept that far predates the advent of online video. “Most anybody can point a camera and shoot film,” Lay explains. “Where I see a pitfall is not in the actual process of filming and editing, but in the creative thinking process that goes into any marketing campaign. YouTube use is no different.”

Lay goes on to say that many credit unions have a “shoot first, think about the story later” process when it comes to YouTube. Just as any good marketer wouldn’t print postcards, air radio ads or buy billboard space without a larger plan, similar thought and planning must go into YouTube.

“The story must come first,” Lay says. “Before you shoot any film, ask yourself key questions that go into any marketing or advertising campaign. Questions like *What is our message? What are we*

*trying to promote? Who is our target audience? On what should we focus in order to successfully achieve the campaign's goals? Do we have a strong call to action?"*

Lay mentions two credit union campaigns that made interesting use of YouTube. "While there are a lot of good credit union YouTube videos out there, two really jump to mind," he said. "First is the credit union auto loan refinance zombie campaign. Next is the 'Bucks First' series from Bucks First Federal Credit Union in Pennsylvania. Both stand out as inventive, engaging and make good use of YouTube as a medium to get a message across to members and potential members."

When it comes to credit union YouTube best practice advice, Lay advises the following:

- Look for ways to re-purpose your video (Lobby TVs? Commercials?)
- Consider utilizing your staff (builds camaraderie, can save money over professionals)
- Consider generation differences in your video's target audience and how that affects talent, music, etc.
- Get professional help if your staff isn't experienced in video upload, tagging and SEO
- Keep videos to no more than two minutes in length (maximum viewer attention span)
- Analyze how video use plays into overall campaign budgets and goals

In a world where viewers watch over three billion videos every day on YouTube, credit unions are wise to jump into the fray and take advantage of this terrific tool. Knowing a few of the ins and out of YouTube use can help make the difference in a successful marketing campaign and help you stretch your marketing dollars to their fullest.

---

## Blog Updates

Follow Mark's blogs for frequent and timely information on topics like marketing, branding, generations, leadership, Think Huge and more. Blog posts are updated weekly. Here are links and summaries from some recent posts.

### [Compensating Executives is a Strategic Issue CUs Must Address](#)

It's a hard topic for credit unions and certainly a touchy one these days: executive compensation. None the less, executive compensation is a strategic issue many credit unions must address. This post is a Q&A about executive compensations.

### [Five Steps to Turn Members Into Advocates](#)

All credit unions want more members. And all credit unions want satisfied members. But what if your members were advocates? This post gives five ways to turn your members into advocates.

### [Why Marketing to Old People is Important](#)

Younger, younger, we must get our credit union younger? That is a mantra many credit unions are chanting these days. However, we can't neglect our older members and this post gives ideas on how to reach this key demographic.

## Online Buzz

### Comments and Ideas from Mark's Blog Readers

#### How a Marketing Audit Improves Your CU

"I love this post, Mark! The tips are some things I haven't thought of, but make great sense. Thanks for sharing."

**-Kristin Orr**

#### Ditch the Paper; Make a Video Annual Report

"A video annual report is a great idea! I am planning to do this too! Thanks for sharing this idea. I think more people will be interested if I'll you present a video report. "

**-Jester Freeman**

**"Outstanding post, Mark. Credit unions should take this to heart. Should be required reading for CEO's everywhere!"**

**- Sean McDonald -**

***We want to hear from you. If you have used an idea or learned something of value from one of Mark's blog posts, be sure to leave a comment on the blog so others can benefit from your experiences, as well.***

speaking • branding • planning

**Contact Mark Arnold:**  
**(214)538-4147**  
[mark@markarnold.com](mailto:mark@markarnold.com)