



Boosting Your YouTube Strategy With Dig.Drop.Done™

This guide has been provided as a service to you, our valued retailer. In the pages that follow, you will find general best practices for YouTube.

What are we trying to do?

Increase bulb sales across the U.S. and Canada. Tweeting, posting, pinning and blogging about flower bulbs and the Dig.Drop.Done campaign, can help increase engagement with your customers, spread the campaign's overall message and augment YOUR sales.

Who are we talking to?

Generation X, Y and Boomer females throughout the U.S. and Canada.

What overall tone should we utilize?

Fun Informative
Warm Energetic



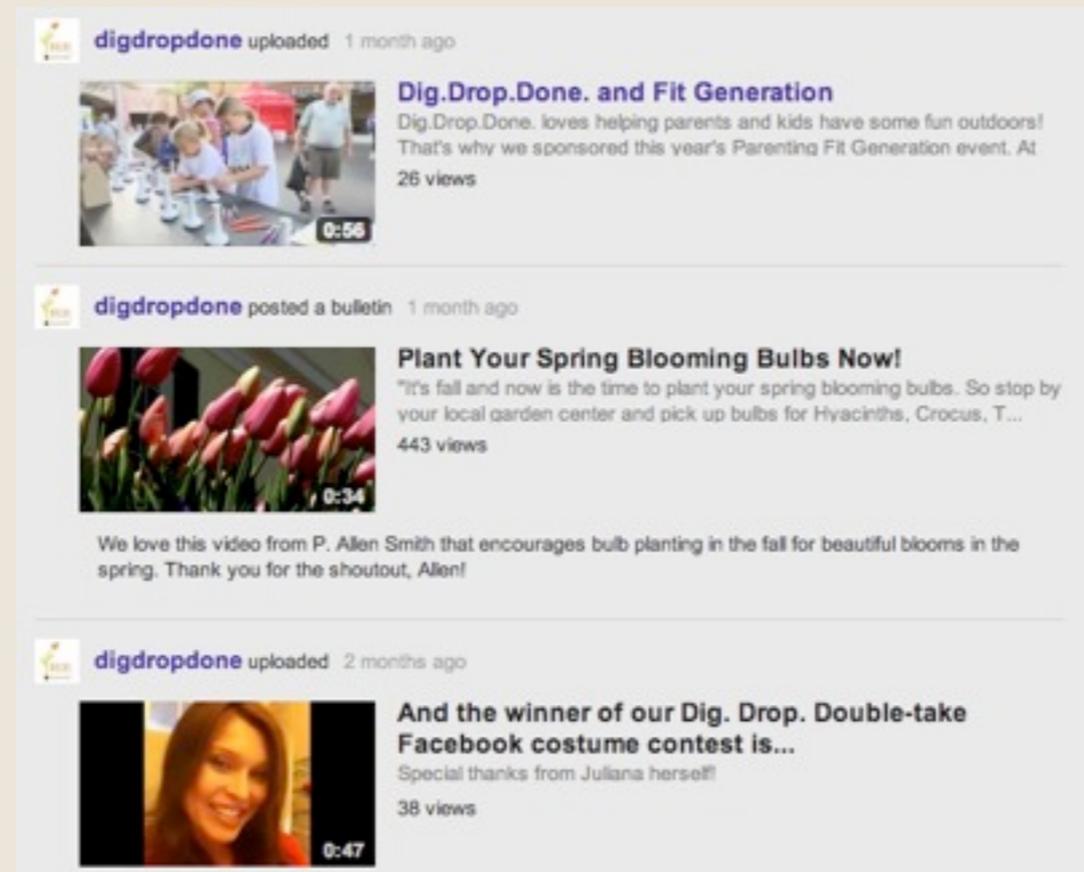
YouTube: the web's go-to video database and search engine that will distribute the campaign's video content.

Best Practices: YouTube

Operating Your Channel

Remember: Success on YouTube is about quality content. Videos do not have to be expensive or polished to be appealing—in fact, the opposite is often true. Rather than focusing on production value, consider your customers and try to create content that is interesting, useful or funny to engage viewers. Avoid filling your videos with blatant advertising or sales gimmicks—those are for another time and place.

