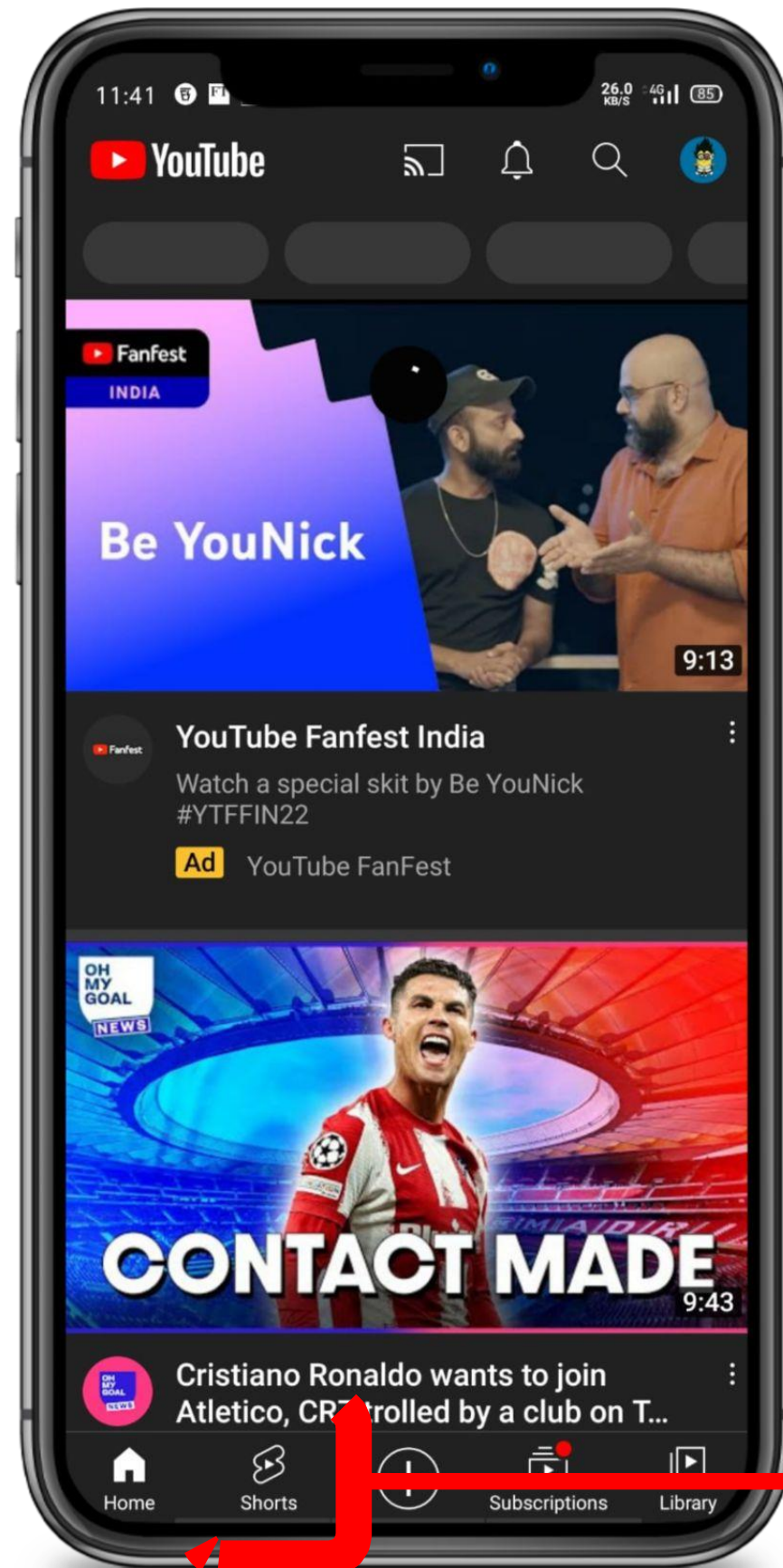


YOUTUBE SHORTS ENGAGEMENT



BY:- Rishav Raj



OVERVIEW

ABOUT:

YouTube Shorts is a short-form video-sharing platform offered by YouTube. YouTube Shorts enables users to produce vertical short-form videos, with features such as video segmenting, app-based recording, and musical overlays. Shorts can be a 60-second continuous video or several 15-second videos combined.

PROBLEM STATEMENT:

Lack of success in User Retention and constantly losing users to competitors like Instagram Reels.

OUR GOAL:

- To increase User engagement & improve User retention.
- To make YouTube Shorts the go-to platform for short videos.



YouTube released YouTube Shorts in **India** before rolling it out to America and 26 other countries by March 2021.



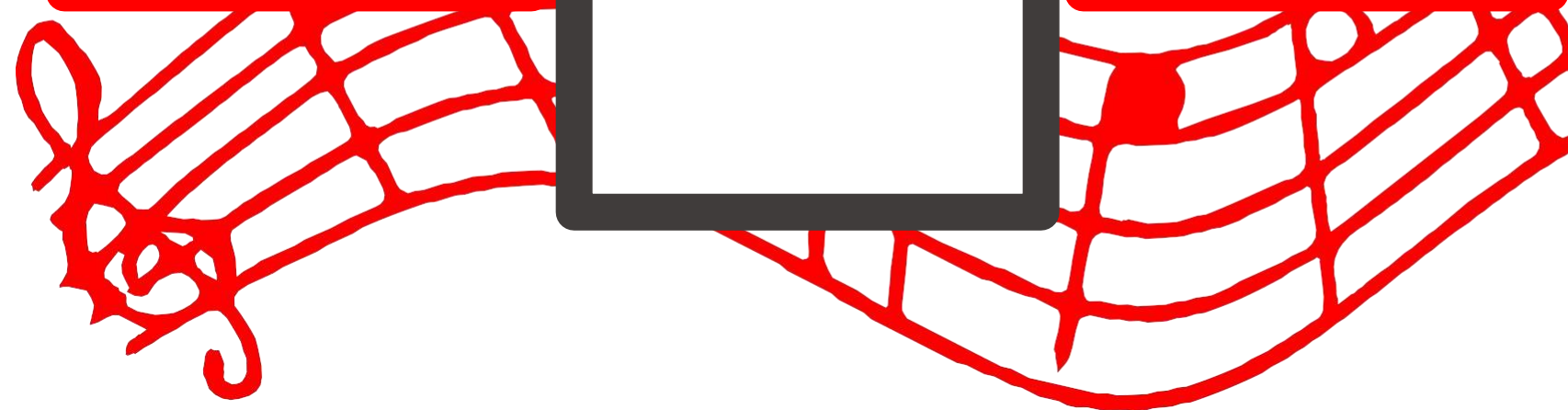
YouTube Shorts receives **15 billion** views daily



YouTube has a **\$100 million** YouTube Shorts creator's fund to reward their creators



YouTube reaches out to **thousands of creators** each month to tell them that they qualify for a Shorts bonus from the fund.



4.1



4.6



ROADMAP



USER PERSONAS



USER JOURNEY



PAIN POINTS



SOLUTIONS



MARKET SIZING,
COMPETITOR ANALYSIS



MONETIZATION
STRATEGY



GTM STRATEGY



SUCCESS METRICS



THE END



USER PERSONAS

Ishika | 19
Medical Student
Mumbai



- Learning dentistry from a prominent institute and has a very hectic academic life.
- Very sociable and loves talking to friends.
- Likes browsing through the internet and watching funny videos in her free time.

