

SYMPHONIC

The Complete Guide to

YOUTUBE

for the Music Industry



SPREAD YOUR MUSIC

UPGRADE YOUR YOUTUBE CHANNEL

GROW YOUR AUDIENCE

SPREAD YOUR MUSIC

With all of the buzz around other platforms, such as Spotify and SoundCloud, YouTube is often overlooked as just a video streaming service. However, YouTube is the biggest music streaming service in the world.

The large share of music streams coming from YouTube makes it essential for every artist/musician to create their presence on the platform and to do so correctly.

The following guide will help you to navigate YouTube's essential card system, their in depth analytics tools, perfecting your upload, and most importantly, collecting your royalties.

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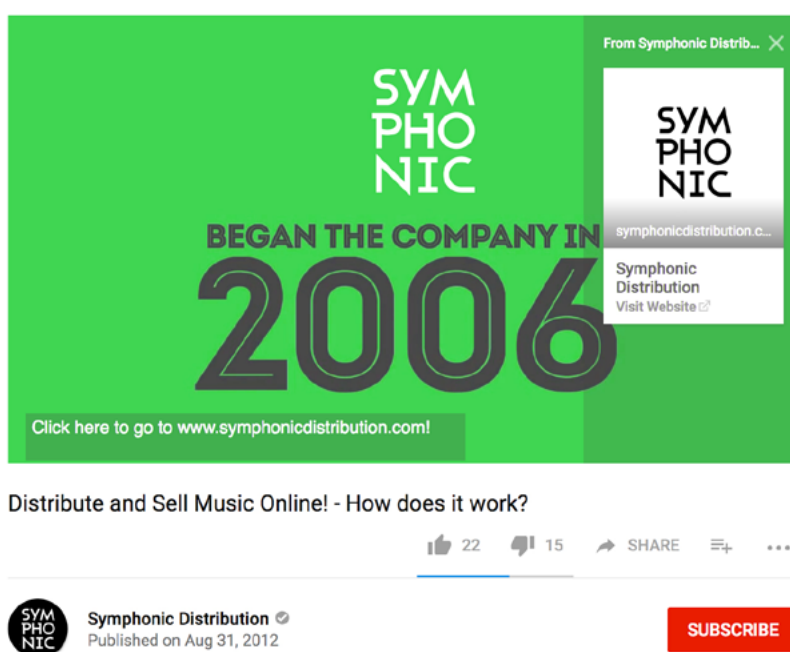
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YouTube Cards

With everything that YouTube has to offer for artists, it is important to continually educate yourself about all of the avenues available to you when it comes to promoting your content and keeping viewers engaged.

Utilizing cards, previously called annotations, is a key method in doing so.



Why are YouTube Cards Important

Cards are basically annotations that pop up on your videos. You can customize what the cards say and where they link to.

Artists can use cards to:

- Build brand awareness by linking to your website
- Promote music sales on iTunes, Spotify, Beatport, etc. by including your song link
- Boost ticket sales for your upcoming show by including your ticket site link
- Nurture your other YouTube content by linking to individual videos or playlists

Why are YouTube Cards Important (cont.)

How to Create YouTube Cards

1. Go into your Creator Studio and select Video Manager
2. Find the video you want to add cards to and click Edit
3. In the bar at the top of your video, select Cards
4. Pause video, then click when you want your card to appear
5. Select Add card and choose which type of card you want to use
6. Next to the type of card you want, select Create
7. If you haven't already done so, for some link types select Enable first to accept the Terms & Conditions.
8. Enter the URL you want your viewers to be sent to from the card.
9. Upload an image or select one of the suggestions from the site if applicable. Uploads need to be in .jpg, .gif, or .png format and no larger than 5MB. Keep in mind that this image will be cropped to be square.
10. If applicable, edit the title, call to action, and any other text (up to 30 characters). You can adjust the start time for the card teaser in the timeline below the video.
11. Select Create card.

If you need to edit your cards in the future, just go to the **Cards** tab and select **Edit** next to the card you want to change.

Making Money With YouTube

With the rising popularity of YouTube as a video streaming service, music videos are becoming increasingly more common on the platform.