YouTube is one of the largest search engines in the world. When titling your videos and writing their summaries, consider how viewers will locate them. What keywords are most relevant? How can you explain the content clearly and concisely? Remember to provide links back to your store's website or other social profiles so your customers can continue their experience if they like.



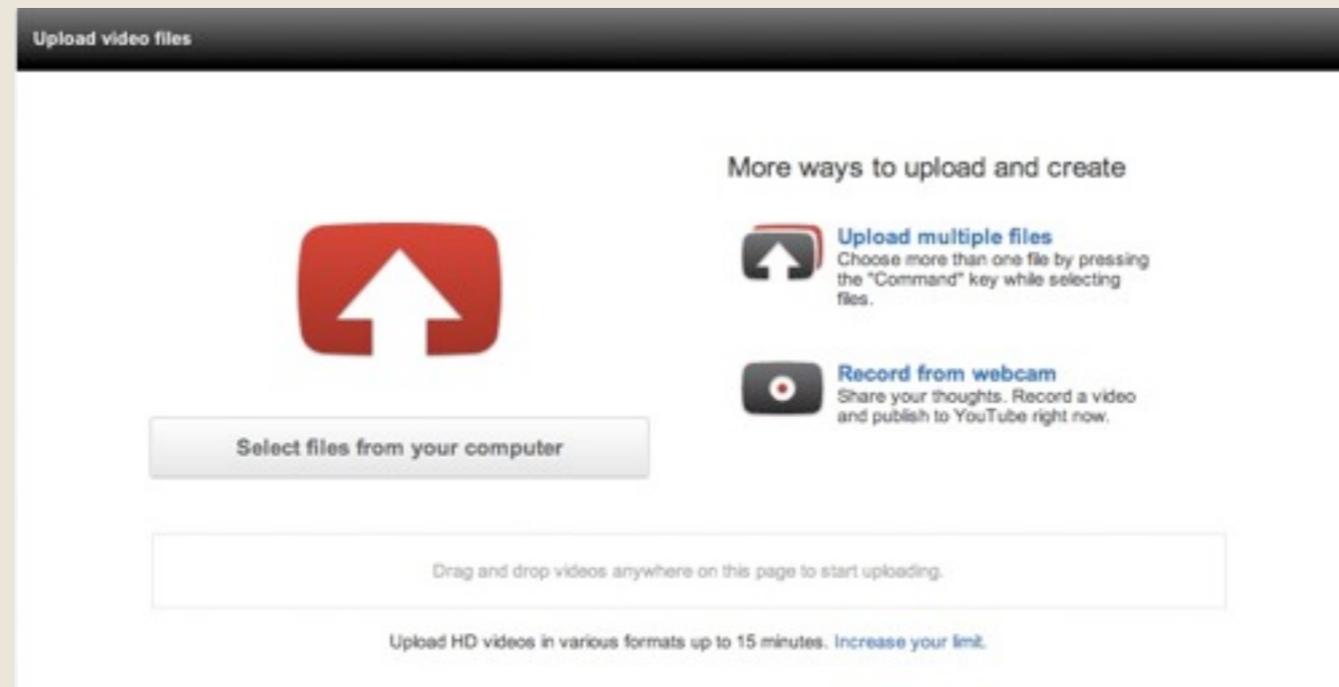
Best Practices: YouTube

Operating Your Channel

Formatting is important to what videos you can upload and how well they will present through the YouTube interface.

YouTube accepts video files from most digital cameras, camcorders, and cell phones in the .WMV, .AVI, .MOV and .MPG file formats. The videos must be less than 100MB in size and less than 10 minutes in length. Longer videos, such as full-length presentations or instructions, should be broken into multiple files to make them easy to upload, view and share.

For the best presentation quality, YouTube recommends MPEG4 (Divx, Xvid) format, 320×240 resolution, good quality MP3 audio and 30 frames per second.



Best Practices: YouTube

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Users find videos through YouTube's tagging system. When uploading videos, you can assign single word tags to each video to help categorize the content. YouTube will then use these tags to group related videos for search results.