I found a hilarious video on YouTube and want to share it with my friends, but why do I have to use another platform to share, and why does the video get shared as a link? (unlike some other apps)

Pradeep | 38
University Professor &
Hyderabad



- Teaches Mechanical Engineering at BIMTS Pimlani and is a lifelong physics enthusiast.
- Although physics is his passion, he loves exploring new domains and learning more about other fields. He does this through watching videos online.

I want to explore new domains but my shorts feed just consists of videos related to physics or my existing subscriptions. (unlike some other apps)

Arjun | 22
Content Creator
New Delhi



- Travel Enthusiast, loves vlogging his experiences while travelling,
- He started a YouTube channel around a 2-3 months back, his content included travel vlogs, and he recently started making travel related shorts with terrains, mountain views etc.
- His YouTube channel quickly grew to 10k subscribers but recently his growth has plateaued due to dropping average watch time.

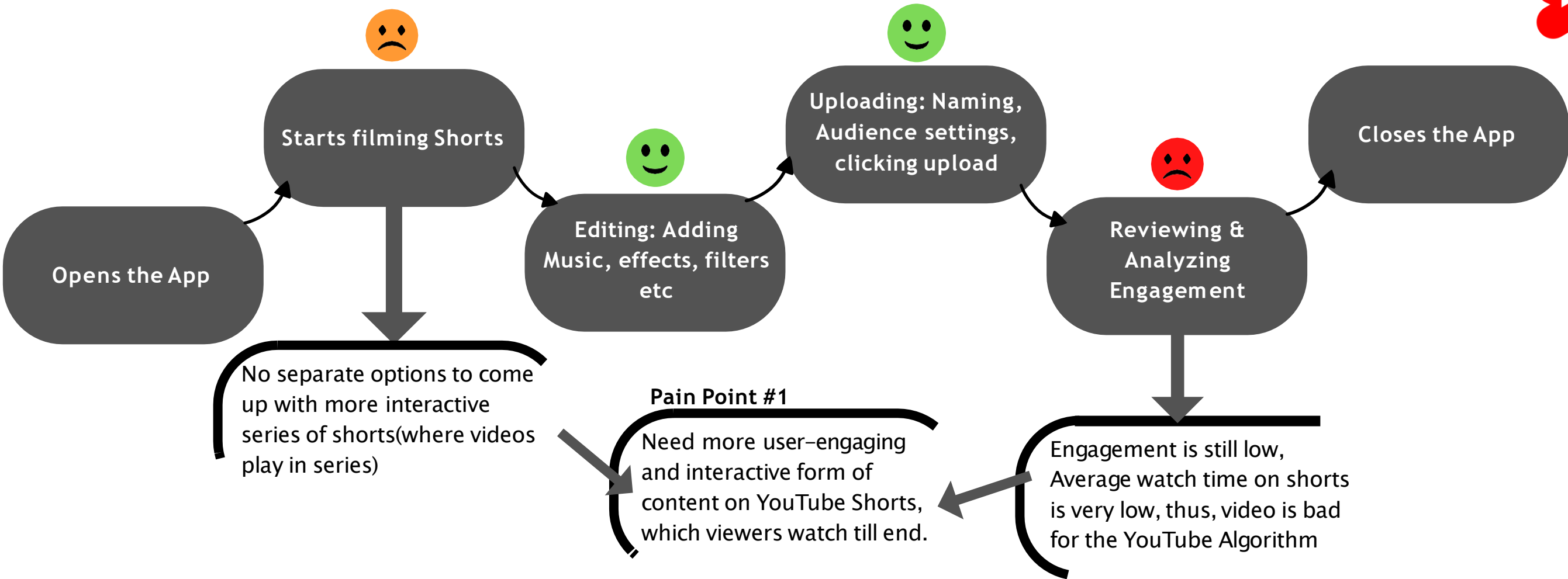
How do I make my content more engaging?

CREATOR'S JOURNEY

Arjun | 22
Content Creator
New Delhi



- I am travelling to Manali next week, it is going to be a great opportunity for me come with with lots of content for my channel.
- I have so many ideas already, why don't I make a series of related shorts in an order, it sure would help me with my average watch time.(viewers who find it interesting may end up watching the whole series)



VIEWER'S JOURNEY

Ishika | 19
Medical Student

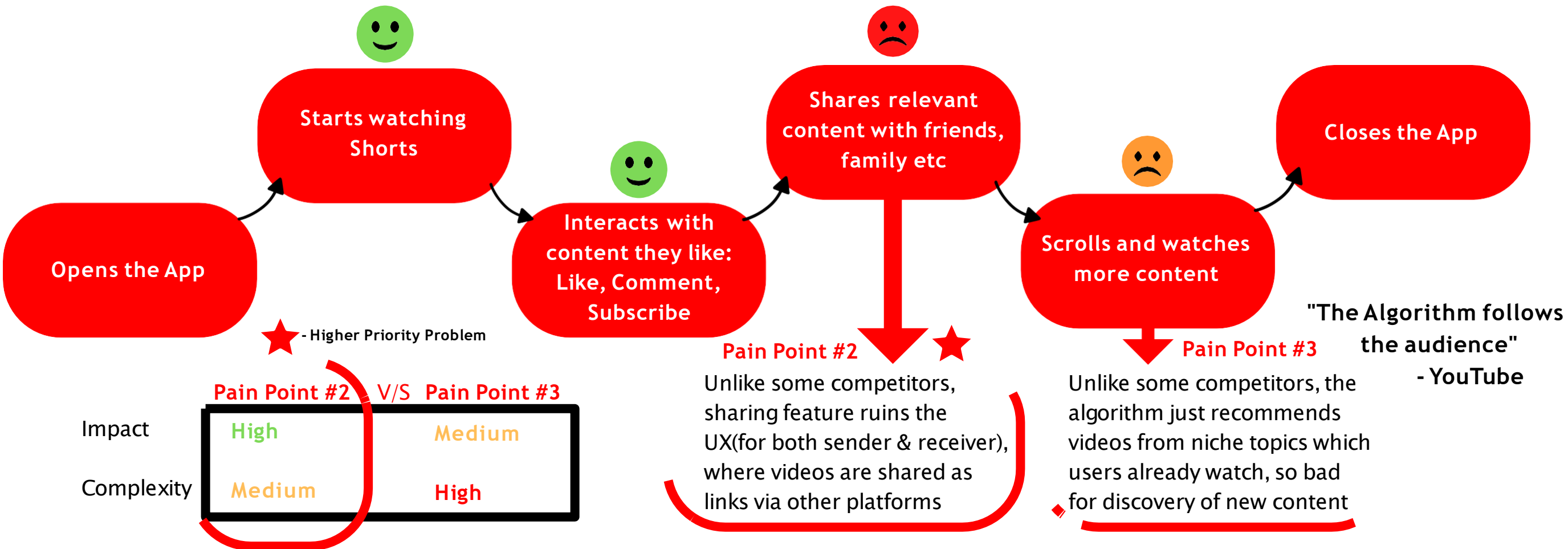


- What a tiring day, let's take a break and rest for a while.
- Let's watch some videos on YouTube shorts.

