

# YOUTUBE BRAND CHANNEL OVERVIEW

## What is a YouTube Brand Channel?

A YouTube Brand Channel is a brand's own landing page on YouTube that enables businesses to fully customize and brand the user experience. Using ProfileBuddy™, clients can enable YouTube optimized sapplets on their channel to engage fans with content that extends beyond video.

Benefits of using ProfileBuddy for a YouTube Brand Channel:

- Provide unique experiences for global fans by using country and language targeting capabilities.
- Maintain your overall brand aesthetic by applying custom styling to each sapplet.
- Efficiently control your YouTube content – upload videos, create playlists and define video details like titles, tags and privacy settings.
- Manage multiple channels from one location.
- Review analytics to identify the content that resonates best with your target audience.

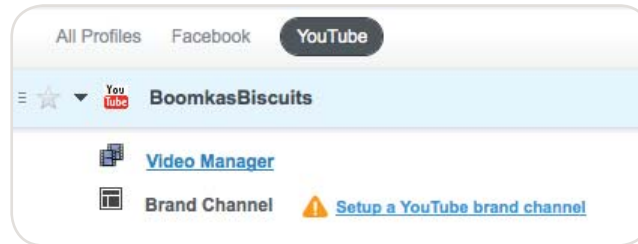
## How does a Brand Channel differ from the video manager in ProfileBuddy?

The video manager in ProfileBuddy acts as a management tool for the videos in your YouTube Channel. It can be used to:

- Upload videos to your channel.
- Add tags to videos.
- Place a video in a category.
- Add a video to a playlist.
- Upload caption tracks.
- Determine privacy and community settings for a video.

The YouTube Brand Channel leverages the ease and flexibility of ProfileBuddy to customize your YouTube Channel with sapplets and geo-targeting capabilities. With a YouTube Brand Channel, you can:

- Use the most popular sapplets to create a unique experience for visitors to your Channel.
- Create localized versions of the Channel based upon a YouTube visitor's locale (as determined by their IP address) and language (as derived from their browser's language setting).



## YouTube Brand Channel Tiers

YouTube has three tiers for Brand Channels; each tier represents the level of customization available and amount of campaign support provided by YouTube. The Basic tier requires no media spend with YouTube and no contact with a YouTube representative. The Advanced and Premium tiers require a media spend determined by YouTube. For further information on these tiers, contact your Marketing Cloud Success Manager.

- **Basic** – Access to pre-built and pre-approved sapplets with minimal YouTube support.
- **Advanced** – Access to pre-built sapplets and custom HTML experiences. No user-generated contests without explicit YouTube approval. Moderate support from YouTube.
- **Premium** – Access to all features including user-generated contests. Significant support from YouTube.



## Product Capabilities

How is custom content deployed on a YouTube Brand Channel?

YouTube uses small web applications (or rich media ads) known as “gadgets” to allow brands to embed content in different locations on a Brand Channel. Gadgets are the custom content that displays in the iFrame of a YouTube branded page. Through gadgets, Salesforce Marketing Cloud can implement sapplets to customize a Brand Channel. You can think of a gadget as a canvas and sapplets being the components that make up the gadget.

## YouTube Custom Tab

The canvas is located on your YouTube Custom Tab, which has several customization options. These include:

- Tab Name (20 characters or less; default name is “Custom”).
- Vanity URL ([www.youtube.com/user/brandname/xxxxx](http://www.youtube.com/user/brandname/xxxxx)).
- Option to set as default landing page of the channel.

## Canvas Specifications

The dimensions for a canvas on a YouTube Brand Channel are:

- Canvas width (development area for sapplets): 970px
- Canvas height is fixed, but can be changed by contacting your YouTube account manager. When hiding a sapplet, the page background will stay the same height.



## Background Image

A unique background image can be uploaded via the Channel Admin settings on YouTube for additional Channel branding. The specifications for background image creation include:

- Width: 1500 – 2000px wide (recommended)
- Height: 1200 – 2500px tall (recommended)
- File format: PNG file preferred (also accepted: GIF or JPG)
- File size: 256KB – 1MB (max), a smaller file size will improve loading times

Helpful details to know when including a background image on your Channel:

- The image is affixed to the top and center of the page.
- Background images can be tiled horizontally, vertically or both horizontally and vertically. (Blending the edges of the images to a solid color so that the tiles fuse together smoothly is recommended.)
- The background image selected for your YouTube Brand Channel will apply to ALL YouTube pages on that brand's channel.

## Sapplet Availability

While there is no limit to the number of sapplets that can be included on a Channel, the list of available sapplets depends on your YouTube Brand Channel tier. The basic tier can use pre-approved sapplets. For advanced and premium YouTube Brand Channel tiers, YouTube can approve additional sapplets for use on a case-by-case basis, depending on the intended use of the sapplet.

Sapplets that have been pre-approved for the basic tier include:

- Branded YouTube Player
- Quiz
- Text
- Pledge
- Product Gallery
- Personality Quiz
- Vote Up/Down
- Gifts
- Photo Gallery
- Images
- YouTube Player



- Send to a Friend
- Poll
- RSS
- Language Selector
- My Picks
- My Plans

## YouTube Brand Channel Analytics

YouTube Brand Channel analytics are broken down into three sections:

- Performance
- Response
- Audience

The following analytics are being tracked at the channel level:

### Performance

- New Subscribers
- Total Subscribers
- Views
- Average Daily Viewers
- Comments

### Response

- Engagements
- Channel Comments

### Audience

- Age
- Gender
- Popularity by Country





## Getting Started

Steps to initiate the creation of your YouTube Brand Channel

- Reach out to your Marketing Cloud Success Manager to discuss what tier of support you qualify for and how to create a successful campaign.
- Once a tier and campaign have been determined, the Marketing Cloud Product Specialist Team will provide all onboarding information.

The amount of time from initial YouTube approval to launch is approximately eight weeks, including necessary approval time by YouTube. Your YouTube rep should be involved in every step of the approval process, including content strategy, wireframe development, design, production of a beta link and launch.

Interested in learning more about how Salesforce Marketing Cloud can help grow your social presence and build your business? Contact us to get started today.

## Have questions? Contact us:

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