Think carefully about the tags you assign to your videos. They should be logical, relevant and simple. Keeping these tips in mind will make it easier for your customers to find your content.

Uploaded by [digdropdone](#) on Jan 10, 2012

Dig.Drop.Done. loves helping parents and kids have some fun outdoors! That's why we sponsored this year's Parenting Fit Generation event. At our booth we provided each child a few flower bulbs to take home and plant. We also had the kids decorate their own vase with markers, fingerprints and stickers. Once their bulbs bloomed they had a one-of-a-kind vase to display the beautiful flowers they grew. What a perfect combination!

Category:

[Entertainment](#)

Tags:

[parenting.com](#) [parenting](#) [bulbs](#) [flowers](#) [fit](#) [generation](#) [fitness](#) [exercise](#)
[family](#) [parents](#) [kids](#)

License:

Standard YouTube License

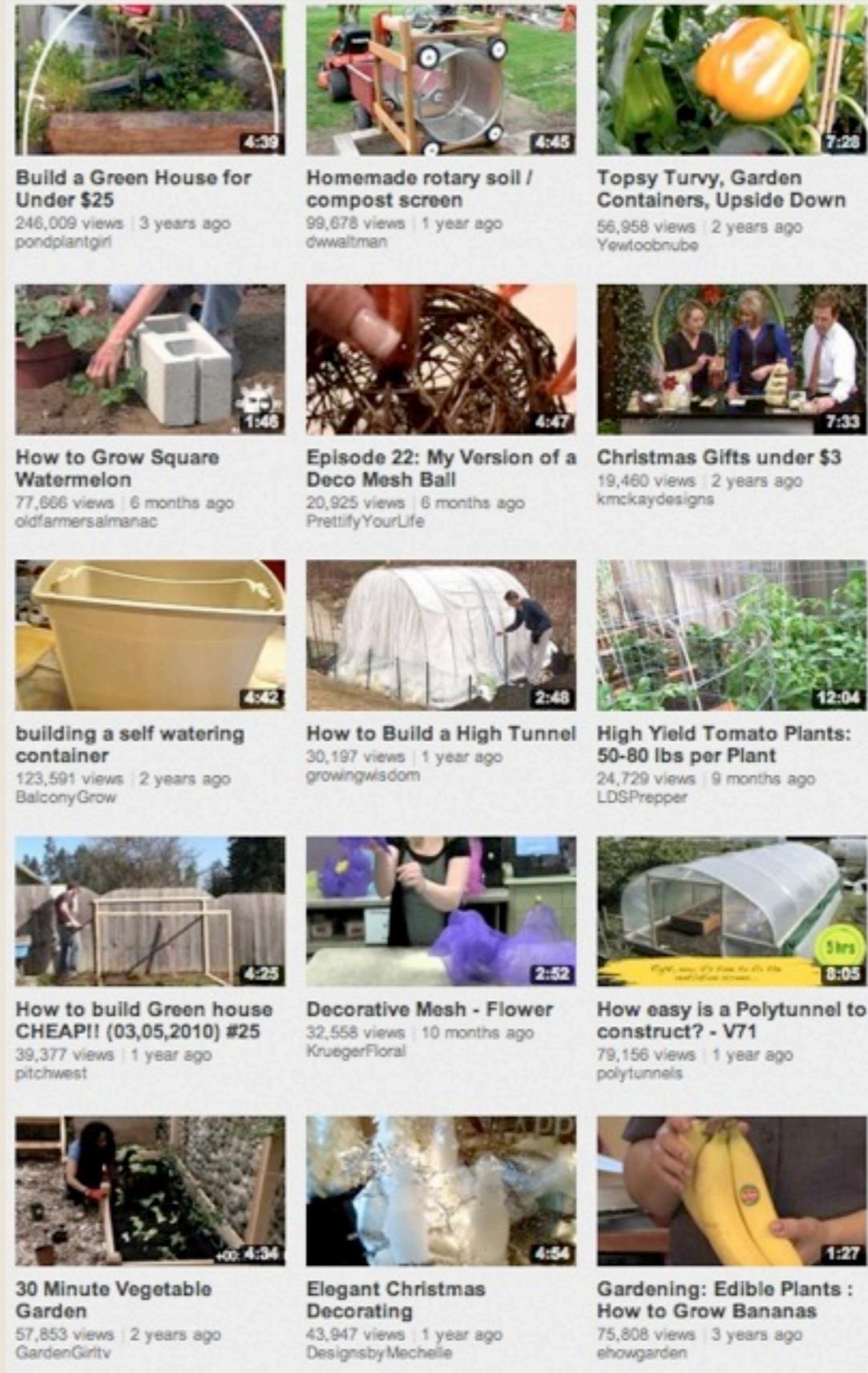
Best Practices: YouTube

Operating Your Channel

Subscribe to channels that cater to the interests of your customers. Try to Like or share 1 to 2 impactful videos from other users each month, as it will build a sense of community and potentially increase subscriptions to your channel.

Don't avoid negative comments or questions from viewers or subscribers. Politely address their messages, and direct them to outside customer service when appropriate. Doing so will reinforce that you care about their concerns.