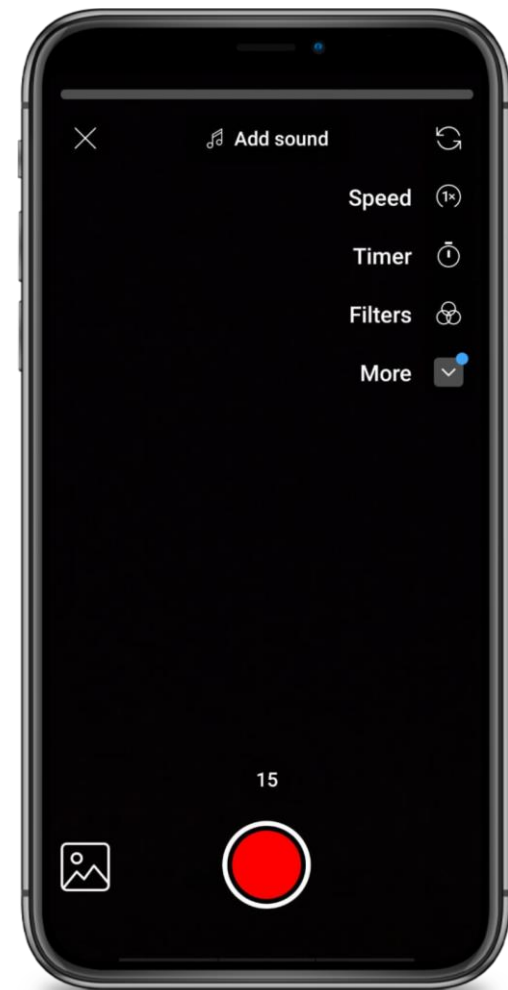
Pradeep | 38
University Professor



- I have been taking physics lectures back to back since morning. I need something to freshen up my mind.
- Let's watch some videos on YouTube shorts.



Pain Point #1: Lack of innovative ways to increase engagement through content



Just standard features for filming content(available on any other platform)



Besides standard features, reels and TikTok offer creators many high quality filters.

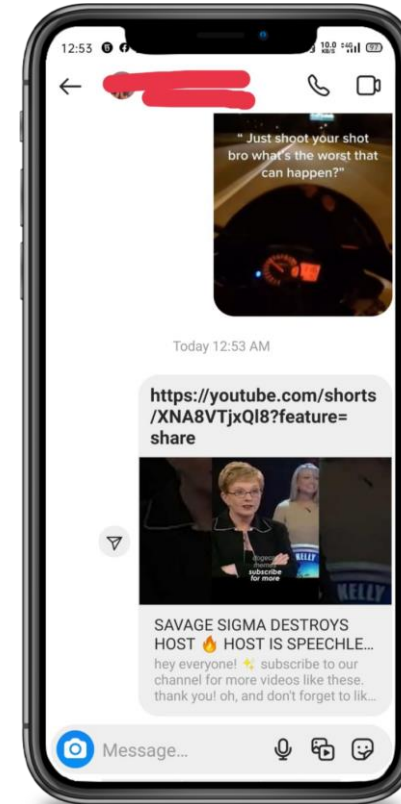
V/S

Hardly any exclusive features which are different from competitors and help YouTube shorts stand out to creators.

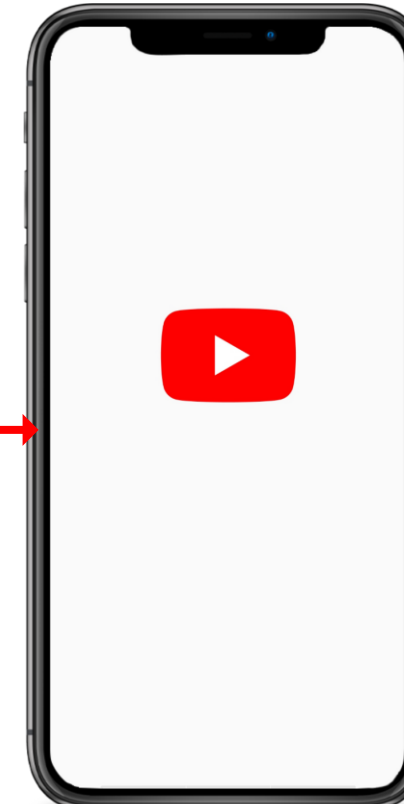


What features does YouTube Shorts offers me to improve my content, which TikTok or Instagram Reels doesn't offer?

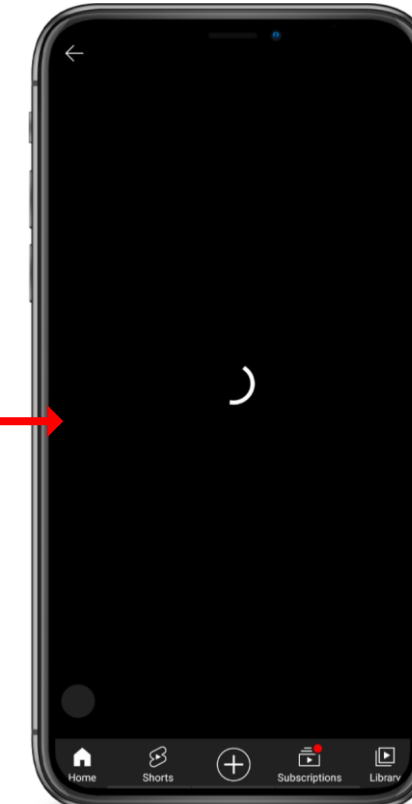
PAIN POINTS



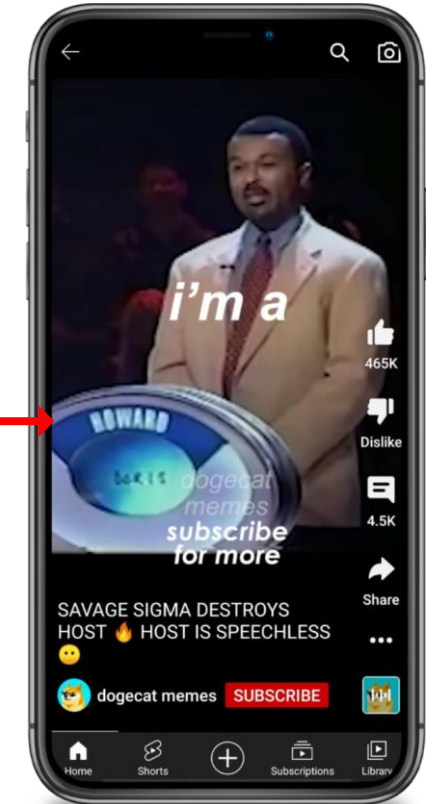
Video gets shared as a link.



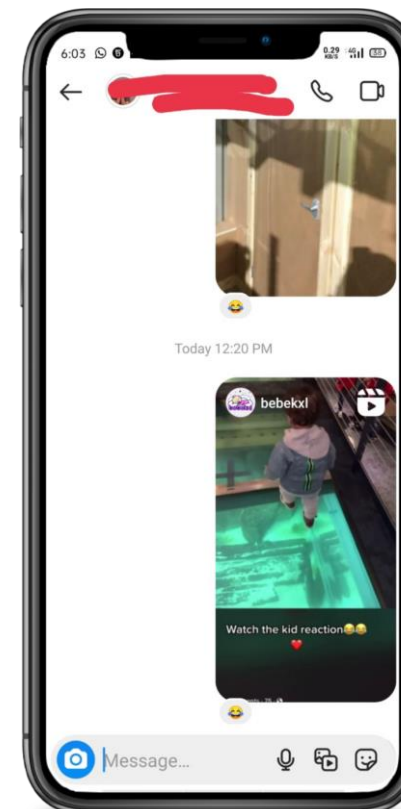
Clicking on the link opens up the YouTube app.



