

# You're About to Learn Secrets That Most Growth Marketers Will Never Know About YouTube Influencer Marketing

*Presented by InfluenceLogic*

**We make growth marketers superhuman.**

Our mission is to increase your capacity and drive tangible results by handling the day-to-day operations of growing an influencer and partnerships program.



## How YouTube influencer marketing has become a dominant top-of-the-funnel channel that *drives conversions at scale*

Do you want to know the secret to successful influencer marketing? Look no further than YouTube.


While TikTok and Instagram may be the first social media platforms that come to mind for many marketers, YouTube is the true champion when it comes to influencer content that connects with audiences and generates revenue for brands.

Why? Because YouTube is what we like to call "lean-back content." Unlike the bite-sized clips you find on other social media platforms, YouTube videos average 11.7<sup>1</sup> minutes in length, which means you're not leaning-forward, hunched over your phone, mindlessly scrolling. Instead, you're sitting back in your chair, fully engaged and actively retaining what you see.

And the results speak for themselves. A whopping 70% of viewers have purchased from a brand after seeing it on YouTube<sup>2</sup>. That's a staggering statistic that should make any marketer sit up and take notice.

But don't just take our word for it, let the marketing budgets speak for themselves: The top-earning TikTok in 2022 wouldn't even crack the top 10 of top-earning YouTubers<sup>3,4</sup>. And when it comes to influencer marketing campaigns, our experience has shown that even brands with huge budgets to spend on user acquisition don't come close to driving the same revenue on TikTok or Instagram as they do on YouTube.

But here's the best part: You don't need to be a massive brand to succeed on YouTube. We work with many medium to small-sized brands that consistently drive revenue through their YouTube influencer marketing campaigns. With the right approach and know-how, anyone can do it.



So, are you ready to step up your influencer marketing game and take advantage of the power of YouTube? Let us show you how.

1 <https://www.statista.com/statistics/1026923/youtube-video-category-average-length/>

2 <https://www.omnicoreagency.com/youtubestatics/#:~:text=YouTube%20has%20a%20high%20convincing,after%20seeing%20it%20on%20YouTube.>

3

<https://www.forbes.com/sites/abrambrown/2022/01/14/the-highest-paid-youtube-stars-mrbeast-jake-paul-and-markiplier-score-massive-paydays/?sh=3fd57dcb1aa7>

4

<https://www.forbes.com/sites/abrambrown/2022/01/07/top-earning-tiktokers-charli-dixie-damelio-addison-rae-bella-poarch-josh-richards/?sh=62a59de33afa>



## The secret to increasing your organic traffic by 15x by working with YouTube influencers

**Quick question:** what's the second-largest search engine in the world?

If you guessed Bing, you're not alone – but you're also not correct. The answer is actually YouTube, and it's not even close.

In fact, if you combine all of the search queries from Bing, Ask.com, AOL, and Yahoo, they still wouldn't match the sheer number of queries generated by YouTube.

And while YouTube users can search for relevant videos on the platform, YouTube's content recommendations – based on a user's search history – mean that your videos could potentially reach even more viewers, even if they don't rank for specific search terms.

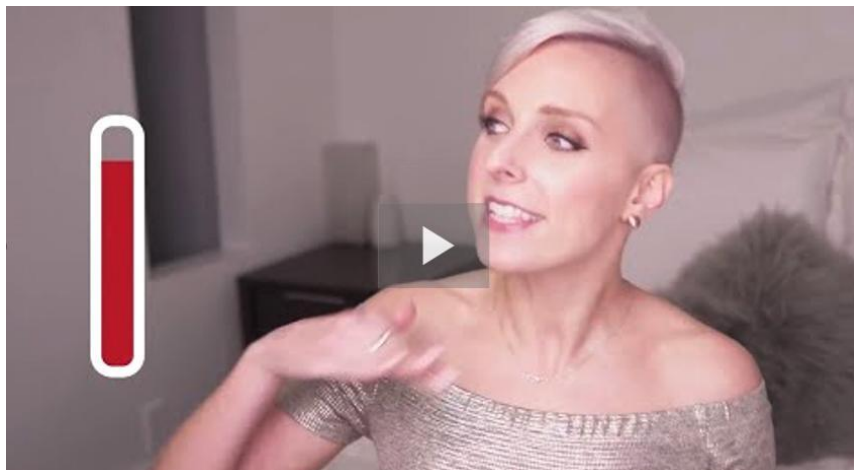
This can happen with specific videos for years, giving YouTube terrific longtail potential.


**We've tested this extensively:**

### The Recommendation SEO Test

A few years ago, we did an integration with YouTuber Caitlin V promoting LetsGetChecked – the at home testing service (in this instance, we were promoting their at home testosterone test).

<https://www.youtube.com/watch?v=VEhyDIN6Ozo>





The integration was fabulous, the video topic perfectly aligned with the brand and it led to a lot of sales. And it still gets sales. All the time.

But you wouldn't see this video if you searched "testosterone" on YouTube. It's nowhere to be found. But we knew there had to be a reason it kept getting sales months and years after its initial publish date. So we ran an experiment. We created a couple of brand new YouTube accounts, with no view history at all. We searched for "testosterone" and "low testosterone" and we watched the first video that appeared. We watched the entirety of it, no matter how long it was. We wanted to send YouTube a signal that we were really interested in this content.

Low and behold, on each account it only took a matter of minutes for Caitlin's video to appear as a recommendation on my homepage. YouTube had clearly decided that anyone starting a testosterone discovery journey on their site would find value in her video.

