

music :) ally

music :) ally

YouTube Best Practice

Implement Strategies for Channel Success

Agenda

- Channel Set-Up
- Channel Optimisation
- Video Optimisation
- Content Strategy
- Social Features

music:)ally
est 2002

Channel Set-Up

- All artist YouTube channels should be owned by a Brand Account
- Invite other people to manage channels
- **Manage users and permissions**

Brand Account

- All artist YouTube channels should be owned by a Brand Account
- Invite other people to manage channels
- **Manage users and permissions**

- Brings all of an artist's content into **a single channel**
- OAC music note increases **credibility** within YouTube Ecosystem
- **Improves SEO** and adds side panel in search
- Auto-generated album and music video shelves
- Access to **YouTube Studio features**: Profile, Concerts, YouTube Analytics for Artists

Official Artist Channel

- Brings all of an artist's content into **a single channel**
- OAC music note increases **credibility** within YouTube Ecosystem
- **Improves SEO** and adds side panel in search
- Auto-generated album and music video shelves
- Access to **YouTube Studio features**: Profile, Concerts, YouTube Analytics for Artists

Official Artist Channel

- Brings all of an artist's content into **a single channel**
- OAC music note increases **credibility** within YouTube Ecosystem
- **Improves SEO** and adds side panel in search
- Auto-generated album and music video shelves
- Access to **YouTube Studio features**: Profile, Concerts, YouTube Analytics for Artists



music:)ally
est 2002

Channel Optimisation

- Audience: is your content 'Made for Kids?'
- **Linking Google Ads account** to build remarketing audiences

Advanced Settings

- Audience: is your content 'Made for Kids?'
- **Linking Google Ads account** to build remarketing audiences

Settings

General

Channel

Upload defaults

Community

Basic info

Advanced settings

Title ?

Add a title that describes your video

Description ?

Tell viewers about your video

Visibility

Select

CANCEL SAVE

Upload Defaults

Settings

- General
- Channel
- Upload defaults**
- Community

Basic info Advanced settings

Title ?
Add a title that describes your video

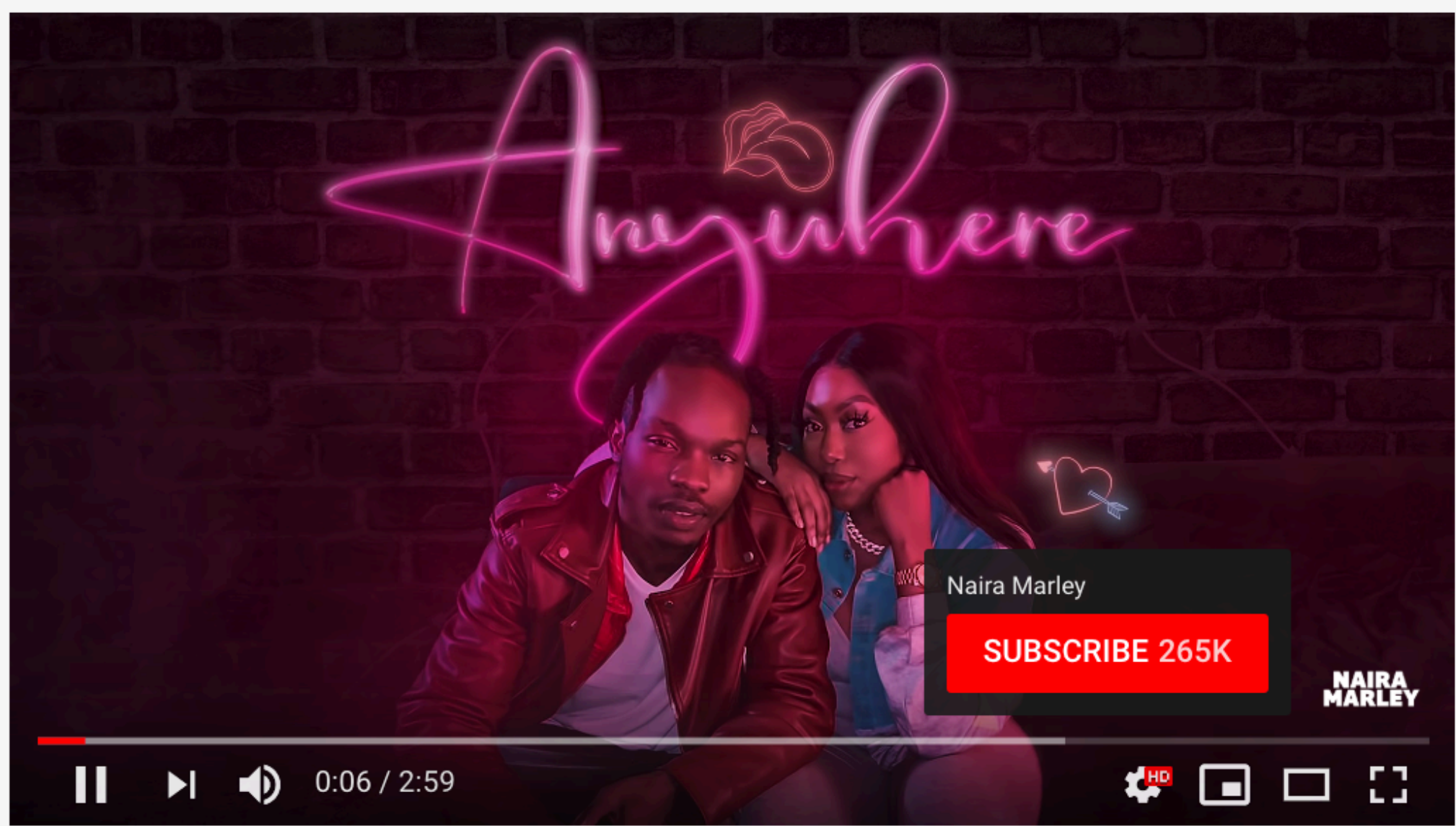
Description ?
Tell viewers about your video

