

Maximizing Brand Awareness & Trust Through Evergreen Video Content

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Agenda – Context, then GROW

Context: Weber State University

1. **G:** Groundwork - Laying the foundation
2. **R:** Refinement – Resources for creation
3. **O:** Outreach - Distribution tactics
4. **W:** Witness – Identifying measures of success

Context

What/Where is Weber State University?

- 1 of 9 Utah System of Higher Education (USHE) Institutions
- 1 of 21 Post-Secondary Options available to students in Utah
 - 9 USHE Institutions
 - 8 Technical Colleges
 - 4 Private Non-Profit Institutions
- Best Return-on-investment (ROI) college in Utah
- Major partner with Hill Air Force Base
- 32,000+ students enrolled Fall 2024, all-time highest
 - 3rd largest university in Utah by enrollment



Groundwork

Laying the foundation for growth

- **Strategic Initiatives:** Increasing Awareness of WSU's value proposition
 - Continual Push for Marketing & Communications to highlight Hallmark Programs
 - Health Professions (Nursing) & Engineering (Mechanical, Electrical & Energy)
 - Increase the WSU perception of high-quality* among the first-year admits
 - increase the WSU top-of-mind awareness of the population*
- **Content Exploration:** Identified content with historical viewership on Weber State's YouTube Channel
 - **Dental Hygiene Instructional Videos**

WSU Dental Hygiene Video Analysis

Leveraging the most important characteristics found within the WSU Dental Hygiene videos will establish structure and methodology for creating nursing based content in 2024.

Italicize/Bold = Characteristics to Pursue

Groundwork – Analysis

QUALITY OF TOPIC

- For established Dental Practitioners, Students, etc who are aware of the dental industry/terminology.
 - Audience**
- Covers correct AND incorrect techniques, tips, and process within hygiene program.
 - Visual Demonstration**
- Utilizes figure of authority (Professor Kami Hanson) to provide expertise to content covered
 - Persuasion**
- Analogies/Metaphors/Similes as a form of clarification of new information
 - Education**

ESTABLISHED STRUCTURE

- Established titling that includes WSU Branding, keywords of focus, and subject matter of focus
 - WSU Dental Hygiene - Adaption, Angulation, and Activation
 - WSU: **Branding**
 - Dental Hygiene: **Keyword**
 - Adaptation, Angulation, and Activation: **Subject Matter**
- "Graphic" thumbnails covering the subject matter of content
 - Engagement**
- Order of steps based on actual application of knowledge in real world
 - Thoroughness & Up-To-Date**

TRAFFIC SOURCING

- Majority of traffic comes from three places to target:
 - Suggested Videos
 - Relevancy**
 - YouTube Search
 - Keyword Optimization**
 - External (Links)
 - User-Friendly & Reliable**
 - Direct (bookmarking)
 - Problem Solving**

ENGAGEMENT

- Videos lacked graphics, bullet points, and visual stimulus to organize content
 - Need for Visual Clarity**
- Videos lacked cutting and baseline editing features
 - Need for Concise Duration**
- Videos lacked proper equipment for audio & video
 - Need for Increased Media Quality**
- Narrative includes "VO" and talking to camera
 - Demonstration**
- Professional and inclusion of humor in content (when appropriate)
 - Connection**

"META" CHARACTERISTICS

- 7 total videos under WSU Dental Hygiene
 - Playlist Optimized**
- 4 Month Timeline from first video to last video
 - Timeliness**
- Duration ranges from 4 minutes to 20.
 - Various performance based on duration. Content should have concise duration depending on material covered
 - Efficiency**

Refinement – Content Strategy

Resources for Creation

- Previous content filmed for introductory nursing courses
 - Internal video content management: *Kaltura*
- Substantial search volume of nursing-related content on Google/YouTube
 - SEO Tool: *AHREFS*
- MOGRTS & additional tools for enhancing content
 - Asset Website: *Envato Elements*