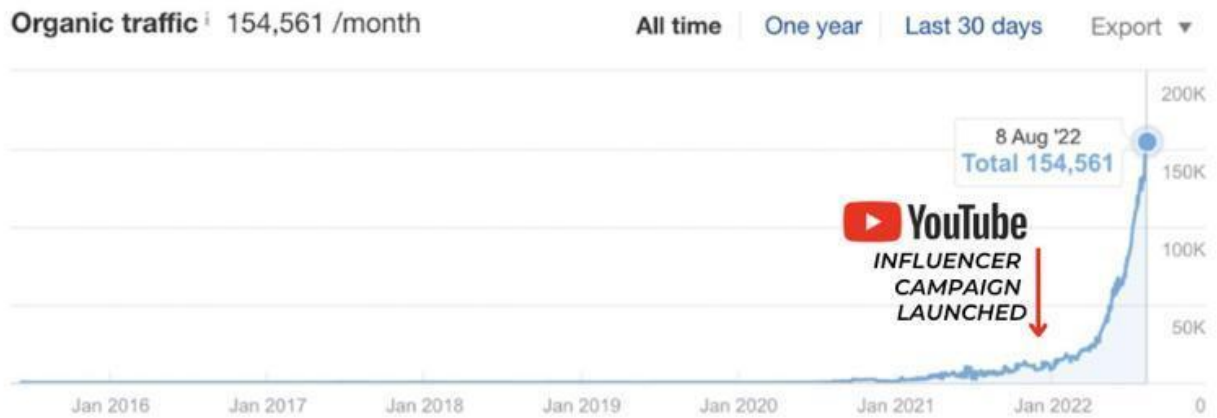
**This is what we call "Recommendation SEO" and it is just as valuable as traditional SEO.**





TikTok and Instagram have content recommendations too, but YouTube has a clear advantage over them due to its clickable links in video descriptions.

This was proven by one of our brands, which saw an incredible 15x increase in organic traffic within just eight months after starting their YouTube influencer marketing program. The results speak for themselves, showcasing the immense potential of YouTube as a platform for driving traffic.



## The “Winner Take All” case study that shows what happens if you let your competition beat you to the punch on YouTube

YouTube is a highly competitive platform, and it's a winner-takes-all game.

If you don't beat your competitors to the punch, you might lose out on this incredible user-acquisition channel.

It's a simple numbers game: Each creator on YouTube produces an average of five videos per month, and they only have room for one brand per category. If your competitors already have a strong presence on the platform, it may be difficult for you to break through and establish your own YouTube program.

By offering the most compelling value proposition to your target creators, you can effectively block your competitors from working with them. It's all about being strategic and making sure your brand is the one that stands out from the pack.

With the right approach, you can position yourself as the go-to brand in your vertical that creators you want to work with – and that's a recipe for success on YouTube.

Brand	Videos	Creators	Competitor	Videos	Creators
<b>Betterhelp</b>	10,600	1,032	Talkspace	24	18
<b>LetsGetChecked</b>	1,042	257	Everlywell	72	11
<b>Aura</b>	4,083	593	LifeLock	63	38

\* Data taken from a 365 days from March 2022 to March 2023



## How to mine the “hidden gold” inside YouTube to create a powerful halo effect for your other customer acquisition channels

One of the biggest benefits of having a strong YouTube influencer marketing program is the wealth of insights you can glean for other customer acquisition channels.

Unlike traditional advertising, YouTube influencers are creators who don't always stick to a rigid script. While this may sometimes be challenging, it can also lead to fresh, innovative messaging that you may never have considered before.

The best YouTube influencers have a following for a reason – they create content that is creative, valuable, and shareable. They know how to take your product and

give it a unique spin, sharing honest experiences with their followers that can be incredibly effective at driving conversions.

We helped one brand analyze the top-performing videos in their campaign. By utilizing the insights obtained from this analysis, they successfully incorporated effective messaging into their Facebook ads campaign, leading to a remarkable boost in conversions!

But that's not all – there are often hidden gems buried in the comments section of your top-performing videos. By carefully scanning the comments, you can discover invaluable insights into your customers' buying motivations and objections that you may have never considered before.

In short, a robust YouTube influencer marketing program can help you develop innovative messaging and uncover hidden insights that can give you an edge in all of your customer acquisition efforts. Don't miss out on this powerful opportunity to take your business to the next level!





## How your brand can publish 100s of sponsored videos each month *without talking to a single YouTuber*

Are you intrigued by the endless possibilities of YouTube influencer marketing? Do you want to gain an edge over your competition and reap the long-term benefits of a robust program that publishes new videos every week?

With InfluenceLogic, you can do all this and more – without ever having to talk to a YouTuber.

### **Here's a brief overview of what our team can do for you:**

- Our software identifies the right YouTube influencers to promote your brand, so you don't have to waste time and resources searching for suitable influencers
- We take care of the complex negotiation process for you, recruiting the most relevant and authentic influencers to represent your brand and create demand for your products
- Ensure all influencers we recruit for you are brand safe and the content they produce is FTC compliant, this ensures your brand's reputation is protected and you don't run into any legal issues
- Work with you to develop talking points that allow influencers to accurately represent your brand and create demand for your products
- Provide real-time data and insights on campaign performance and trends, so you understand what is working and why
- With our powerful YouTube comment API, you can easily track and monitor brand mentions and sentiment, gaining valuable insights into your potential customers' opinions and behaviors
- Simplify the payment process by handling all payments to creators on your behalf, reducing administrative burden and ensuring timely payments

The best part is, we do this on a performance-basis. You only pay us if we drive a sale.



## So, are you ready to get started?