Visibility
Select ▼

CANCEL SAVE

Customise Channel

Customise Channel



Naira Marley ft Ms Banks - Anywhere (Official Lyric Video)

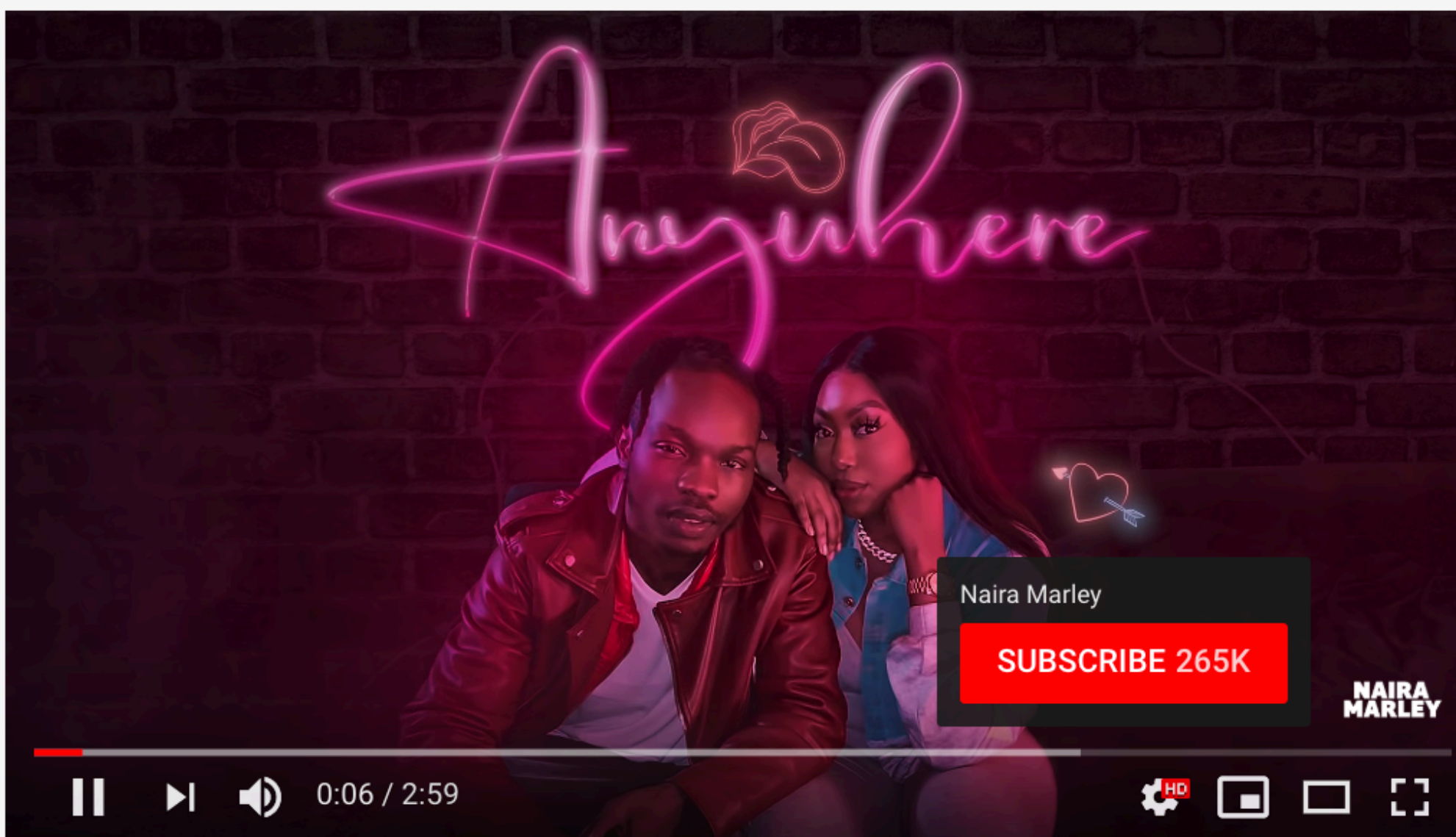
160,041 views • Premiered on 30 Jan 2020 4.2K 97 SHARE SAVE ...