Artists of all genres can take advantage of monetizing their music by becoming partners with YouTube, as well as registering your music videos with YouTube's Content ID system.



What is YouTube's Content ID

YouTube's Content ID is a digital fingerprinting system that content creators (like record labels and artists) can use to easily identify and manage their copyrighted content on YouTube.

If you are a client of Symphonic Distribution, upload your music through us and we will upload it to YouTube's Content ID system. When that happens, any song that is uploaded is compared against audio and video files that have been uploaded by many users all over the world.

If a match is found, we will, by default, monetize that video that has been matched and claimed thus bringing you more royalties and ensuring that your works aren't being illegally shared and monetized by others.

Making Money With YouTube (cont.)

Becoming a YouTube Partner

The YouTube Partner Program allows users to monetize their videos uploaded on the platform. After becoming a partner, YouTube will place advertisements on videos you upload while paying the user based on how many views the video receives.

This is a great way for you to make money from your music. Follow this link to [apply to join the YouTube Partner Program](#).

Types of YouTube Ads

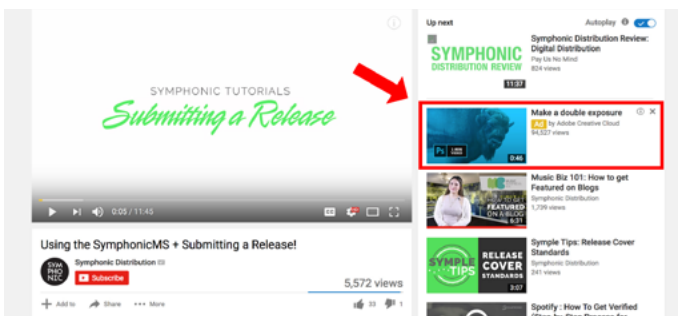
Video Discovery Ads:

Video Discovery Ads are ads that show up when searching for a video, on the YouTube homepage, and the sidebar for related videos.

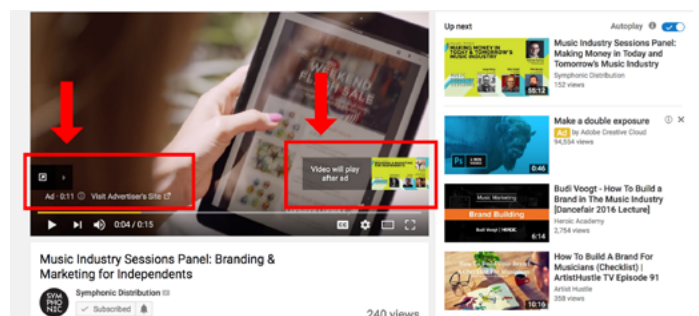
In-Stream Ads:

In-Stream ads are ads that play right before your videos begin. These ads are your best friend because they can get you noticed and generate money from your video streams.

Video Discovery Ad



In-Stream Ad



YouTube Analytics for Artists

Artists of every genre can reach potential fans and engage with current fans easier by using YouTube's built in analytics. Here's how YouTube Analytics can help you:

Traffic Sources

- Traffic sources and playback locations are two key reports that can help you uncover how viewers find your videos on the internet and which of these sources rack up the most watch time
- Check traffic sources and playback locations reports to find out where your audience is watching your videos from besides on YouTube

Demographics

- Check when fans are watching: Consider uploading during times when your audience is the most active
- Demographics report: You can look at segment data to see who watches your videos – by age, gender, geography
- Opportunity to expand globally: If you see unexpected viewers in another country you may want to turn on closed captions to turn them into subscribers

Opportunities

- Use the suggested videos report to see what videos (from other channels) are driving viewers to your videos; this could become a collaboration opportunity
- The playlist reports in YouTube Analytics give you insight into which playlists are popular and how much of your playlists are watched
- Check out which keywords show up in the YouTube search report; if important keywords are missing, add them to your metadata.