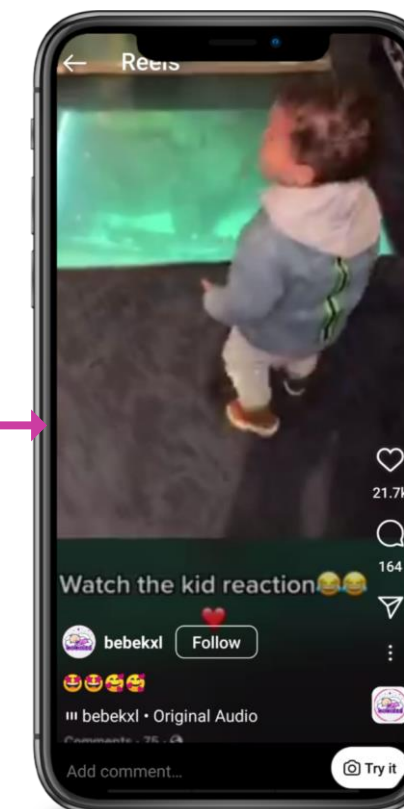
The video takes a few seconds for opening.



Then the video starts playing.



Video gets shared directly



Then starts playing almost instantly.

V/S

Pain Point #2: Sharing Feature

A study done by Microsoft Corp indicated that people now generally start to lose concentration after about eight seconds and that figure has been falling over the past couple of years and is at an all-time low.

This indicates that even a few seconds of wait time can damage the User experience



Reels is so much more convenient to share and view with other people, maybe I should start using that instead of YT shorts

LIST OF SOLUTIONS & PRIORITIZATION



Pain Point #1: Lack of innovative ways to increase engagement through content

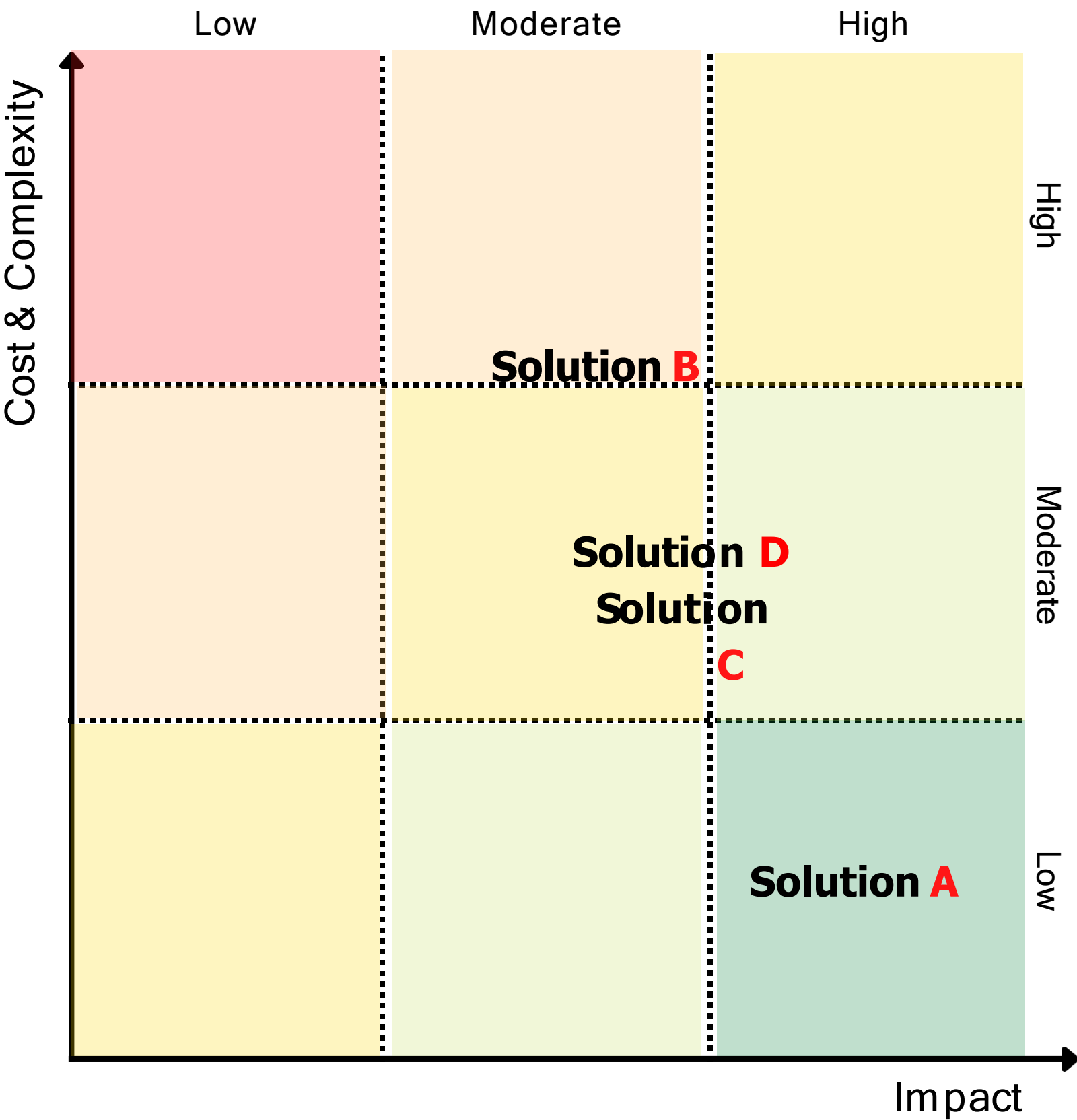
A: interactive Shorts

B: AI Based creative features: Deep Fakes, image generators, etc.

Pain Point #2: Sharing Feature

C: In-App Sharing & Friends Option, Tagging Friends

D: Better integration with other platforms



SOLUTION #1: INTERACTIVE SHORTS



Value Proposition to Creators:

- Exclusive feature which would be only offered by YouTube(at least initially).
- More scope for creativity in content.
- Better Engagement and better average view duration, where interested people would watch till end and watch the following videos.