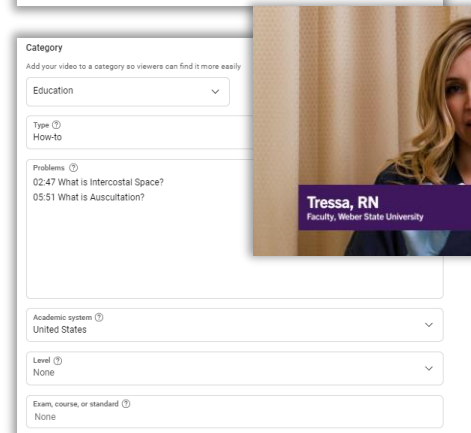
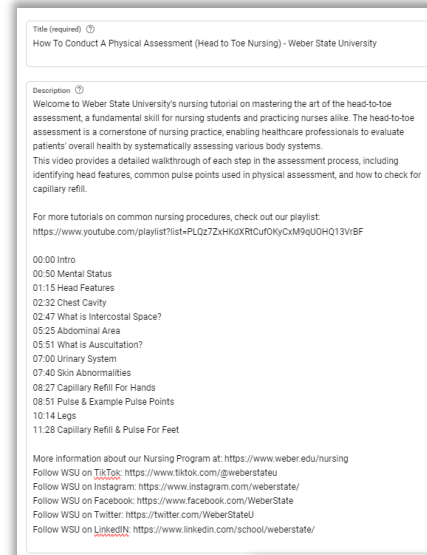
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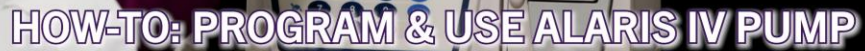
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<input type="checkbox"/> + galen college of nursing	I Branded	6	20K
<input type="checkbox"/> + nursing shoes	I C T	6	16K
<input type="checkbox"/> + ohio board of nursing	I N Branded Local	2	15K
<input type="checkbox"/> + alabama board of nursing	I N Branded Local	3	14K
<input type="checkbox"/> + nursing jobs	I T	1	12K
<input type="checkbox"/> + veal chop nursing	I	0	10K
<input type="checkbox"/> + nursing home abuse attorney	I T	6	9.7K
<input type="checkbox"/> + how long is nursing school	I	0	9.1K
<input type="checkbox"/> + oklahoma board of nursing	I Branded Local	5	8.9K
<input type="checkbox"/> + work from home nursing jobs	I T	2	8.3K
<input type="checkbox"/> + california board of nursing	I Branded Local	1	7.4K
<input type="checkbox"/> + best nursing shoes	I C	5	6.4K
<input type="checkbox"/> + nursing resume	I	2	6.1K
<input type="checkbox"/> + reddit nursing	I Branded	4	6.0K
<input type="checkbox"/> + nursing home abuse lawyers	I T	1	5.9K
<input type="checkbox"/> + prn nursing jobs near me	I T Local	9	5.5K
<input type="checkbox"/> + nanda nursing diagnosis	I Branded	8	5.1K
<input type="checkbox"/> + my brest friend nursing pillow	I C Branded	8	5.0K
<input type="checkbox"/> + kentucky board of nursing	I N Branded Local	8	5.0K
<input type="checkbox"/> + nursing dresses	I C T	1	5.0K

Refinement – Content Strategy

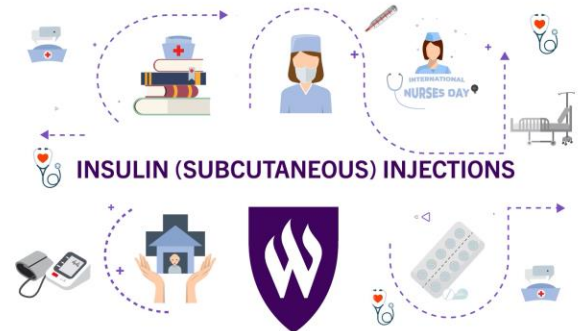
Rigorous Optimization

- Links to Nursing Website and applicable external sources
- Evergreen principles
 - Timelessness
 - Non-branded subject focus
 - Authority
- Utilizing graphic overlays to convey information, steps, & additional visualizations to inform and entertain audiences.
- Refinement of drafts & various iterations of content style





- 1 Remove oxygen mask
- 2 Insert tube into trach
- 3 Fill trach to measured tube length
- 4 Work tubing out slowly
- 5 Put oxygen mask on patient



Outreach – Distribution Tactics

Metadata Categories - CONSISTENCY

- **Descriptive**

- Titles, Descriptions, Tags, Categories, Thumbnail, Language, Captions

- **Structural**

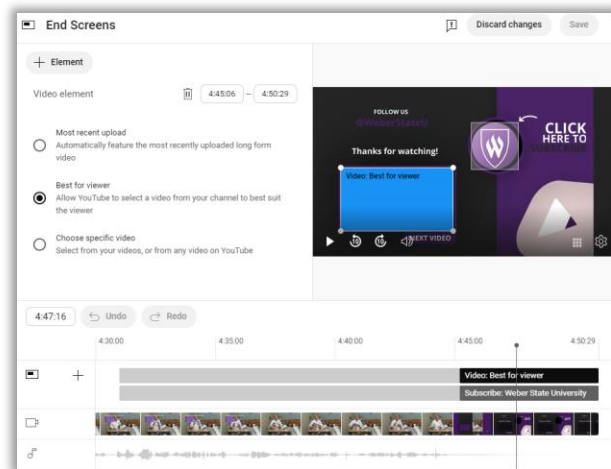
- Chapters, Playlists, End Screens, Cards