Perfecting Your Upload

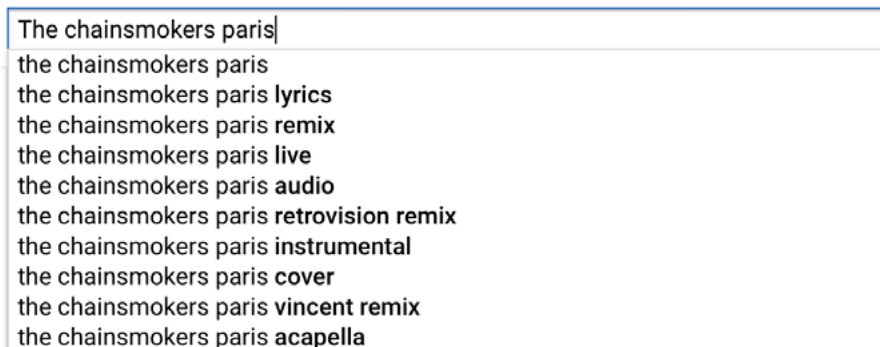
By optimizing your video with the following tips and guidelines, you can ensure your video gains maximum exposure through search engines and has a professional look and feel.

Search Engine Optimization

For your video to be ranked higher in search engines, you must make sure the **title** of the video is clear, concise, and includes keywords. Keywords are words that directly relate to the content of your video but are also **highly searchable**. If your title includes words that people don't often search for, it is unlikely the video will rank high in search results.

An easy way to test out if you include helpful keywords is by utilizing the YouTube search auto-fill feature and noticing if that keyword automatically fills in when typing.

Search engines are also sensitive to the order in which your keywords are placed. Therefore, place your most searchable and most important keywords in the beginning. Many times, this means placing your artist name first followed by the song title at the end.



Tag Your Videos

Along with using keywords, YouTube also searches for videos based on tags that go along with them. With tags, we recommend going the more unique route with tag words that will directly relate to your video. These tags could be the different types of genres your music could fall into, common misspellings of your brand/music or words relating to what is in the music video.

Perfecting Your Upload (cont.)

Use an Eye Catching Thumbnail

Having a thumbnail for your video that catches the attention of potential viewers is just as important — if not more important in some cases — as your video's title. People are attracted to visual appeal and navigate to YouTube much of the time for visuals.

Ideas & Tips for eye catching thumbnails:

- Use a close up of a another person's face. Using an image of a person making eye contact with you gives a subtle visual cue of connection and draws the viewer in.
- Choose an image that relates to the content. If it's a music video, choose a thumbnail that matches what the video is about. Misinformative thumbnails can upset viewers and lose their trust which can prevent them from ever viewing your videos again.
- Consistency is key. When uploading content such as a weekly vlog use thumbnails that share similarities with each other to keep your brand and content consistent.
- Select an image that conveys some sort of emotion. Music is a very emotional form of art and choosing a thumbnail that conveys emotion can trigger feelings in a viewer and pull them in.

A misleading thumbnail has a greater chance of making people click away from your content shortly after beginning the video, or may even violate YouTube's spam policies.



Rezz Makes a Major Announcement + More!