Value Proposition to YouTube:

- Increased User Acquisition
- Increased User Retention
- Increased Retention Rate
- More time spent on the App

Metrics:

- Views
- Average View Duration
- Engagement
- Views per unique viewer
- Retention Rate

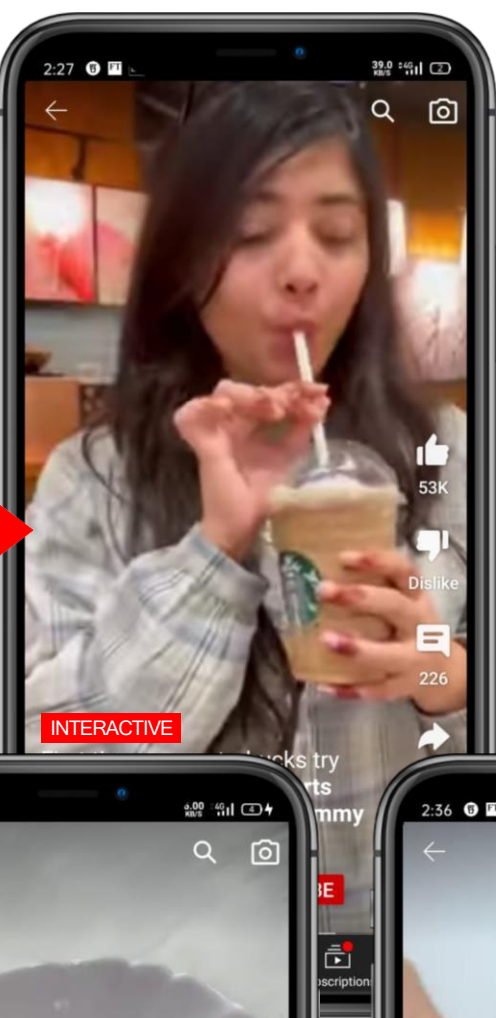
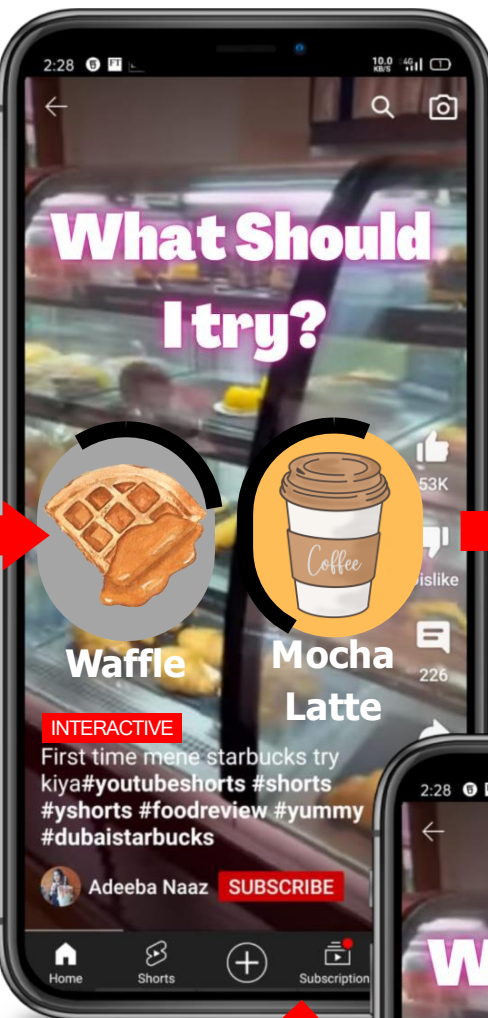
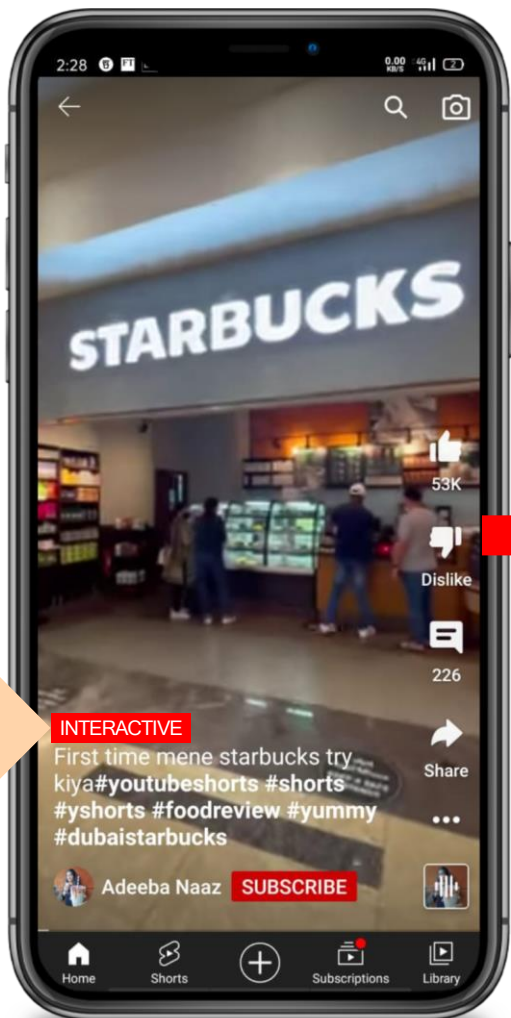
INTERACTIVE
Indicator of
the video
being
interactive.

Insights:

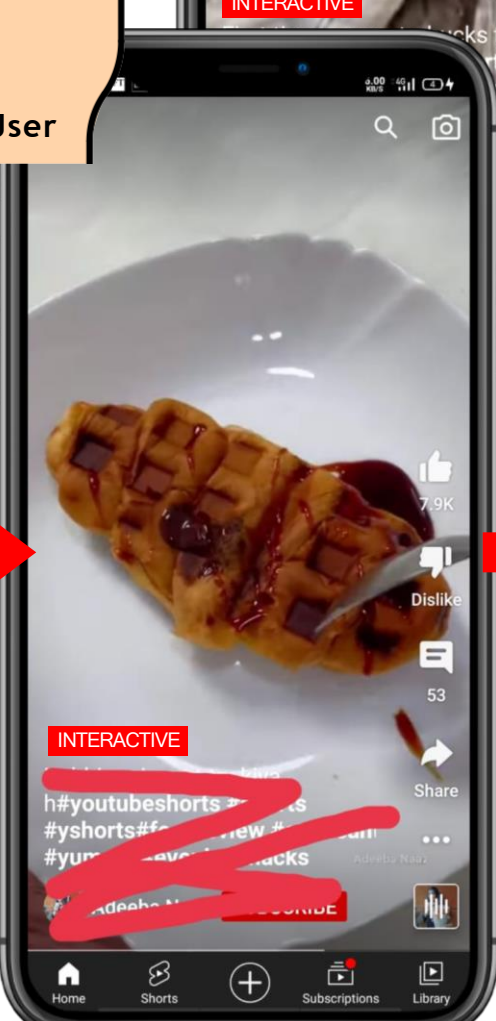
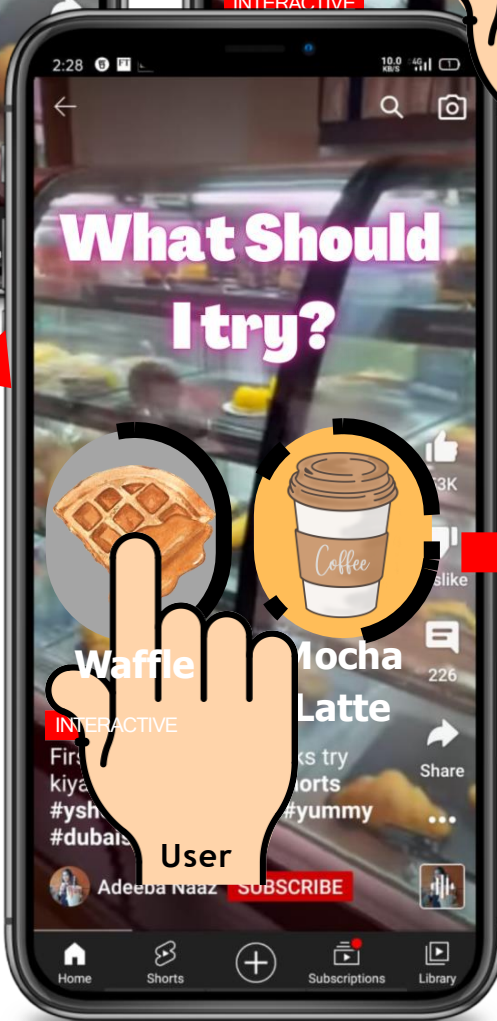
- Often viewers would play the video again and select the other option, just to see what that leads to.(This feature will cater to the curiosity of users and may elevate their experience.)
- If the video reaches the right audience(someone who is interested), this can help the creator raise the view count from 1 to 2-4.

