

ORCHESTRATE your content distribution

STEP 1: How many of your target audience do you want to see this content and by when?

Draw a directional reach/impression curve and discuss targeting choices and options for this content.

STEP 2: How will you connect this content to other assets?

Map how this video content will be linked to other brand-owned elements and discuss how you can maximize owned & earned activity.

- Info Cards
- Playlists
- End Cards
- Channel Sections
- Subscriber Notifications
- InVideo Programming

STEP 3: What paid YouTube formats will you use to amplify impact? When?

- Trueview In-Stream
- Bumper Ads
- Trueview Discovery
- Google Preferred
- Homepage Masthead
- Sequential Storytelling



(Days // Weeks // Months) before & after launch