Respond to comments and messages within 3 hours (between the hours of 7:00 a.m. and 9:00 p.m.) to maintain a sense of timeliness.



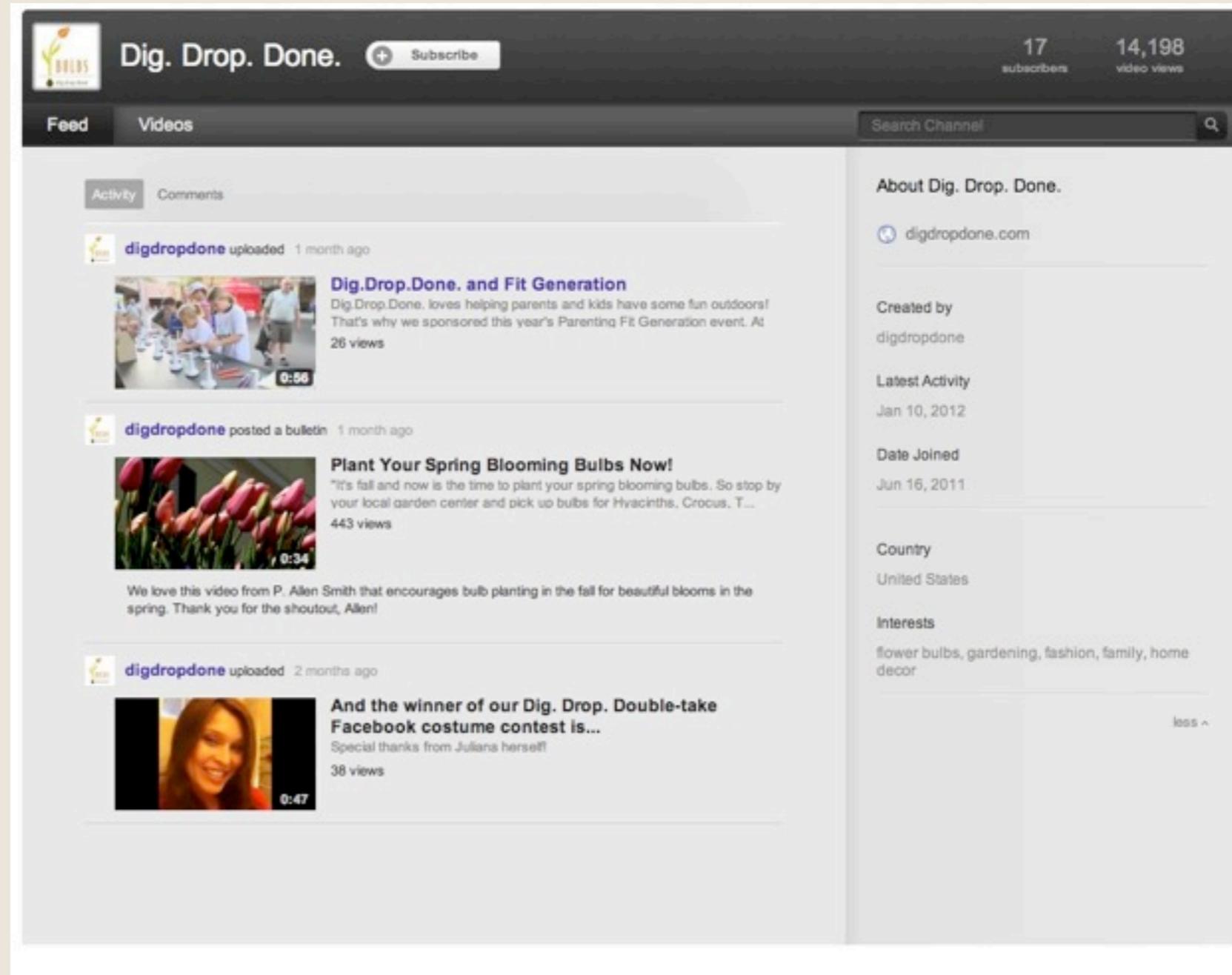
The image displays a grid of 12 YouTube video thumbnails, each with a title, view count, and upload date. The thumbnails are arranged in a 4x3 grid. The first row includes: 'Build a Green House for Under \$25' (246,009 views, 3 years ago), 'Homemade rotary soil / compost screen' (99,678 views, 1 year ago), and 'Topsy Turvy, Garden Containers, Upside Down' (56,958 views, 2 years ago). The second row includes: 'How to Grow Square Watermelon' (77,666 views, 6 months ago), 'Episode 22: My Version of a Deco Mesh Ball' (20,925 views, 6 months ago), and 'Christmas Gifts under \$3' (19,460 views, 2 years ago). The third row includes: 'building a self watering container' (123,591 views, 2 years ago), 'How to Build a High Tunnel' (30,197 views, 1 year ago), and 'High Yield Tomato Plants: 50-80 lbs per Plant' (24,729 views, 9 months ago). The fourth row includes: 'How to build Green house CHEAPI! (03,05,2010) #25' (39,377 views, 1 year ago), 'Decorative Mesh - Flower' (32,558 views, 10 months ago), and 'How easy is a Polytunnel to construct? - V71' (79,156 views, 1 year ago). The fifth row includes: '30 Minute Vegetable Garden' (57,853 views, 2 years ago), 'Elegant Christmas Decorating' (43,947 views, 1 year ago), and 'Gardening: Edible Plants : How to Grow Bananas' (75,808 views, 3 years ago).