At the end of the first short video, user would get a choice of how they would like the story to proceed

In this case, on clicking on "Mocha Latte", the video of the creator reviewing Mocha Latte starts playing



A single short video which branches out to multiple short videos of the same creator in succession by giving viewers a choice of how they want the story to move forward.



In this case, on clicking on "Waffle", the video of the creator reviewing Waffles starts playing

SOLUTION #2: IN-APP SHARING & FRIENDS OPTION



Value Proposition to Viewers:

- Enhanced User Experience
- Increased Accessibility and ease of use
- At par with competitors like Instagram Reels

Value Proposition to YouTube:

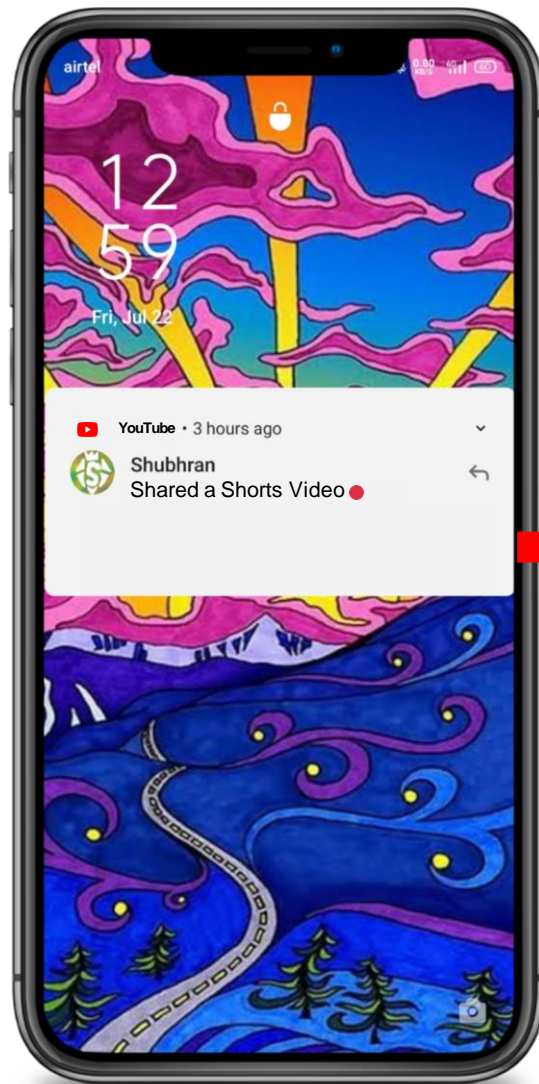
- Increased User Acquisition
- Increased User Retention
- More time spent on the App

Metrics:

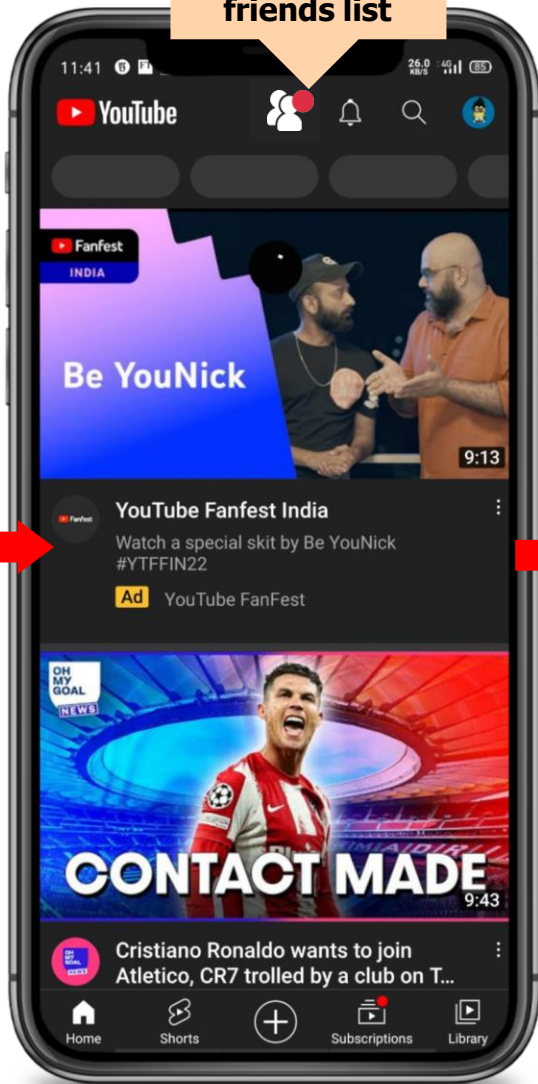
- MAU/DAU
- Engagement
- Total Push opens
- Push Opt-in Rate



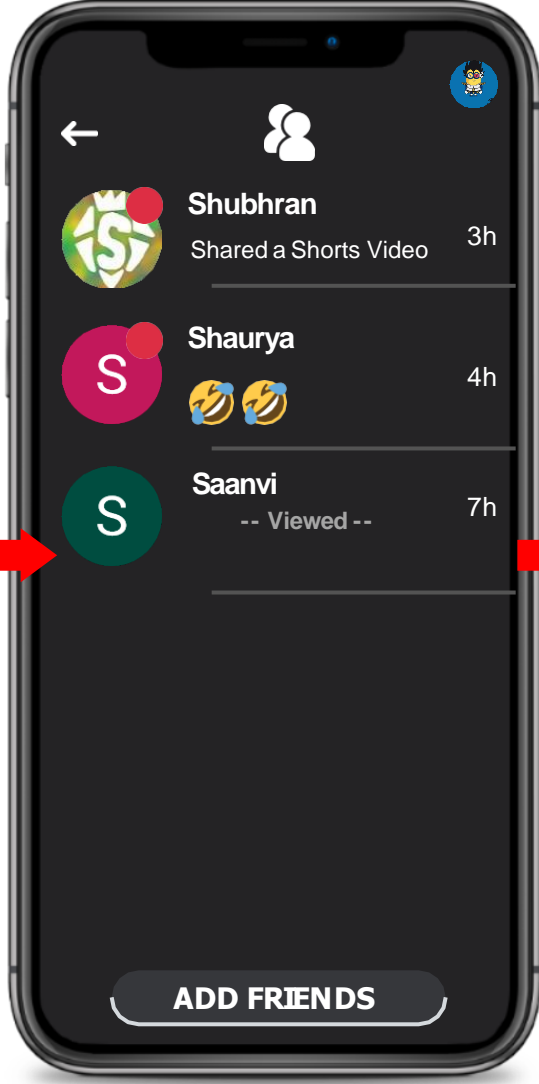
◆ This feature should have chats delete after 3 to 7 days because chat option would be mainly used to share videos, and storing a record of it(for too long) won't be necessary after the viewer watches it



