

Engaging Your Viewers | Lesson Notes

Creating an Engaging Video

Main Takeaways

- Meeting the viewer's expectations is crucial
- Use a hook to grab the viewer's attention
- Break up the pattern of the video to maintain attentiveness
- Tell a story with a conflict that the viewers want to see resolved
- Open a loop by making a statement that challenges the viewer

Packaging Your Video

- Know the topic, title, and thumbnail of your video
- Viewers will leave the video if the content does not meet first expectations
- Internal use videos are not as critical to meet expectations
- For social media viewers meeting expectations can be life or death for a video

Hook

- The very first thing a viewer should experience in your video
- Used to "hook" or grab the viewers' attention – pull them into the content
- Can be a phrase, an action or a combination of both
- Try to make it less about the topic – focus on what the viewers care about
 - Ex: "I'm going to show you how to make a video your viewers will watch longer, so they'll enjoy them more, and so YouTube will show them to more people"

Pattern Interruption

- Breaking the pattern of the video so the viewer does not get bored
- Does not need to be abrupt, just needs to break the pacing of the video
- Examples include putting text on the screen, changing the camera angle, inserting a little joke, and more
- Breaking the pattern is also effective in presentations

Supplemental Footage

- A roll = main footage
- B roll = supplemental footage
- B roll can be a stock clip or a screen recording that helps illustrate your idea, as well as infographics or slides
- Helps break up the monotony of the viewer looking at the same thing all the time

Storytelling

- Clear beginning, middle, and end to your video
- Including a conflict in your story can draw in viewers to watch until the outcome is revealed
- It can be difficult to tell a story with certain pieces of content, this technique is dependent on the type of content you make

Open Loop

- Opening a loop that the viewer's brain wants to see closed
 - Introducing an idea that the viewer wants to keep watching to see the conclusion of that idea
- Making a statement that challenges the viewer – opens the loop
- Create a teaser for something later in the video – opens the loop

Audience Retention Report

- A second-by-second graph that shows us how people respond to our content on YouTube
- You'll see where people, at scale, are leaving your videos, sticking around, and rewinding
- Learn from the data that YouTube provides to make the best-informed decisions on what your audience responds to the best

Notes