Naira Marley
265K subscribers

SUBSCRIBE

Branding Watermark



Naira Marley

SUBSCRIBE 265K


NAIRA MARLEY

0:06 / 2:59

Naira Marley ft Ms Banks - Anywhere (Official Lyric Video)

160,041 views • Premiered on 30 Jan 2020

4.2K 97 SHARE SAVE ...

Naira Marley  265K subscribers

SUBSCRIBE

music:)ally

Layout Branding **Basic info** VIEW CHANNEL CANCEL PUBLISH

Music Ally

Description


Music Ally is the leading digital music business information and strategy company, providing publications, consulting, research, events and training to the music and technology industries since 2001.

Music Ally's publishing division provides a daily news feed compiled each morning in the UK; and two fortnightly insight reports: the Music Ally Report which contains the latest business analysis and insider information and Sandbox, a new digital marketing report. It is led by journalists with a wealth of experience, contacts and understanding of all aspects of the changing music business.

[+ ADD LANGUAGE](#)

Channel URL

This is the standard web address for your channel. It includes your unique channel ID, which is the numbers and letters at the end of the URL. [Learn more](#)



[Set a custom URL for your channel](#)

Custom Channel URL

The screenshot shows the 'Basic info' tab of the Music Ally channel settings. At the top right, there are buttons for 'VIEW CHANNEL', 'CANCEL', and 'PUBLISH'. The channel name 'Music Ally' is displayed with an edit icon. Below it is a 'Description' section containing two paragraphs of text. A '+ ADD LANGUAGE' link is visible. The 'Channel URL' section explains that the URL includes the channel ID and provides a 'Learn more' link. A text box contains the URL 'https://www.youtube.com/channel/UC2vKWr1FVsEzWlmcSNIFLaw'. A red box highlights a link at the bottom that says 'Set a custom URL for your channel'. A left sidebar contains various icons for channel management.

Layout Branding **Basic info** VIEW CHANNEL CANCEL PUBLISH

Music Ally ✎

Description

Music Ally is the leading digital music business information and strategy company, providing publications, consulting, research, events and training to the music and technology industries since 2001.

Music Ally's publishing division provides a daily news feed compiled each morning in the UK; and two fortnightly insight reports: the Music Ally Report which contains the latest business analysis and insider information and Sandbox, a new digital marketing report. It is led by journalists with a wealth of experience, contacts and understanding of all aspects of the changing music business.

+ ADD LANGUAGE

Channel URL

This is the standard web address for your channel. It includes your unique channel ID, which is the numbers and letters at the end of the URL. [Learn more](#)

https://www.youtube.com/channel/UC2vKWr1FVsEzWlmcSNIFLaw

Set a custom URL for your channel



SAM SMITH 🎵

12.5M subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Description

Sam Smith's Official YouTube Channel

TO DIE FOR

The new album, May 1st 2020

Pre-order: <http://samsmith.world/TDFAlbumID>

<http://samsmithworld.com/>

<http://www.twitter.com/samsmith>

<https://www.instagram.com/samsmith>

<https://soundcloud.com/samsmithworld>

<http://facebook.com/samsmithworld>

<http://youtube.com/samsmithworldVEVO>

<http://po.st/SamSmithSpotify>

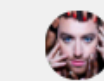
Stats

Joined 14 Sep 2012

6,242,895,215 views



FEATURED CHANNELS



SamSmithWorldVEVO

Links

[Instagram](#)

[Apple Music](#)

[Spotify](#)

[Twitter](#)