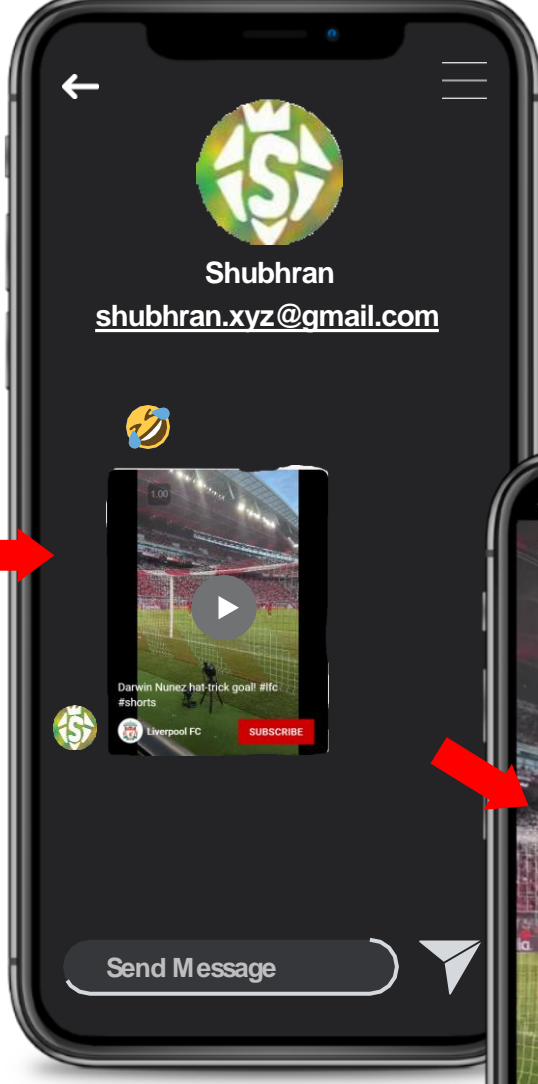
Push Notifications from friends which would make the user open the app more.



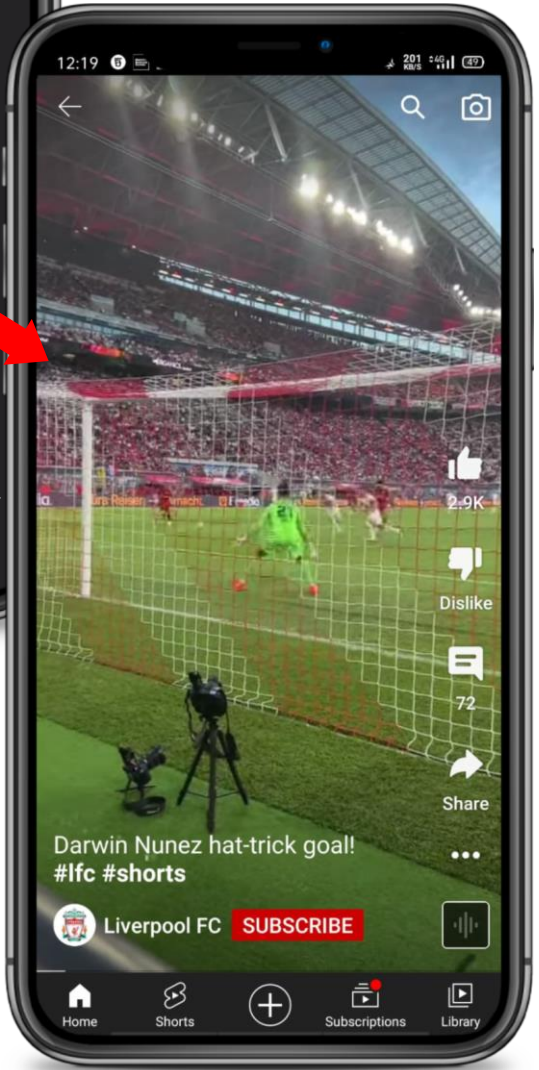
A separate "friends" tab, where users would just use their google accounts and don't need tom make a separate account to join



Options to chat with friends and react to their videos with the app



Video plays almost instantly on clicking on it

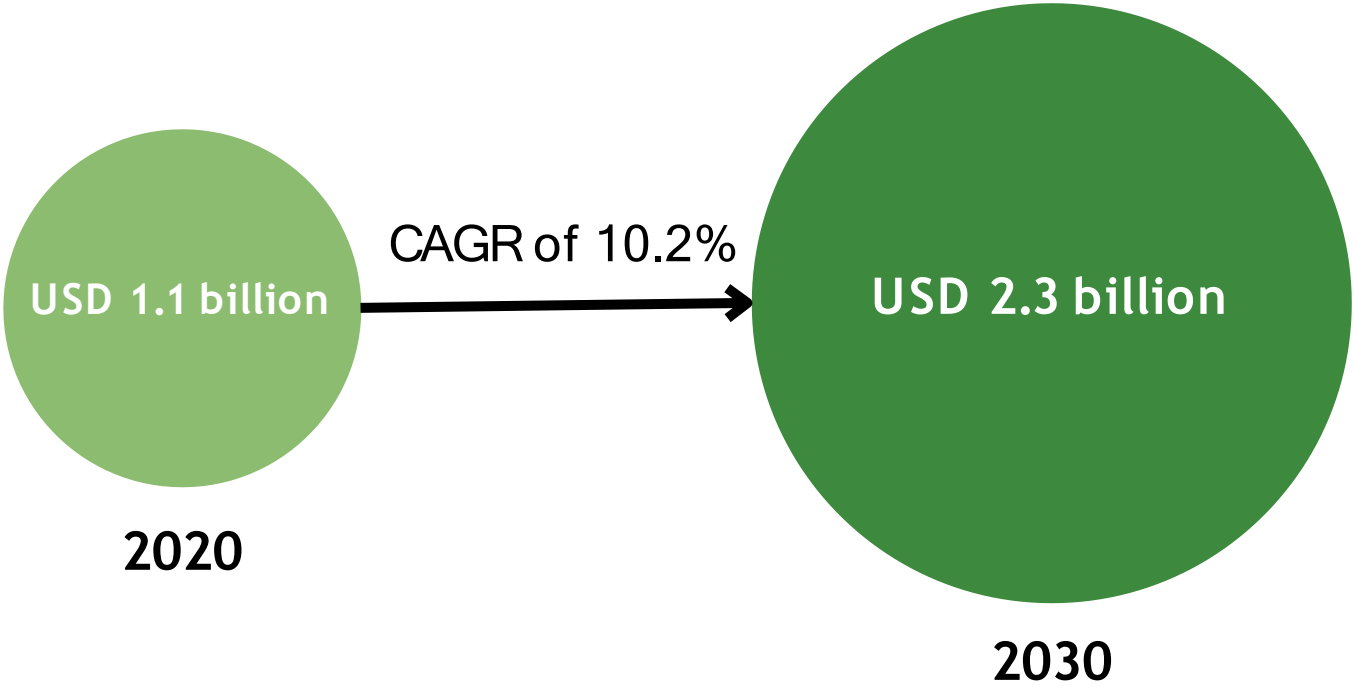


Insights:

- A one-second delay in page response results in a 7% reduction in conversions. - (Neil Patel)
- People don't like to wait. This is true in any situation you can think of.
- In this case too, the UX would be greatly improved because users won't have jump platforms to watch a single video