Video Title	Views	Upload Date
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Incorporating DDD into Your Content

Subscribe to the Dig Drop Done channel.

Please feel free to share or embed DDD videos in blog posts or on your other social profiles for your customers' enjoyment or education.



The screenshot shows the YouTube channel page for 'Dig. Drop. Done.'. At the top, there is a channel banner with the logo (a flower bulb with the word 'BULBS' above it) and the channel name 'Dig. Drop. Done.' next to a 'Subscribe' button. On the right side of the banner, it displays '17 subscribers' and '14,198 video views'. Below the banner, there are tabs for 'Feed' and 'Videos', and a search bar labeled 'Search Channel'. The main content area shows a list of videos:

- Activity** | Comments
- digdropdone** uploaded 1 month ago
Dig.Drop.Done. and Fit Generation
Dig.Drop.Done. loves helping parents and kids have some fun outdoors! That's why we sponsored this year's Parenting Fit Generation event. At 26 views
- digdropdone** posted a bulletin 1 month ago
Plant Your Spring Blooming Bulbs Now!
"It's fall and now is the time to plant your spring blooming bulbs. So stop by your local garden center and pick up bulbs for Hyacinths, Crocus, T... 443 views
We love this video from P. Allen Smith that encourages bulb planting in the fall for beautiful blooms in the spring. Thank you for the shoutout, Allen!
- digdropdone** uploaded 2 months ago
And the winner of our Dig. Drop. Double-take Facebook costume contest is...
Special thanks from Juliana herself! 38 views

On the right side, there is an 'About Dig. Drop. Done.' section with the following details:

- Website: digdropdone.com
- Created by: digdropdone
- Latest Activity: Jan 10, 2012
- Date Joined: Jun 16, 2011
- Country: United States
- Interests: flower bulbs, gardening, fashion, family, home decor

Please contact your bulb supplier for more information.