[Website](#)



SAM SMITH 🎵

12.5M subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Description

Sam Smith's Official YouTube Channel

TO DIE FOR

The new album, May 1st 2020

Pre-order: <http://samsmith.world/TDFAlbumID>

<http://samsmithworld.com/>

<http://www.twitter.com/samsmith>

<https://www.instagram.com/samsmith>

<https://soundcloud.com/samsmithworld>

<http://facebook.com/samsmithworld>

<http://youtube.com/samsmithworldVEVO>

<http://po.st/SamSmithSpotify>

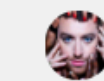
Stats

Joined 14 Sep 2012

6,242,895,215 views



FEATURED CHANNELS



SamSmithWorldVEVO

Links

[Instagram](#)

[Apple Music](#)

[Spotify](#)

[Twitter](#)

[Website](#)



SAM SMITH 🎵

12.5M subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Description

Sam Smith's Official YouTube Channel

TO DIE FOR

The new album, May 1st 2020

Pre-order: <http://samsmith.world/TDFAlbumID>

<http://samsmithworld.com/>

<http://www.twitter.com/samsmith>

<https://www.instagram.com/samsmith>

<https://soundcloud.com/samsmithworld>

<http://facebook.com/samsmithworld>

<http://youtube.com/samsmithworldVEVO>

<http://po.st/SamSmithSpotify>

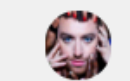
Stats

Joined 14 Sep 2012

6,242,895,215 views



FEATURED CHANNELS



SamSmithWorldVEVO

Links

[Instagram](#)

[Apple Music](#)

[Spotify](#)

[Twitter](#)

[Website](#)

- Grouping content for easy digestion
- **Increase average watch time**
- YouTube Music visibility

Example: Set up a full reverse discography playlist and add new uploads to the top of the playlist

Playlists

- Grouping content for easy digestion
- **Increase average watch time**
- YouTube Music visibility

Example: Set up a full reverse discography playlist and add new uploads to the top of the playlist

music:)ally
est 2002

Video Optimisation

- Important to include **keywords!**
- Correctly formatted artist name + track name
- Max 100 characters, between 50 and 70 ideal
- Type of video

Examples: Official Music Video, Official Audio, Lyric Video, Visualiser

Title

- Important to include **keywords!**
- Correctly formatted artist name + track name
- Max 100 characters, between 50 and 70 ideal
- Type of video

Examples: Official Music Video, Official Audio, Lyric Video, Visualiser

- **Keywords still important,** include artist name and track name
- Prioritise important information early
- **Links to releases, socials and merch**
- Lyrics
- Include three #hashtags

Description

- **Keywords still important,** include artist name and track name
- Prioritise important information early
- **Links to releases, socials and merch**
- Lyrics
- Include three #hashtags

- Main keywords: artist name, track title and more
- **Variations** of keywords (full, individual and mixed tags)
- **Misspellings**
- Genres
- Locations
- **Recognisable lyrics, artist's other popular songs**

Tags

- Main keywords: artist name, track title and more
- **Variations** of keywords (full, individual and mixed tags)
- **Misspellings**
- Genres
- Locations
- **Recognisable lyrics, artist's other popular songs**

- Notifications programmed to appear throughout videos
- **Driving users to other destinations**
- Max five per video
- Can point to videos, playlists, channels, donations, polls or links

Example: Direct users to Links, such as an artist's website or a smart link (YouTube Partner Program)

Cards

- Notifications programmed to appear throughout videos
- **Driving users to other destinations**
- Max five per video
- Can point to videos, playlists, channels, donations, polls or links

Example: Direct users to Links, such as an artist's website or a smart link (YouTube Partner Program)

YUNGBLUD - fleabag (Live from the 2021 MTV EMAs)

vevo 4:01

DIRECTED BY
CHRISTIAN BRESLAUER

vevo Punk & Emo Rock!
472 videos

3:49 / 3:52

#Yungblud #TheFuneral

YUNGBLUD - The Funeral (Official Video)

1,803,784 views...

83K DISLIKE SHARE CLIP SAVE ...