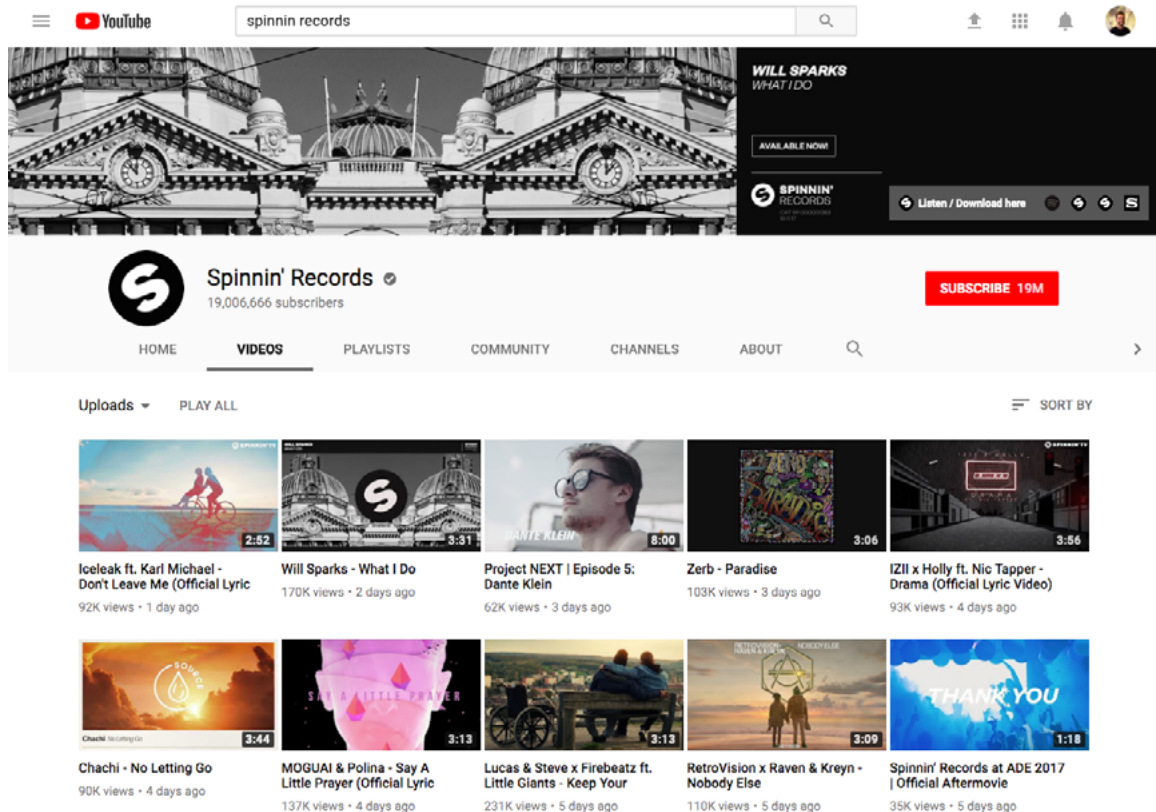
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Perfecting Your Upload (cont.)

Encourage Viewers to Share Your Video

Having a CTA (Call-to-Action) at the end of your video, within your description, and in social sharing is a highly effective way to get new viewers and current followers to share your video content.

By telling your viewers to simply like, subscribe, share, or provide feedback, you are directly interacting with them and doing so drastically improves your chances of getting more views.



Glossary & Terminology

Call To Action: Is the action performed by the viewer when clicking on any content you add to your video.

Cards: (Previously Annotations) can point viewers to a specific URL and show customized images, titles and calls to action on your videos.

Content ID: A digital fingerprinting system that identifies and manages copyrighted content on YouTube.

Monetization: Authorizes YouTube to place advertisements on your videos in exchange for money depending on how many views your video receives.

Sharing: Is the method of distributing your video to other platforms and showing that video to other people. This can easily be done by using the “Share” button beneath a video with the option to post it to your connected social media accounts, copy the direct link or even embed the video using an HTML code.

Tags: A set of relevant keywords applied to the bottom of your video description that allow your video to be easily found via search engines. These keywords can consist of words describing the video such as who’s in the video, genres, related artists, etc.

Thumbnails: Allow users to view a quick preview of your video before clicking on it.

Demographics: statistical information regarding subscribers and viewers of your videos.

Video Analytics: Monitor the performance of your videos with real-time metrics and data covering watch time, traffic sources, demographics and more.

YouTube Ads: Advertisements that show up next to your video in the form of a thumbnail or play before your video begins. These adverts can be skipped if the video is below 15 minutes in length.

Finally...

From creating a revenue stream from YouTube to understanding the analytics behind your video, we hope that this guide gave you more insight into the world of YouTube.

If you're interested in earning money from YouTube, you can learn more about Symphonic's YouTube Monetization service [here](#). If you're already using our YouTube Monetization service and are interested in increasing your video's potential and visibility then our YouTube Optimization service is perfect for you! Learn more [here](#).

Stay in the know with the latest news about YouTube by simply following our blog and subscribing to our newsletter.

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THANK YOU

Click to Connect