- **Administrative**

- Upload Dates & Times, Licenses, Embeddability, Location

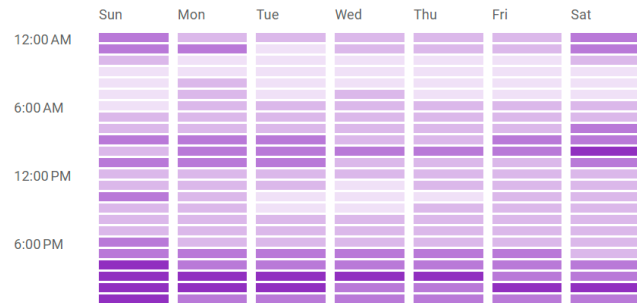
- **Technical**

- Resolution, Aspect Ratio, Duration, Codec & Bitrate



When your viewers are on YouTube

Your local time (GMT -0600) · Last 28 days



Outreach – Total Distribution

Distribution - How To Guides

- Content Categories Included:
 - Giving Injections
 - Central Lines
 - Setting Up Equipment
 - Administration Techniques
- Weekly distribution published based on popular viewership times from current audience
- ONLY published on YouTube

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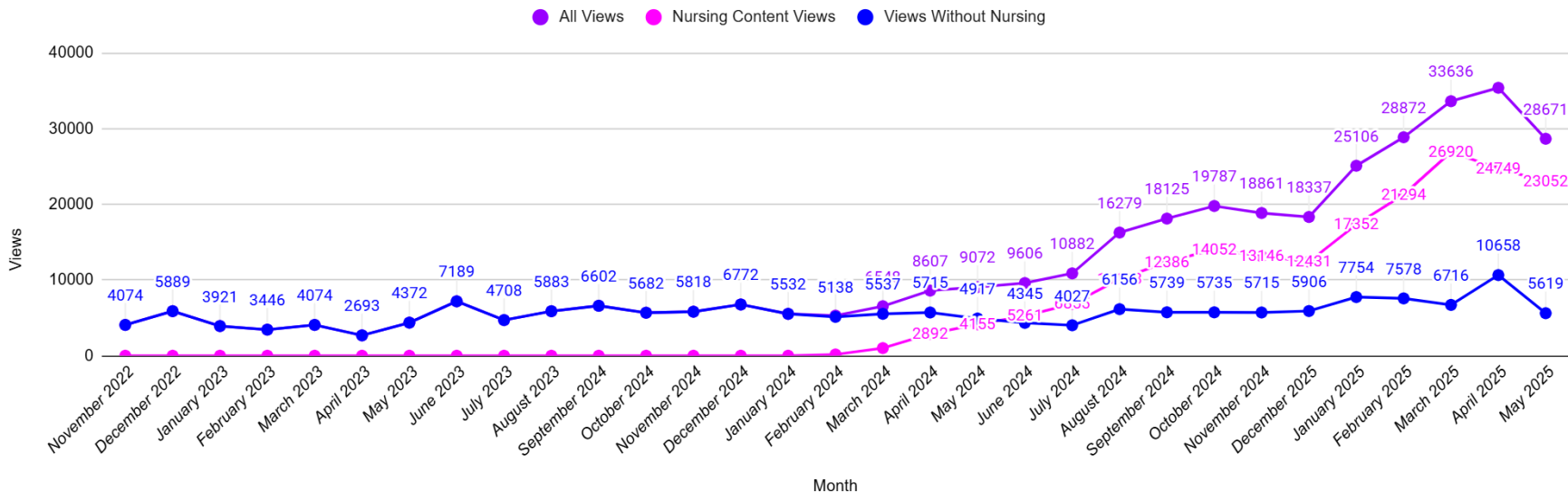
How-To Videos
created from
February 10, 2024 –
December 7, 2024

**Following data is
from Jan 1, 2024 –
June 16, 2025**



Content		+	Playlist watch time (hours)	Average percentage viewed	Views	Watch time (hours)	Subscribers	Average view duration	Impressions	Impressions click-through rate
Duration	Publish date									
<input checked="" type="checkbox"/> Total			73.1	42.1%	203,232	10,575.5	1,123	3:07	1,636,229	5.5%

Views Comparison on YouTube



Witness

Measures of Success

- Impressions click-through-rate: 5.5% (2.1-9.7%)
- 32.4% of Viewership comes Externally
 - Google Search: 71.8% (47.2K)
 - WhatsApp: 3.3% (2.2k)
 - Now seeing instances of AI utilizing content:
 - ChatGPT.com (Website)
 - Com.openai.chatgpt (Mobile)



66.11%

Overall viewership
on YouTube Channel,
while only
representing 6% of
all videos published.

