

# GoPro YouTube Case Study

## THE RUNDOWN

How can YouTube be used to organically advertise a product without a hard sell? GoPro, a camera designed to capture life's most exciting moments, advertised its product and built a fanbase by posting content to YouTube. By using YouTube as a production tool and encouraging fans to do share the content shot on their caneras, GoPro was able to increase their sales and raise awareness of their brand.T

## THE **GOALS**

- Build a fanbase
- Advertise what the GoPro camera can do
- Increase sales

## THE **APPROACH**

- Post tagged GoPro content to YouTube
- Work with YouTube reps to use YouTube as a production tool

## THE **RESULTS**

- Increased views of content on YouTube led to increase in sales
- YouTube exposure led to more followers and fans

*Source: GoPro YouTube Case Study*