YUNGBLUD 2.45M subscribers

SUBSCRIBE

End Screens

The image shows a YouTube video player interface. The main video is titled "YUNGBLUD - The Funeral (Official Video)" and is directed by Christian Breslauer. The video player shows a circular profile picture of Yungblud on the left and a large text overlay in the center that reads "DIRECTED BY CHRISTIAN BRESLAUER". On the right side of the video player, there are two end screen recommendations. The top recommendation is for "YUNGBLUD - fleabag (Live from the 2021 MTV EMAs)" with a duration of 4:01. The bottom recommendation is for "Vevo Punk & Emo Rock!" with 472 videos. Below the video player, the video title "YUNGBLUD - The Funeral (Official Video)" is displayed, along with the view count "1,803,784 views...". Below the title are icons for play, like (83K), dislike, share, clip, save, and a menu icon. At the bottom left, the channel name "YUNGBLUD" is shown with a music note icon and "2.45M subscribers". At the bottom right, there is a red "SUBSCRIBE" button.

YUNGBLUD - The Funeral (Official Video)

1,803,784 views...

YUNGBLUD 2.45M subscribers

SUBSCRIBE

- Create subtitles from within **YouTube Studio**
- **Upload files** including time codes
- Auto-sync, typing manually, auto-translate

Examples: .srt, .sbv, .sub files which can be edited using any plain text editing software

Subtitles

- Create subtitles from within **YouTube Studio**
- **Upload files** including time codes
- Auto-sync, typing manually, auto-translate

Examples: .srt, .sbv, .sub files which can be edited using any plain text editing software

music:)ally
est 2002

Content Strategy

Music Content

Music Content

- You **cannot edit the title and description** of Art Tracks
- Music Video assets **generate additional royalties via Content-ID**

Why Uploading Owned Videos?

- You **cannot edit the title and description** of Art Tracks
- Music Video assets **generate additional royalties via Content-ID**

Non-Music Content

Non-Music Content

YouTube Shorts

- Available **globally** in the **YouTube app**
- **Discoverable via:** Shorts tab, home, notifications, subscriptions, channel pages
- **Video length:** Up to 60s (max. 15s with music)
- Add music from the **sounds library** when creating a Short
- Use **#Shorts** to help with discovery

music:)ally
est 2002

Social Features

Comments

Comments

- **Social media-style feed** available to OACs and channels with at least 500 subscribers
- **Content:** Post photos, text, Youtube links and polls
- Appear on artist's channel and users' home and subscription feeds

Community Tab

- **Social media-style feed** available to OACs and channels with at least 500 subscribers
- **Content:** Post photos, text, Youtube links and polls
- Appear on artist's channel and users' home and subscription feeds

Livestreams And Premieres

Livestreams And Premieres

- Creators can go live via **webcam, mobile or encoder**
- **Live Control Room:** Schedule a stream, moderate chat, view analytics & create highlights
- **Features:** Archive, super chat & super stickers
- YouTube Premium Afterparties

Livestreams

- Creators can go live via **webcam, mobile or encoder**
- **Live Control Room:** Schedule a stream, moderate chat, view analytics & create highlights
- **Features:** Archive, super chat & super stickers
- YouTube Premium Afterparties

- Acts as a pre-release **landing page**
- Upload video **a few hours to several days** before the release
- **Live chat feature** allows artists and fans to interact
- Upload a video and choose **'Schedule'** and **'Set as Premiere'**

Premieres

- Acts as a pre-release **landing page**
- Upload video **a few hours to several days** before the release
- **Live chat feature** allows artists and fans to interact
- Upload a video and choose **'Schedule'** and **'Set as Premiere'**

- Interactive livestream leading up to a premiere
- At least **1000 subscribers** and **no community guideline violations**
- Q+A, performing live, behind-the-scenes footage

Live Redirect

- Interactive livestream leading up to a premiere
- At least **1000 subscribers** and **no community guideline violations**
- Q+A, performing live, behind-the-scenes footage

- Free browser plug-in + premium features
- **Scorecards**
- Keyword Score
- Thumbnail Generator (Premium)
- Controversial Keywords (Premium)

vidIQ Features

- Free browser plug-in + premium features
- **Scorecards**
- Keyword Score
- Thumbnail Generator (Premium)
- Controversial Keywords (Premium)

- Set up channel as a **brand account** and **Official Artist Channel**
- **Customise channel** to promote current priority activities
- Keep a **consistent brand** across uploads and profile assets
- Optimise uploads with **appropriate titles, descriptions, tags** etc.
- Group content into relevant **playlists**
- Make use of YouTube's **fan engagement features**

Key Takeaways

- Set up channel as a **brand account** and **Official Artist Channel**
- **Customise channel** to promote current priority activities
- Keep a **consistent brand** across uploads and profile assets
- Optimise uploads with **appropriate titles, descriptions, tags** etc.
- Group content into relevant **playlists**
- Make use of YouTube's **fan engagement features**

Questions?

training@musically.com www.musically.com

Questions?

training@musically.com www.musically.com