*from selected dates

Witness

Measures of Success

- YouTube Search: 19%
 - 99% of YouTube Search was *non-branded* keywords
- Age: 62% of viewership came from users 18-24
- Gender: 97% Females
- Device: 63% of viewership from Mobile
- Geography: 44% of viewership from U.S.
 - California, Texas, New York: Top Tier
 - Florida, Pennsylvania, Utah: Second Tier
 - *India*, Philippines, Saudi Arabia: Third Tier

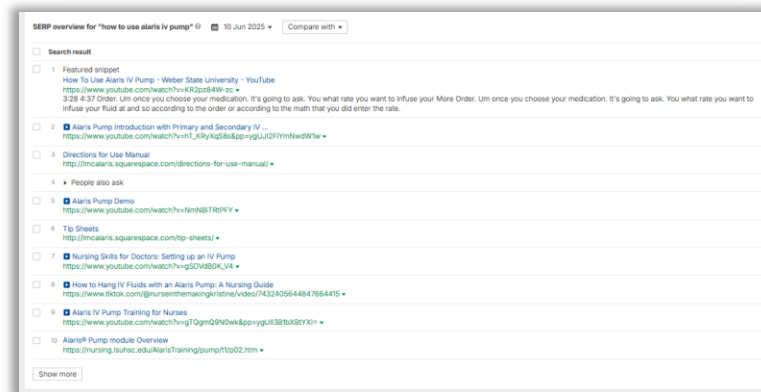
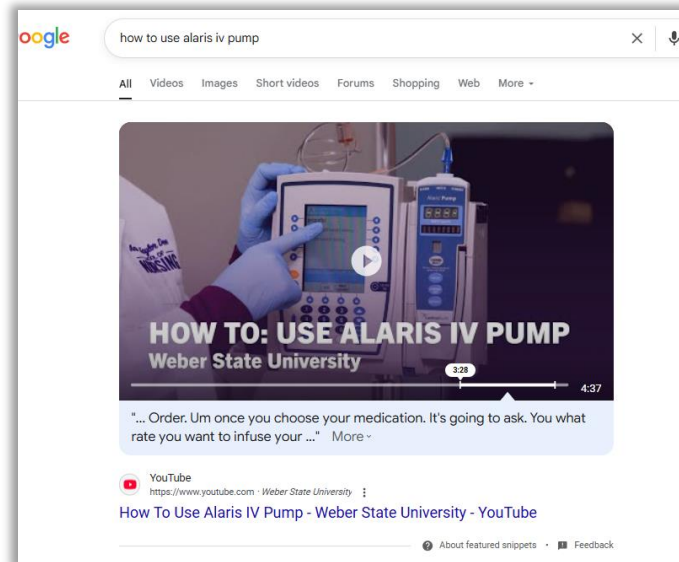
1,123

Subscribers added
from this content
alone.

Witness

Competitive Landscape

- Highest Growth Rate for YouTube account among Public Institutions in Utah
- Variety of non-branded keywords resulting in top SERP spots, including Featured Snippets. Examples include:
 - How to IV Push
 - How To Use Alaris IV Pump
 - How to Change Chest Tube Dressing
 - How To Central Line Blood Draw



Witness

Measures of Disappointment

- No substantial increase to website traffic through this session source (GA4)
- Newest content, focusing on Sepsis, lacks viewership and interaction compared to how-to guides
 - What is content vs. How to content
- Difficulty continuing series based on availability of Faculty members
- Limited insight to Google Searches within YouTube that resulted in External Viewership

Witness

Next Steps

- **Validation:** Evergreen Content can/will be useful for Awareness of University's key programs and disciplines
- **Audience:** Strong female audience engagement on mobile devices is something to leverage in future health professions content.
- **Content:** Tutorials over explainers consistently drive higher engagement and trust within this evergreen framework.
 - **Explore:** Creating How-to guides for other hallmark programs associated with Weber State University.



**Be
Brilliant.**



Conclusion

Tangible Actions for Your Institution

- Identify a gap of knowledge that your institution has expertise or can address in an ethical manner
 - Institutions can be *Educational Influencers*
- Consistency over Quantity, but don't neglect either
- Time is your ally with this content. Don't be afraid to let the data run.
- Iterations and variations should be created to enhance strategy, not complicate
- **Not considering video as a form of Digital Strategy will impact your online presence profoundly.**

I look forward to seeing your content GROW!

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