MARKET SIZING

GLOBAL SHORT VIDEOS PLATFORMS MARKET



COMPETITOR ANALYSIS

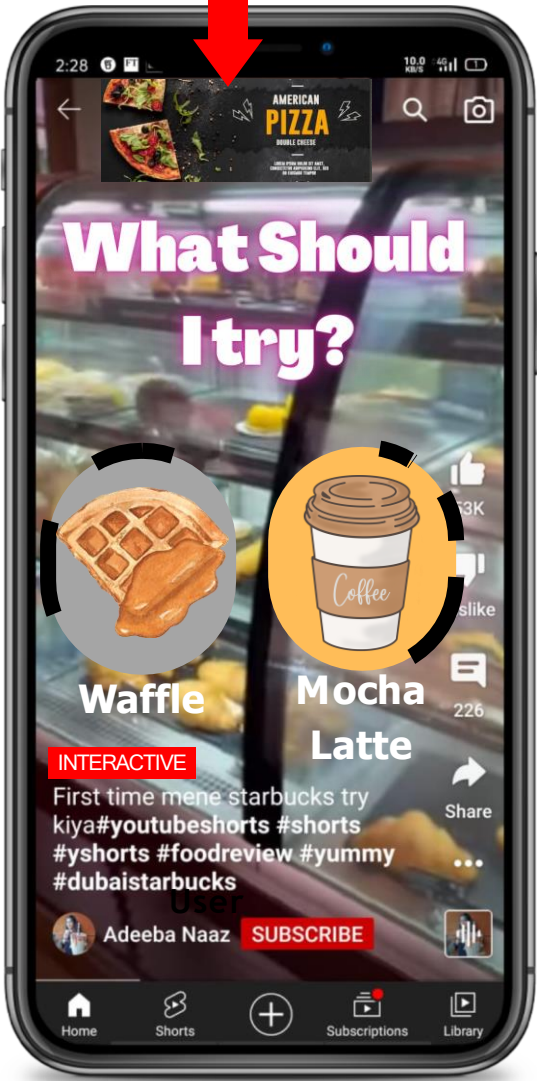
	YouTube	Instagram
REVENUE (2021)	\$28.8 billion	\$47.6 billion
MAU	More than 2 billion	Around 1.22 billion
Google Play	4.2 ★	4.0 ★
App Store	4.7 ★	4.7 ★

MONETIZATION STRATEGY

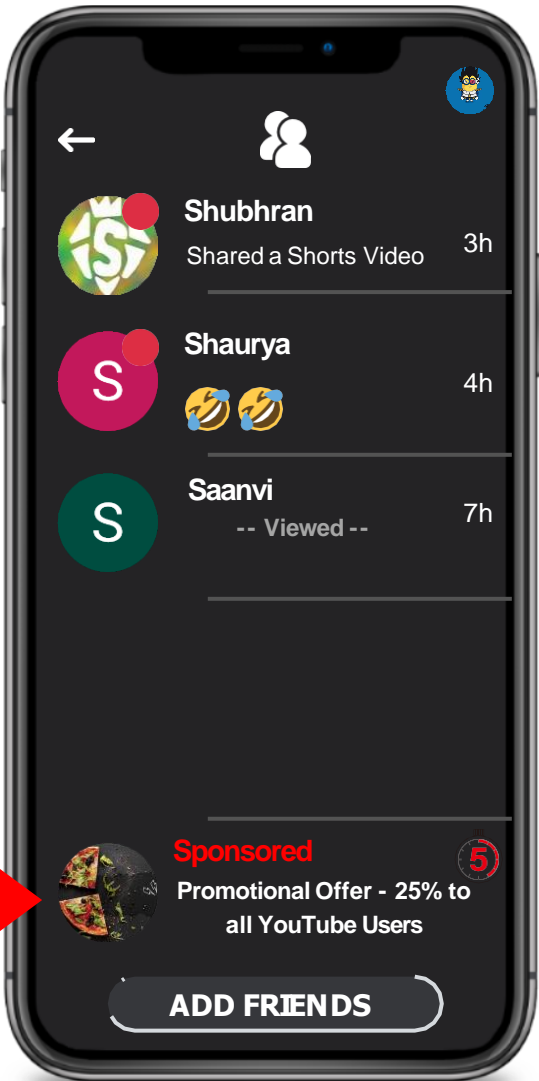
YouTube earns most of its revenue from advertisements and represents 11% of Google’s net US ad revenues. Even though the company is steadily moving towards the subscription-based business model, it still remains a secondary revenue source.

Continuing on the same model, and extending it to the new features:

- Adding relevant banner ads to a interactive short video in the transition phase.
Eg: Food Reviews should have Ads related to food outlets, food delivery etc.
- Having sponsored short videos which would be pushed by the algorithm.
- Eventual sponsored Direct messages from brands with offers, promotional shorts.



Relevant Ads Banner on top on the transition part of the Short video



Directed Ads through the messaging feature, as a message from the brand

GTM STRATEGY



CONTENT CREATORS

TARGET MARKET:
All the content creators on YouTube

PROBLEM:

Lack of innovative ways to increase engagement through content.
No exclusive creative features compared to the competitors.

SOLUTION:

Interactive Shorts



AUDIENCES

TARGET MARKET:
Gen Z & Late Millennials

PROBLEM:

Unlike some competitors, sharing feature is not up to mark and spoils the user experience.

SOLUTION:

In-App sharing and friends option

TikTok Stats:

60% are between the ages of 16-24.
26% are between the ages 25-44.
80% are between the ages 16-34.

Test out the feature globally to get feedback without any geographical or age-specific bias in the reviews

If testing has positive reviews and the feature works out as planned, it would time to promote it.

Incentivize creators from the YouTube Shorts Fund giving preference to this feature, to ensure adoption of this feature at least until it gains mainstream recognition & acceptance. Advertise these benefits among the creators.

After releasing the features, when users open the app, a guide to the feature should be the first thing they see, with an introductory video. (users here are both creators and audiences)

Test out the feature globally to get feedback without any geographical or age-specific bias in the reviews

If testing has positive reviews and the feature works out as planned, it would time to promote it.

Branch out to promotion through social medias, those channels would be the best to reach out this target market.


Start out with a direct message to all existing YouTube users in their inboxes straight from the YouTube team.

After releasing the features, when users open the app, a guide to the feature should be the first thing they see, with an introductory video.

- YouTube mobile app was counting 361.23 million daily active users (DAU) worldwide on iOS devices.
- Over 2.6 billion people worldwide use YouTube once a month.


SUCCESS METRICS










Problem to solve - Engagement

North Start Metric - DAU/MAU



HEART METRICS	GOALS	SIGNALS	METRICS
<div>HAPPINESS</div> <div></div>	User Satisfaction	User reviews and Ratings	NPS, Average App rating on various platforms
<div>ENGAGEMENT</div> <div></div>	User Interacting with content & sharing videos	Time Spend on App, % of Watch time from Shorts, Shorts shared per day on app	Daily Average Number of Videos shared through App per user, Number of recurring viewers for the same creator per user
<div>ADOPTION</div> <div></div>	User Onboarding	First Time User Experience, New Users, Number of App Downloads	No. of Shorts creators making Interactive Shorts, Reviews of users
<div>RETENTION</div> <div></div>	User Loyalty	Recurring Users	DAU/MAU, Monthly Retention Rate, Average Watch Time per User
<div>TASK SUCCESS</div> <div></div>	User Goal Competition	Analytics and User Studies	Time taken to open a shared video, % of Users interacting with Interactive videos

THANK YOU !!!!!

